



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes(2025-2026)- *Kerala Tourism as Destination Partner in 70th Filmfare South Awards 2025* -Administrative Sanction Accorded- Orders issued

TOURISM(B) DEPARTMENT

G.O.(Rt)No.14/2026/TSM Dated, Thiruvananthapuram, 05-01-2026

Read 1 G.O.(Ms) No.3/2019/TOUR dated 30.05.2019

- 2 Letter No.DOT/2615/2025-M3 dated 05.11.2025 from the Director of Tourism.
- 3 Minutes of the Departmental Working Group Meeting on Plan Schemes 2025-26 held on 06.11.2025
4. GO(Rt)No.9986/2025/Fin dated 12.12.2025

ORDER

The Director of Tourism as per her letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹4,60,20,000/- (Rupees Four Crores Sixty lakhs twenty thousand only) including GST for *Kerala Tourism Department's Partnership with the 70th Filmfare South Awards, 2025*, to be organised in Kerala.

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 06.11.2025 examined the proposal in detail and approved the proposal, subject to the conditions that *(i) fund shall be met through re-appropriation & (ii) The Director of Tourism shall chart out a plan for promotion of Kerala Tourism.*

3. Since the entire provision under the head of account “3452-80-104-98-00-34-03-P-V Marketing (Plan)” had been utilised for various important tourism marketing activities, sanction has been

accorded as per Government order read as 4th paper above for the Re-appropriation of the proposed amount of Rs. 4,60,20,000 (Rupees Four Crores Sixty lakhs twenty thousand only) including GST, for the Project *70th Filmfare Awards South- Kerala Tourism as Destination Partner*, under the head of accounts as detailed below.

HEAD OF ACCOUNT	AMOUNT
3452-01-102-95 – <i>Development of Eco tourism Products</i>	Rs. 75,00,000/-
3452-80-003-97(3)- <i>HR Development in Tourism through FCI</i>	Rs. 2,25,00,000/-
3452-80-800-90 (26)-33 – <i>Incentives for Creation of Infrastructure facilities and Tourism products in Private Sector-Subsidies</i>	Rs. 1,60,20,000/-
TOTAL AMOUNT	Rs.4,60,20,000/

3. The *Filmfare Awards South* are annual awards that honor artistic and technical excellence across Malayalam, Tamil, Telugu and Kannada cinema, and it will be the first time that the awards will be held in Kerala. The *Filmfare South Awards 2025* represent one of the most significant and anticipated celebrations of South Indian cinema, attracting attendees from across the country. The event will feature a diverse range of entertainment, awards, and high-profile guests, making it a unique platform to showcase Kerala's natural beauty, rich cultural heritage, and diverse tourism offerings.

4. Government have examined the matter and in accordance with (i) the decision of the Departmental Working Group held on 06.11.2025, as per 3rd paper above, and (ii) the allotment of funds through re appropriation as per Government order read as 4th paper above, Government are pleased to accord sanction to the Director of Tourism for executing the project *70th Filmfare Awards South- Kerala Tourism as Destination Partner* at a total cost of **Rs. 4,60,20,000/-** (Rupees Four Crores Sixty lakhs twenty thousand only) including GST, from the H/A “3452-80-104-98-00-34-03-P-V Marketing (Plan), subject to the condition that the Director of

Tourism shall chart out a plan for promotion of Kerala Tourism.

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered to.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view, Thriuvananthapuram

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

The Accountant General (Economic & Revenue Sector Audit), Kerala, Thiruvananthapuram.

The Finance Department.

Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom, 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 :

PS to Minister, Tourism.

CA to Secretary, Tourism.

CA to Additional Secretary, Tourism