



## GOVERNMENT OF KERALA

### Abstract

Tourism Department-Twenty Four News & Flowers -Pink Midnight Run-Season-3(8<sup>th</sup> March 2025, Kochi) on the occasion of International Women's Day - Sponsorship-Sanction accorded- Orders issued.

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### TOURISM (B) DEPARTMENT

G.O.(Rt)No.202/2025/TSM Dated,Thiruvananthapuram, 02-04-2025

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- Read :- 1.Representation dated 25.01.2025 from the Sr. Manager Marketing, 24 News.  
2.Letter No.DOT/513/2025-M1 dated 02-03-2025 from the Director, Tourism

### ORDER

The Sr. Manager Marketing, 24 News , as per his representation cited (1) above had requested for sponsorship from Kerala Tourism as a Supporting Partner for the event , *Pink Midnight Run - Season 3*, organised by Twenty-Four News and Flowers on 8<sup>th</sup> March 2025 at Durbar Hall Ground, Kochi, focusing on women's freedom and safety at midnight, on the occasion of the International Women's Day 2025.

2. The Director, Tourism , as per his letter read above, has recommended the proposal requested Government to take an appropriate decision on the request.

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** towards the conduct of the event *Pink Midnight Run - Season 3*, organised by Twenty-Four News and Flowers on 8<sup>th</sup> March 2025 at Durbar Hall Ground, Kochi, focusing on women's freedom and safety at midnight, on the occasion of the International Women's Day 2025.

4. The Senior Manager, Marketing 24 News, Insight Media City

India(Pvt) Ltd 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.

The Senior Manager, 24 News, Insight Media City India(Pvt) (through the Director of Tourism)

The Principal Accountant General (Audit/A&E), 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 the Hon'ble Minister, Tourism Department.

PA to the Secretary, Tourism Department.

CA to the Additional Secretary, Tourism Department.