



GOVERNMENT OF KERALA

Abstract

Tourism Department- DOOLNEWS ,Online News Webcasting portal from Kerala-Promotion of Kerala Tourism through 10 text or video content pieces-Additional funds-Sanctioned-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.398/2025/TSM Dated,Thiruvananthapuram, 01-07-2025

Read 1 Proposal dated nil submitted by the Managing Director, DOOLNEWS

2 Letter No.DOT/3719/2024-M1 dated 15.10.2024 from the Director of Tourism

3 GO(Rt)No.595/2024/TSM dated 18/10/2024.

4. Second proposal dated nil submitted by the Managing Director, DOOLNEWS.

ORDER

The Managing Director, DOOL News as per the letter read as 1st paper had submitted a proposal requesting for promotion of Kerala Tourism, by DOOLNEWS, an Online News Webcasting portal from Kerala at an amount of ₹10 Lakhs+GST. The Director Tourism as per letter read as 2nd paper above had requested Government to take an appropriate decision on the proposal.

2. Accordingly, as per the Government Order read 3rd paper above, sanction was accorded to the Director of Tourism to expend an amount of ₹5,00,000/- (Rupees Five Lakhs Only) incl. GST towards the promotion of Kerala Tourism, by DOOL NEWS by

meeting the expenditure from the funds available under the H/A 3452-80-104-98-00-34-03-PV-Marketing. Now, the Managing Editor, DOOL News has again submitted a second proposal as per the letter read as 4th paper above requesting for a sponsorship of Rs.10,00,000/-+GST for promotion of Kerala Tourism for a 3 months' tenure.

3. Government have examined the matter in detail. The deliverables offered by Dool News comprises 10 compelling text or video content pieces promoting tourism in Kerala, designed to captivate and inspire the Malayali diaspora. Taking into account the tourism potential of the proposal, Government are pleased to accord sanction to the Director of Tourism to expend an additional amount of **₹5,00,000/- (Rupees Five Lakhs Only) incl. GST** towards the promotion of Kerala Tourism, by DOOL NEWS by meeting the expenditure from the funds available under the **H/A 3452-80-104-98-00-34-03-PV-Marketing**.

4. The Managing Editor DOOLNEWS shall furnish a Utilisation 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 Principal Accountant general (Audit I&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, Tourism.

CA to Additional Secretary, Tourism