

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

Tourism Department- Reporter TV- Kerala Tourism Promotion through a 15-day campaign across both television and digital platforms- Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

സ.ഉ.(സാധാ) നം.120/2026/TSM Dated, Thiruvananthapuram, 20-02-2026

Read 1 Request dated 03.02.2026 submitted by the Manager-Marketing, Reporter TV.

2 Letter No.DOT/358/2026-M1 dated 18.02.2026 from the Director of Tourism

ORDER

The Manager, Marketing, Reporter TV, as per letter read as 1st paper above has submitted an Advertisement proposal to Government , for Kerala Tourism Promotion through a 15-day campaign across both television and digital platforms for a total cost of ₹50,00,000 + GST (18%).

2. The Director, Tourism , as per letter read as 2nd paper above, has recommended the proposal for appropriate decision of the Government.

3. Government have examined the matter in detail. Since the campaign is aimed at giving wide publicity for the achievements of Kerala Tourism initiatives, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹50,00,000/-** (Rupees Fifty Lakhs Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards promotion of Kerala Tourism through a 15-day campaign across both television and digital platforms through Reporter TV, *subject to the availability of sufficient funds.*

4. The Manager, Marketing, Reporter TV, 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, Park View, Thiruvananthapuram.

The Manager, Marketing, Reporter TV (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 the Minister TSM

2.CA to the Secretary, TSM

3.CA to the Additional Secretary, TSM