



## GOVERNMENT OF KERALA

### Abstract

Department of Tourism- National Post Monsoon or Festival Season  
Print Campaign- Administrative Sanction Accorded- orders issued

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### TOURISM (B)DEPARTMENT

G.O.(Rt)No.550/2024/TSM Dated, Thiruvananthapuram, 15-10-2024

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- Read 1. G.O.(Ms) No.3/2019/Tour dated 30.05.2019.  
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 Chief Secretary's Committee meeting held on 04.10.2024.  
5. Letter No. DOT/3552/2024-M4 dated 08.10.2024 from the Director of Tourism.  
5. Minutes of the Working Group meeting held on 14.10.2024.

### ORDER

The Director of Tourism as per letter read as 4<sup>th</sup> paper read above had submitted proposal requesting to accord Administrative sanction for the project National Post Monsoon or Festival Season Print Campaign for an amount of ₹1,81,22,580/- taking into consideration the urgent need to sustain the tourist inflow during the ongoing season, focusing on Wayanad district

**2.** The Chief Secretary's Committee constituted as per the order read as 2<sup>nd</sup> paper above had agreed to the prioritized proposal placed before the Committee and the same was placed before the Working Group that met on 14.10.2024 and the same was agreed to.

**3.** Government have considered the matter in detail and are pleased to accord Administrative sanction for the proposal "National

Post Monsoon or Festival Season Print Campaign" to the tune of ₹1,81,22,58 (Rupees One Crore Eighty One Lakh Twenty Two Thousand Five Hundred Eighty Only ) from the h/a 3452-80-104-98-00-34-09-PV Marketing in the FY 2024-25.

4. The Director of Tourism shall ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read as 1<sup>st</sup> paper above shall strictly be adhered to.

(By order of the Governor)  
JAGADEES D  
ADDITIONAL SECRETARY

To:

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

The Principal Accountant General (Audit I/II), Kerala,  
Thiruvananthapuram

The Finance Department.

The Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief, (I & I) Division, State Planning Board, Pattom,  
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 :

Private Secretary to Minister(Tourism).

PA to Secretary, Department of Tourism.

CA to Additional Secretary, Department of Tourism.