



GOVERNMENT OF KERALA

Abstract

Tourism Department- Kerala Kaumudi- Book on Sabarimala-
Tatwamasi- Release of Advertisement from Kerala Tourism-
Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.170/2026/TSM Dated,Thiruvananthapuram, 09-03-2026

Read 1 Request submitted by the Chief Manager,
Kerala Kaumudi.

2 Letter No.DOT/120/2026-M1,dated 14.01.2026 from the
Director of Tourism.

ORDER

The Chief Manager ,Kerala Kaumudi, as per letter read as 1st paper above has submitted a proposal requesting for the release of Advertisement of Kerala Tourism in the book on Sabarimala -*Tatwamasi*- being brought out by Kerala Kaumudi.

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 **₹5,00,000/-** (Rupees Five Lakhs 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 book on Sabarimala

-Tatwamasi- being brought out by Kerala Kaumudi.

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)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park View,
Thiruvananthapuram.

The Chief Manager ,Kerala Kaumudi (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