

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

Tourism Department-Malayalam Communications Ltd.-*Pinarayi Peruma 2026*- Sponsorship-Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.171/2026/TSM Dated,Thiruvananthapuram, 09-03-2026

Read Request submitted by the Chief Manager, Malayalam Communications Ltd, Tvpmm.

ORDER

The Chief Manager, Malayalam Communications Ltd, Tvpmm, as per letter read as above has submitted a proposal requesting for sponsorship support for the telecast of “Pinarayi Peruma 2026”, a week-long cultural event held at Kannur.

2. Government have examined the matter in detail."Pinarayi Peruma" an event, conducted for the past few years, is described as a cultural extravaganza featuring performances by noted artists from Kerala and outside.Considering the tourism potential of the event, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹5,00,000/-** (Rupees Five Lakhs Only) towards sponsorship support to Malayalam Communications Ltd for telecasting the event “Pinarayi Peruma 2026”, a week-long cultural event held at Kannur, *subject to ensuring adequate fund through re appropriation/additional authorisation in the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan).*

4. The Chief Manager, Malayalam Communications Ltd, Tvpmm,

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, Malayalam Communications Ltd, Tvpm, (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)

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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