



## GOVERNMENT OF KERALA

### Abstract

Industries Department - Kerala Khadi and Village Industries Board - Project proposal for the scheme "Information, Publicity and Training" - for an amount of ₹100 Lakh (Rupees Hundred Lakh only) for the year 2023-24 - Administrative Sanction accorded - Orders issued.

### **INDUSTRIES (K) DEPARTMENT**

G.O.(Rt)No.407/2023/ID Dated,Thiruvananthapuram, 17-05-2023

- Read:
1. Letter No.K.B.1206/2023/A8 dated 28.03.2023 from Secretary, Kerala Khadi and Village Industries Board.
  2. Minutes of Working Group Meeting of Industries Department held on 04.04.2023.
  3. E-anumathi Administrative Sanction No.AS/IND/23/26898, valid up to 31.03.2024.

### ORDER

The Secretary Kerala Khadi and Village Industries Board has submitted a project proposal for the scheme "Information, Publicity and Training" at an estimated cost of ₹100 Lakh (Rupees Hundred Lakh only) to be met from the provision under the H/A 2851-00-105-66-(02) in the current year's budget. The objective of this project is product publicity, skill development and increase in sales.

The proposal and detailed split up of the proposed projects is tabulated below.

### Works / Proposals

Sl.No	Requirements	Estimate Amount (in Rs)
1	Information, Publicity and Training	1,00,00,000
	<b>Total (One Crore)</b>	<b>1,00,00,000</b>

Components of the Scheme for the year 2023-24 are as follows:

Sl.No	Item/Components	Amount sanctioned (Rs.in Lakh)
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1	Advertisement through audio-video media	26.5
2	Gandhi Jayanthi quiz Competition	3.5
3	Training for departmental, technical ,non technical staff, artisans, spinners, weavers etc	70
<b>TOTAL</b>		<b>100</b>

2. The Working Group Meeting of Industries Department held on 04.04.2023 considered the project proposal and recommended to accord Administrative sanction for an amount of ₹100 lakh (Rupees Hundred Lakh only) under the H/A 2851-00-105-66-(02) from the current year's budget provision.

3. In pursuance of the above, Government are pleased to accord Administrative Sanction for the project "Information, Publicity and Training" at an estimated cost of ₹100 Lakh (Rupees Hundred Lakh only) under the H/A 2851-00-105-66-(02) in the current year's Budget Provision.

4. The Secretary, Kerala Khadi and Village Industries Board shall forward proposal for release of fund based on an actual necessity at appropriate time.

(By order of the Governor)  
SUMAN BILLA  
PRINCIPAL SECRETARY

The Secretary, Kerala Khadi and Village Industries Board, Thiruvananthapuram  
The Director / Additional Director Industries & Commerce, Thiruvananthapuram.  
The Principal Accountant General, (Audit), Kerala, Thiruvananthapuram.  
The Accountant General, (A&E), Kerala, Thiruvananthapuram.  
The Industries (J) Department  
The Chief Executive Officer, K-Bip, Thiruvananthapuram  
Information & Public Relation Department (For uploading GO in Govt.website)  
Stock File (IND-K1/126/2023-IND)

Forwarded /By order  
Signed by  
S Padmaja  
Date: 18-05-2023 11:56:54

Section Officer