



GOVERNMENT OF KERALA

Abstract

Tourism Department- SIRAJ DAILY, KOZHIKODE- Publication of a four-page multi-colour special supplement highlighting the developmental activities, renovated projects, and innovative initiatives of the Government of Kerala-Release of Advertisement of State Govt and its Developmental activities- Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.143/2026/TSM Dated,Thiruvananthapuram, 04-03-2026

Read Request dated 20.02.2026 submitted by the Marketing Manager, Siraj Daily.

ORDER

The Marketing Manager, Siraj Daily, as per letter read above has submitted a proposal requesting for the release of Advertisement of State Govt and its Developmental activities in the four-page multi-colour special supplement being published highlighting the developmental activities, renovated projects, and innovative initiatives of the Government of Kerala.

2.Government have examined the matter in detail. The supplement is proposed to be circulated across the All Kerala edition.Considering the scope of promotion of the Developmental activities of Kerala Tourism through the special supplement by Siraj Daily, Government are pleased to accord sanction to the Director of Tourism to expend an amount of

₹15,00,000/- (Rupees Fifteen Lakhs Only) towards the release of Advertisement of State Govt and its Developmental activities in the four-page multi-colour special supplement being published highlighting the developmental activities, renovated projects, and innovative initiatives of the Government of Kerala, *subject to availability of fund by re appropriation/ additional authorisation to the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan).*

3. The Marketing Manager, Siraj Daily, 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 Marketing Manager, Siraj Daily (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

