



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes 2024-2025-Post Monsoon Influencer Activity 2024- Administrative Sanction accorded- Orders issued.

TOURISM(B)DEPARTMENT

G.O.(Rt)No.563/2024/TSM Dated,Thiruvananthapuram, 15-10-2024

- 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. Letter No.DOT/3178/2024-M3 dated 30.08.2024 from the Director of Tourism, Thiruvananthapuram.
 4. G.O.(P) No.76/2024/FIN dated 31.08.2024.
 5. Minutes of the Departmental Working Group that met on 02.09.2024.
 6. Minutes of the Chief Secretary's Committee meeting held on 04.10.2024.

ORDER

The Director of Tourism as per his letter read as 3rd paper above had placed a proposal before the Departmental Working Group for sanctioning an amount of ₹ 94,40,000/-(Rupees Ninety Four Lakh Forty Thousand only) including GST for the proposal Post Monsoon Influencer Activity 2024.

2. The Departmental Working Group on Plan Schemes that met on 02.09.2024 examined the proposal in detail and approved the proposal as detailed below:-

Campaign/Activity	Budget(₹)
Influencer activation with travel, accomodation, guide and logistics	60,00,000/-
Influencer activation without travel, accomodation, guide and logistics	20,00,000/-
Sub Total	80,00,000/-

GST@18%	14,40,000/-
Grand Total	94,40,000/- incl.GST

3. The Chief Secretary's Committee constituted as per the order read as 2nd paper above had agreed to the same.

4. Government have examined the matter in detail and are pleased to accord sanction to the Director, Tourism, to expend an amount of ₹94,40,000/-incl. GST (Rupees Ninety Four Lakhs Forty Thousand only including GST) by meeting the expenditure in this regard from the funds available under the Head of Account "3452-80-104-98-00-34-03 PV Marketing" , limiting the expenditure to this year's budget provision, subject to the conditions laid down by the orders issued by the Finance and Planning Departments in due course

4.The Director of Tourism shall ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read as paper(1) 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), Kerala, Thiruvananthapuram.

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

The Finance Department.

Tourism (A) Department.

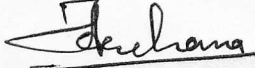
The Planning & Economic Affairs Department.

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.)

Forwarded /By order


Section Officer

Copy to:-
PS to Minister, Tourism.
PA to Secretary, Tourism.
CA to Additional Secretary, Tourism