

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

Tourism Department- Beypore International Water Fest (January 4-5, 2025)- 'Production of Short Movie on Beypore Water Fest'-Administrative Sanction Accorded- Orders issued

TOURISM (B)DEPARTMENT

G.O.(Rt)No.22/2025/TSM Dated,Thiruvananthapuram, 13-01-2025

- Read 1 GO(Rt)No.424/2024/TSM dated 26.08.2024
- 2 G.O.(P)No.57/2024/FIN dated 17.07.2024
 - 3 G.O(P)No.76/2024/FIN dated 31.08.2024
 - 4 Minutes of the Meeting of the Committee chaired by the Chief Secretary on 04.10.2024
 - 5 G.O.(Rt)No.543/2024/TSM, dated 15.10.2024
 - 6 Letter No.DOT/4897/2024-M3 dated 24.12.2024 from the Director of Tourism, Thiruvananthapuram.

ORDER

As per the Government Order read as paper (1) above, sanction was accorded for the project, "*Production of Short Videos of Major Events of Kerala Tourism in the State and Promotion* " to the tune of ₹ 70,80,000/-, by meeting the expenditure from the funds available under the H/A 3452-80-104-98-00-34-03- PV- Marketing in financial year 2024-25.

2. Subsequently, in accordance with the provisions in the Government Orders read (2) &(3) above, and based on the decisions in paper read (4) above, Government Order read paper (1) above, was

cancelled as per Government Order read(5) above.

3. As per paper read (6) above, the Director of Tourism had submitted to Government a proposal to create a HD video in English language on the Beypore Water Fest (January 4-5, 2024) with duration of 4 - 5 minutes, @ ₹3,00,000/- per minute, that will be covered in multiple cameras at an estimated cost of Rs. 14,16,000/- (Rupees Fourteen Lakhs and Sixteen Thousand Only) incl. GST@18%, by meeting the expenditure in this regard from under the component 'Promotion of new products such as Caravan Tourism, Wedding destinations etc' under the H/a 3452-80-104-98-00-34-03-MARKETING (P). As per the Minutes of the meeting of the Committee chaired by the Chief Secretary on 04/10/2024 for plan prioritization of Tourism Department, the committee had recommended for Administrative Sanction of Rs. 50 Lakhs for the aforesaid component 'Promotion of new products such as Caravan Tourism, Wedding destinations etc' under the H/a 3452- 80-104-98-00-34-03-MARKETING (P).

4. Government have examined the matter in detail. The three-day *Beypore International Water Fest* was successfully organised from January 4 - 5 2025, on Chaliyar River and explores the infinite potential of water tourism. The Beypore Water Fest showcases the tourism potential of Northern Kerala and the adventure sports opportunities in the water bodies around the Malabar area. A short and crisp video of this event would give a glimpse of competitive contents like Treasure Hunt River Expedition, Kayaking, Kite festival, Boat Races etc. Showcasing the water fest through a movie will help in reviving tourism in Kerala and bring global attention to

the water sports possibilities in the state. The proposal read as paper(6) above, aims to capture highlights of the Beypore Water Fest and to present the same in a visually enticing manner in YouTube channel of Kerala Tourism and other different platforms where Kerala represents its tourism markets.

5. Taking into account the immense tourism potential of the proposal, in connection with the *Beypore International Water Fest* (Jan 4-5, 2025), Government are pleased to accord Administrative Sanction for the project '*Production of Short Movie on Beypore Water Fest*' , with duration of 4 - 5 minutes, @ ₹3,00,000/- per minute, at a total estimated cost of Rs. 14,16,000/- (Rupees Fourteen Lakhs and Sixteen Thousand Only) incl. GST@18%, by meeting the expenditure from the component 'Promotion of new products such as Caravan Tourism, Wedding destinations etc' under the H/a 3452-80-104-98-00-34-03-MARKETING (P).

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park View, Thiruvananthapuram.

The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.

The Accountant General, (Economic & Revenue Sector (Audit), Kerala, Thiruvananthapuram.

The Tourism (A) Department.

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

Private Secretary to Min(Tourism)
PA to Secretary, Department of Tourism.
CA to Additional Secretary, Department of Tourism.