



GOVERNMENT OF KERALA

Abstract

Tourism Department- Media One TV (Madhyamam Broadcasting Limited)-Comprehensive media campaign for February 2026 to showcase the achievements of Tourism Department- Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.119/2026/TSM Dated,Thiruvananthapuram, 20-02-2026

Read 1 Request submitted by The Head, Media Solutions,Media One TV.

2 Letter No.DOT/429/2026-M1 dated 18.02.2026 from the Director of Tourism.

ORDER

The Head, Media Solutions,Media One TV, as per letter read as 1st paper above has submitted a proposal for association with Kerala Tourism for a comprehensive media campaign for February 2026 to showcase the Tourism Department's achievements

2. The Director, Tourism , as per letter read as 2nd paper above,has recommended the proposal for appropriate decision.

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹50,00,000/- (Rupees Fifty Lakhs Only) from the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan), towards association of Kerala Tourism with Media One TV for enabling a comprehensive media campaign for February 2026 to showcase the

Tourism Department's achievements,*subject to the availability of adequate funds.*

4. The Head, Media Solutions,Media One TV, 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 Head, Media Solutions,Media One TV (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