



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes (2025-2026)-"B2B meet on MICE and Destination Wedding - Kerala Travel Mart Society" - Administrative Sanction Accorded- Orders issued

TOURISM(B)DEPARTMENT

G.O.(Rt)No.352/2025/TSM Dated,Thiruvananthapuram, 23-06-2025

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

2 Letter No.DOT/950/2025-M4 dated 28.05.2025 from the
Director of Tourism

3 Minutes of the Departmental Working Group Meeting on
Plan Schemes 2025-26 held on 30.05.2025

ORDER

The Director of Tourism as per her letter read above had submitted a proposal relating to -"B2B meet on MICE and Destination Wedding- Kerala Travel Mart Society" before the Departmental Working Group for sanctioning an amount of ₹6,30,20,000/- (Rupees Six Crore,Thirty Lakh Twenty Thousand only), from the H/A 5452-01-101-99-00-34-03-PV - Upgradation, Creation of Infrastructure and Amenities (Plan)"

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 30.05.2025 examined the proposal in detail and approved the proposal, as detailed below:-

BUDGET

Sl No	Component/Sub-Component	Amount(₹)
1	Venue	1,66,25,000
2	Cultural	36,90,000
3	Dinner Inaugural Day	42,30,000

4	Dinner Second Day	27,30,000
5	PR/Media	16,50,000
6	Marketing Social Media & E-Marketing	33,00,000
7	Print & Stationery	19,35,000
8	Software and Mobile Application	28,00,000
9	Transportation	40,10,000
10	Air Tickets	85,00,000
11	Meeting & Other Expenses	8,00,000
12	Accommodation for Buyers	1,27,50,000
	TOTAL	6,30,20,000/-

3. Government have examined the matter in detail, and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹6,30,20,000/-** (*Rupees Six, Crore Thirty Lakh ,Twenty Thousand only*) for the proposal -"***B2B meet on MICE and Destination Wedding-Kerala Travel Mart Society***" by meeting the expenditure from the funds available under the H / A 5452-01-101-99-00-34-03-PV - **Upgradation, Creation of Infrastructure and Amenities (Plan)**", limiting the expenditure to this year's budget provision, and subject to the condition that *the Director of Tourism shall ensure that the detailed Estimate is submitted by the approved Agency.*

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 are strictly be adhered to.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

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

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)

Stock File/Office copy

Forwarded /By order

Section Officer

Copy to:

1.PS to MIN, Tourism

2.PA to Secretary, Tourism

3.CA to Additional Secretary, Tourism.