



GOVERNMENT OF KERALA

Abstract

Tourism Department-India International Industrial Expo (IIIE-2024)December 13-15, 2024) - Kerala State Small Industries Association & Metro Mart-Sponsorship-Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.193/2025/TSM Dated,Thiruvananthapuram, 30-03-2025

Read:- 1. Letter dated 03.12.2024 from the Kerala State Small Industries Association.

2. Letter No.DOT/233/2025-M1 dated 24.02.2025 and 25.02.2025 from the Director of Tourism

ORDER

The representative of Kerala State Small Industries Association, as per letter read as 1st paper above, has submitted a proposal requesting for the participation of Kerala Tourism as an Exhibitor and Sponsor at the India International Industrial Expo (IIIE 2024) ,a prestigious event organised by the Kerala State Small Industries Association in collaboration with Metro Mart, with the support of the Industries Department, Government of Kerala, and the Ministry of MSME, Government of India, from December 13-15, 2024, at the KINFRA International Exhibition Cum Convention Centre, Kochi, Kerala, India.

2. The Director, Tourism , as per letter read as 2nd paper above,has recommended the proposal for appropriate decision and has proposed to meet the expenditure in this regard from the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan).

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹5,00,000/- (Rupees Five Lakhs Only)** from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards sponsorship for India International Industrial Expo (IIIE 2024) ,a prestigious event organised by the Kerala State Small Industries Association in

collaboration with Metro Mart from December 13-15, 2024, at the KINFRA International Exhibition Cum Convention Centre, Kochi, Kerala, India.

4. The Kerala State Small Industries Association, shall furnish a 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 Utilisation Certificate.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

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

Kerala State Small Industries Association (through the Director of Tourism)

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

The Accountant General (A&E), Kerala, Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram

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

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Section Officer

Copy to:

1. PS to Minister, Tourism Department
2. PA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department