Kerala

A Land of Beauty, Development & Paradoxes
Kerala : The Land of Coconuts

• Kerala is the land of Coconuts (Kera), rivers, rain, Kathakali, snake boats & backwaters
• It has 560 km length & 60 km breadth
• 44 rivers, 34 lakes & 448 Km of inland water ways are their in Kerala
• There exists 30 dams across those rivers
Enchanting Beauty of Flowing Streams
One of the world’s 50 greatest places as per National Geographic
The panoramic backwaters, lagoons and water bodies make it a paradise for tourists
Kerala at a glance

- Area: 38863 sq.km
- Population: 3.34 crores
  - Urban: 159 lakhs (48 percent)
  - Rural: 1.75 crores (52)
- Density per sq.km: 859
- Sex ratio: 1084 females/1000 males
- BPL percentage: 12.05 (1999-2000)
- Literacy: 93.91
- SC/ST population: 10.9 % (9.8 SC+1.1 ST)
Greenery in hill stations
A Dense State

- Kerala is third dense state in India followed by West Bengal & Bihar
- Kerala represent 1.8 per cent of total area of India and holds 3.43 percent of population
- Kerala is the only state where women exceeds men
- Annual population growth was 0.91 % in 1991-2001 as against 1.93 in India & 1.2 in the world
Palm Fringed State
Excellent Competitive Advantages

- Receives heavy rain, evenly distributed natural resources including rivers
- Settlements are evenly dispersed without rural-urban distinction with a piece of fenced land around each house
- Good international contacts since 3000 BC
- Excellent road & rail network
- Keeps cosmopolitan & progressive outlook
- The greenery, fertility of soil & abundant water make Kerala resourceful
Stunning Beauty
Art forms in Kerala

• Kathakali, Mohiniyattam, Thiruvathira etc are the classical dance forms in Kerala

• Kathakali combines dance, drama & music. One needs to know the meaning of gestures to appreciate it fully
Kerala has been famous for martial arts such as Kalari Payattu
Women in Kerala

• Much ahead of their counterparts, marry at 21 (men at 28-9)
• High literacy, fewer children, marry later & Live longer
• More in numbers than men
• Kerala ranks highest in per capita use of gold
• Women have 1.9 children – One of the lowest in India
Styles of Dress

- Simplicity and elegance are the trait of Malayalee dress
- Diverse types of dresses from traditional to ultra modern are popular now
- Use of footwear is very common
- Fashion dresses reach Kerala so fast
Wedding Dress - Styles
Kerala Food Styles

• Typical Kerala food is boiled rice with a few vegetable dishes served on a banana leaf
• Kerala dishes range from Puttu and Kadala curry to hot appam & spicy chicken curry / mutton stew
• Kerala tops in consumption of fish (2.26 kg. per capita per month – All India .27 kg
• Hindus prefers vegetarian food
  Muslims and Christians like non-vegetarian
• Coconut & spices are added to every dish
Bio-diversity in Kerala

• Western ghats is one of the 24 biodiversity hot spots in the world
• The State contains
  more than 4500 species of flowering plants,
  102 species of mammals,
  476 species of reptiles,
  89 species of amphibians &
  202 species of fresh water fishes
Diversity in Festivals

- Onam is the most important festival in Kerala
- Thrissur Pooram - an elephant pageant - is a temple festival
- Pulikkali is another festivity
- Edathua Perunul & Malayattur Perunnal a re Christial Festivals
- Chandana Kudam is Muslim festival
- Colourful festivals add beauty to Kerala life
Thrissur Pooram: Elephant Pageantry
Keralites particularly Hindus perform rituals to please Gods
Theyyam in North Kerala
Boat Race
House Boats
Beautiful Beach at Kovalam
Formation of Kerala State

- Kerala was formed in 1956 merging princely states of Travancore, Kochi and Malabar area of Madras presidency.
- Around 30 rulers were there in erstwhile Kerala land when formed.
- Kerala had a distributed feudal polity before that.
Revenue / Local Administration Divisions

Revenue Administration
- 14 Districts
- 63 Taluks
- 1452 Villages

Local Administration
Rural
- 14 District Panchayats
- 152 Block Panchayats
- 978 Grama Panchayats

Urban
- 60 Municipalities
- 5 Corporations
Achievements in Health

• Kerala has outstanding achievement in the health sector due to its
• low infant mortality,
• high life expectancy at birth,
• low birth rate,
• low death rate and
• virtual elimination of many communicable diseases
# Health Indicators of Kerala

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<thead>
<tr>
<th>Indicators</th>
<th>Kerala</th>
<th>India</th>
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<tbody>
<tr>
<td>Birth rate (Per thousand)</td>
<td>15.00</td>
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<td>Death rate (Per thousand)</td>
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<td>Infant mortality (Per thousand)</td>
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<td>Maternal mortality (Per thousand)</td>
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<td>Fertility rate per woman</td>
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<tr>
<td>Life expectancy</td>
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<tr>
<td>Male</td>
<td>70</td>
<td>64.10</td>
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<tr>
<td>Female</td>
<td>73.62</td>
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Health Institutions in Kerala

In govt we have
• 2711 Allopathy Health Centre,
• 871 Ayurveda institutions,
• 561 Homeo dispensaries

In private we have
• 4288 Allopathic institutions,
• 4922 Ayurvedic Institutions,
• 3118 Homeo dispensaries

Kerala Health University deals with all streams of health care
Luxurious Private Hospitals
Inadequate public facilities
Family Matters

• One-third houses in urban and 64 per cent in rural
• Family comprises of 4 on average
• 85 per cent lives in pucca houses
• More than 2/3 get drinking water from well
• 45 percent of men and 1 percent of women drink alcohol
Very Poor Mental Health
Increasing Life Style Diseases

- Kerala suicide rate is 3 times higher than national average.
- It contributes 10% of Indian suicides.
- 3-4% of Keralites suffer from mental disorders
- Life style diseases & aging pose health challenges in Kerala Society
Educational Institutions

- Engineering Colleges: 84
- Medical colleges (Allopathic): 13
- Medical Colleges (Ayurveda): 14
- Homeopathy Medical Colleges: 5
- Arts & Science colleges: 290
- Higher education Universities: 8
Government Schools Loose Glamour
Increasing English Medium Schools
**Schools in Kerala : Statistics**

- LP, UP & High Schools: 12,646
- Government Schools: 4,500
- Private aided Schools: 7,284
- CBSE schools: 587
- ICSE schools: 100
- Central Schools: 27
- Jawahar Navodaya Vidyalaya: 14
- Higher Secondary School: 1,656
- Vocational Higher Secondary: 375
- Student enrolment: 48.42 lakhs
- Drop out rate: 0.86 in LP, 0.79 in UP, 1.86 in HS
Employment in Gulf Countries

- Kerala got one crore, crore rupees from gulf in the past 25 years – 7 times higher than central assistance or more than twice the Karala state budget.
- In 2007 we got 24500 crore -1/5th of SDP which means daily 60 crore rupees.
- 18.5 lakh people work in gulf in 2007.
- Unemployment is comparatively high. (68 out of 1000 in rural and 61 per thousand in urban area.)
Spread of Banks in Kerala

• The bank branches in Kerala on March 2008 were 3843
• Average population per bank is 9000 as against 15000 in India
• Banks have customer services such as core banking-banking, phone banking, ATMS etc
Techno Park employs 12,500 IT Professionals & has 104 companies.

18,12,000 Sq Feet
Public Sector Enterprises

• 111 public enterprises are there in Kerala
• The returns form public enterprises are very low
• Govt is making huge investment
• Govt fixes very low user charges
News Papers & Magazines

- Number of magazines: 1483
  Dailies: 200; Weeklies: 178;
  Fortnightlies: 174; Monthlies: 762;
  Quarterlies: 95; Others: 74

- Number of Malayalam Newspapers: 1137;
  Circulation of Newspapers: 30 lakhs
  Circulation of weeklies: 22.63 lakhs;
  Circulation of monthlies: 10.63 lakhs
Increasing Radio & Television Channels

• There are 7 All India Radio stations with reach in the entire State
• Doordarsan is the prime channel covering entire State with 3 High Power Transmitters (HPT), 18 Low Power Transmitters & 2 Very Low Power Transmitters (VLPT)
• There are many satellite channels too
Housing : Not a Serious Problem

- Kerala has 65.95 lakh households and 65.32 per cent housing units with shortage of only 0.63 per cent
- 68 per cent live in permanent houses, 21.6 % in semi-permanent
- 56 per cent houses are good, 36 per cent livable and 8 per cent dilapidated
- People prefer to live in fenced independent houses
Poor Public Sanitation

- Kerala has largest coverage of house latrines in India
- 48 per cent of 65.95 lakh households have sanitary latrines
- Over 60 per cent of household latrines are located close to open dug wells causing health risk
Mounting Hospital & Solid Waste Biogas Deals with Bio Wastes
Religious Composition

• Rigorous caste system existed, but without religious rancor
• Religious institutions make life more serene and sacred
• Kerala population consist of
  – 56.2 percent Hindus
  – 24.7 percent of Muslims,
  – 19 percent of Christians & 1 per cent others
Hindu Temple
Portuguese, Dutch & English influenced Kerala Architecture
Kerala Countryside
An example of Scenic beauty
Kerala has 4.2 per cent of road network in India with 44.42 lakh vehicles on March 2008.

The length of road per people & road density per area is much higher than national average.

Traffic grows at 10 per cent while road at 5 per cent.

Railway coverage is very high-188 stations.

We have 3 air ports & 18 ports.

Out of 1.54 lakh Km of road length 1.04 lakh Km road is held by Panchayats.

26 % of panchayat roads are black topped, 60 % are gravelled.
Kochi International Air Port
The First Private Air Port in India
Increasing Vehicle Accidents

• 8 persons die per day on the road
• 15 accidents per thousand vehicles against 7.5 nationally
• 12 per cent accidents in India takes place in Kerala with 1.18 percent area and 3.17 per cent population
• Kerala has 50 lakh vehicles
Growing Consumer Markets

• Kerala stands foremost among States in per-capita consumption expenditure
• You can see consumer markets everywhere in Kerala and consumerism is growing
• Public Distribution Shops is available at every 2 sq km that feeds the poor
Public Distribution System

- Dates back to July 1965
- Targeted public distribution system with categorized card for Below Poverty Line exist since 1 July 1997
- Coverage of Ration Card for families is almost full
- Poor below poverty line get 35 Kg of rice for Rs 70 per month
Way Side Vegetable Selling
Increasing Alcohol Consumption

• Most drunken state
• Per capita liquor consumption in Kerala is 8.3 against 4 liters all India 7 is rising
• Alcohol increases fracas, felony, suicides, accidents and street violence,
• takes away household peace & productivity
• 16 per cent Keralites consumes alcohol
• Drinking causes 60 per cent of vehicle accidents & 1/3 of industrial accidents
A Toddy Shop

The drink can be a chemical creation
Kerala Tea Shop
A Debating Place for Rural Poor
Legislative Assembly Building
Governance in the State

- Elected a communist Government in 1956, first in the world. Govt. follows socialistic welfare measures
- The right and left fronts forms Governments in alternate elections
- Congress (INC) and Communist (CPI-M) are dominant parties.
- Party politics is the lifeblood of every Malayalee
- Political workers are well trained, eloquent & well versed in persuasion
- Secretariat building started functioning on 23-8-1869
Kerala High Court Building
Largest, but with poor aesthetics
Progressive Developments

• Kerala is a pioneer in land & labour reforms
• Un-touchability has been eradicated
• Absolute poverty has been reduced
• It has success in family planning & workers education & may have zero population growth by 2035
• Average monthly per capita consumption expenditure in Kerala is highest in India
• Lowest poverty in the country (7.1%)
Unencouraging Agricultural Situation

• 94 per cent are small holdings of .15 hectare against national average of .40
• Much of Kerala is mainly under plantation crops, leading to food deficit
• Rice is staple diet, but produced much less
• Kerala accounts for 92% of Indian rubber, 70% of coconut, 60% of tapioca and almost 100% of lemon grass oil
• Coconut occupies 41% of net cropped area and provides livelihood to 3.5 million families
• Rubber, tea, coffee, and cardamom occupies 29 per cent of net cropped area
• Crops like pepper, Tapioca, Areca nut, banana, cashew, ginger etc are cultivated
• Agriculture growth is declining - from 45% of SDP in fifties to 11% of SDP now
Beautiful Paddy Fields: A thing of the Past
Milk & Egg in Kerala

• Milk production in the State is declining whereas in India it is increasing
• In egg, the gap between production and requirement is widening
• Meat production is keeping pace with demand
Infrastructural Advantages

- Kerala has the highest telephone density in India with 32 lakhs land phones and highest number of mobiles.
- Road length per lakh is 458.8 Km against 259.2 Km for India.
- Kerala has post office for 7.7 sq km with a total of 5077 in the State.
- Eight out of 10 socially developed districts in India lie in Kerala as per ‘India Today’.
- Kerala is the first baby friendly state as per Unicef.
Rising Crimes in Kerala

- 1239 Murders in 2003-2004
- 13428 House braking incidents
- 1424 Rapes
- 1211 Unidentified bodies
- 6605 Cases of Absconding
- 5441 Vehicle theft
Protest March is a Common Sight
Kerala tops in Consumerism

- Spent Rs 2100 for mobile phone in 2007 by one Crore mobile users
- Kerala is said to hold 25 per cent of Gold Use in India
- Kerala tops in per capita loan by individuals
Cultural Heritage of Kerala

• Kerala’s folk music, mostly devotional, has rugged beauty with its rhyme and rhythm
• Contributions of Swathi Thirunal & Raja Ravi Varma in music and painting respectively are unique
• The chenda, and chengala are dominant percussion instruments of Kerala
Old Art Gallery in Thiruvananthapuram
Land of Ayurveda too

• Ayurveda is a holistic system for prevention & cure of body ailments, based on plant drugs
• Yoga and meditation are popular
• Both refreshes the body and mind together
Massage & Yoga for Health and Beauty
Tourist Places near Thrissur

• Athirappally water falls is 63 KM away
• Vazhachal water fall is again 5 KM away from Athirapally
• Peechi dam, Vilangan Hill, Elephant yard etc are other near places
• Sakthan Thampuran Palace is an archeological piece with 6 acre garden
Athirappally Water Fall near Thissur
Arresting Beauty of Athirappally
Other Tourist Places

• Thiruvananthapuram – capital city – is an abode of temples, mosques and churches, Kovalam beach, Veli back water, Neyyar dam & ponmudi hill resort

• Periyar wildlife sanctuary at Thekkady and Hill station at Munnar

• Sabarimala & Guruvayur are pilgrim centers

• Kochi & Kozhikodu are cities worth seeing
Traits of Keralites

- Highly sociable
- Good at friendship but bitter in enmity
- Strong in conviction
- Firm / persistent in action or in opposition
- Clever at manipulation or propaganda
- Intelligent, highly critical, sensitive, emotional
- No hero worship
- Appreciate seeing violence but not ready to engage in
Kerala is a Land of Paradoxes

- Mounting fiscal crisis in public coffers
- Major percentage of govt spending is unproductive
- Growing unemployment / ‘Jobless growth’
- High wage rates / low human productivity
- Traditional industries are in doldrums
- Growing corruption and rent-seeking
- Investor unfriendliness / Constant bandhs, red tapism etc
Continues …

- Growing population of aged 60+ (10.8 %)
- Organized class opposing technologies
- Increasing lifestyle diseases
- High incidence of suicides (9145 in 2003 / 9244 in 2005) Kerala is third in India
- High vehicle accident deaths
- High use of alcoholic drinks
- Flattening of hills, cutting of trees & filling of fields for raising concrete structures
Kerala Greenery is Fast Fading
Can we do anything to reverse this?
Thank You