

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

Department of Tourism- Whiteswan TV News-Advertisement for Kerala Tourism-Sanction Accorded-Orders Issued

TOURISM(B) DEPARTMENT

G.O.(Rt)No.13/2025/TSM Dated,Thiruvananthapuram, 09-01-2025

Read 1 Letter dated 20.12.2024 submitted by
Director(Admin),Whiteswan TV News, Kochi
2 Letter No.DOT/4946/2024-M1,dated 04.01.2025 from the
Director of Tourism

ORDER

The Director (Admin), Whiteswan TV News., as per letter read as 1st paper above has submitted a proposal for advertisement for Kerala Tourism, in Whiteswan TV News.

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

3 . Whiteswan TV LLP is a fast-growing digital news & entertainment platform in Kerala, headquartered in Kochi. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹1,00,000/- (Rupees One Lakh Only)** from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards advertisement for Kerala Tourism in Whiteswan TV News.

4. The Director (Admin), Whiteswan TV News, 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 Director (Admin), Whiteswan TV News (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 Minister, Tourism Department
2. PA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department