

Friday  
23<sup>rd</sup> June 2023

## Workshop based on Molded Product Industry at Kerala Rubber Limited (KRL) in Kottayam

Kottayam

23<sup>rd</sup> June 2023,  
Kottayam

As part of the efforts to increase the market share of molded rubber products in the rubber products market, a workshop was organized by Kerala Rubber Limited (KRL) in Kottayam for the Rubber Product manufacturers, which was Inaugurated by Rubber Board Executive Director M. Vasanthakesan I.R.S.

The share of molded rubber products industry in the global market is 35000 million dollars. India's share in this is only 2.2 percent. The workshop has been organized as part of KRL's efforts to provide the necessary technologies and training to the manufacturers in collaboration with the Rubber Board to significantly increase the share of molded rubber products in the country in the global market through the development of manufacturing units operating in the MSME sector

Sheela Thomas, Chairperson and Managing Director of Kerala Rubber Limited, is an I.A.S. (Retd.), Changanassery Common Facility Service Center Deputy Director S. Shyam, Vice President of Kerala State Small Industries Association Abraham Kuriakos, Kottayam District Secretary of All Kerala Rubber and Molded Mat Manufacturers Association Linu Cherian, K.R.L Business Development Officer V.J. and Reshma Vijay spoke at the inauguration.



### Workshop

The workshop was held in two sessions and an experienced faculty comprising of K.K. Anand (Rubber Engineers Enterprise, Thrissur), Dr. Sibi Varghese (Joint Director, Rubber Board), Grace Reji (Manager, NSIC, Kochi), Toms Joseph (Consultant, KRL), P.B. Suresh Babu (Assistant Director, ASME Development & Facilitation Office, Thrissur), K.J. Bonnie Face, C.K.R. Groups, Kochi), Sheela Thomas I.A.S. (K.R.L.), C. Padmakumar (Special Officer, Kerala Medical Technology Consortium) lead the discussions and interactive sessions.

Deliberations were held on the following topics:

Developing necessary infrastructure to promote investment opportunities for manufacturers in the natural rubber industry; To ensure business relations between companies, cooperatives and societies working in the field of rubber products; Liaison between agencies and product manufacturers involved in the development efforts of industries, Kerala Rubber Limited is an enterprise started by the Government of Kerala with the objective of acting as a Facilitator. Quality control, marketing strategies, new trends in manufacturing, technologies, MSMEs required for rubber products industries in Kerala to be competitive in the global market.

