



**GOVERNMENT OF KERALA**

**Abstract**

Election Department – National Voters’ Day, 2026 - Advertisement made on popular Dailies on 25.01.2026 – Release of payment of advertisement charges – Sanction accorded – Orders issued.

**ELECTION (EQUIPMENT) DEPARTMENT**

**G.O.(Rt)No.357/2026/ELEC Dated,Thiruvananthapuram, 24-04-2026**

Read Government Letter No. EE2/171/2025-ELEC-Part(7) dated 24.01.2026

**ORDER**

As per the letter read above, direction has been given to the Director, PRD to publish advertisements regarding National Voters’ Day celebrations on 25.01.2026. Accordingly, the advertisements were published and the invoices from the following dailies have been received, as detailed below:

<b>Sl No.</b>	<b>Name of Newspaper</b>	<b>Invoice No. and date</b>	<b>Amount</b>
1	Mathrubhumi	No.321000076614 dated 31.01.2026	3,62,728
2	Metro Vaartha	No.D/TH1-2026/4992 dated 25.01.2026	68,946
3	Kerala Kaumudi	No.BLTVM00453904 dated 25.01.2026	60,914
4	The Hindu	No.10572833 dated 25.01.2026	63,858
			<b>5,56,446</b>
	<b>(Rupees Five Lakh Fifty Six Thousand Four Hundred and Forty Six only)</b>		

2. The invoices have been verified and found that the claims are in accordance with the approved Government (PRD) rates. Hence, sanction is accorded for the payment of ₹5,56,446/- (Rupees Five Lakh Fifty Six Thousand Four Hundred and Forty Six only)

(inclusive of 5% GST) to the above mentioned Dailies towards the charges for publishing advertisements as instructed vide letter read above.

3. The expenditure in this regard will be met from the Head of Account "2015-00-103-99-34-03-OC" from the current year's budget provision. The Election (Accounts) Department will make necessary arrangement to disburse the amount to the following dailies through the bank account details shown below and to deduct TDS and other taxes if any, at existing rates.

Sl No.	Name of News paper	Name of Bank & Branch	Bank Account	PAN	IFSC
1	Mathrubhumi	SBI, Vanchiyur	40276262215	AAACT8521G	SBIN0007211
2	Metro Vartha	SBI, Angamaly	67272868480	AAECV6686Q	SBIN0070157
3	Kerala Kaumudi	IOB, General Hospital	046202000000851	AAACK9622P	IOBA0000462
4	The Hindu	ICICI Bank Ltd, Nungambakkam, Chennai	000905028043	ICIC000009	AAGCT1726K

(By order of the Governor)

**SHARMILA C**

**ADDITIONAL SECRETARY & ADDITIONAL CHIEF  
ELECTORAL OFFICER**

The dailies concerned

The Accountant General (A&E/ Audit), Kerala, Thiruvananthapuram

The Sub Treasury Officer, Secretariat Sub Treasury,

Thiruvananthapuram

Election (Accounts) Department (with invoices in original).

Web & New Media (For publishing in the Website)

Stock file/ Office Copy. [EE2/171/2025-ELEC-Part(7)]

Forwarded /By order

Section Officer

