



GOVERNMENT OF KERALA

Abstract

Tourism Department- Visual Ads Entertainments, Kottayam - Commercial Proposal for displaying Kerala Tourism Ads in KSRTC Bus stations-Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.101/2026/TSM Dated,Thiruvananthapuram, 14-02-2026

Read 1 Proposal received from Visual Ads Entertainments dated 21/05/2025 and 06.12.2025.

2 Letter No.DOT/1821/2025-M1,dated 13.01.2026 from the Director of Tourism.

ORDER

The Visual Ads entertainments , as per letter(s) read as 1st paper above had submitted a proposal containing an advertising campaign to display ads of Kerala Tourism in 100 screens in KSRTC bus stations for two months.

2. The Director, Tourism , as per letter read as 2nd paper above,has recommended the proposal for appropriate decision of the Government.

3. Government have examined the matter in detail and are pleased to accord sanction to the Director, Tourism to expend an amount of **₹5,90,000/-(Including GST)** (Rupees Five Lakhs Ninety Thousand Only), towards the commercial proposal of Visual Ads Entertainments, for displaying promotional content (*ad duration- 40 seconds*) for the Department of Tourism on TV screens installed in KSRTC Bus Stations, subject to the availability of sufficient fund in the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**. The Director of Tourism shall ensure that maximum visibility for various destinations in Kerala is achieved through the proposal, within a 40-second video format with better clarity , in

order to capture the attention and increase the awareness of the potential travellers/ tourists .

4. The Marketing Manager, Visual Ads Entertainments(VAE), Kottayam, 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 Visual Ads entertainments, (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