



GOVERNMENT OF KERALA

Abstract

Department of Tourism-FRONTLINE -All India Editions -Ad campaign on Kerala Tourism-Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.173/2025/TSM Dated,Thiruvananthapuram, 26-03-2025

Read 1 Request dated 27.02.2025 submitted by Assistant Vice President(Advt.Kerala), Frontline, The Hindu Group.

2 Letter No.DOT/790/2025-M1dated 16.03.2025 from the Director of Tourism

ORDER

The Assistant Vice President(Advt.Kerala) FRONTLINE Publications, The Hindu, Group Publishing Private Limited, as per letter read as 1st paper above has submitted a proposal for ad campaign on Kerala Tourism in the all India Editions of the Frontline.

2. The Director, Tourism , as per letter read as 2nd 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. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of **₹1,40,000/- + GST** (Rupees One Lakh Forty Thousand+GST only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards ad campaign on Kerala Tourism in the

all India Editions of the Frontline.

4. The Assistant Vice President(Advt.Kerala) FRONTLINE Publications,The Hindu Group Publishing Private Limited, 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 Assistant Vice President(Advt.Kerala) FRONTLINE Publications, The Hindu Group Publishing Private Limited (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