



GOVERNMENT OF KERALA

Abstract

Tourism Department- Kerala Arts and Crafts Village, Kovalam- New Year Celebration 2025- 'EPILOGUE'-Sponsorship- Sanction accorded - Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.3/2026/TSM Dated, Thiruvananthapuram, 01-01-2026

Read 1 Request dated 18.12.2025 submitted by the Chief Operating Officer, Kerala Arts and Craft Village, Kovalam

2 Letter No.DOT/3918/2025-M1,dated 24.12.2025 from the Director of Tourism

ORDER

The Chief Operating Officer, Kerala Arts and Crafts Village, Kovalam, as per letter read as 1st paper above had submitted a proposal requesting to grant sponsorship towards the successful conduct of the event- "*Epilogue*"- a grand New Year Celebration proposed to be conducted on 31st December 2025 at Kerala Arts and Crafts Village, Kovalam.

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 3452-80-104-98-34-03 PV Marketing (Plan).

3. "*Epilogue*" was envisioned as a large-scale cultural and entertainment event aimed at welcoming the New Year while showcasing Kerala's vibrant traditions alongside contemporary performances. The program

was expected to attract a large number of domestic and international visitors, thereby contributing to tourism promotion and cultural visibility of the State.

4. Government have examined the matter in detail and taking into account the tourism potential of the event, are pleased to accord sanction to the Director of Tourism to expend an amount of **₹75,00,000/-** (Rupees Seventy Five Lakhs Only) from the Head of Account **3452-80-104-98-34-03-PV Marketing (Plan)**, towards sponsorship for the successful conduct of the event - "*Epilogue*"- a grand New Year Celebration held on 31st December 2025 at Kerala Arts and Crafts Village, Kovalam.

5. The Chief Operating Officer, Kerala Arts and Crafts Village, Kovalam, 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 Chief Operating Officer, Kerala Arts and Crafts Village, Kovalam (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)

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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