



GOVERNMENT OF KERALA

Abstract

Department of Tourism -Departmental Working Group on Plan Schemes-2024-25 - Tourism Clubs - Administrative Sanction accorded- orders issued.

TOURISM (B) DEPARTMENT

G.O.(Rt)No.317/2024/TSM Dated,Thiruvananthapuram, 06-07-2024

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

2. Letter No. DOT/1693/2024-P9 dated 03.06.2024 from the Director of Tourism.

3. Minutes of the Departmental Working Group meeting held on 27.06.2024.

ORDER

The Director of Tourism as per letter read as 2nd paper above, had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹ 99,88,500/-, in the FY 2024-25 , for the formation of Tourism Clubs.

2. The Departmental Working Group that met on 27.06.2024 examined the proposal in detail & approved the proposal as detailed below:

Sl. No	Type of Programme	Details of Programme	Estimated Amount (in ₹)
1.	Training	State level training for (District leaders, Programme Manager, Volunteer Conveners,	₹ 15,37,000

		Adventure tourism)	
2.	Events	(i)State Level Events (Integration/Cultural Exchange Programs, Annual meet & Recognition Awards) (ii)District Level Events (Destination promotions – Digital Story and Content creation, Heritage walk & Cultural Tour, Travel Writing workshop, Social Media Campaign, Tourism Newsletters, Tourism Club Magazine)	₹ 14,95,000
3.	Competitions	Competitions (Photography, Reels, Digital Media Posters, Digital Story Telling Contest, Documentary, Remuneration and Organizational Expenses for a Judgement Panel of Five Members.)	₹ 64,000
4.	Department programs	Participation in Department of Tourism programs (Onam Celebrations, Champions Boat League, Day observations, Christmas/New year and other major programs)	₹ 3,37,500
5.	Club Unit Development	Camps, field works organizing expense, Branding, Stationery items, Travelling expenses, Unit office expense	₹ 35,25,000
6.	International Club	Promotion activities, Branding	₹ 7,00,000
	Production &	Unit Club Registration Boards, T-Shirts, ID Cards, Registration Kits, Backdrops, Accessories,	

7.	Branding	Digital Posters & Videos, Brochures, Flags, FM & Social Media Promotions	₹ 23,30,000
TOTAL			₹99,88,500

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹ 99,88,500/- (Rupees Ninety Nine Lakh Eighty Eight Thousand and Five Hundred only) from the head of account 3452-80-104-98-00-34-03-PV Marketing in the FY 2024-25 for the formation of Tourism clubs subject to the following conditions:-

- Necessary guidelines shall be formulated.
- The administrative mechanism for waging the expenditure and reasonableness of the rates shall be ensured.
- The Director of Tourism shall prepare a detailed estimate for each event and items of expenditure
- All Governmental procedures for expenditure shall be strictly followed

4. The detailed break-up of the fund allocation for each of the aforesaid Programs/Items under the proposal for the formation of Tourism Clubs is as detailed below:

1. TRAINING PROGRAMS

Sl.No	Type of Training	Abstract amount
1.	District leads (Total 120 Participants, 4 Zones, Proposed month – August)	₹ 88,000
2.	Programme Managers (Total 800 Participants, 4 Zones, Proposed month – August)	₹ 5,60,000
3.	Volunteer Conveners (Total 800 Participants, 4 Zones, Proposed month – August)	₹ 8,12,000

4.	Adventure Tourism (Total 100 Participants)	₹ 77,000
	Total	₹ 15,37,000

2. EVENTS

Sl No.	Name of Program	Abstract Amount
1.	Annual Meet & State Level Recognition Awards – 2 Days Program	₹ 14,30,000
2.	Destination Promotions – Digital Story & Content creations	₹ 15,000
3.	Heritage & Cultural Tour, Travel writing workshop	₹ 20,000
4.	Social Media Campaign	₹ 15,000
5.	Tourism News Letters & Club Magazine	₹ 15,000
TOTAL		₹ 14,95,500

3. COMPETITIONS

Sl No.	Type	Prize Money
1.	Photography Contest (First - 3000, Second - 2000, Third -1000)	₹ 6,000
2.	Reels Contest (First - 3000, Second - 2000, Third -1000)	₹ 6,000
3.	Digital Media Posters/ Digital Storytelling Contest (First - 3000, Second - 2000, Third - 1000)	₹ 6,000
4.	Documentary Contest (First - 3000, Second - 2000, Third -1000)	₹ 6,000
5.	Judgement Panel Remuneration & Organizational Expense (10000 /	₹ 40,000

	Competition)	
	Total Expense	₹ 64,000

4. PARTICIPATION IN DEPARTMENT PROGRAMS

Sl No	Event	No of Participants	Rate / Head	Total Amount
1.	State wide Onam Celebrations - Food Expense, Refreshments	500	₹ 250	₹ 1,25,000
2.	Champions Boat League (3 Venues)	100	₹ 250	₹ 25,000
3.	Day observations	600	₹ 250	₹ 1,50,000
4.	Christmas/ New Year celebrations	100	₹ 250	₹ 25,000
5.	Other major programs	50	₹ 250	₹ 12,500
	Total			₹3,37,500

5. CLUB UNIT DEVELOPMENT

State Club Unit Development

Sl No	Name of Program	Abstract Amount
1.	Camping Programs (Minimum 2 Days Residential Program – 300 Units)	₹ 18,00,000
2.	Field Works organizing expenses,	₹ 17,25,000

	Branding & Travelling Expense, Unit level office expense, stationery items.	
	Total	₹ 35,25,000

6. INTERNATIONAL CLUB

Sl No	Name of Program	Abstract Amount
1	Promotion Activities & Branding	₹ 7,00,000
Total		₹ 7,00,000

7. PRODUCTION & BRANDING

Sl No	Type	Volunteers Strength/ Unit	Total Unit	No of Volunteers	Unit Price	Amount
1.	T - Shirts	25	200	5000	300	₹15,00,000
2.	ID Cards	25	200	5000	100	₹ 5,00,000
3.	Registration Boards		300		500	₹ 1,50,000
4.	Registration Kits			500	150	₹ 75,000

5	Standees, Hoardings, Backdrops, Flags, Campaigns Accessories, Digital Posters & Videos, Brochures, FM & Social Media Promotions		14 Districts	7500	₹ 1,05,000
TOTAL				₹ 23,30,000	

4. The Director of Tourism shall ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read as 1st paper above shall strictly be adhered to.

(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.