



GOVERNMENT OF KERALA

Abstract

NORKA Department - 2024-25 - Awareness campaign on illegal recruitment and visa cheating including Pre-Departure Orientation Programme - Administrative Sanction accorded - Orders issued.

Non Resident Keralites' Affairs (B) Department

G.O.(Rt)No.459/2024/NORKA Dated, Thiruvananthapuram, 24-06-2024

Read 1 Letter No. 2445/CEO/2024/Roots dated 23.05.2024 from the Chief Executive Officer, Norka-Roots, Thiruvananthapuram.

2 Minutes of the Departmental Working Group meeting held on 03.06.2024.

ORDER

There is a need for comprehensive awareness creation and sensitization of the NRK community and the returnees about the schemes and activities of NORKA Department and also to make them aware of safe migration for obtaining gainful employment. The job seekers are to be sensitized about illegal recruitment, visa cheating, destination country's cultural, legal and heritage matters by making use of new media apart from the conventional media. Pre-departure Orientation Programme is also conducted in big cities in India where there is considerable population of Keralites.

2. In the current financial year's budget, an amount of Rs.100,00,000/- (Rupees One Hundred Lakh only) has been provided for the scheme 'Awareness campaign on illegal recruitment and visa cheating including Pre-Departure Orientation Programme' under the Head of Account 2230-01-103-47 (Plan).

3. The Departmental Working Group meeting held on 03.06.2024 has approved the proposal submitted by the Chief Executive Officer, Norka-Roots at a total cost of Rs.100,00,000/- (Rupees One Hundred Lakh only) for the scheme.

4. Government have examined the matter in detail and are pleased to accord administrative sanction for the scheme 'Awareness campaign on Illegal recruitment and visa cheating including Pre-Departure Orientation Programme' at a total cost of Rs.100,00,000/- (Rupees One Hundred Lakh only) as per the detailed financial break-up as shown below. The expenditure will be met from the head of account '2230-01-103-47 (Plan)' for the financial year 2024-25.

SL.No.	Components	Amount (in Lakh)
1	Future Ready Migrant Programme Conducting PDOTs workshops through partner organizations, Preparation and Printing of Learning materials - Manuals/Certificates/Brochure etc. Purchase of Computers, Peripherals and Hard wares for the effective implementation of Future Ready Migrant Programmes.	60
2	Awareness campaign in leading malls through big screen and other railway stations/bus stations in Kerala using digital ad technology.	8
3	Publicity and advertisement	20
4	Administrative Expenses & Other Office Expenditure including purchasing of stationery, printing of letter heads, manpower hiring charges.	12
	TOTAL	100

5. The Chief Executive Officer, Norka Roots shall ensure strict compliance of all codal formalities relevant to the execution of the project including Stores Purchase Rules. Also, a report (Utilization Certificate) containing the details regarding the utilization of the amount allocated under this item in the financial year 2023-24 should invariably be submitted, along with the proposal for releasing the amount.

(By order of the Governor)
SINDHU S
ADDITIONAL SECRETARY

To:

The Chief Executive Officer, Norka-Roots, Thiruvananthapuram.

The Principal Accountant General, (A&E/G&SSA), Kerala,
Thiruvananthapuram.

The Accountant General, (Audit), Kerala, Thiruvananthapuram.

The Finance Department.

The Planning & Economic Affairs Department.

The Information & Public Relations (Web&New Media) Department.

Stock File (File No:-B3/205/2024-NORKA) / Office Copy.

Forwarded /By order

Signed by

Githin. S. V

Date 24.06.2024