



## GOVERNMENT OF KERALA

### Abstract

NORKA Department - 2025-26 - Awareness Campaign on Illegal - Recruitment and Visa Cheating including Pre-Departure Orientation Programme - Administrative Sanction accorded - Orders issued.

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Non Resident Keralites' Affairs (B) Department

G.O.(Rt)No.671/2025/NORKA Dated,Thiruvananthapuram, 19-06-2025

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- Read 1. Letter No.ROOTS/283/2025-AD2 dated 07.05.2025 of the Chief Executive Officer, Norka Roots
2. Minutes of the Departmental Working Group meeting held on 13.05.2025.

### ORDER

Pre-Departure Orientation Programme (PDOP) conducted by NORKA Roots for Non-Resident Keralites (NRKs) who are about to travel abroad for work or other purposes aims to provide essential pre-travel awareness and guidance to NRKs to ensure a smooth transition and successful experience in their destination countries .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. As per the letter read as first paper above, the Chief Executive Officer, Norka Roots had furnished proposal for the Administrative Sanction for an amount of Rs.100,00,000/- (Rupees One Hundred Lakh only)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 13.05.2025 has considered the proposal and decided to issue administrative sanction for an amount of Rs.100,00,000/- (Rupees One Hundred Lakh only) for the scheme 'Awareness campaign on illegal - recruitment and

visa cheating including Pre-Departure Orientation Programme' from the Head of Account 2230-01-103-47(P)with following components.

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.	50
2.	Purchase of Computers, Peripherals Software and Hardware and Digital Gadgets such as Video Camera for Awareness and Publicity for the effective implementation of Future Ready Migrant Programs.	15
3.	General Awareness Campaign / advertisement in leading malls through big screens and other Railway stations/Bus Stations in Kerala using digital ad technology, Print and other medias.	25
4.	Administrative Expenses & other Office Expenditure including purchasing of stationery, printing of letter heads, manpower hiring charges.	10
<b>TOTAL</b>		<b>100</b>

4. Government have examined the matter and are pleased to accord administrative sanction for an amount of Rs.1,00,00,000/- (Rupees One Hundred Lakh only) 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(P) as per the

components as shown above.

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 and also ensure the purchase of computers, etc. are in accordance with the plan documents.

(By order of the Governor)  
B SUNIL KUMAR  
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:-B3/184/2025-NORKA) / Office Copy.

Forwarded /By order

Section Officer