



## GOVERNMENT OF KERALA

### Abstract

NORKA Department - Award of Good Service Entry to Shri.Ajith Kolassery, Chief Executive Officer,Norka-Roots and Smt.Remani K, Section Officer,Norka-Roots in recognition of the exemplary service rendered by them for the implementation of "Norka Care"- Orders issued.

---

Non Resident Keralites' Affairs (B) Department

G.O.(Rt)No.157/2026/NORKA Dated,Thiruvananthapuram, 13-03-2026

---

Read D.O Letter No. Roots/468/2025-RRD2 dated 08.01.2026 from Shri.P. Sreeramakrishnan, Resident Vice Chairman, Norka-Roots, Thycaud, Thiruvananthapuram.

### ORDER

One of the long-standing demands of Non-Resident Keralites was to provide comprehensive health and accident insurance coverage. To address this, the Government of Kerala implemented the “NORKA Care Comprehensive Health and Accident Insurance Scheme” through NORKA-Roots, and the scheme is being implemented successfully. The scheme was formally inaugurated on 22.09.2025 and a global registration campaign for the scheme was conducted from 22.09.2025 to 30.11.2025.

2) The NORKA Care Scheme, which has within a short period emerged as a major health security initiative in the field of expatriate welfare, has been successfully implemented through effective conceptualization, precise planning, and the establishment of a strong backend system. Innovative publicity and promotional strategies, along with efficient marketing mechanisms, were also adopted to reach Non-Resident Keralites across the world.

3) The leadership and coordination for the formulation and effective implementation of these activities were carried out by Shri. Ajith Kolassery, Chief Executive Officer,Norka-Roots and Additional Secretary to Government, General Administration Department, Government Secretariat. Smt. Ramani K., Section Officer, General

Administration Department, Government Secretariat working on deputation in Norka-Roots as Section Officer, who was in charge of the Insurance and ID Card section, has been efficiently carrying out the activities related to the scheme from the stage of conceptualization to its implementation. This large-scale initiative implemented by the Government of Kerala through NORKA Roots has achieved the proud distinction of becoming one of the most significant health security schemes in the field of expatriate welfare in India.

4) As per letter read above, the Resident Vice Chairman, Shri P. Sreeramakrishnan, has recommended to award Good Service Entry to the above officers who have rendered service in the successful implementation of the NORKA Care Scheme.

5) Government have examined the matter in detail. In recognition of their exemplary performance and meritorious service, Government are pleased to award “Good Service Entry” to the following officers, as per Rule 34 (2) of Kerala Services Rules (Part I).

<b>Sl. No.</b>	<b>Name &amp; PEN</b>	<b>Designation in Norka-Roots</b>	<b>Parent Department</b>	<b>Designation in Parent Department</b>
1.	Shri.Ajith Kolassery 101275	Chief Executive Officer	General Administration Department, Government Secretariat	Additional Secretary
2.	Smt.Remani K. 216271	Section Officer	General Administration Department, Government Secretariat	Section Officer

6) It is expected that the officers shall continue to show the same passion, commitment and dedication in future assignments also.

(By order of the Governor)  
ANUPAMA T V I A S  
SECRETARY

To:

Shri.Ajith Kolassery, Chief Executive Officer, Norka-Roots,  
Thiruvananthapuram.

Smt.Remani K., Section Officer, Norka-Roots, Thiruvananthapuram.

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

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

Information & Public Relations (Web & New Media) Department

General Administration (Special - B) Department

General Administration (Services - E) Department

Stock File (File No.B3/5/2026/NORKA) / Office Copy.

Forwarded /By order

Section Officer