



ABSTRACT

Handlooms and Textiles - Tamil Nadu Innovation Initiatives (TANII) schemes for the year 2015-2016 - Repositioning Co-optex as a premium brand through the launch of niche boutiques - Sanction of Rs.1,20,00,000/- Orders - Issued.

Handlooms, Handicrafts, Textiles and Khadi (D1) Department

G.O.(2D) No.13

Dated: 14.10.2015

மண்மத, புரட்டாசி 27

Thiruvalluvar Aandu 2046

Read:-

1. From the Member Secretary, State Planning Commission letter No.3747/PC/SPC/14, dated 12.02.2015.
2. From the Director of Handlooms and Textiles, Letter Rc.No.36177/2014/N1-5, dated 04.05.2015.

ORDER:-

In the letter first read above the Member Secretary, State Planning Commission has conveyed his recommendation for launching Co-optex niche boutiques to establish in 4 locations including Delhi by utilising existing locations only at a total cost of Rs.120.00 lakh.

2. The Director of Handlooms and Textiles in her letter 2nd read above has stated interalia that Co-optex is aiming to reposition its brand as a premium and high-quality brand and appeal to a diverse demographic including the urban youth. To this end, Co-optex would like to launch the concept of "Co-optex branded boutiques" and create unique and high quality merchandise that can be showcased and retailed through these boutiques. The main objectives of the establishing niche boutique are as follows:-

- To extend marketing support to handloom weavers Co-operative Societies.
- To promote production of handloom products in Co-operative Sector.
- To create continuous employment opportunities for handloom weavers in the State.

3. The Director of Handlooms and Textiles has therefore requested the Government to issue necessary orders sanctioning a sum of Rs.1,20,00,000/- (Rupees One Crore and Twenty lakh only) under "State Innovation Fund" towards repositioning Co-optex as a premium brand through the launch of niche boutiques for the year 2015-2016.

4. The Government after careful consideration accept the proposal of the Director of Handlooms and Textiles and accordingly sanction a sum of Rs.1,20,00,000/- (Rupees One crore and twenty lakhs only) towards repositioning Co-optex as a premium brand through the launch of niche boutiques to establish in 4 locations including Delhi by utilising existing locations only under Tamil Nadu Innovation Initiatives scheme [Part II schemes] for the year 2015-2016.

5. The amount sanctioned in para 4 above shall be met from the State Innovation Fund and debited to the following head of account:-

/P.T.O/

105

"2851 - 00. Village and Small Industries-103. Handloom Industries - Schemes in the Twelfth Five Year Plan - II. State Plan - LD. Repositioning Co-optex as a premium brand through the launch of niche boutiques - Scheme under State Innovation Fund - 09. Grants-in-Aid - 03. Grants for Specific Schemes"
(D.P. Code: 2851 00 103 LD 0931)

The above expenditure shall be adjusted by deducting under the following head of account:-

"2851-00.Village and Small Industries - 902. Deduct - Amount met from State Innovation Fund - JC. Deduct- Amount met from State Innovation Fund-30.Inter-Account Transfers"
(D.P. Code: 2851-00-902-JC-3009)

by contra debiting from

J. Reserve Fund- (b) Reserve Funds not bearing Interest - 8229-00. Development and Welfare Funds - 200. Other Development and Welfare Funds - BE. State Innovation Fund
(D.P.Code.8229 - 00 - 200 - BE - 0006) Outgo

6. The Director of Handlooms and Textiles is authorized to draw and disburse the amount sanctioned in Para 4 above.

7. The Director of Handlooms and Textiles is requested to send an action taken report to the Government.

8. This order issues with the concurrence of Finance (Industries) Department vide its U.O. No.31919/Ind/2015 dated 16.06.2015.

(By Order of the Governor)

HARMANDER SINGH
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director of Handlooms and Textiles, Chennai -600 108

The Managing Director, Co-optex, Chennai - 600 008

The Accountant General (A&E), Chennai-600 018

The Accountant General(Civil Audit), Chennai- 600 018

The Accountant General (CAS), Chennai- 600 009

The Accountant General(Resident Audit), Chennai-600009

The Pay and Accounts Officer (North), Chennai- 600 001

Copy to:

The Finance (BG-II/Ind) Department, Chennai-600 009.

Planning, Development and Special Initiatives Department, Chennai- 600 009.

The Senior Private Secretary to Principal Secretary to Government,

Handlooms, Handicrafts, Textiles and Khadi Department, Chennai-600 009.

The Handlooms, Handicrafts, Textiles & Khadi (A1/B1) Department, Chennai - 600 009.

// Forwarded / By Order //

M. Shanmugam
14/10/15

Under Secretary to Government

14/10/15

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