



GOVERNMENT OF KERALA

Abstract

Department of Tourism-Malayalam Express(P) Ltd- Advertisement/Tourism Promotional activities for Kerala Tourism through online and YouTube, in www.malayalamexpress.in - Financial Assistance- Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.71/2025/TSM Dated,Thiruvananthapuram, 10-02-2025

Read 1 Proposal submitted by Malayalam Express(P) Ltd.

2 Letter No.DOT/225/2024-M1 dated 03.02.2025 from the Director of Tourism

ORDER

The Malayalam Express (P) Ltd, as per letter read as 1st paper above has submitted a proposal for tourism promotional activities of Kerala Tourism through online and YouTube. The proposal outlines a comprehensive plan to promote tourism-related information and forthcoming event notifications on their website www.malayalamexpress.in with 330k subscribers.

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 **₹1,00,000/- (Rupees One Lakh Only)** from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards Tourism

Promotional activities of Kerala Tourism through online and YouTube through the Website www.malayalamexpress.in.

4. The Malayalam Express (P) 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 Malayalam Express (P) 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