

**GOVERNMENT OF KERALA****Abstract**

Department of Tourism- Outlook Group- "Outlook Traveller"-Print
Advertisement-Sanction accorded - Orders issued

TOURISM(B) DEPARTMENT

G.O.(Rt)No.205/2025/TSM Dated,Thiruvananthapuram, 03-04-2025

Read 1 Proposal submitted by the Outlook Publishing(India)
Private Limited , NewDelhi
2 Letter No.DOT/951/2025-M1 dated 29.03.2025 from the
Director of Tourism

ORDER

The Outlook Group , New Delhi , as per letter read as 1st paper above has submitted a proposal for collaboration with Kerala Tourism through release of Print advertisement in Outlook Group's travel publication Outlook Traveller.

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. Taking into account the fact that advertising in the Outlook Group can enhance Kerala Tourism's visibility among potential travelers, business partners, and stakeholders, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹4,00,000/-+GST** (Rupees Four Lakhs Only + GST) from the **Head**

o f Account 3452-80-104-98-00-34-03-PV-Marketing (Plan), towards release of print advertisement in Outlook Group's travel publication- "Outlook Traveller".

4. The Outlook Publishing(India) Private Limited , New Delhi , 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 Outlook Publishing(India) Private Limited , New Delhi, (through the Director of Tourism)

The Principal Account General (Audit), 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:

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