

# Biju Prabhakar IAS

B.Tech, MBA, LLB

**Secretary to Govt. (KL-2004)**  
**Kerala State**



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## Current Assignment

- ❖ Secretary in charge of the Department of Social Justice and Women & Child Development of Government of Kerala

## Past Major Assignments

- ❖ **Secretary (i/c) of Public Works**  
**Department: June 2017-Sept 2017**
  - During the brief tenure, had tied up with the IISc, Bangalore for introducing the geo cell technology for strengthening the roads in the water logged areas of Kuttanad in Alappuzha District.
  - Had prepared a project report for income generation for the 150 PWD rest houses through a web based reservation system and upgrading the standards of services to that of "OYO" rooms.
  - Had prepared schematic note for Indias first under sea water tunnel road similar to the "English Chunnel" between Fort Kochi and Vypin reducing the travel time by 2 hours.
  - Another project conceived was the 45 km vizhinjam – ambasamudram National Highway and Railway lines with Indias Longest Tunnel of 25 kms, which would reduce the distance between Trivandrum and Tirunelveli (in TN) by over 50 kms and 3 hours. (Both the above proposals have been submitted to GOI for financial assistance)
- ❖ **Director of**  
**Agriculture : August**  
**2016 – June 2017**
  - Brought in the concept of **Special Agro Economic Zones** – a product based integrated approach for a geographically suitable area integrating various schemes and practices of agriculture, dairy development, poultry, pisciculture etc. linked to market through cold chains and products marketed their KABCO (This was announced in the Budget 2016-17)
  - Foundation was laid for a **Honey Mission** to promote pollination through increased population of honey bees, to enhance the income of farmers and most importantly, to make available unadulterated honey to consumers.

- Conceptualized and Prepared project report for setting up a marketing company to help farmers to find domestic and foreign markets and value addition of products. **The Kerala Agro Business company (KABCO)** was announced in the 2017-18 State Budget.
- Conceptualized a project for converting the Neera Producer companies into a 3% Toddy producer companies and for sale of toddy in four and five star hotels as a premium product equivalent to “drought beer” pubs of Bangalore. The project was submitted to the government and the same was announced in the liquor policy by the State government recently in 2017-18.
- Another proposal was to prepare wines from agriculture produces of Kerala – jack fruit, cashew, nutmeg, mangos, to ensure better prices to farmers – and also production coconut liquor (Rum, Brandy etc) similar to what Srilanka is doing.
- Also established first “Coco shopee” exclusively for coconut based value added products including Neera.

#### ❖ **District Collector and District Magistrate of Trivandrum February 2014 – August 2016**

- Apart from the normal magisterial and development duties of the District Collector and District Magistrate, the major innovative projects implemented during the period was Operation Anantha, Arteria, Take-a-break the new concept toilet, beautification of east fort etc (Details in next section of this bio-data)

#### ❖ **Commissioner of Food Safety**

- Issued the orders banning „pan masala' in the State - Second State in India to do so and first state in India to ban under the Food Safety Act,2006, which was followed by almost all other states of India.
- Implemented the new Food safety Act and Rules in the State, before other states started implementation. Awareness could be created among the public on the unsafe practices in the food industry and also forced the Food Business Operators to comply with standards as prescribed under the Act.

#### ❖ **Managing Director, Kerala Medical Services Corporation**

- The Government procurement agency for purchase of drugs, essential medical supplies and Hospital equipments handling around Rs. 500 – 600 Cr. annually.

- Started the **Karunya Community Pharmacy chain** in five medical Colleges, where **branded specialty medicines** are offered at a Minimum discount of 45% which had gone up to 93%. The first outlet in Medical College, Thiruvananthapuram achieved an average sale of Rs.10 lakhs per day in 3 months and within one year a turnover above Rs.100 Crs with just 5 pharmacies, established in 5 Govt. Medical colleges. Now the chain has 61 pharmacies in govt. hospitals.

### ❖ Director of State Lotteries

- Taken over the Department of State Lotteries as its Director in during the turbulent times of July 2010. And since then the yearly gross sales of the Lotteries has grown from Rs.557 Cr in 2010-11 to Rs.1287 Cr in 2011-12 and their Rs.2800 Cr as on 31-3-2013, before moving out. The lottery sale grown steadily thereafter to reach Rs. 9,000 Cr. The biggest contribution in the non tax sector.
- Introduced a new concept lottery '**Karunya lottery**' to finance major surgeries from the profit to create the Karunya Benevolent fund scheme to provide financial assistance for over 1.92 lakh patients requiring surgery utilizing over Rs. 1700 Cr.

### ❖ Project Director of the Bhoomi Keralam

- Was the founder Project Director of the Bhoomi Keralam – a project for completion of the cadastral and geo-spatial survey of the State. Bhoomi Keralam proposed to complete the survey in 3 years using a combination of technologies like aerial photogrammetry, satellite imagery, modern Differential GPS and Total Stations.
- Also served as the „Survey Vigilance Officer” and unearthed many land related corruption cases involving department staff and also enquired into the Boundary issues of Munnar Kannan Devan Village.

### ❖ Other Positions Held

- Was the founder Director of one of the largest IT projects of Government of Kerala , started from scratch and grown the **IT @ School Project** into one that is now successfully being State, Lakshwadeep and Gulf for the past 17 years. The project has made nearly 200 lakh students, 55000 teachers IT literate to use the technology in the teaching-learning of Other subjects and now extended by government to UP, LP and Higher Secondary Schools.
- Also founded the **first exclusive school education TV Channel, ViCTERS**, formally launched by HE the President of India, Dr. APJ Abdul Kalam, on 28th July 2005 and an interactive

channel on the EDUSAT while in General Education Department, which is even now available in all major cable and DTH networks in Kerala.

- The second non interactive TV Channel which is perhaps the only school education TV channel of the country was inaugurated on 3rd August 2006 during the tenure by the Then Chief Minister of Kerala Shri.V.S.Achuthanandan.
- Was also one of the first Mission Co-ordinators of the newly formed Information Technology department of the State and streamlined the operation of FRIENDS collection centers in other districts, which commenced their operations in March 2001.

## ❖ Key achievements/projects undertaken :

### ▪ Karunya Lottery & Benevolent Fund

This was both a marketing strategy to woo middle class and at the same time introduced a novel kind of health assurance scheme to the poor. The proceeds of the Karunya Lottery scheme was utilised to create a benevolent fund to finance major surgeries for the poor. A poor person, who was facing financial constraints has to get a consent and estimate from an enlisted hospital, the package cleared by the District Collector, the operation performed to the satisfaction of the poor person and money paid to hospital 1.92 lakh surgeries were performed so far by

spending Rs 1726.03 Cr. (as on 25.02.2018). The annual sales turnover of the Lotteries rose from **Rs.557 Cr to Rs.2800 Cr** in less than 3 years. The lotteries is the highest contributor to the State exchequer surpassing the revenue from liquor in 2013.



### ▪ Karunya Pharmacy Chain

The Karunya Pharmacies are still one of its kind in India—selling **branded drugs** with minimum 45 % to maximum 93% reduction in prices. The chain of 5 pharmacies hit Rs.100 Cr. as turnover in the first year itself and made a profit of Rs.66 lakhs by operating on small profit margin of 1-5 %. All the showrooms were air-conditioned and access controlled, with computerized inventory/financial control and management system – another first in Kerala. Family medicine loyalty card, delivery of medicines (including cold chain products) at Home, selling some vital medicines at less than purchase price were some of the marketing techniques used to capture the market. Now the **61<sup>st</sup> pharmacy** is to be inaugurated shortly and the current yearly turnover is around Rs. 250 Cr.





## ▪ Victers TV Channel for Schools

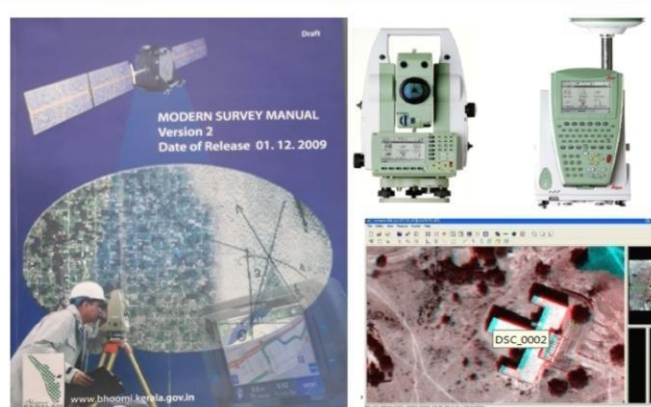
India's first education channel on the EDUSAT, inaugurated by **Dr. APJ. Abdul Kalam, President of India**, may perhaps be the only TV channel for the school education in Indian. The channel now aired through commercial transponders are available on all major cable networks including DTH. As part of establishing the Channel a studio was designed and setup in a record time of 1 month in a hired building, to facilitate the inauguration by Dr.APJ. Abdul Kalam. The TV channel suppliment the school teachers and children with curricular and co-curricular programmes.



## ▪ Bhoomi Keralam

Started as an initiative under the National Land Records Modernization Programme (NLRMP) of GOI, it completed the survey of forest land for 45000 tribal families in the first year itself. The survey and preparation of land records of one village in Trivandrum namely the Thycaud was completed in 7 months time, when the State was witnessing completion of land survey taking minimum 5 years, and that too with high degree of error. A new organization named **Kerala Land Information Mission (KLIM)** was

established with an objective of competing resurvey of Kerala through a combination of aerial spectro-photogrammetric, satellite imagery, GPS and survey through Electronic Total Stations. Digitisation and creation of a digital repository of land records, single database and on-line registration of land records etc were other major components of the project.



## ▪ Operation Anantha

In 2015, the "Operation Anantha Project"—an non-budgetted operation was initiated in the Thampanoor area of Thiruvananthapuram City which was witnessing frequent floods even during small spurts of rains. Several engineering measures were tried in the past spending Crores of Rupees, to eliminate this menace which brought the operation at the central railway station and central bus stand to halt at times. The „Operation Anantha', even though only ¼<sup>th</sup> complete has been completed eliminated flooding at Thampanoor and adjoining area of Corporation of Thiruvananthapuram. This was possible through implementation of section 25 of Disaster

Management Act to remove all encroachments and construction over 26 km of main drainages, reconstruction of drainages with 3.5 m width – all completed in record 10 months time, even though a non-budgeted activity.



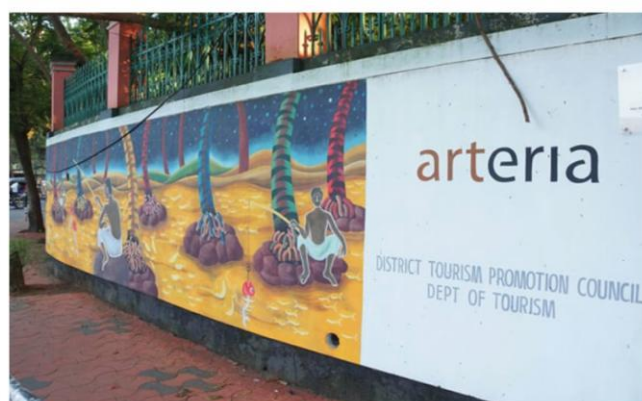
- **IT@ School Project**

Started in 2001 in around 2750 High schools of Kerala, on the basis of recommendations of a High Power committee head by **Prof. U.R.Rao**, was India's first IT enabled education. TN, AP etc moved for IT education in schools, the project trained 55000 high school teachers and implemented the project to teach all subjects and languages through **IT enabled education**. In this 16<sup>th</sup> year of the project, the State Government is now investing Rs.400 Crores to set up smart class rooms in all major schools as part of this project. It was also Kerala which introduced IT as an examination paper in the year 2005 in SSLC before anywhere in India.

The logo for the IT @ School project, featuring the text "IT @ School" in white on a blue background.A green banner with white text that reads: "Kerala's 'IT@School' project is now a government company 'KITE'".

- **Arteria**

A public art project conceptualized and started with the financial assistance of Tourism department during the tenure as District Collector is still a major attraction of the capital city. **25000 sq. feet of Trivandrum cities walls** were painted by well known and unknown painters, taking the art from the galleries to the city walls. Leading painters like Kanayi Kunjiraman, B.D. Dattan etc took part in the project. Many cities have taken up similar art project, but with comparatively very small area coverage. The wall of University stadium, Museum, Hotel Mascot, many Govt. offices still adore with these paintings.



- **Take - a - Break**

The towns and cities of Kerala, tried several public toilet models – sulaph, electronic toilets etc are some of them – but not very popular especially for women and disabled. "Take-a-break" was a new concept. The toilet is masqueraded as a cafeteria, taking away the stigmas attached to any public toilets. A contract was signed with the operators to maintain the toilet as per airport standards – the toilet was designed in such a way that if it is not maintained clean and hygienically, the cafeteria the income generating operation will be affected. Other unique features were women friendly toilet with napkin incinerator, sale of sanitary napkins, butter paper seat for closets and most importantly it is designed as "Disabled friendly". International signages are used for the benefit of foreign/national tourists. Buoyed by the success of the first unit, the tourism department constructed 30 such toilet complexes in the State. In the new avatar of such toilet now being designed, a feeding room, ATM, full solar power, vacuum suction to conserve water as in aircrafts are to be introduced.





## ▪ Land Acquisition of Highways/Projects

The land acquisition of two major highways was completed within a period of one year during the tenure as District Collector. The land acquisition of first phase of Karamana Kaliyaikavila NH was completed and the construction completed in time. The LA and disbursement over Rs.450 Cr for second phase of Kazhakootam – Karode NH was also completed in less than one year. LA for several other projects and roads were also undertaken during the period.



## ▪ Annam - Punyam

The project modeled in the lines of Operation Sulaimani of Kozhikode for providing free meal to the poor in the streets or any one with hunger was started in the Thiruvananthapuram district, in association of Kerala Hotel and Restaurant Association. This project now caters to around 500 hungry persons every day and in its 4<sup>th</sup> year.



## ▪ Resumption of land /Major Buildings

Two major buildings which were in the private hands and around 3 acres of prime land in the city was taken over through relentless efforts to defeat the occupiers in court and by taking timely actions. The operation anatha also recovered large tracts of land on both sides of 26 Km drainage canals of Trivnadrum city. 22 acres of rubber estate which was in the possession of private individuals in Varkala taluk was recovered the value of these land run into several hundred crores of rupees. (In the picture is the Chief Secretary's Home – Sumanusham in the prime Kowdiar area, 52 land and building taken over through out of court settlement)



## Other Professional Experience/achievements

- Was **third rank** holder in the Dy. Collector Examination conducted by the Kerala Public Service Commission
- Worked as Plant Engineer and Plant Manager for 6 years in private companies in Mumbai and in the PSU Hindustan Latex Ltd.

- Worked as **Head of Chemical Safety** in Department of Factories & Boilers
- Co-authored **India's first Modern Survey Manual** which is now being adopted by several States.
- Was member of Administrative Committee appointed by Hon. Supreme Court for the **Sree Padmanabha Swamy Temple** of Thiruvananthapuram, famous for its antique treasures worth over 1.5 lakh crore rupees.

## Training Programmes Attended

Participated in several training programme in and out of the country. Most notable are

- 15 day in service training programme at **Korean Development Institute** Seoul, South Korea as part of Phase III – IAS training conducted by LBSNA, Mussorie.
- 2 week training programme to combat the menace, of tobacco and other related products at **John Hopkins University, Baltimore, USA.**
- One week training at Syracuse University, New York USA on policy formulation for IAS officers as part of Phase IV IAS training.

## Hobbies

- Painting
- Photography
- Music
- Golf
- Reading
- Travel/off-roading

### Painting

