



## GOVERNMENT OF KERALA

### Abstract

Industries Department-Kerala State Cashew Workers Apex Industrial Co-operative Society (CAPEX) - Project proposal for the scheme "Brand Building and Market Awareness in India and International Market" for an amount of ₹50 lakh (Rupees Fifty Lakh only) for the financial year 2024-25 - Administrative Sanction accorded - Orders issued.

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

G.O.(Rt)No.380/2024/ID Dated,Thiruvananthapuram, 27-05-2024

- Read: 1. Letter dated 23.03.2024 received from the Managing Director, CAPEX, Kollam.
2. Minutes of Working Group Meeting of Industries Department held on 09.04.2024.
3. E-Anumathi Administrative Sanction  
Number:AS/IND/24/34488.

### **ORDER**

The Managing Director, CAPEX has submitted a project proposal for the scheme "Brand Building and Market Awareness in India and International Market" for an amount of ₹50 lakh (Rupees Fifty Lakh only) to be met from the provision under the H/A 2852-08-600-81 in the current years budget provision.

2. The objective of this project is to increase the sale of CAPEX Cashews. The proposal and detailed split up of the proposed project is tabulated below.

#### **Works / Proposals**

Sl.No	Requirements	Estimate Amount (in lakh)
1	"Brand Building and Market Awareness in India and International Market"	50
	<b>Total</b>	<b>50</b>

#### **Details of Projects sanctioned in FY 2024-25**

Sl.No	Item/Components	Amount sanctioned (Rs.in Lakh)
1	Advertising	10
2	Sales Promotion	40
	<b>Total</b>	<b>50</b>

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 ₹50 lakh (Rupees Fifty Lakh

only) under the H/A 2852-08-600-81 in the current years budget provision subject to the condition that a common branding campaign with CDC will only be sanctioned and detailed plan to be submitted for getting approval.

4. Under the above context, Government have examined the matter in detail and are pleased to accord Administrative sanction for the project of CAPEX "Brand Building and Market Awareness in India and International Market" for an amount of ₹50 lakh (Rupees Fifty Lakh only) under the H/A 2852-08-600-81 in the current years budget provision subject to the condition that a common branding campaign with CDC will only be sanctioned and detailed plan to be submitted for getting approval.

5. The Managing Director, CAPEX shall forward the proposal for the release of fund based on actual necessity at an appropriate time.

(By order of the Governor)  
BIJU PRABHAKAR  
SECRETARY

The Managing Director, CAPEX, Kollam.  
The Director/Additional Director Industries & Commerce,  
Thiruvananthapuram.  
The Member Secretary, BPT, Thiruvananthapuram  
The Member Secretary, Planning Board, Thiruvananthapuram  
The Principal Accountant General, (Audit), Kerala,  
Thiruvananthapuram.  
The Accountant General, (A&E), Kerala, Thiruvananthapuram.  
The C E O, K - Bip, Thiruvananthapuram  
Finance Department  
✓ Information & Public Relation Department (For uploading GO in  
Govt. website)  
Stock File (IND-K2/63/2024-IND)

Forwarded /By order  
Signed by

S Padmaja

Date: 27-05-2024 12:41:42  
Section Officer