



## GOVERNMENT OF KERALA

### Abstract

Industries Department - Plan Proposal of Kerala State Cashew Development Corporation (KSCDC) Ltd for the financial year 2023-24 - 'CDC Brand Promotion (KSCDC)' - Administrative Sanction for ₹ 100 lakh (Rupees One Hundred Lakh Only) accorded - Orders issued.

### INDUSTRIES (K) DEPARTMENT

G.O.(Rt)No.448/2023/ID Dated, Thiruvananthapuram, 20-05-2023

Read 1 Letter Number CDC/MD/GOVT/22-23 Dtd 25/03/2023 received from the Managing Director, Kerala State Cashew Development Corporation Ltd., Kollam.

2 Minutes of the Departmental Working Group meeting for Plan Schemes held on 04/04/2023.

3 AS Number:AS/IND/23/26876, Valid up to 31.03.2024

### ORDER

Kerala State Cashew Development Corporation (KSCDC) Ltd was allocated an amount of ₹ 100 lakh (Rupees One Hundred Lakh Only) in the State Budget for the financial year 2023-24 for the plan proposal 'CDC Brand Promotion (KSCDC)' under H/A 2852-08-600-82. As per the letter read as 1st paper above, the Managing Director, KSCDC has requested Government to accord Administrative Sanction for ₹ 100 lakh (Rupees One Hundred Lakh Only) for the said project.

### Works/Proposals

Sl No	Requirements	Estimate Amount (in Rs)
1	CDC Brand Promotion (KSCDC)	1,00,00,000
	Total (One Crore)	1,00,00,000

2) The Departmental Working Group meeting held on 04/04/2023 approved the proposal for issuance of Administrative Sanction for an amount of ₹ 100 lakh (Rupees One Hundred Lakh Only) by meeting the expenditure from the Head of Account 2852-08-600-82. As per reference read as 3rd paper above, AS Number was generated under e-anumathi web portal of Finance Department for the execution of the

said project.

3) In pursuance of the above, Government are pleased to accord administrative sanction for the proposal 'CDC Brand Promotion (KSCDC)' for an amount of ₹ 100 lakh (Rupees One Hundred Lakh Only) by meeting the expenditure from the Head of Account '2852-08-600-82'. The details of the sub-components of the proposal sanctioned are shown as below:

Sl No.	Activity	Amount (Rs. in lakhs)
1	Marketing, sales promotion & Advertisement	10.00
2	Sales offers and incentives	40.00
3	Hoardings and digital	15.00
4	Sales-Marketing-Tools/Collaterals	10.00
5	Participation in major food exhibitions	5.00
6	New Product Development	10.00
7	Expenses related to new food truck	10.00
	<b>TOTAL</b>	<b>100.00</b>

4) The Managing Director, Kerala State Cashew Development Corporation Ltd shall forward the proposal for release of fund based on actual necessity at appropriate time.

(By order of the Governor)  
Ajit Kumar I A S  
SECRETARY

To:

The Managing Director, Kerala State Cashew Development Corporation Ltd., Kollam.

The Director/Additional Director, Industries & Commerce, Thiruvananthapuram.

The Principal Accountant General (Audit)/(A&E), Thiruvananthapuram Industries (J) Department

Finance (PU-D) Department.

✓ CEO, K-Bip, Thiruvananthapuram.

The Director, I&PRD (for uploading the G.O in Govt website) SF/OC (File No. K2/83/2023/ID).

Forwarded /By order

Signed by

S Padmaja

Date: 22.05.2023 15:37:32

Section Officer