GOVERNMENT OF TAMIL NADU

ABSTRACT

Tourism – part II Schemes for 2003-2004 – a sum of Rs.18.00 lakhs (Rupees Eighteen lakhs only) sanctioned for organizing Publicity and Marketing Campaign at 8 centres in India – Orders issued.

INFORMATION AND TOURISM (T1) DEPARTMENT

G.O. (2D) No.16

Date: 22.07.2003.

Read:

1) From the Development Commissioner and Secretary to Government, Finance Department, D.O.Letter No.88814/Finance BG.II/2002-1 dated 10-12-2002

2) From the Commissioner of Tourism, Chennai-2, D.O.letter No.12440/P&D II/2002, dated 19-12-2002

-----

ORDER:

The Commissioner of Tourism has sent a proposal to Government under Part II Scheme 2003-2004 and requested for sanction a sum of Rs.18.00 lakhs for organizing Publicity and Marketing Campaign at 9 Centres in India.

2) After careful examination, the Government accept the proposal of the Commissioner of Tourism and sanction a sum of Rs.18.00 lakhs (Rupees Eighteen lakhs only) (i.e. Rs.2.25 lakhs (Rupees Two lakhs and Twenty five thousands only) for each centre, for organizing Publicity and Marketing Campaign at Bhubaneshwar, Indore, Pune, Simla, Lucknow, Varanasi, Ahamedabad and Surat during 2003-2004.

3) The amount sanctioned in para 2 above shall be debited to "3452 Tourism 80 General 001 – Direction and Administration-I. Non Plan –AE promotion and Publicity of Tourism-08 Advertising and Publicity 09 others (DPC 3452 -80-001 AE 0897)".
4) The Commissioner of Tourism is authorized to draw the amount sanctioned in para 2 above and settle the accounts on completion of Organization of Publicity and marketing Campaign. The Commissioner of Tourism is also requested to send a detailed report to Government in this regard.

5) This order issues with the concurrence of Finance Department vide its U.O.No.2251/FS/P/2003 dated 30-06-2003.

(BY ORDER OF THE GOVERNOR)

V.RAMADOSS,

SECRETARY TO GOVERNMENT.

TO

The Commissioner of Tourism, Chennai-2,
The Managing Director, Tamil Nadu Tourism Development Corporation Ltd.,
Chennai-2
The Pay and Accounts Officer, Chennai-9.
The Accountant General, Chennai-9/18.

Copy to
The Chief Minister’s Secretariat, Chennai-9.
The Chief Minister’s Office, Chennai-9.
Special P.A. to Minister (Tourism), Chennai-9.
The Finance (Budget/Information & Tourism), Chennai-9.
The Planning and Development Dept., Chennai-9.
The Information and Tourism (T2, T3 & General) Dept., Chennai-9.
SF/SC

//FORWARDED BY ORDER//

Sd/……

SECTION OFFICER.