



ABSTRACT

Tamil Nadu Handicrafts Development Corporation Limited – Tamil Nadu Innovation Initiatives (TANII) – Schemes – Promoting Heritage and Handicrafts of Tamil Nadu through virtual reality Showrooms – Scheme under the State Innovation fund for the year 2017-2018 – Sanction of funds – Orders – Issued.

Handlooms, Handicrafts, Textiles and Khadi (G2) Department

G.O.(Ms) No.33

Dated:22.02.2018

தேய்வலிளம்பி, யாசி 10

Thiruvalluvar Aandu 2049

Read:

1. From the State Planning Commission, letter No.1644/SPC (PC)/2017, dated 14.11.2017.
2. The Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited Letter Rc.No. 1803/ DC/2016, Dated 11.12.2017.

ORDER:

In the letter first read above, the Member Secretary has informed that the State Planning Commission has approved the Scheme, "Promoting Heritage and Handicrafts of Tamil Nadu through Virtual Reality Showrooms", at a cost of Rs.216.67 lakh in three phases (I-Year Rs.188.27 lakh, II-Year Rs.14.20 lakh, III-Year Rs.14.20 lakh) under Tamil Nadu Innovation Initiatives Schemes for the year 2017-2018.

2. In the letter second read above, the Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited has stated that the Tamil Nadu Handicrafts Development Corporation is at the forefront of innovation around various latest technologies for designing, manufacturing and its adoption to increase the revenue of its showrooms through its partnership with many technology companies over the past few years. Corporation have led to the implementation of new technology like 3D Printing, 3D Scanning, advance 3D modeling etc., Through this, Tamil Nadu Handicrafts Development Corporation Limited will create a state of the art Immersive Virtual Reality Gallery and showroom at a key location such as an Airport or mall located in Chennai, Mumbai or Delhi

depending on the budget and potential. These State of the Art Immersive VR Galleries shall be called "Virtual Poompuhar" Showrooms.

3. The Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited has also added that the idea is to create virtual showroom showcasing a huge collection of artifacts from the handicrafts showroom within a small space occupied in a Mall or an Airport shopping area. This will attract tourists from India and abroad to not only get a first-hand experience of the gallery, but also make informed purchase decisions after exploring the art piece with their own hands virtually. This will not only boost the sales on online commerce through www.Poompuhar.org and our other e-commerce platforms like Snapdeal, Flipkart, India Mart, etc., but will also create awareness of the possibilities that are available in Tamil Nadu handicrafts. Besides the virtual commerce application, the VR setup can be made in key locations, large cities and in exhibitions to sensitize people about the arts, crafts, culture and heritage of Tamil Nadu across the world. This will boost interest in Tamil Nadu and its heritage, leading to increase in tourism and interests in our culture.

4. The Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited further stated that the Tamil Nadu Handicrafts division is promoting the use of its handicraft items as architectural elements in modern building interiors, exteriors and landscaping as a business opportunity. With the use of Virtual Reality, the Corporation can conduct a virtual tour of the buildings and its aesthetics when fitted with our handicraft pieces in the buildings before they are even built. This gives the end owner/builders to experience the building virtually and make necessary choice of elements, make changes or help architects express their intentions more clearly. The break up details of financial implication for Virtual Reality Showrooms is as under:-

Capital Expenditure			
Sl. No.	Items	Qty	Total cost in Rupees
1.	Viz Move Walking VR Kit 4 HMD, 6 trackers-4 users	1	1,16,20,000
2.	Computer - Nodes	1	50,000
3.	UPS	1	1,00,000
4.	Air Conditioner	1	1,00,000
5.	Printer	1	10,000
6.	Network Switch	1	5,000
7.	Software for billing	1	1,00,000
8.	Computer tables	1	10,000
9.	Chairs	6	6,000
10.	Printer tables	1	1,000
11.	Custom VR Content created from scanned input (Scanning by TNHDC) and Scanner.	1	23,00,000

12.	Lights	12	10,000
13.	Networking Cabling	12m	5,000
14.	Electrical Cabling	6	10,000
			1,43,27,000
B.AMC & Consumable Expenditure			
15.	AMC and VR Kit consumables and replenishment	3	23,00,000
C. Running Expenditure			
16.	Staff salary	1	14,00,000
17.	Electricity and Floor maintenance	1	8,00,000
	Grand Total		1,88,27,000

5. The Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited has requested to sanction a sum of Rs.188.27 lakh (Rupees one crore eighty eight lakh and twenty seven thousand only) under "State Innovation Fund" towards Promoting Heritage and Handicrafts of Tamil Nadu through Virtual Reality Showrooms for the year 2017-2018.

6. The Government after careful examination of the proposal of the Tamil Nadu Handicrafts Development Corporation Limited accord sanction for a sum of Rs.1,88,27,000/- (Rupees one crore eighty eight lakh and twenty seven thousand only) towards Promoting Heritage and Handicrafts of Tamil Nadu through Virtual Reality Showrooms of Tamil Nadu Handicrafts Development Corporation Limited, under Tamil Nadu Innovative Initiatives Schemes for the year 2017-2018.

7. The expenditure sanctioned in para 6 above shall be met from the State Innovation Fund and debited to the following Head of Account:-

2851 - 00, Village and Small Industries -
104, Handicraft Industries - State's Expenditure - JP.
Promoting Heritage and Handicrafts of Tamil Nadu under
State Innovation Fund - 09, Grants-in-Aid - 03, Grants
for Special Schemes.
(DP Code 2851 - 00 - 104 - JP - 0937)

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 Reserve Fund / Deposit Account -
State's Expenditure - JE, Deduct - Amount met from
State Innovation Fund - 30, Inter - Account Transfers.

(DP Code 2851-00-902- JE- 3005)

by contra debiting from

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

(DP Code 8229 - 00 - 200 - BE - 0006) Outgo

8. Necessary funds are provided in First Supplementary Estimates 2017-2018. The Commissioner of Treasuries and Accounts is authorized to draw the amount sanctioned in para 6 above and disburse it to the Tamil Nadu Handicrafts Development Corporation Limited.

9. This order issues with the concurrence of Finance Department vide its U.O No.6509/Industries/2018, dated 14.02.2018.

(BY ORDER OF THE GOVERNOR)

K.PHANINDRA REDDY,
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner of Treasuries and Accounts, Chennai-15.
The Chairman and Managing Director,
Tamil Nadu Handicrafts Development Corporation Limited, Chennai-02.
The Accountant General, Chennai-18 / By Name
The Pay and Accounts Officer (East), Chennai -05.
The Accountant General (A&E) / (Audit), Chennai-18.

Copy to

The Special Personal Assistant to Hon'ble Minister (Rural Industries),
Chennai-09.
The Finance (Ind/BG.II) Department, Chennai-09.
The Planning, Development and Special Initiatives Department,
Chennai-09.
The Private Secretary to Principal Secretary to Government,
Handlooms, Handicrafts, Textiles and Khadi Department, Chennai-09.
The Handlooms, Handicrafts, Textiles and Khadi(A/B)Department,
Chennai-09.
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SECTION OFFICER.