



GOVERNMENT OF KERALA

Abstract

Industries Department - HDCK- New Modernisation project , Digital Marketing & Branding under the scheme "Rejuvenation and Revival of Viable Public Sector Units for the year 2024-25 - Administrative Sanction accorded -Orders issued

INDUSTRIES (K)DEPARTMENT

G.O.(Rt)No.526/2024/ID Dated,Thiruvananthapuram, 01-07-2024

- Read 1 LetterNo. BPT - HDCK /I-688 /2024-25/D-0273 dated 22.04.2024 received from The Member Secretary,BPT, Thiruvananthapuram
- 2 Minutes of Working Group Meeting of Industries Department held on 29.05.2024
- 3 e-Anumathi Administrative Sanction Number AS/IND/24/35324

ORDER

The Member Secretary, BPT Thiruvananthapuram forwarded a project proposal viz New Modernization project, Digital Marketing & Branding of Handicrafts Development Corporation of Kerala Ltd (HDCK) under the Scheme 'Rejuvenation and Revival of Viable Public Sector Units' for an amount of ₹60 Lakh (Rupees Sixty Lakhs only) from the current year's (2024-25) budget provision under the H/A 6851-00-190-98-(P).

2. The Digital Marketing & Branding project aims to enhance the marketing initiatives of the Corporation by implementing multi-faceted approach designed to increase visibility and engagement with the target audience. The objective of the project aims to significantly strengthen its presence both in local and export market.

Works / Proposals

Sl No	Requirements	Estimate Amount (in Rs)
1	New Modernisation project, Digital Marketing & Branding	60,00,000
Total(Sixty Lakh)		60,00,000

3.The Working Group Meeting of Industries Department held on 29.05.2024 considered the above project proposal and recommended to accord Administrative Sanction for a total estimated cost of ₹60 lakh (Rupees Sixty Lakhs only) from the plan fund limiting the expenditure to

this year's budget provision under the H/A- 6851-00-190-98 (P)

4. Government have examined the matter in detail and are pleased to accord administrative sanction for the proposal "New Modernization project, Digital Marketing & Branding "of HDCK for an amount of Rs.60 Lakh (Rupees Sixty Lakhs only) from the plan fund limiting the expenditure to current year's (2024-25) budget provision under the H/A'6851-00-190-98-(P)'.

5. The Managing Director, Handicrafts Development Corporation of Kerala Ltd (HDCK) shall forward proposal for release of fund at appropriate time.

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

The Director of Industries & Commerce, Thiruvananthapuram
The Member Secretary, BPT Thiruvananthapuram
The Managing Director, HDCK, Thiruvananthapuram
The Principal Accountant General (Audit, A&E) Thiruvananthapuram
The CEO, K-Bip, Thiruvananthapuram
The Member Secretary, Planning Board, Thiruvananthapuram
Industries (J) Department
Finance -PUD
I&PR Department (for uploading the G.O in Govt. website).
Stock File(K3/97/2024)

Forwarded /By order

Signed by

Susan Thomas

Date: 01-07-2024 12:32:47
Section Officer