



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes (2025-2026)- *Home of Ayurveda 2.0 Campaign and Wellness Conclave 2026* - Administrative Sanction Accorded- Orders issued

TOURISM(B) DEPARTMENT

G.O.(Rt)No.18/2026/TSM Dated,Thiruvananthapuram, 05-01-2026

Read 1 G.O.(Ms) No.3/2019/TOUR dated 30.05.2019

2 Letter No.DOT/1518/2025-M3 dated 29.05.2025 from the Director of Tourism.

3 Minutes of the Departmental Working Group Meeting on Plan Schemes 2025-26 held on 31.05.2025

4. Government Letter No.Tour-C2/266/2025-Tour dated 02.12.2025

ORDER

The Director of Tourism as per the letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹4,38,36,000/- including GST (Rupees Four Crores, Thirty Eight lakhs, Thirty Six Thousand Only) including GST for the project "*Home of Ayurveda 2.0 Campaign and Wellness Conclave 2026*".

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 31.05.2025 examined the proposal in detail and approved the proposal as detailed below:

Sl.No	Activity	Amount
A	Home of Ayurveda 2.0 Campaign	₹2,00,00,000

		(including GST)
B	Wellness Conclave	₹2,38,36,000 (including GST)
	<i>Particulars</i>	
i)	Invitation process,accommodation,flight and Transfers for Delegates/Speakers,Collaboration with Wellness influencers/Celebrity, Branding and Ambience Creation,Branded Display Boards/Flags, Venue with F&B, Stage Setup and fabrication, Adequate AV & Light, Stage with AV for breakout session, Event Collaterals, Souvenirs for delegates, Gala Dinner, Traditional Cultural Performance, Onsite event management and supervision	₹1,32,00,000
ii)	Pre- event promotion	₹ 70,00,000
	Total (A+B)(Including GST)	₹ 4,38,36,000

3 . Government have examined the matter in detail. *The Home of Ayurveda 2.0 Campaign* is aimed at strategically tapping into emerging travel trends such as solo wellness getaways, digital detox retreats, Yoga-Ayurveda Combinations and Ancestral healing journeys, thereby promoting Ayurveda Tourism among millennials, working professionals and wellness influencers. Also, as per the Government letter read as 4th paper above, Government had authorized the *Ayurveda Promotion Society* to coordinate and organise the *First International Ayurveda and Wellness Conclave, 2026 to be held in Kozhikode* and has also extended the association of Department of Tourism, with the event.

4. Accordingly, Government are pleased to accord sanction to the Director of Tourism to expend an amount of ₹ 2,00,00,000 including

GST (Rupees Two Crores Only) for the **"Home of Ayurveda 2.0 Campaign"** & also an amount of ₹ 2,38,36,000 including GST (Rupees Two Crores, Thirty Eight lakhs, Thirty Six Thousand Only) towards **"The Wellness Conclave 2026"** being held under the auspices of the *Ayurveda Promotion Society* in association with the Department of Tourism in Kozhikode-- the total project cost being ₹ 4,38,36,000/- including GST (Rupees Four Crores, Thirty Eight lakhs, Thirty Six Thousand Only) including GST for **"Home of Ayurveda 2.0 Campaign and Wellness Conclave 2026"**-- by meeting the expenditure from the funds available under the the H/A 5452-01-101-99-00-34-03-Upgradation, Creation of Infrastructure and Amenities (Plan) in financial year 2025-26, limiting the expenditure to this year's budget provision and subject to the following conditions:-

- 1. The participation of Internationally acclaimed personalities who can give testimonials about Kerala Ayurveda Culture, wellness etc.shall be ensured.*
- 2. Research based advertisement campaign shall be done so as to propagate the essence of Ayurveda.*
- 3. Videos used for campaigning should encompass wild life shorts,RT mission grooves,ecological footprints,quality of life and HDI and unknown destinations etc.*
- 4. After finalisation of the rates, Director of Tourism shall issue detailed proceedings incorporating the detailed cost breakup of individual components, and the work order shall be issued only after issuance of the said proceedings.*
- 5. The payment shall be done only against the bill or vouchers submitted by the third party firms. The total amount shall be the total amount of such bills/vouchers plus agency commission.*

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered to.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view,
Thiruvananthapuram

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

The Accountant General (Economic & Revenue Sector Audit), Kerala,
Thiruvananthapuram.

The Finance Department.

Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom,
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:

PS to Minister, Tourism.

CA to Secretary, Tourism.

CA to Additional Secretary, Tourism