

**GOVERNMENT OF KERALA****Abstract**

Tourism Department-*The Financial Express*- ONAM Special Feature-Advertisement-Sanction accorded - Orders issued.

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**TOURISM(B) DEPARTMENT**

G.O.(Rt)No.33/2026/TSM Dated,Thiruvananthapuram, 16-01-2026

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Read 1 Request dated 27.07.2025 submitted by The Manager,Financial Express, Kochi.

2 Letter No.DOT/2519/2025-M1, dated 03.11.2025 from the Director of Tourism

**ORDER**

The Manager, *The Financial Express, Kochi*, as per letter read as 1<sup>st</sup> paper above had submitted a proposal requesting for the release of Advertisement in the 2025 Onam Special Feature.

2. The Director, Tourism , as per letter read as 2<sup>nd</sup> paper above,has recommended the proposal for appropriate decision of Government 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 ₹50,000/- (Rupees Fifty Thousand Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards release of Advertisement in the 2025 Onam Special Feature of *The Financial Express, Kochi*.

4. The Manager, *The Financial Express, Kochi*, 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 Manager, Financial Express, Kochi (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