



GOVERNMENT OF KERALA

Abstract

Industries Department – Plan Proposal of Kerala State Cashew Worker's Apex Industrial Co-operative Society Ltd (CAPEX) for the FY 2023-24 - 'Brand Building and Market Awareness in India and International Market' - Administrative Sanction for Rs 50 lakh (Rupees Fifty Lakh Only) accorded - Orders issued.

INDUSTRIES (K) DEPARTMENT

G.O.(Rt)No.449/2023/ID Dated,Thiruvananthapuram, 20-05-2023

Read 1 Letter No. Capex/MD/GOVT/22-23 Dtd 27/03/2023 received from the Managing Director, Kerala State Cashew Workers Apex Industrial Co-operative Society Ltd (CAPEX), Kollam.

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

3 AS Number: AS/IND/23/27014.

ORDER

Kerala State Cashew Worker's Apex Industrial Co-operative Society Ltd (CAPEX) was allocated an amount of ₹ 50 lakh (Rupees Fifty Lakh Only) in the State Budget for the financial year 2023-24 for the proposal 'Brand Building and Market Awareness in India and International Market' under H/A 2852-08-600-81. As per the letter read above, the Managing Director, CAPEX has requested Government to accord Administrative Sanction for ₹ 50 lakh (Rupees Fifty Lakh Only) for implementing the said project.

2) The Departmental Working Group meeting read as 2nd paper above approved the proposal for issuance of Administrative Sanction for an amount of ₹ 50 lakh (Rupees Fifty Lakh Only) by meeting the expenditure from the Head of Account 2852-08-600-81. 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. Accordingly, Government are pleased to accord administrative sanction for the proposal 'Brand Building and Market Awareness in India and International Market' for an amount of ₹ 50 lakh (Rupees Fifty Lakh Only) by meeting the expenditure from the current year's budget provision under Head of Account ' 2852-08-600-81'. The details of the sub-components of the proposal sanctioned are shown as below:

Sl No.	Activity	Amount (Rs. In lakhs)
1	Advertising Newspaper, Magazines & Media – Digital and online	10.00
2	Sales Promotion A) Branding, New products, Sales incentives/offers, promotional discounts, participation in food festivals, exhibitions etc	20.00
	B) Sales and Marketing Tools/Collaterals	20.00
	TOTAL	50.00

4) The Managing Director, CAPEX 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, CAPEX, 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.

Director, I&PRD (for uploading the G.O in Govt website)

SF/OC (File No. K2/85/2023/ID).

Forwarded /By order

Signed by

S Padmaja

Date: 22-05-2023 15:38:46