



GOVERNMENT OF KERALA

Abstract

Tourism Department- Hues of Life Magazine-Advertisement of Kerala Tourism in Christmas & New Year Special Edition-Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.164/2026/TSM Dated,Thiruvananthapuram, 07-03-2026

Read 1 Request submitted by the Editor & CEO - Hues of Life Magazine.

2 Letter No.DOT/149/2026-M1,dated 31.01.2026 from the Director of Tourism

ORDER

The Editor & CEO - Hues of Life Magazine, as per letter read as 1st paper above has submitted a proposal requesting for release of Advertisement of Kerala Tourism in the magazine's Christmas and New Year Special Edition.

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. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹50,000/-** (Rupees Fifty Thousand Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards release of advertisement of Kerala Tourism in the Christmas and New Year Special Edition of *Hues of Life Magazine*.

4. The Editor & CEO of Hues of Life Magazine, 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 Editor & CEO, Hues of Life Magazine (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