



**GOVERNMENT OF KERALA**

**Abstract**

Tourism Department- Departmental Working Group on Plan Schemes(2024-2025)-Social Media Influencer Activity -Administrative Sanction Accorded- Orders issued

**TOURISM (B) DEPARTMENT**

**G.O.(Rt)No.101/2025/TSM Dated,Thiruvananthapuram, 23-02-2025**

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

2 Letter No.DOT/325/2025-M3 dated 28.01.2025 from the Director of Tourism.

3 Minutes of the Departmental Working Group Meeting on Plan Schemes 2024-25 held on 10.02.2025

**ORDER**

The Director of Tourism as per letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹ 75,00,000/- (Rupees Seventy Five Lakhs only)including GST for the project " Social Media Influencer Activity".

2. The Departmental Working Group on Plan Schemes 2024-25 that met on 10.02.2025 examined the proposal in detail and approved the proposal as detailed below:

**Campaign Budget**

<b>Activity</b>	<b>Budget (incl. Tax) in ₹</b>
When Chai Met Toast Collaboration	30,00,000
Collaborations with International and National Influencers	25,00,000

Article Promotion	20,00,000
<b>Total</b>	<b>75,00,000</b> <i>(Including GST)</i>

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹ **75,00,000/- (Rupees Seventy Five Lakhs only) including GST** for the project "*Social Media Influencer Activity*", by meeting the expenditure from the funds available under the *H/A 3452-80-104-98-00-34-03- PV-Marketing* in the financial year 2024-25, limiting the expenditure to this year's budget provision.

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)

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Section Officer

Copy to:

PS to Minister, Tourism.

PA to Secretary, Tourism.

CA to Additional Secretary, Tourism