



## GOVERNMENT OF KERALA

### Abstract

Department of Tourism - National Post Monsoon or Festival Season Print Campaign-Action of the Director of Tourism - Ratified - Orders issued.

---

### TOURISM (B) DEPARTMENT

G.O.(Rt)No.619/2024/TSM Dated,Thiruvananthapuram, 27-10-2024

---

- Read
1. Letter No.DOT/3552/2024-M4 dated 28.09.2024 from the Director of Tourism.
  2. Minutes of the meeting of the Committee chaired by the Chief Secretary on 04.10.2024.
  3. Order No.DOT/3552/2024-M4 dated 10.10.2024 of the Director of Tourism, Thiruvananthapuram.
  4. Letter No.DOT/3552/2024-M4 dated 10.10.2024 from the Director of Tourism.
  5. G.O(Rt)No.550/2024/TSM dated 15.10.2024.

### ORDER

In the wake of landslides in some parts of Wayanadu district, an urgent need arose to sustain tourist inflow during the ongoing season. To address this, a print media campaign targeting audiences outside the state was planned. Accordingly, the Director of Tourism submitted a proposal to Government as per 1<sup>st</sup> paper above for Print Media Campaign to the tune of ₹1,81,22,580/- for approval. This proposal was placed before the Chief Secretary's Committee and the Committee that met on 04.10.2024, approved the same as per 2<sup>nd</sup> paper above.

(2)Recognizing the urgency and potential economic impact, and considering that any delay could negatively impact the Wayanad

tourism sector, the Director of Tourism accorded administrative approval as per the order read as 3<sup>rd</sup> paper above, for the campaign to the tune of ₹96,91,290/- (Rupees Ninety Six Lakh Ninety One Thousand and Two Hundred and Ninety Only) including GST based on the estimate submitted by M/s Stark Communications Pvt. Ltd..

(3) Subsequently, as per the order read as 5<sup>th</sup> paper above, Administrative sanction was accorded for the proposal National Post Monsoon or Festival Season Print Campaign for an amount of ₹1,81,22,580/- from the h/a "3452-80-104-98-00-34-03-PV-Marketing(P)", in the FY 2024-25.

(4) The Director , Tourism as per letter read as 4<sup>th</sup> paper above, has requested to ratify her action in having accorded the administrative sanction as per paper read as 3<sup>rd</sup> paper above, prior to Government approval as per the order read as 5<sup>th</sup> paper above above.

(5) Government have examined the matter in detail and are please to ratify the action of the Director of Tourism in having sanctioned administrative approval to the tune of ₹ 96,91,290/- (Rupees Ninety Six Lakh Ninety One Thousand and Two Hundred and Ninety Only) including GST, as per the order read as 3<sup>rd</sup> paper above, for the proposal "National Post Monsoon or Festival Season Print Campaign" prior to the issuance of the Government order read as 5<sup>th</sup> paper above subject to the condition the the administrative sanction amount issued by the Director of Tourism, 96,91,290/- (Rupees Ninety Six Lakh Ninety One Thousand and Two Hundred and Ninety Only) shall be within the limit of total Administrative sanction for the proposal National Post Monsoon or Festival Season Print Campaign for an

amount of ₹1,81,22,580/- from the h/a "3452-80-104-98-00-34-03-PV-Marketing(P)", in the FY 2024-25.

(By order of the Governor)  
JAGADEES D  
ADDITIONAL SECRETARY

To:

The Managing Director, Bekal Resorts Development Corporation,  
Second Floor, KVS Hyper Market, Palakkunnu, Bakel P.O.,  
Kasargode 671318.

The Director, Department of Tourism, Park View ,  
Thiruvananthapuram-695 033

The Principal Accountant General (Audit), Kerala,  
Thiruvananthapuram.

The Accountant General, (A&E) Kerala, Thiruvananthapuram

The Planning & Economic Affairs (BPE) Department

The Information and Public Relations Department (for uploading in  
Govt.Website)

Stock File/Office Copy

Forwarded /By order

Section Officer

Copy to:-

Private Secretary to the Hon'ble Min(Tourism)

P.A. to the Secretary, Tourism Department

C.A. to the Additional Secretary, Tourism Department