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## GOVERNMENT OF KERALA

### Abstract

Industries Department - One Local Body One Product and MSME Insurance Scheme - Proposal/Guidelines approved - Orders issued

### INDUSTRIES ( B)DEPARTMENT

G.O.(Rt)No.940/2023/ID Dated,Thiruvananthapuram, 15-09-2023

Read 1) GO(Rt)No.436/2023/ID dated 20.05.2023

2) Letter No.DIC/2516/2023-TC-T4 dated 31.07.2023 from the Director of Industries and Commerce

### ORDER

Government as per Order read above, accorded Administrative Sanction for the scheme "Local Economic Development and Sustainability of Enterprises" for an amount of Rs. 687.08 Lakh (Rupees Six Crore Eighty Seven Lakh and Eight Thousand only) under the Head of Account 2851-00-102-98 from plan fund limiting the expenditure to the current year's budget provision. Two major programmes under this Scheme are (i) One Local Body One Product and (ii) MSME Insurance Scheme.

2) As per the letter read above, Director of Industries and Commerce has furnished proposal/guidelines of One Local Body One Product and MSME Insurance Scheme and requested to approve the same.

3) Government have examined the matter in detail and are pleased to approve the proposal/guidelines in respect of One Local Body One Product programme and MSME Insurance Scheme.

4) The approved proposal/guidelines are appended to this Order.

(By order of the Governor)

SHIBU ISSAC

ADDITIONAL SECRETARY

To:

Director of Industries and Commerce , Thiruvananthapuram

Chief Executive Officer, K- Bip, Thiruvananthapuram  
Principal Accountant General (Audit/A&E), Kerala,  
Thiruvananthapuram

District Treasury Officer, Thiruvananthapuram  
Finance Department

Local Self Government Department.

Planning & Economic Affairs Department

Industries (J) Department

Information and Public Relation (Web and New Media Department )

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Forwarded /By order

Signed by

Anil Kumar P

Section Officer

Date: 15-09-2023 12:46:08

## ANNEXURE

## **Proposal for One Local Body One Product (OLOP) Scheme**

### **Introduction**

The One Local Body One Product (OLOP) scheme is a joint initiative undertaken by the Department of Industries & Commerce and Department of Local Self-Government in Kerala. The scheme aims to identify and promote locally available resources to manufacture and market unique products to the global market. The scheme also aims to provide fair prices for farm products and significant returns to farmers and entrepreneurs who are engaged in the value addition of products.

### **Background**

Kerala is blessed with abundant natural resources, which can be harnessed to develop unique products with high market potential. The OLOP scheme is a step towards utilizing these resources and promoting them to the global market. Under the scheme, the District Industries Centres have conducted a study to identify a list of products that can be manufactured using locally available resources at each local self-government level. Based on this list, various local bodies have already selected their product to be manufactured and marketed under the OLOP scheme.

### **Proposal**

The Department of Industries through the Directorate of Industries and Commerce (DIC) proposes to assist the local bodies in the preparation of a detailed project report (DPR) for the development of OLOP projects. The assistance of up to Rs. 50,000 per local body will be provided towards the cost of preparation of the OLOP project report. The assistance will be released in two stages (i) 50% as advance for the preparation of DPR based on the request of local body (ii) 50% after completion of DPR and based on the recommendation from local body council accepting the DPR. The total financial outlay expected for the financial year 2023-24 is Rs. 18 lakhs.





harness the potential of locally available resources to develop unique products with high market potential. Providing financial assistance towards the preparation of the OLOP project report will help local bodies develop their projects based on a detailed project report, ensuring their financial viability and sustainability. This initiative will promote local entrepreneurship, value addition to locally available resources, and provide employment opportunities to the local population. The total financial outlay expected for the financial year 2023-24 is Rs. 18 lakhs, which will be used to provide financial assistance of up to Rs. 50,000 per local body towards the cost of preparation of the OLOP project report. Expenditure can be met from the Head of Account 2851-00-102-98 provided in the annual plan for the financial year 2023-24.