

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

Department of Tourism- Maitri Summer Carnival 2025, Thiruvananthapuram-*"The Theatre"*- Innovative Event Stall showcasing the achievements of the Department of Tourism-Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.217/2025/TSM Dated,Thiruvananthapuram, 08-04-2025

Read 1 Request submitted by The Maitri Advertising Works Pvt Ltd.

2 Letter No.DOT/904/2025-M1 dated 05.04.2025 from the Director of Tourism

ORDER

The Maitri Advertising Works Pvt Ltd, as per letter read as 1st paper above has submitted a proposal for setting up an innovative event stall, "The Theatre", at the Maitri Summer Carnival 2025, Thiruvananthapuram, @Rs 10 Lakhs + GST for 10 days

2. The Director, Tourism , as per letter read as 2nd paper above,has recommended the proposal for appropriate decision .

3. Government have examined the matter in detail. *The Theatre*- an innovative event stall -set up as part of the Maitri Summer Carnival 2025 at Thiruvananthapuram, aims to showcase the achievements of the Department of Tourism through a captivating and engaging way, utilizing a mini movie theatre concept. Taking into account the tourism marketing aspect of the event stall, Government are pleased to accord sanction to the Director of Tourism to expend an amount of

₹10,00,000/-+ GST (Rupees Ten Lakhs Only)+GST from the Head of Account **3452-80-104-98-00-34-03 PV Marketing**, for setting up the innovative event stall, "*The Theatre*", for 10 days, at the Maitri Summer Carnival 2025, Thiruvananthapuram

4. The Maitri Advertising Works Pvt Ltd, 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 Maitri Advertising Works Pvt Ltd. (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