



GOVERNMENT OF KERALA

Abstract

Tourism Department- Champions Boat League at Ancharakkandi River, Dharmadam, Kannur - M/s. Maitri Advertising Works Pvt. Ltd- Advertisement-Sanction accorded- Orders issued.

TOURISM (B) DEPARTMENT

G.O.(Rt)No.158/2024/TSM Dated,Thiruvananthapuram, 16-03-2024

Read 1 Minutes of the 8th Meeting of Board of Directors of M/s Champs Boat League held on 26.07.2023

2 Letter No. DOT/13818/2023-M1 dated 05.10.2023 from the Director of Tourism.

ORDER

The Board of Directors of M/s Champs Boat League Limited that met on 26.0.2023 had interalia decided to organize the Champions Boat League in Ancharakkandi River, Dharmadom, Kannur.

2. The Director of Tourism as per letter read above, has requested to sanction the advertisement concept submitted by M/s. Maitri Advertising Works Private Limited as FM radio & News paper advertisement for a total amount of ₹ 3,10,741/- by meeting expenditure in this regard from the head of account "3452-80-104-98-00-34-03-P.V Marketing(Plan)".

3. Government have examined the matter in detail and are pleased to ratify the action of the Director of Tourism in having approved the marketing concept submitted by M/s Maitri Advertising Works Private Limited as FM radio & news paper advertisement with regard to the conduct of CBL in Ancharakkandi River, Dharmadom, Kannur. Sanction is also accorded to Director of Tourism to expend an amount of ₹3,10,741/- (Rupees Three Lakh Ten Thousand Seven Hundred Forty One only) from the head of account "3452-80-104-98-00-34-03-PV Marketing (Plan), towards the expenditure incurred for this purpose.

4. M/s. Maitri Advertising Works Private Limited shall furnish Utilization Certificate to the Director of Tourism within three months of receiving the sanctioned amount and the Director of Tourism shall verify the authenticity of the Utilization Certificate.

(By order of the Governor)
JAGADEES.D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view, Thriuvananthapuram.
M/s Maitri Advertising Works Pvt Ltd, Vellayambalam, Thiruvananthapuram(Through The Director of Tourism)
The Principal Accountant General (Audit I/ Audit II), Kerala, 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 :

PS to Minister, (Tourism).

PA to Secretary, Department of Tourism

CA to Additional Secretary, Department of Tourism