

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

Department of Tourism-Five Special Supplements published by ***Theekkathir Tamil Daily***-Release of Advertisement-Sanction Accorded- Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.272/2025/TSM Dated,Thiruvananthapuram, 11-05-2025

Read 1 Request dated 20.02.2025 from the General Manager, *Theekkathir Tamil Daily*.

2 Letter No.DOT/1126/2025-M1 dated 23.04.2025 from the Director, Tourism.

ORDER

The General Manager, *Theekkathir Tamil Daily*. as per letter read as 1st paper above has submitted a proposal requesting for advertisement of Kerala Tourism in the five special supplements published by ***Theekkathir Tamil Daily*** .

2. The Director, Tourism , as per letter read as 2nd paper above,has recommended the proposal 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 **₹1,50,000/- (Rupees One Lakh Fifty Thousand Only)** from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards release of advertisement in the five special supplements published by the *Theekkathir Tamil Daily* .

4. The General Manager, *Theekkathir* Tamil Daily, 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, *Theekkathir* Tamil Daily, (through the Director of Tourism).

The Principal Accountant 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

1. PS to Minister, Tourism Department.
2. PA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department