



GOVERNMENT OF KERALA

Abstract

Tourism Department- "*Karupp*"- Globally marketed Kerala culture music video by Aksomaniac, under Universal Musical Group Collaboration, produced by Designer's Community, Trivandrum - Association of Kerala Tourism-Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.41/2026/TSM Dated, Thiruvananthapuram, 17-01-2026

Read 1 Request submitted by the Designer's Community, Trivandrum.

2 Letter No.DOT/3536/2025-M1,dated 16.12.2025 from the Director of Tourism

ORDER

The Designer's Community, Trivandrum, as per letter read as 1st paper above has submitted a proposal seeking association with Kerala Tourism for producing a globally marketed music video project titled "*Karupp*" with the Artist: Aksomaniac, a Malayalam-forward singer, songwriter, and producer. The project is in collaboration with Universal Music Group (UMG) and is backed by the new Coca-Cola-UMG label, Real Thing Records

2. The Director, 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 **₹33,30,000/-** (Rupees Thirty Three Lakhs Thirty Thousand Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards association of Kerala Tourism for the globally marketed Kerala culture music video "*Karupp*" by Aksomaniac under Universal Music Group collaboration, produced by Designer's Community, Trivandrum.

4. Designer's Community, Trivandrum, shall furnish a Utilization Certificate to the Director of Tourism within three months of receiving the sanctioned amount and the Director of Tourism shall ensure the fulfillment of benefits and deliverables offered by the Designers Community as per the letter read (1) above and shall also 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 Designer's Community, Trivandrum (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)

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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