



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes (2025-2026)-Proposal for Middle East Out of Home(Airport) Campaign-Targeting Arab Markets 2025-26- Administrative Sanction Accorded-Orders issued

TOURISM(B)DEPARTMENT

G.O.(Rt)No.284/2025/TSM Dated,Thiruvananthapuram, 21-05-2025

Read 1 GO(Ms) No.3/2019/TOUR dated 30.05.2019

2 Letter No.DOT/1019/2025-M4 dated 28.04.2025 from the Director of Tourism

3 Minutes of the Departmental Working Group Meeting on Plan Schemes 2025-26 held on 05.05.2025

ORDER

The Director of Tourism as per his letter read above had submitted a proposal relating to *Middle East Out of Home(Airport) Campaign - Targeting Arab Markets 2025-26*, before the Departmental Working Group for sanctioning an amount of ₹2,67,51,606/-(Rupees Two Crore Sixty Seven Lakhs Fifty One Thousand Six Hundred and Six only) including GST .

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 05.05.2025 examined the proposal in detail and approved the same as detailed below:-

Plan Summary

Campaign Duration: 4 Weeks

City	Location	Inventory/ Gates	Gates / Locations	Amount (in ₹)
	Dubai	Boarding Wall	Concourse	

UAE Dubai	International Airport, Terminal 3 (Emirates)	Branding CA & CB (34 Faces)	A & B, Departures, Boarding Lounges	1,10,95,130
Doha Qatar	Hamad International Airport	Departure Frequency Network (27 Faces)	Departure Area	1,15,75,723

Total	Rs. 2,26,70,853
GST – 18%	Rs. 40,80,753
Total incl. GST	Rs. 2,67,51,606

3. Government have examined the matter in detail, and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹2,67,51,606/- (*Rupees Two Crore Sixty Seven Lakhs Fifty One Thousand Six Hundred and Six only*) including GST from the Head of Account 3452-80-104-98-00-34-03-P-V-MARKETING (PLAN) , for the project *Middle East Out of Home(Airport) Campaign-Targeting Arab Markets 2025-26*, limiting the expenditure to this year's budget provision, and subject to following conditions:-

- (i) *The expenditure shall be limited to the sanctioned amount*
- (ii) *The payment shall be made against the vouchers furnished by the respective firms*
- (iii) *The total bill Amount shall be the amount of invoice + Agency Commission.*

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered to.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view,
Thiruvananthapuram

The Principal Accountant General (Audit), Kerala,
Thiruvananthapuram.

The Accountant General (Economic & Revenue Sector Audit), Kerala,
Thiruvananthapuram.

The Finance Department.

Tourism (A) Department

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom,
Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam,
Thiruvananthapuram.

The Information & Public Relations Department (for uploading in the
website)

Forwarded /By order

Section Officer

Copy to :

PS to Minister, Tourism.

PA to Secretary, Tourism.

CA to Additional Secretary, Tourism