

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

Department of Tourism-Kerala Kaumudi-"*Kerala Kaumudi-Kerala Tourism Sree Padmanabham*"- Special Book- Release of Advertisement-Sanction Accorded- Orders Issued.

TOURISM (B) DEPARTMENT

സ.ഉ.(സാധാ) നം.407/2025/TSM Dated, Thiruvananthapuram, 05-07-2025

Read 1 Request dated 14.05.2025 from the Chief Manager, Kerala Kaumudi, Tvpm.

2 Letter No.DOT/1441/2025-M1 dated 29.05.2025 from the Director, Tourism.

ORDER

The Chief Manager, Kerala Kaumudi, as per letter read as 1st paper above has requested for release of Advertisement in the Special book titled "*Kerala Kaumudi-Kerala Tourism Sree Padmanabham*" being brought out by Kerala Kaumudi jointly with the Department of Tourism.

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

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/- + GST (Rupees Five Lakhs + GST only)** from the Head of Account 3452-80-104-98-00-34-03-PV-Marketing towards release of advertisement in the Special book titled "*Kerala Kaumudi-Kerala Tourism Sree Padmanabham*", being brought out by Kerala Kaumudi jointly with the Department of Tourism.

4. The Chief Manager, Kerala Kaumudi, 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)

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To:

The Director of Tourism, Tourism Directorate, ParkView,
Thiruvananthapuram.

The Chief Manager, Kerala Kaumudi, Tvpm (through the Director of
Tourism).

The Principal Accountant 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. CA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department