

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

Tourism Department- The Kerala Advertising Agencies Association (KAAA) - Release of Advertisement in Annual Diary- Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.38/2026/TSM Dated,Thiruvananthapuram, 16-01-2026

Read 1 Request dated 25.09.2025 submitted by the State President/Secretary, Kerala Advertising Agencies Association.

2 Letter No.DOT/3394/2025-M1,dated 10.11.2025 from the Director of Tourism

ORDER

The State President/State Secretary, Kerala Advertising Agencies Association (KAAA), as per letter read as 1st paper above has submitted a proposal requesting for releasing an advertisement of Kerala Tourism in their Annual Diary, to help fund the final phase of their new Headquarters building in Kochi.

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 **₹2,00,000/-** (Rupees Two Lakhs Only) from the Head of Account

3452-80-104-98-00-34-03 PV Marketing (Plan), towards release of advertisement of Kerala Tourism in the Annual Diary of Kerala Advertising Agencies Association (KAAA).

4. The State President/State Secretary , Kerala Advertising Agencies Association, 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 State President/State Secretary, Kerala Advertising Agencies Association (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