

**GOVERNMENT OF KERALA****Abstract**

Tourism Department- *North Malabar Travel Bazaar (NMTB) 2025, Kannur*- Release of Advertisement in *North Malabar Travel Bazaar (NMTB) 2025- Handbook* -Sanction accorded - Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.67/2026/TSM Dated,Thiruvananthapuram, 24-01-2026

Read 1 Request dated 23.10.2025 submitted by North Malabar Tourism Organisation, Kannur

2 Letter No.DOT/3489/2025-M1,dated 15.11.2025 from the Director of Tourism.

ORDER

The North Malabar Tourism Organisation (NOMTO), as per letter read as 1st paper above had submitted a proposal requesting for release of Advertisement in the *North Malabar Travel Bazaar(NMTB) 2025- Handbook* published by Metro Mart in connection with *North Malabar Travel Bazaar (NMTB) 2025* held on 15th and 16th November 2025 at Kannur International Airport (KIAL).

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 ₹1,00,000/- (Rupees One Lakh Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards release of Advertisement in the *North Malabar Travel Bazaar(NMTB) 2025-Handbook* published by Metro Mart in connection with *North Malabar Travel Bazaar (NMTB) 2025* held on 15th and 16th November 2025 at Kannur International Airport (KIAL), under the auspices of North Malabar Tourism Organisation (NOMTO), in association with Kannur International Airport (KIAL) , Metro Mart and North Malabar Chamber of Commerce.

4. The North Malabar Tourism Organisation, 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 North Malabar Tourism Organisation (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