

**GOVERNMENT OF KERALA****Abstract**

Tourism Department- Departmental Working Group on Plan Schemes(2024-2025)- Proposal for 'Management and Promotion of Kerala Tourism official YouTube Channel for 2024-25'- Administrative Sanction accorded- orders issued.

TOURISM (B) DEPARTMENT

G.O.(Rt)No.312/2024/TSM Dated,Thiruvananthapuram, 06-07-2024

1. G.O.(Ms) No.3/2019/TOUR dated 30.05.2019.

Read

2. Letter No.DOT/1823/2024-M3 dated 22.06.2024 from the Director of Tourism.
3. Minutes of the Departmental Working Group meeting on Plan Schemes 2024-25 held on 27.06.2024.

ORDER

The Director of Tourism as per letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹1,77,05,900/- (Rupees One Crore Seventy Seven Lakh Five Thousand and Nine Hundred only) including GST for the project 'Management and Promotion of Kerala Tourism official You Tube Channel for 2024-25'.

2. The Departmental Working Group on Plan Schemes 2024-25 that met on 27.06.2024 examined the proposal in detail and approved the proposal as detailed below:

Cost Estimate

Sl.	Components	Amount
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No.	Description	Amount
1.	YouTube Management - Homepage updation, Playlist rotation, banner updation, online reputation management etc	₹5,000/-
2.	Creation of videos (15 second) in vertical format for YouTube Shorts - five videos per month for ten months (50 videos @ ₹60,000/-per video) Agreed rate for short video per second is ₹5000/- special rate ₹4000/- (Community tab post also included in this cost)	₹ 30,00,000/-
3.	PPC campaign - Online promotion of videos via YouTube Ads in select destinations within India - 8,00,000 views @ ₹6/- per view Duration: 10 months	₹ 48,00,000/-
4.	PPC campaign - Online promotion of videos via YouTube Ads in select destinations outside India – 9,00,000 views @ ₹8/- per view Duration: 10 months	₹72,00,000/-
	Sub Total	₹ 1,50,05,000/-
	GST @ 18%	₹27,00,900/-
	Grand Total	₹1,77,05,900/-
Rupees One Crore Seventy Seven Lakh Five Thousand and Nine Hundred only incl. GST		

3. Government have examined the matter in detail and are

pleased to accord sanction to the Director of Tourism to expend an amount of ₹1,77,05,900/- (Rupees One Crore Seventy Seven Lakh Five Thousand and Nine Hundred Only) including GST for the project **'Management and Promotion of Kerala Tourism official You Tube Channel for 2024-25'**, by meeting the expenditure from the funds available under the h/a 3452-80-104-98-00-34-03- PV-Marketing in the FY 2024-25, limiting the expenditure to this year's budget provision.

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view, Thiruvananthapuram.

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.

The Accountant General (Economic & Revenue Sector Audit), Kerala, Thiruvananthapuram.

The Finance Department.

The Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief (I & I) Division, State Planning Board, Pattom, Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram.

The Information & Public Relations Department (for uploading in the website).

Stock file / Office copy.

Forwarded /By order

Section Officer

Copy to :

Private Secretary to Minister(Tourism).

PA to Secretary, Department of Tourism.

CA to Additional Secretary, Department of Tourism.