



## GOVERNMENT OF KERALA

### Abstract

Department of Tourism-Outlook Group- "Outlook Business"-Print Advertisement-Sanction accorded - Orders issued.

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### TOURISM(B) DEPARTMENT

G.O.(Rt)No.110/2025/TSM Dated,Thiruvananthapuram, 24-02-2025

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Read 1 Proposal submitted by the Publisher, Outlook Group , New Delhi

2 Letter No.DOT/558/2025-M1,dated 20.02.2025 from the Director of Tourism

### ORDER

The Outlook Group , New Delhi , as per letter read as 1<sup>st</sup> paper above has submitted a proposal for collaboration with Kerala Tourism through print advertisement in Outlook Group's publications.

2. The Director, Tourism , as per letter read as 2<sup>nd</sup> 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. Taking into account the fact that advertising in the Outlook Group can enhance Kerala Tourism's visibility among potential travelers, business partners, and stakeholders, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹4,00,000/-+GST (Rupees Four Lakhs Only + GST)** from the Head of Account **3452-80-104-98-00-34-03-PV-Marketing (Plan)**, towards print advertisement in Outlook Group's publication-"*Outlook Business*".

4. The Publisher, Outlook Group , New Delhi , 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 Publisher, Outlook Group , New Delhi , (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 Minister, Tourism Department
2. PA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department