



GOVERNMENT OF KERALA

Abstract

Industries Department - Kerala Khadi and Village Industries Board - Project proposal for the scheme "Information, Publicity and Training" - for an amount of ₹100 Lakh (Rupees One Hundred Lakh only) for the year 2025-26 - Administrative Sanction accorded - Orders issued.

INDUSTRIES(K) DEPARTMENT

G.O.(Rt)No.644/2025/ID Dated,Thiruvananthapuram, 02-06-2025

Read 1 Letter No.K.B.884/2025/A8 dated 16.04.2025 from Secretary, Kerala Khadi and Village Industries Board

2 Minutes of Working Group Meeting of Industries Department held on 30.04.2025

3 E Anumathi Administrative Sanction Number AS/IND/25/42656

ORDER

The Secretary, Kerala Khadi and Village Industries Board has submitted a project proposal for the scheme "Information, Publicity, and Training" - for an amount of ₹100 Lakh (Rupees One Hundred Lakh only) to be met from the provision under the H/A 2851-00-105-66 (02) in the current year's budget.

2. The objective of this project is product publicity, skill development and increase in sales. The proposal and detailed split up of the proposed projects is tabulated below.

Works / Proposals

Sl.No	Requirements	Estimate Amount (in lakh)
1	Information, Publicity, and Training	100
	Total	100

Details of Projects sanctioned in FY 2025-26

Sl.No	Requirements	Amount Sanctioned (Rs.in Lakh)
1	Advertisement through audio-video media – Rolling slides at major bhavans, cinema theatre etc	50.00
2	Cost of producing visuals of the Documentary of Khadi	10.00
3	Celebrity brand ambassador for the propagation of Khadi products	15.00
4	Gandhi Jayanthi quiz competition for high school and college students	3.00
5	To Participate India International Trade Fair 2025 at Delhi	2.00
6	Training to staff	5.00
7	Gramadeepam printing and publishing	5.00
8	Social media adds and app development	10.00
	Total	100

3. The Working Group Meeting of Industries Department held on 30.04.2025 considered the project proposal and recommended to accord Administrative Sanction for an amount of ₹100 Lakh (Rupees One Hundred Lakh only) under the H/A 2851-00-105-66 (02) from the current year's budget provision.

4. Government have examined the matter and are pleased to accord Administrative Sanction for the project of Kerala Khadi and Village Industries Board - "Information, Publicity, and Training" for an amount of ₹100 Lakh (Rupees One Hundred Lakh only) under the H/A 2851-00-105-66(02) from the current year's Budget Provision.

5. The Secretary, Kerala Khadi and Village Industries Board shall forward proposal for release of fund based on an actual

necessity at appropriate time.

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

To:

The Secretary, Kerala Khadi and Village Industries Board, Tvpm

The Director/Additional Director Industries & Commerce, Tvpm

The Member Secretary, Planning Board, Thiruvananthapuram

The Member Secretary, BPT, Thiruvananthapuram

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

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

The C E O, K - Bip, Thiruvananthapuram

Finance Department

✓ Information & Public Relation Department (For uploading GO in Govt.website)

Stock File -K1/128/2025-IND

Forwarded /By order

Signed by

Simi Jose V
Section Officer

Date: 03-06-2025 10:43:52