



GOVERNMENT OF KERALA

Abstract

Tourism Department - Flowers TV/ Insight Media City India (Pvt.) Ltd. - Release of Advertisement of Kerala Tourism in Onam Special Roadshow - Onaradham - Sanction Accorded - Orders Issued.

TOURISM (B)DEPARTMENT

G.O.(Rt)No.392/2026/TSM Dated,Thiruvananthapuram, 20-08-2026

- Read: 1. Proposal dated 07.08.2026 submitted by the Sales Manager-Trivandrum, Insight Media City India(Pvt.) Ltd.
2. Letter No. DOT/3941/2026-M1 dated 14.08.2026 from the Director of Tourism, Thiruvananthapuram.

ORDER

The Sales Manager-Trivandrum, Insight Media City India(Pvt.) Ltd., as per letter read as 1st paper above, has submitted a proposal for release of advertisement of Kerala Tourism in the Onam Special Roadshow - **Onaradham** - being conducted by the Flowers TV/Insight Media City India(Pvt.) Ltd.

2. The Director of Tourism, as per letter read as 2nd paper above, has recommended the proposal for appropriate decision and has proposed to meet the expenditure in this regard from the Head of Account "3452-80-104-98-00-34-03 PV Marketing (Plan)".

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹10,00,000/-+GST** (Rupees Ten Lakh only + GST) from the Head of Account "3452-80-104-98-00-34-03-PV Marketing (Plan)", towards the release of advertisement of Kerala Tourism in the Onam Speical Roadshow - **Onaradham** - being conducted by the Flowers TV/ Insight Media City India(Pvt.) Ltd.

4. The Sales Manager-Trivandrum, Insight Media City India(Pvt.)Ltd., shall furnish 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)
RAKESH S P
DEPUTY SECRETARY

To:

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

The Sales Manager-Trivandrum, Insight Media City India (Pvt.) Ltd.
(*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 (TOUR-B2/279/2026-TOUR)

Forwarded /By order

Section Officer

Copy to:

1. PS to Minister (Tourism & Culture)
2. CA to Secretary, Tourism Department.