

CHAPTER 31

PRIORITY ACTION PLAN, FISCAL REQUIREMENT AND RESOURCE MOBILIZATION

The projects proposed in various development sectors are prioritized in this chapter with due regard to their significance in the socio-economic development of the city and its region. The action plan to execute the projects, its scheduling or phasing along with agencies involved, funding and resource mobilization also suggested.

The components or elements described here are suggestions, and any suitable or essential components required can also be included in the project during the stage of preparation of DPR or during implementation stage. The fiscal requirement calculated for each project is by rough estimate only, and the actual amount shall be calculated while preparing DPR (Detailed Project Report) during implementation stage

Land demarcated for special zone may be acquired or arranged by Land pooling method, or through PPP

Phasing

Master Plan has a time period of 20 years and this is divided into 4 phases.

Each phase has 5 year time period. Suggestions for phasing of the selected priority projects are enlisted in the table given at the end of the chapter.

31.1 INDUSTRIAL PARK AT PALLIPOYIL

31.1.1 Location Details

For promoting all types of industrial activities in the Corporation area, an industrial park is designated as a special zone near Pallipoyil. 10.7 Ha land is identified in resurvey number 64 (P) at Kappadu Desom and resurvey numbers 92 & 93 at Mecheri Desom of Chelora Village.

31.1.2 Need for the project

Though Kannur Corporation is the head-quarter of the district, the industrial activities within the city are meagre except for a few mini-industrial estates. The famous handloom and beedi industries that flourished decades ago and supported the economic base of the city region have now declined. An industrial park

is essential for the city to revitalize its industrial base.

31.1.3 Project brief

The industrial park is envisaged to house all types of industrial units, IT/ITES/ Software/ Hardware units, engineering industries, handloom/apparel units, service industries etc. Green belts may be developed around the park or individual unit wherever essential as suggested by Pollution Control Board or other responsible authorities concerned. The Figure 31.1 shows the location of Industrial park at Pallipoyil.

The industrial park may also promote establishment of household industries, micro, small, and medium enterprises (MSME) and eventually act as a catalyst the industrialization and economic growth of the region. Industrial Park may provide developed plots or built-space or both for prospective entrepreneurs for setting up industrial units.

The project also involves creation of suitable infrastructure like road, power, water, sanitation & drainage and common facilities. The project is aimed to serve the following industrial sectors:

- Agro-based industries and value addition of the agro-products.
- Handloom/power loom and apparel units

- Engineering and electronic based industries.
- MSME Units
- IT Software/Hardware units
- Other prospective industrial units

The following amenities and common facilities are generally suggested for the project

- Truck parking and dormitory facility
- Administrative building
- Community hall, recreational spaces, banks and ATMs, restaurants
- Wastewater Treatment Plant (CETP)
- Water tank/OHT
- Solid Waste Management

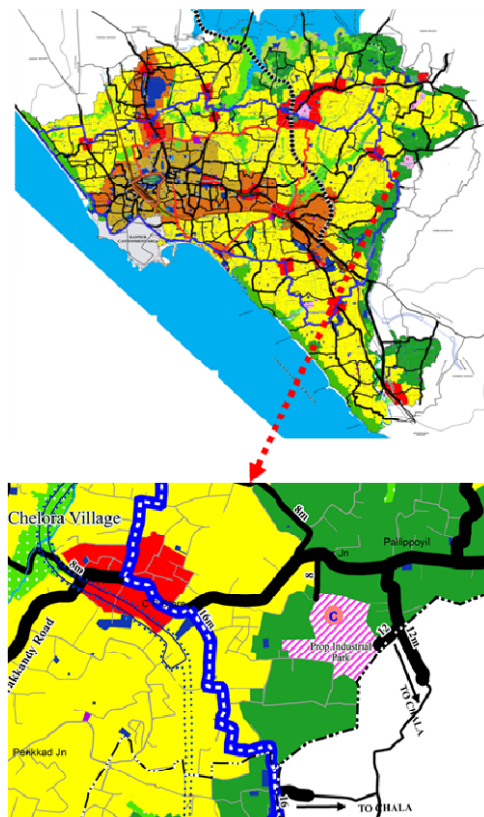


Figure 31.1 Location of Industrial park at Pallipoyil

Apart from the above common amenities, Industrial park may also include industry related facilities like R&D centres, material-testing centres, QC laboratories, and training centres, weigh bridge, exhibition cum business centre, marketing centres etc, if found essential.

31.1.4 Responsible agencies

Municipal Corporation can facilitate the materialization of the project. Table No 31.1 enlists various prospective agencies and their roles in materializing the project. Alternatively, prospects for PPP can also be explored.

Table 31.1 Prospective agencies for the materialization of the project

Role	Responsible Agencies
Initiation, Facilitation, Co-ordination	Municipal Corporation
Preparation of DPR, project implementation, allotment of units and operation of the park	KINFRA, Department of Industries & Commerce, DIC
Applicable in the case of PPP	Private Developer/entity

31.1.5 Suggested implementation mechanism

Implementation of industrial park project can be done through public agencies like KINFRA/DIC or through Public Private Partnership (PPP) mode. The Municipal Corporation can act as a facilitator in bringing the project to reality.

Alternatively, if developed under PPP mode, the land may be purchased/acquired for the project by the Government agency. In such a situation, land cost may be the public share and the development cost will constitute private share for the project.

The Municipal Corporation may facilitate to get necessary clearances and shall develop external infrastructure like road access, street lighting, etc. under Municipal functions, awareness creation.

31.1.6 Funding and Resource Mobilization

It is suggested that the public agency may bear the cost of procurement of land. Development of industrial Park and supporting infrastructure may either be undertaken directly by the public agency or the private agency (if implemented in PPP mode). The Municipal Corporation shall bear the cost of developing the external infrastructure like road access, street

lighting, etc. which comes under Municipal functions.

Approximate cost of the project is Rs. 55 crore.

31.1.7 Project periods and priority

The purchase of land, development of infrastructure facilities etc. can be carried out in the first 5 years. The project can be formulated and implemented in the second and third phase.

31.2 SEWAGE TREATMENT PLANT AT NEERCHAL

31.2.1 Location Details

An STP is proposed at the mouth of Neerchal thod at T.S. number 1144(P) at Block 15, Revenue Ward 5, of Kannur-1 Village. Figure 31.2 shows the location of Sewage Treatment Plant at Neerchal.

31.2.2 Need for the project

The Municipal Corporation has just started the functioning of a Sewage Treatment Plant at Padannathode area and currently there is no sewerage treatment facility in the other parts of the Corporation area. The sewage generated in houses and various establishments are disposed-off through on-site sanitation systems (septic tanks or leach-pits). There is a threat for pollution of ground water

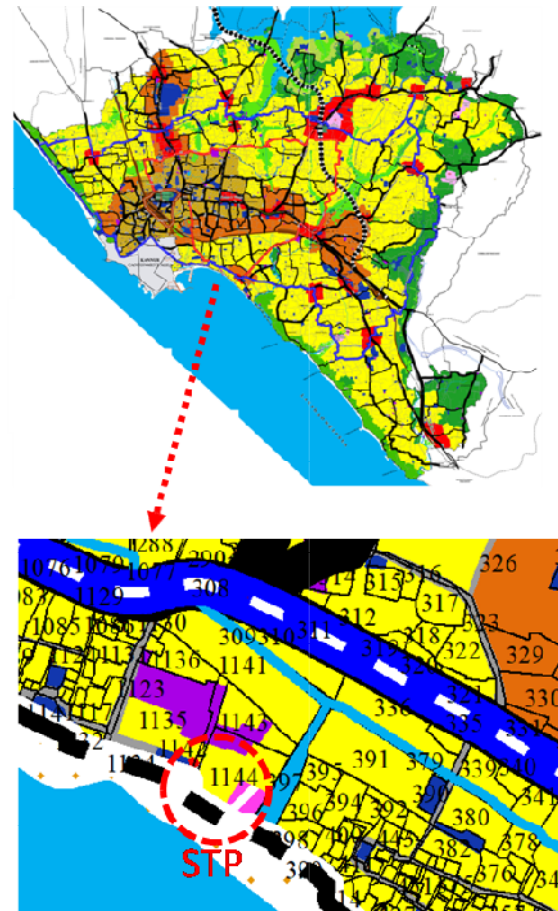


Figure 31.2 Location of Sewage Treatment Plant at Neerchal.

and severe risk to public health. The sullage (grey water) from the commercial establishments directly flows into the roadside open drains and the waste water finds its way to road side drainages without proper treatment. This leads to wastewater stagnation, ground and surface water pollution, odour nuisance, insanitary conditions, mosquito breeding, and the spread of water borne & vector borne diseases.

The mouth of Neerchal thod where it joins the Sea is the best example for the above said scenario and is now observed as a major threat to the public health. If the grey water in the stream is treated before it is released to the sea the place can be turned into a pleasant location and can be used for public activities.

31.2.3 Project brief

Establishment of STP involves land acquisition, demand and capacity assessment, technical design, preparation of DPR, fund raising, tendering, construction works, setting up of the plant, operation and maintenance etc. The residual wastes generated as byproduct in the plant can be converted to manure.

31.2.4 Responsible agencies

Table 31.2 shows the Prospective agencies for the materialization of the project.

Table 31.2 Prospective agencies for the materialization of the project

Role	Responsible agencies
Initiation, Facilitation, Co-ordination	Corporation

Demand assessment, Land procurement, Design, construction, operations and maintenance.	Kerala Water Authority,
Finance and funding	State and Central Government Schemes/ KIIFB/ RKI/KWA.

31.2.5 Suggested implementation mechanism

The Municipal Corporation may facilitate to get necessary clearances and shall develop external infrastructure like road access, street lighting, etc. that comes under Municipal functions. They shall also create awareness on the merits and essentiality of the project.

It is recommended that the Kerala Water Authority may be the responsible authority for the project. KWA may assess demand, procure land, design, construct, operate and maintain the project.

31.2.6 Funding and Resource Mobilization

The Municipal Corporation shall at their cost develop external infrastructure like road access, street lighting, etc. that comes under Municipal functions. Funding for procurement of land and implementation of project shall be met

from State and Central Government Schemes/ KIIFB/ RKI/KWA. Cost for operation and maintenance may be met from KWA.

Approximate cost of project is ten crore rupees.

31.2.7 Project Period and Priority

Proposals on waste management sector are given highest priority. So the implementation of this special zone project should be done in first phase itself and can be completed within five years.

31.3 MOBILITY HUB WITH PARKING PLAZA

31.3.1 Location Details

An area of 12.2 Ha in resurvey numbers 3(P) and 4(P) at Elayavoor Desom of Elayavoor Village near Mundayad Indoor Stadium is identified for the proposed Transport Terminal.

The components suggested for the Mobility hub include Terminal facilities for interstate and intrastate buses, city buses, multi storied parking plazas and uses incidental to these. Connectivity of mobility hub with airport, rail and inland waterway may also be treated on priority.

The identified land is very close to NH bypass under construction, Kannur-Bangalore road (Proposed NH), besides being a few kilometers

from proposed inland navigation route. It is also located along Kannur-Mattannur airport road. Figure 31.3 shows location of Mobility Hub.

31.3.2 Need for the project

The existing bus stand is located in the core area of the city, which experiences heavy traffic congestion. Ideally, there should be no bus terminal within the CBD of any urban area, as this would cause the unwanted clogging and congestion of the urban road network due to heavy vehicle movement. A separate bus terminal is necessary for the interstate

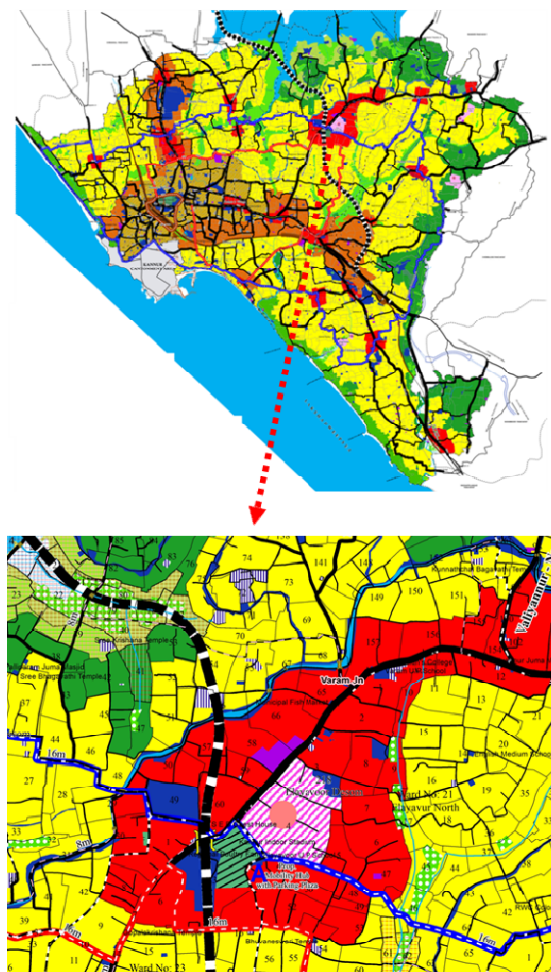


Figure 31.3 Location of Mobility Hub

buses and other long route buses with easy approach to airport, seaport, railway and the proposed inland waterways to facilitate multi-modal integration.

31.3.3 Project brief

The project mainly aims at constructing of a multi modal transit hub at Elayavoor that is user friendly, catering passengers comfort, pedestrian friendly, ecologically sustainable, differently-abled friendly, and aided with facilities as per best international practices. The proposed bus stand should have following facilities.

1. Bus, Car/taxi, 2 wheeler parking areas, auto taxi stands.
2. Circulation area with CCTV and Wi-Fi facilities, commercial shops, waiting areas, tea stalls.
3. Fuel filling stations, workshop and service stations.
4. Separate rest room, dormitory and lodging facilities, for passengers and staffs.
5. Ticket counters and booking stations
6. Tourism Information centers and all other necessary amenities.
7. Remunerating components as value capture mechanism.

31.3.4. Responsible agencies

Since the project necessitates the involvement of multitude agencies, it is suggested that Government may constitute a Special Purpose Vehicle

(SPV) for the implementation and a high powered governing body or committee for monitoring of the project. Municipal Corporation shall act as the initiator and facilitator.

31.3.5 Suggested implementation mechanism

The SPV and governing body/committee suggested above may arrive at the implementation mechanism. The Municipal Corporation may facilitate to get necessary clearances and shall develop external infrastructure like road access, street lighting, etc. that comes under Municipal functions. They shall also create awareness on the merits and essentiality of the project.

Alternatively, the Municipal Corporation may also take up this project under PPP.

31.3.6 Funding and Resource Mobilization

The SPV and governing body/committee suggested above may arrive at the suitable mechanism for funding and resource mobilization. If opted under PPP, the Municipal Corporation with the private partner and land owners develop suitable model and obtain necessary clearances.

Approximately an amount of Rs. 100 crore is estimated for the project.

31.3.7 Project period and priority

The relocation of the Bus Terminal Complex should be given urgent priority. It is suggested that land procurement and infrastructure development may be carried out in the first phase and project completion by the next two phases.

31.4 GREEN PARK AT THOTTADA

31.4.1 Location Details

An area of 6.1 Ha in resurvey numbers 14 (P), 28, 29 (P) at Thottada Desom and 53 (P), 54 (P) at Kannukkara Desom of Edakkad Village is identified for Proposed Green Park. Figure 31.4 shows location of Green Park.

31.4.2 Need for the project

Parks and open spaces are vital in an urban area for maintaining the health of the public and also for the mental and physical growth of the children. They can be considered as the lungs of the city where people can get leisure and enjoyment. At present parks and open spaces constitute a meagre 0.84% of the Municipal Corporation area, which is far below the standards. Most of the parks in Kannur Corporation are located within the heart of the city and therefore new parks are to be set up outside the city core area.

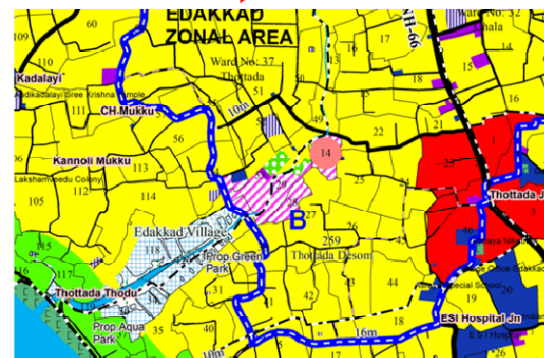
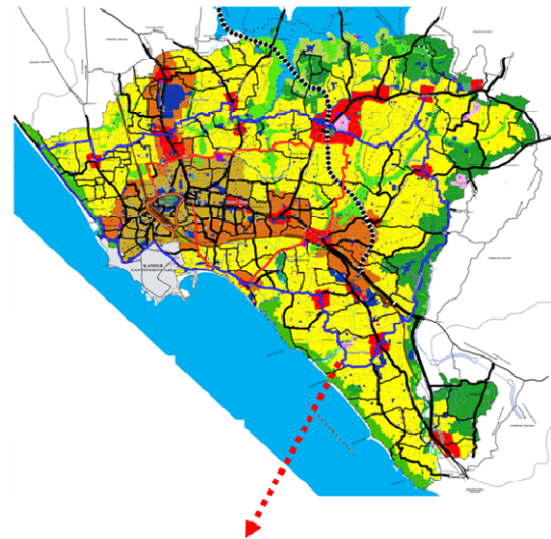


Figure 31.4 Location of Green Park

31.4.3 Project brief

The project involves development of park and play area for the mental and physical health of the residents. The green park shall cater to people of all ages. This organised park shall have the facilities like walkways, jogging tracks, lawns, botanical gardens, exhibition halls, children's play area, open air theatre, artesian emporium, swimming pool, comfort station, and fountains.

31.4.4 Responsible agencies

Prospective agencies for the materialization of the project are described in table 31.3.

Table 31.3 Prospective agencies for the materialization of the project

Role	Responsible Agencies
Initiator, Facilitator, Procurement of Land and Implementation	Corporation
Finance and funding	Central/State Schemes, KIIFB, Financial Institutions
Maintenance	Sponsors
Afforestation and plantation Activities	Social Forestry Department

31.4.5 Suggested implementation mechanism

The Municipal Corporation has to procure the land from private owners and develop the park. Municipal Corporation may develop the project. The scope for PPP for selected components may also be explored. Mechanism for maintenance through sponsorships may also be explored.

31.4.6 Funding and Resource Mobilization

In addition to the own fund, Municipal Corporation may explore funding/resource mobilization through Central/State Schemes, KIIFB, and Financial Institutions etc. Scope for PPP as funding mechanism may also be explored by incorporating

remunerating components for value capture mechanism. For implementation and maintenance of selected components, scope for sponsorship may also be examined.

The approximate cost of the project is Rs. 30 crore.

31.4.7 Project periods and priority

Being a special zone project, this may be assigned top priority and land procurement may be completed within first phase itself. Project can be implemented in stages from second to fourth phase.

31.5 CYBER PARK AT EACHUR

31.5.1 Location Details

9.3Ha land is identified in resurvey numbers 3(P) of Macheri Desom, 14, 15 & 63(P) of Chelora Desom of Chelora village. Figure 31.5 shows location of the Cyber Park at Eachur.

Selected location is very much near to the Mattannur Airport and also located near to the proposed Kannur-Bangalore National Highway.

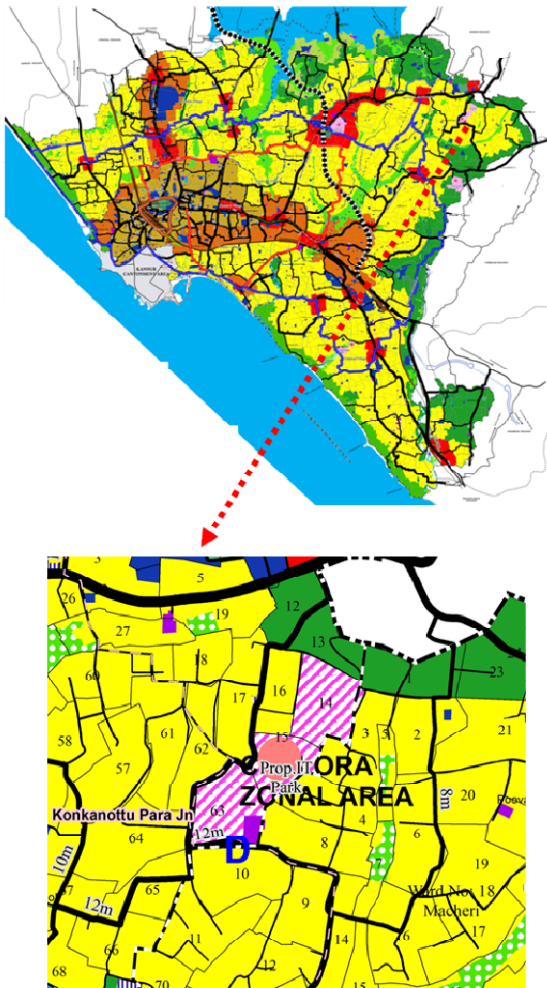


Figure 31.5 Location of the Cyber Park at Eachur

31.5.2 Need for the project

The economic base of Kannur Corporation needs to be boosted as the famous handloom and beedi industries that flourished decades ago and supported the economic base of the city region has declined. As a spoke of the Cyber Park at Kozhikode, Kannur has a potential to have an IT Park. The city and its immediate region has many technical institutions including engineering colleges offering IT and computer courses. The city also has necessary infrastructure including an

international airport to sustain such an economic activity. This project is expected to enhance the economic base of the city and generate thousands of direct and indirect employment.

31.5.3 Project brief

The Cyber Park is envisaged to house all types of industrial units, IT/ ITES/ Software/ Hardware units/Electronic industries etc.

The park may also have supporting facilities such as administrative block, restaurants, shops, bank/ATM, meeting rooms/auditorium, parking buildings, waste treatment units, recreational spaces, Creche/Daycare units and other incidental uses essential for the cyber park.

31.5.4 Responsible agencies

Municipal Corporation can facilitate the materialization of the project. Table No 31.4 enlists various prospective agencies and their roles in materializing the project. Alternatively, prospects for PPP can also be explored.

Table 31.4 Prospective agencies for the materialization of the project

Role	Responsible Agencies
Initiation, Facilitation, Co-ordination	Municipal Corporation

Preparation of DPR, project implementation, allotment of units, operation and maintenance of the park	Cyber Park - Kozhikode, KINFRA, Department of IT
Applicable in the case of PPP	Private Developer/entity

31.5.5 Suggested implementation mechanism

Implementation of cyber park project can be materialized through public agencies like Cyber Park-Kozhikode or KINFRA or through Public Private Partnership (PPP) mode. The Municipal Corporation can act as a facilitator in bringing the project to reality.

Alternatively, if developed under PPP mode, the land may be purchased/acquired for the project by the Government agency. In such a situation, land cost will be the public share and the development cost may constitute private share for the project.

The Municipal Corporation may also facilitate to get necessary clearances and shall develop external infrastructure like road access, street lighting, etc. under Municipal functions, awareness creation.

31.5.6 Funding and Resource Mobilization

It is suggested that the public agency may bear the cost of procurement of land. Development of industrial Park and supporting infrastructure may either be undertaken directly by the public agency or the private agency (if implemented in PPP mode). The Corporation may bear the cost of developing the external infrastructure like road access, street lighting, etc. which comes under Municipal functions.

Approximate amount of Rs. 80 crore is required for land acquisition and land development

31.5.7 Project period and priority

The purchase of land, development of infrastructure etc. can be completed in 5 years. The project may be implemented in the subsequent second to fourth phase.

31.6 THEYYAM MUSEUM

31.6.1 Location Details

Theyyam Museum is proposed near Ashoka Hospital, South Bazar at T.S. No.788, Revenue Block-15, Revenue Ward-1, Kannur-2 Village. The total land extend for this complex is 13 Ares. The lower floors of the building complex for commercial/remunerative

uses as value capture mechanism. An emporium for exhibition and sale of indigenous handloom and handicraft items is also proposed in this building complex.



Figure 31.6 Location of the Theyyam Museum

31.6.2 Need for the project

Kannur is popularly known as the 'land of looms and lores'. The main folklore in Kannur district is 'Theyyam' performance, a ritual form of dance worship. Theyyam has a tradition spanning thousand years. Theyyam is usually performed in a particular season in the small shrines called Kavus and many tourists-domestic and foreign visit Kerala during this Theyyam season. Being a devotional and ritual performance, the tourists coming in off-seasons can hardly watch this art form performed. If a Theyyam museum is arranged with video show of recorded performances, the tourists will get a chance of enjoying this folk lore art in off-season too. The miniatures of

different Theyyams can be made and sold here with the help of Theyyam artists.

31.6.3 Project brief

The facilities suggested for inclusion in the proposed project are:

- A museum for exhibiting Theyyam form and related items (Preferably upper floors)
- An art emporium for selling miniatures of Theyyam and other items
- A mini movie show for exhibiting recorded Theyyam performances and heritage of Kannur (Preferably upper floors)
- An information centre for tourists
- 'Aniyara' (Back stage) - a hall for making handicrafts by retired artists.
- An emporium for exhibition and sale of indigenous handloom and handicraft items.
- Shops and other commercial use as value capture mechanism (Preferably lower floors)

31.6.4 Responsible agencies

The responsible agencies for the project are Municipal Corporation, DTPC and Tourism Department, Folklore Academy, Cultural Department etc.

31.6.5 Suggested Implementation Mechanism

The implementation of the project can be done by Corporation. The land is owned by Municipal Corporation and the construction works of the Commercial Complex building can be carried out by the Corporation. As the location has high land value and South Bazar area have high commercial potential the lower floors of the complex building shall be used for commercial purposes and the upper floors can be used for Theyyam Museum and also for the above mentioned handicraft emporium.

A committee including Mayor and selected Municipal Councillors, representatives from Folklore Academy, DTPC, Theyyam Artists, Cultural Activists, etc. may be formed for the functioning and maintenance of this museum. This museum can function as a meeting place for active and retired Theyyam artists within the district and also for finding livelihood opportunities for retired artists.

31.6.6 Funding and Resource Mobilization

The Commercial Complex with Theyyam Museum and Handicraft emporium is proposed with a total built-up area of 3500 sq.m and an approximate cost of Rs.7 Crore is required for the building construction of the entire complex and another one

Crore for setting up the Theyyam Museum.

In addition to the own fund, Municipal Corporation may explore funding/resource mobilization through Central/State Schemes, KIIFB, and Financial Institutions etc. For implementation and maintenance of selected components, scope for sponsorship may also be examined.

31.6.7 Project period and priority

The commercial floors in the proposed complex building can earn revenue for the Corporation and the setting up of Theyyam Museum can encourage tourism sector and also will make a livelihood opportunities for old and retired Theyyam artists. In this context, the project can be commenced at the earliest and shall be completed in the first phase.

31.7 SKY WALK

31.7.1 Location Details

The sky walk is a project intended for pedestrians, connecting locations like Railway Station, New Bus stand, Old Bus stand, Market area, Stadium, Corporation Office, Town square, Caltex, KSRTC Bus stand, Civil Station and Kannur University.

31.7.2 Need for the project

Pedestrians are the most neglected

road users while planning and designing the road transport infrastructure. Significant portions of road users killed in the road accidents are pedestrians. Present approach for planning and designing for pedestrian traffic is not user-friendly especially in the core area. Hence there is a need for an innovative strategy to guarantee the safe and secure passage of pedestrian traffic along and across crowded roadways in urban areas like Caltex junction, Muneeswaran kovil Junction, Thavakkara, Stadium etc.

Given the volume of pedestrian traffic and the risk that it poses to the movement on the urban road network owing to the constant flow of high-speed vehicle traffic, it is necessary to provide pedestrian-only facilities that are free from vehicular traffic and simultaneously reducing vehicular pedestrian conflicts at major junctions and nodes.

31.7.3 Project brief

Examining the volume of pedestrian in the core area, a sky walk is proposed by connecting railway station, old bus stand, Corporation Office, town square, KSRTC Bus Stand, Caltex junction, Collectorate, Kannur University, New Bus Stand, and market. Ramps with sufficient gradient or steps supplemented with lift are the best option for exit/entry to the walkway from these points. It is recommended that the walkway be

powered with solar energy. Prospects for rain water recharging may also be explored. Also, it acts as an aesthetic element and develops a comfortable microclimate.

Safety and security features like panic alarm button to be installed at a regular intervals. Adequate lighting well-lit areas ensure safety and give a sense of openness. The covered walkway shall be inviting, lively and creating a welcome ambience. CCTV camera surveillance is also recommended as additional safety measure.

31.7.4 Responsible agencies

The responsible agencies for the project are Municipal Corporation, Kerala State Transport Project (KSTP), Public Works Department (PWD), Indian Railway, sponsors, etc.

31.7.5 Suggested Implementation Mechanism

The Municipal Corporation has shall take up action for getting clearances from respective land owners such as PWD, Railways, etc. after finalising the alignment. Involvement of agencies like KSTP, PWD, etc in the implementation of the project, may be explored. The scope of PPP for selected components may also be explored. Mechanism for maintenance through sponsorships may also be explored.

31.7.6 Funding and Resource Mobilization

In addition to own fund, prospects for resource mobilization including funding from agencies like KSTP, PWD, etc for the implementation of the project, may be explored. The scope of PPP for selected components may also be explored.

Sponsorship and advertisement

through display boards are other methods of fund raising for the operation and maintenance of the project.

The project cost is estimated at Rs. 50 crore approximately.

31.7.7 Project period and priority.

The project can be carried out in phases spanning all the four phases.

31.8 The Phasing of Selected Projects

Table 31.5 Phasing of Selected Projects

Sl. No.	Name of the Projects	Phase 1	Phase 2	Phase 3	Phase 4
		0 to 5 years	5 years to 10 years	10 years to 15 years	15 years to 20 years
1	Industrial Park at Pallipoyil				
2	Sewage Treatment Plant at Neerchal				
3	Mobility Hub with Parking Plaza				
4	Green Park at Thottada				
5	Cyber Park at Eachur				
6	Theyyam Museum along with Emporium				
7	Skywalk				

