



GOVERNMENT OF KERALA

Abstract

Department of Tourism- DESHABHIMANI.COM- Online Advertising Proposal- Release of Advertisement- Sanctioned - Orders issued

TOURISM(B)DEPARTMENT

G.O.(Rt)No.201/2026/TSM Dated,Thiruvananthapuram, 15-03-2026

Read 1 Request submitted by the Assistant Manager, Deshabhimani Publications, Tvpm.

2 Letter No.DOT/396/2026-M1 dated 17.02.2026 from the Director of Tourism

ORDER

The Assistant Manager, Deshabhimani Digital Media, Deshabhimani Publications, as per the request read as paper(1) above, has submitted a proposal for Online Advertising in *Deshabhimani.com*.

2. The Director of Tourism as per her letter read as paper(2) above, has requested Government to take appropriate decision in this regard, and has proposed to meet the fund from the Head of Account "3452- 80-104-98-34-03-PV Marketing.

3. Government have examined the matter in detail. *Deshabhimani.com*. claims to be the fastest-growing online news portal in India and a top choice for Non-Resident Keralites. The site reports over 16 lakh unique online readers and has been active since 1998. It is the only Malayalam newspaper with a Creative Commons License for its internet edition. Taking into account the expansive reach of the online portal, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹15,00,000/- (Rupees Fifteen Lakhs Only)** towards the release of Advertisement of Kerala

Tourism in *Deshabhimani.com* , *subject to ensuring adequate funds through re appropriation/additional authorization in the Head of Account 3452-80-104-98-00-34-03 – PV Marketing.*

4. The Assistant Manager, Deshabhimani Digital Media, Deshabhimani Publications, Thampanoor, Tvpm 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)

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ADDITIONAL SECRETARY

To:

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

The Assistant Manager, Deshabhimani Digital Media, Thampanoor, Tvpm
(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