

**KARNATAKA STATE HANDICRAFTS DEVELOPMENT CORPORATION LIMITED
No.45, M.G.Road, Bangalore 560001.**

No.KSHDCL/MD/92/2013-14

Date : 18-10-2013

WORK ALLOCATION

- Ref.: 1. Office Order No.KSHDCL/MD/74/10-11, dated 5-4-2010.
2. Office Order No.ADMN/ /2010-11, dated 23-9-2010.
3. Office Order No.1877/12-13, dated 11-9-2012.
4. Office Order No.KSHDCL/ADMN/23/13-14, dated 12-6-2013.

PREAMBLE :

Smt. G. Yamuna, Joint Director (Development) was repatriated to the parent Department, i.e., Department of Industries and Commerce as per Government Notification No.CI 108 ISD 2013 (Part-1) dated 5-9-2013. Further, there is no sanctioned post of Joint Director (Development) in the existing Cadre and Recruitment Rules of the Corporation. Hence, there is an absolute need to re-allocate the work among the existing officers of the Corporation for smooth execution of various activities of the Corporation. Accordingly, revised work allocation has been made among them, keeping in view the overall objective of the efficient, effective and timely implementation of the activities of the Corporation as detailed below.

1. General Manager (Marketing)

1. Management of all "Cauvery" Showrooms located within and outside the State of Karnataka, including compilation of monthly sales showroom-wise and craft-wise.
2. All matters relating to tendering of counters and their operations in all "Cauvery" showrooms.
3. All matters relating to Trade Schemes and Sale Promotions.
4. All matters relating to Geographical Indication Registry work.
5. All aspects relating to Business Development, including Advertisement and Publicity.
6. All aspects relating to website and ERP development and its application, promotion, maintenance, etc., with the active assistance of I/c.DGM (On-line Sales).
7. All matters relating to Exports, Domestic and International Exhibitions, Trade Fairs, Shilp Bazaars, etc.

