



## GOVERNMENT OF KERALA

### Abstract

Industries Department - Proposal for the scheme of Taluk Level Exhibitions- Administrative sanction - Accorded - Orders issued.

### INUSTRIES (B) DEPARTMENT

G.O.(Rt)No.677/2022/ID Dated,Thiruvananthapuram, 12-07-2022

Read 1 Letter No.DIC/2702/2022-MA-M2 dated 09/06/2022 from the Director of Industries and Commerce.

2 Minutes of the Second Departmental Working Group Meeting held on 28/06/2022

### ORDER

State Government have declared the year 2022-23 as the Year of Enterprises. As part of the 'Year of Enterprises' it has been decided to facilitate the opening of One Lakh Enterprises in the state during the Financial Year 2022-23. Various activities are being carried out with the coordination and convergence of various departments of the Government and other agencies concerned. To empower the MSMEs in the state and to support their marketing activities, a new scheme namely Taluk Level Exhibitions, has been formulated.

2) In the world of competition, the manufacturing enterprises will have to explore all avenues for the introduction of their products to the buyers through aggressive market intervention. Industrial exhibitions are very helpful for small and micro entrepreneurs to popularize their products in the market. And local exhibitions can extend all possible assistance to lessen the difficulties of Micro, Small and Medium Enterprises in introducing their products to the customers and at the same time enable them to understand the competition of their products which will in turn help them to improve the quality of their products.

3). The Director of Industries & Commerce, as per the letter read above, has submitted a detailed proposal for the scheme for Taluk Level Exhibitions aiming to support the marketing activities of MSMEs in the state. He has also requested to accord administrative sanction for an amount of Rs.2,00,00,000 (Rupees Two Crores only) under the Head of

Account 2851-00-004-99 in the current year's budget provisions.

4). Details of the scheme are as follows:-

Number of Exhibitions	:	50
Place of exhibition	:	Taluk Head Quarters or prominent places in the Taluk
Probable date of exhibition	:	During festival seasons and other locally prominent events during the year 2022-23
Nature of participants	:	Micro and Small Enterprises
Period of exhibition	:	4 days
Expected number of participants	:	50 MSME units each

District wise count of exhibitions to be conducted		
Name of district	No. of exhibitions proposed	Cost (Rupees in lakhs)
Thiruvananthapuram	4	16.00
Kollam	4	16.00
Pathanamthitta	3	12.00
Alappuzha	4	16.00
Kottayam	4	16.00
Idukki	3	12.00
Emakulam	5	20.00
Thirissur	4	16.00
Palakkad	4	16.00
Malappuram	5	20.00
Kozhikode	3	12.00
Wayanad	2	8.00
Kannur	3	12.00
Kasarode	2	8.00
<b>Total</b>	<b>50</b>	<b>200.00</b>

Cost analysis

Cost of one exhibition (Pavilions, stall : Rs.4,00,000/-  
arrangements, publicity and other items)  
Total cost for 50 Programmes : Rs.2,00,00,000/-  
(Rs. 4,00,000\*50)

5) The Department Working Group in its meeting held on 28/06/2022 approved the proposal and recommended to issue Administrative sanction for the scheme.

6) In this circumstances, Government are pleased to approve the proposal for the scheme of Taluk Level Exhibitions as detailed above and accord administrative sanction for an amount of Rs.2,00,00,000/- (Rupees Two Crores only) for the implementation of the scheme under the Head of Account 2851-00-004-99 from the current year's budget provision.

(By order of the Governor)  
SUMAN BILLA  
PRINCIPAL SECRETARY

To:  
The Director of Industries and Commerce, Thiruvananthapuram  
✓ The Chief Executive Officer, K-Bip, Thiruvananthapuram  
The Principal Accountant General (Audit/A&E), Kerala,  
Thiruvananthapuram  
The District Treasury Officer, Thiruvananthapuram  
Planning & Economic Affairs Department  
Finance Department  
Industries (J) Department  
The Information and Public Relations (Web and New Media)  
Department  
Stock File/Office Copy

Forwarded /By order

Signed by Anil Kumar P  
Date: 13-07-2022 12:01:39  
Section Officer