



**GOVERNMENT OF KERALA**

**Abstract**

Industries Department – Kerala Artisans Development Corporation Ltd.- Implementation of project proposal “Market Development Initiative for Artisans' Products” under the scheme “Assistance to Apex Organisations in Handicrafts Sector” for an amount of Rs.25Lakh - Administrative Sanction accorded - Orders issued.

**INDUSTRIES (K) DEPARTMENT**

**G.O.(Rt)No. 861/2017/ID Dated,Thiruvananthapuram,20/06/2017**

- Read :- 1. Letter No.HC/H/9379/17 dated 17.05.2017 from the Director of Industries & Commerce, Thiruvananthapuram.  
2. Minutes of the Working Group Meeting of Industries Department held on 08.06.2017.

**ORDER**

The Director of Industries and Commerce, Thiruvananthapuram has recommended and forwarded the Project proposal “Market Development Initiative for Artisans' Products” submitted by Kerala Artisans Development Corporation Ltd., under the scheme “Assistance to Apex Organisations in Handicrafts Sector” at an Estimated cost of Rs.25 Lakh from the current year's budget provision under the H/A 4851-00-104-99(P). The components of the project are as shown below:

SI No	Item	Amount
1	Identification and Analysis of prevailing Infrastructural facilities adopted in the Hyper/Super Markets to showcase the products and designing a standard display system / Kiosk including 3D presentation of the Kiosk	5Lakh
2	Installing the Display system / Kiosk in the Hyper / Super Markets selected initially (Rs.1,30,000/- per Kiosk x 10 Hyper/Spuer Market during the first year)	13Lakh
3	Developing and undertaking promotional activities including printing media advertisements new design / prototypes / innovations / diversification etc and creativity in various Artisans Sector (Rs.50,000/- per Artisans x 20 Artisans)	4.5Lakh
	<b>Total</b>	<b>22.5Lakh</b>

4	Institutional Expenses (10% of the project cost)	2.5 Lakh
	<b>Grand Total</b>	<b>25Lakh</b>

2. The Working Group Meeting of Industries Department held on 08.06.2017 considered the project proposal and recommended to accord Administrative Sanction for an amount of Rs.25Lakhs under the H/A-4851-00-104-99(P) from the current year's budget provision subject to the following conditions:

- i. Project shall be completed in Six months
- ii. The outlets shall be selected through a transparent process by Committee including a representative of Director of Industries & Commerce.
- iii. The products shall be made only in Kerala.

3. Government have examined the recommendation of the Working Group Meeting and are pleased to accord Administrative Sanction for the project "Market Development Initiative for Artisans' Products" submitted by Kerala Artisans Development Corporation Ltd., under the scheme "Assistance to Apex Organisations in Handicrafts Sector" at an Estimated cost of Rs.25Lakhs (Rupees Twenty five lakh only) under the H/A-4851-00-104-99(P) from the current year's budget provision, subject to the following conditions

- (i) Project shall be completed in Six months
- (ii) The outlets shall be selected through a transparent process by Committee including a representative of Director of Industries & Commerce.
- (iii) The products shall be made only in Kerala.

4. The Director of Industries & Commerce will submit the proposal for release of fund based on actual necessity at the appropriate time.

By order of the Governor  
**K SUNILKUMAR**  
**DEPUTY SECRETARY**

To:-

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

The Managing Director, Kerala Artisans Development Corporation Ltd., Thiruvananthapuram.

The Principal Accountant General (Audit/A&E), Thiruvananthapuram. Finance Department (Vide decision of the Working Group held on 08.06.2017)

Planning & Economic Affairs Department(Vide decision of the Working Group held on 08.06.2017)

Industries (J) Department (Vide decision of the Working Group held

on 08.06.2017)

The Chief Executive Officer, K-Bip, Thiruvananthapuram.  
I&PR Department (for uploading the G.O in Govt.website)  
SF/OC.

Forwarded/By Order



Section Officer

Copy to:-

- PS to Minister (Industries & Sports)
- PS to Additional Chief Secretary (Industries)
- PA to Special Secretary (Industries)
- CA to Deputy Secretary (Industries)