

**GOVERNMENT OF KERALA****Abstract**

Modernisation and Promotion of value-added products- Setting up of Design Studios at Kochi and Thiruvananthapuram- Administrative Sanction accorded - Orders issued.

INDUSTRIES (C) DEPARTMENT

G.O.(Rt)No.1160/2024/ID Dated,Thiruvananthapuram, 10-12-2024

Read 1 G.O(P)No.76/2024/Fin dated 31/08/2024.

2 Lr.No.HL/666/2024-P2 dated 28/09/2024 from the Director of Handloom and Textiles

3 Minutes of Departmental Working Group Meeting of Industries held on 14/11/2024

4 E-anumathi AS No.AS/IND/24/39435 valid upto 31/03/2025

ORDER

The Director of Handloom and Textiles as per letter read above has submitted a proposal for Roadmap, Design of Design Centres and Training & Setting up of Design Studio at Thiruvananthapuram (NID Proposal) and Setting up of Design Studio at Kochi and Skill Enhancement Training for Master Weavers (NIFT and IIHT proposal).

2) The Director of Handloom and Textiles reported that this project proposes a strategic approach to revitalize the handloom industry through robust Research and Development (R&D) initiatives, targeted market segmentation, aligning with contemporary trends, consumer preferences, innovative product and service offerings. The proposed initiative for the revitalization of Kerala handloom encompasses a comprehensive strategy involving multiple stakeholders.

3) Director of Handloom & Textiles also reported that the National Institute of Design (NID) will play a pivotal role in this process by developing a comprehensive roadmap for the industry. A design studio will

be established in Thiruvananthapuram under the aegis of the National Institute of Design(NID). This strategic move aims to harness a professional expertise in design innovation to revitalize the Kerala handloom sector by creating contemporary and marketable designs. To complement the design-centric initiatives, the National Institute of Fashion Technology (NIFT), Kannur, will establish a design studio at Kochi, focusing on the application of design principles to the fashion industry. This studio will bridge the gap between design concepts and market realities, ensuring that the handloom products are aligned with contemporary fashion trends. The Indian Institute of Handloom Technology (IIHT), Kannur, will undertake the responsibility of providing specialized training programs to upgrade the skills of these artisans in association with NID and NIFT. By imparting knowledge of new techniques, technologies, and market trends, IIHT will empower the master weavers to produce high- quality products that meet the demands of the evolving market. Master training would be given to 50 master weavers, who would liaison with weaver clusters.

4) The Director of Handloom and Textiles has requested for the sanction of the proposal as follows:

Proposal component	h/a	Budget Provision	Proposed amount
Road map, Design of Design Centre and Training & Setting up of Design Studio at Thiruvananthapuram (NID Proposal)	2851-00-103-33(P) (Modernisation of handloom societies, Hantex and Hanveev and Promotion of Value-Added Products)	Rs.500 lakh	Rs.206.20 lakh
Setting up of Design Studio at Kochi and skill enhancement training for Master Weavers(NIFT and IIHT proposal)	2851-00-103-74(P) (Training and Skill Development Programme)	Rs.352 lakh	Rs.122 lakh

5)There is a Budget provision of Rs.500 lakh for the year 2024-25 under the head of account 2851-00-103-33(P) for 'Modernisation of handloom societies, Hantex and Hanveev and Promotion of Value-Added Products' and

Rs.352 lakh under the head of account 2851-00-103-74(P) 'Training and skill development programme.'

6)The Departmental Working Group Meeting of Industries Department held on 14/11/2024 considered the proposals for Roadmap, Design of Design Centre and Training & Setting up of Design Studio at Thiruvananthapuram and Setting up of Design Studio at Kochi and Skill Enhancement Training for Master Weavers and recommended for issuing Administrative Sanction for the same on the condition that the Administrative Sanction amount should be limited within 50% of the overall allocation of Industries Department as per plan prioritization.

7) As per the plan prioritization done in accordance with the Government Order read above so as to limit the total budget outlay to 50%, revised budget outlay under the h/a 2851-00-103-33 comes to Rs.210 Lakh and that of under the h/a 2851-00-103-74 comes to Rs.176 Lakh. Also an amount of Rs.155 Lakh has already been released from h/a 2851-00-103-33, thus resulting in a balance availability of Rs.55 lakh. An amount of Rs.155.69 Lakh was released already and Rs.20.31 Lakh is set apart for the proposal for AI based Rebate Management System, as per decision read (3)rd above and hence no amount is available under the h/a 2851-00-103-74.

8) In the above circumstances, Government have examined the matter in detail based on the recommendation of the Working Group and are pleased to accord Administrative Sanction for the above proposals for setting up of Design Studios at Kochi and Thiruvananthapuram for the available amount of **Rs.55,00,000/- (Rupees Fifty Five Lakh only) by debiting the amount under the head of account 2851-00-103-33(P) from the current year's budget provision** and limiting the amount within 50% of the overall allocation of Industries Department as per plan prioritization.

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

The Director of Handloom and Textiles, Thiruvananthapuram
District Treasury Officer, Thiruvananthapuram.

The Principal Accountant General(Audit), Kerala, Thiruvananthapuram

The Accountant General(A&E) Kerala, Thiruvananthapuram.

Finance Department

Planning & Economic Affairs Department (vide minutes of WGM held on 14/11/2024)

Industries (J) Department

The Chief Executive Officer, K-Bip, Thiruvananthapuram

I&PR Department (for posting the G.O in the Government website)

SF/ OC.

Forwarded /By order

Signed by

Sreekumar, R

Section Officer,
Date: 11-12-2024 12:27:21