



## GOVERNMENT OF KERALA

### Abstract

Industries Department - Plan Proposal of Kerala State Cashew Development Corporation (KSCDC) Ltd for the financial year 2025-26 - 'CDC Brand Promotion (KSCDC)' - Administrative Sanction for ₹ 140 lakh (Rupees One Hundred and Forty Lakh Only) accorded - Orders issued.

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### INDUSTRIES (K) DEPARTMENT

G.O.(Rt)No.532/2025/ID Dated, Thiruvananthapuram, 22-05-2025

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Read 1 Letter No. CDC/MD/GOVT/25-26 Dtd 16/04/2025 received from the Managing Director, Kerala State Cashew Development Corporation Ltd (KSCDC), Kollam.

2 Minutes of the Departmental Working Group meeting for Plan Schemes held on 30/04/2025.

3 AS Number: AS/IND/25/42250.

### ORDER

Kerala State Cashew Development Corporation (KSCDC) Ltd has been allocated an amount of ₹ 140 Lakh (Rupees One Hundred and Forty Lakh Only) in the State Budget for the financial year 2025-26 for the plan scheme 'CDC Brand Promotion (KSCDC)' under H/A 2852-08-600-82. As per the letter read above, the Managing Director, KSCDC has requested Government to accord Administrative Sanction for ₹ 140 Lakh for executing the said project.

2) The objective of this project is to promote the "CDC Brand" in India & International market, thereby increasing sales. The proposal and detailed split up of the proposed projects is tabulated below.

**Works / Proposals**

Sl No.	Requirements	Estimate Amount (in Lakh)
1	CDC Brand Promotion (KSCDC)	140
	<b>TOTAL</b>	<b>140</b>

**Component-wise details**

Sl No.	Item/Components	Amount (in lakhs)
1	Marketing, sales promotion & Advertisement through Start-Ups	50
2	Participation in major Food Exhibitions	10
3	New Product Development	60
4	Expenses for enhancing present VAU operations capacity	20
	<b>TOTAL</b>	<b>140</b>

3) The Working Group Meeting of Industries Department held on 30/04/2025 considered the project proposal and recommended for according Administrative Sanction for an amount of ₹140 Lakh (Rupees One Hundred and Forty Lakh only) under the H/A 2852-08-600-82 in the current years budget provision.

4) In the above circumstances, Government have examined the matter in detail and are pleased to accord Administrative Sanction for the project “CDC Brand Promotion (KSCDC)” for an amount of ₹140 Lakh (Rupees One Hundred and Forty Lakh only) under the H/A 2852-08-600-82 in the current years budget Provision.

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

(By order of the Governor)  
A P M MOHAMMED HANISH  
PRINCIPAL SECRETARY

To:  
The Managing Director, Kerala State Cashew Development

Corporation Ltd., Kollam.

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

The Principal Accountant General (A&E)/(Audit), 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. K2/73/2025/ID).

Forwarded /By order

Section Officer