



GOVERNMENT OF KERALA

Abstract

Tourism Department- Kairali TV- "ഒന്നായ തുടരാം നവകേരളത്തിനായി"-
Telecast of Advertisements related to major, PWD/Tourism
Projects of the Government of Kerala- Sanction Accorded-Orders
Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.181/2026/TSM Dated,Thiruvananthapuram, 11-03-2026

Read Request submitted by The General Manager ,Kairali
TV(Malayalam News Communication limited).

ORDER

The General Manager , Kairali TV(Malayalam News
Communication limited) as per letter read above, has submitted a
request for telecasting advertisements related to major Tourism
/PWD projects of the Government of Kerala , under the title "ഒന്നായ
തുടരാം നവകേരളത്തിനായി".

2.Government have examined the matter in detail.Considering the
fact that the programme "ഒന്നായ തുടരാം നവകേരളത്തിനായി" is aimed at
giving wide publicity for the achievements of Kerala PWD/Tourism
initiatives/projects, Government are pleased to accord sanction to
the Director,Tourism to expend an amount of **₹15,00,000/-** (Rupees
Fifteen Lakhs Only) towards release of advertisements of Kerala
Tourism/PWD projects in the programme" ഒന്നായ തുടരാം
നവകേരളത്തിനായി" *subject to ensuring adequate fund through re-
appropriation/additional authorisation to the Head of Account*

3452-80-104-98-00-34-03 PV Marketing (Plan).

3. The General Manager ,Kairali TV(Malayalam News Communication limited), 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 General Manager ,Kairali TV(Malayalam News Communication limited) (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