

4760  
28/5/14



GOVERNMENT OF KERALA

Abstract

Industries Department – Participation in 12<sup>th</sup> Indian Global Festival to be held at Kuala Lumpur, Malaysia - Sanction accorded - Orders issued.

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INDUSTRIES (G) DEPARTMENT

G.O.(Rt) No. 540/2014/ID

Dated, Thiruvananthapuram 26.05.2014.

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Read :- 1. G.O(Rt) No. 03/2014/ID dated 01.01.2014.

2. D.O. Letter No.FFD:GIF:Malaysia:2014 dated 06.01.2014 from the Chairperson & Managing Director, India Trade Promotion Organization(ITPO).

3. Letter No. 21183/Events/KBIP/2014 dated 17.01.2014.

ORDER

As per the Government Order read above, Government have nominated Shri. V. Rajagopal, Chief Executive Officer, Kerala Bureau of Industrial Promotion (K-Bip) as the Nodal Officer from Government of Kerala for profiling products of the State as well as the overseas events by India Trade Promotion Organization (ITPO) during 2014-15.

2. As per the letter read as 2<sup>nd</sup> paper above the Chairperson & Managing Director, India Trade Promotion Organization(ITPO) informed that they are organizing trade fairs abroad in association with other EPCS/trade bodies/Government organizations and requested participation in the 12<sup>th</sup> Indian Global Festival to be held at Kuala Lumpur, Malaysia from 04.06.14 to 08.06.14 either as a partner state or focus state. The Indian Global Festival has been rated as the largest exhibition of its kind in the Asia Pacific region and the display profile of the festival would include handicrafts, jewellery, decorative items, leather goods, toys, kitchenware, beauty products, ayurvedic products, office stationery, textiles, home decor, bed sheets, women garments, photo prints, souvenirs, etc. with emphasis on B2C segment.

3. Accordingly, as per the letter read as 3<sup>rd</sup> paper above, the Chief Executive Officer, Kerala Bureau of Industrial Promotion (K-Bip) has submitted a proposal for participation as 'Partner State' in the 12<sup>th</sup> Indian Global Festival to be held at Kuala Lumpur, Malaysia. It is proposed to set up an exclusive Kerala State Pavilion depicting the Kerala Industry, Investment opportunities, favourable policies etc. and also to organize 'Kerala day' during the event. It is informed that Kerala Bureau of Industrial Promotion (K-Bip) can co-ordinate participation of SME Units from Kerala in the event and as part of industrial promotion activity, space will be provided free of cost to SME Units from Kerala to participate and display their products & technologies in the Kerala

State Pavilion. The expenditure towards participation in the event is proposed to be shared between Kerala State Industrial Development Corporation (KSIDC), Kerala Industrial Infrastructure Development Corporation (KINFRA) and Kerala Bureau of Industrial Promotion (K-Bip). The Chief Executive Officer, K-Bip has requested to approve the proposal for participation in the 12<sup>th</sup> Indian Global Festival to be held at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia from 04.06.14 to 08.06.14.

4. Government have examined the matter in detail and are pleased to accord sanction to participate in the 12<sup>th</sup> Indian Global Festival to be held at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia from 04.06.14 to 08.06.14, as per the proposal submitted by the Chief Executive Officer, K-Bip, subject to the following conditions

- (i) An exclusive Kerala State Pavilion will be set up by K-Bip depicting the Kerala Industry, Investment opportunities, favourable policies etc. and also organize 'Kerala day' during the event.
- (ii) Kerala Bureau of Industrial Promotion (K-Bip) will co-ordinate the participation of SME Units from Kerala for the event.
- (iii) Space will be provided, free of cost, to SME Units from Kerala to participate and display their products & technologies in the Kerala State Pavilion.
- (iv) The expenditure proposed towards participation in the event is as follows

Sl. No.	Description	Amount (Rs in Lakhs)
1	Cost for 182 Sq. Mtr. Booth space (20 Stalls) for setting up Kerala State Pavilion @ Rs 1.80 Lakhs + 12.36 % Tax per Stall	40.45
2	Expenditure for organizing Kerala State Pavilion, setting up transslides depicting Kerala Industry & Culture, hiring hostess, floral arrangements etc.	6
3	Expenditure for organizing Kerala Day including venue charges, back drop, display facilities, one to one meeting arrangements, food expenses etc.	10.00
4	Miscellaneous Expenditure	2.00
<b>Total</b>		<b>58.45</b>

This should be shared between KSIDC, KINFRA and K-Bip in the following manner

Organization	Amount (Rs in Lakhs)
KSIDC	25.00
KINFRA	25.00
K-BIP	8.45
<b>Total</b>	<b>58.45</b>

(v) The expenditure towards participation of officials from each agency have to be met by the respective agency

5. The CEO, K-Bip will furnish urgently the name, designation and other details of the high level official delegation along with officials from the respective agencies for obtaining permission from Government to visit Kuala Lumpur, Malaysia for participation in the Event and for the 'Kerala Day' being organized concurrent to the Event.

(By Order of the Governor)  
Jayalekhadevi J  
Deputy Secretary

To

The Chairperson & Managing Director, India Trade Promotion Organization(ITPO), Department of Commerce, Pragati Bhavan, Pragati Maidan, New Delhi – 110 001.

The Chief Executive Officer, Kerala Bureau of Industrial Promotion (K-Bip), Thiruvananthapuram.

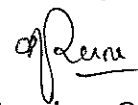
The Managing Director, KINFRA, Thiruvananthapuram

The Managing Director, KSIDC, Thiruvananthapuram

The Information Officer, Web & New Media,

Information & Public Relations Department (For Government Website)  
Stock file/Office copy.

Forwarded/By Order



Section Officer