



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 One Hundred Lakh only) for the year 2024-25 - Administrative Sanction accorded - Orders issued.

INDUSTRIES (K) DEPARTMENT

G.O.(Rt)No.371/2024/ID Dated, Thiruvananthapuram, 24-05-2024

Read 1 Letter No.K.B.994/2024/A8 dated 23.03.2024 from Secretary, Kerala Khadi and Village Industries Board

2 Minutes of Working Group Meeting of Industries Department held on 09.04.2024

3 E Anumathi Administrative Sanction Number AS/IND/24/34365

ORDER

The Secretary Kerala Khadi and Village Industries Board has submitted a project proposal for the scheme "Information, Publicity, and Training" - for an amount of ₹100 lakh (Rupees One Hundred Lakh only) to be met from the provision under the H/A 2851-00-105-66 (02) in the current year's budget.

2. 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 lakh)
1	Information, Publicity, and Training	100
	Total	100

Details of Projects sanctioned in FY 2024-25

Sl.No	Item/Components	Amount sanctioned (Rs.in Lakh)
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1	Advertisement through audio-video media – Rolling slides at major bhavans, cinema theatre etc	57.60
2	Gandhi Jayanthi quiz competition	3.50
3	Training for departmental. Technical, non technical staff. artisans, spinners, weavers etc	22.00
4	Documentary Production	1.90
5	To Participate IITF in Delhi 2025	10.00
6	Re publish Gramadeepam	5.00
	Total	100

3. The Working Group Meeting of Industries Department held on 09.04.2024 considered the project proposal and recommended to accord Administrative Sanction for an amount of ₹100 lakh (Rupees One Hundred Lakh only) under the H/A 2851-00-105-66 (02) from the current year's budget provision.

4. Government have examined the matter and are pleased to accord Administrative Sanction for the project of Kerala Khadi and Village Industries Board “Information, Publicity, and Training” for an amount of ₹100 lakh (Rupees One Hundred Lakh only) under the H/A 2851-00-105-66(02) from the current year's Budget Provision.

5. 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)
BIJU PRABHAKAR
SECRETARY

The Secretary, Kerala Khadi and Village Industries Board,
Thiruvananthapuram
The Director / Additional Director Industries & Commerce,
Thiruvananthapuram.

The Member Secretary, Planning Board, Thiruvananthapuram
The Member Secretary, BPT, Thiruvananthapuram

The Principal Accountant General, (Audit), Kerala, Thiruvananthapuram.