

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

Tourism Department- Kerala's Youth Startup Festival, *Mawazo 2025(1st & 2nd March)*-Sponsorship for *Souvenir Coffee Table Book*- Sanction accorded - Orders issued.

---

**TOURISM(B) DEPARTMENT**

G.O.(Rt)No.165/2026/TSM Dated,Thiruvananthapuram, 07-03-2026

---

Read 1 Letter dated 31.10.2025 from Shri V.K. Prashanth (MLA), Chairman, Shri V.K. Sanoj, General Convenor, & Smt.Arya Rajendra, Chairman, Finance Committee of of MAWAZO-2025

2 Letter No.DOT/3769/2025-M1,dated 18.01.2026 from the Director of Tourism.

**ORDER**

The General Convener, *Mawazo 2025*, as per letter read as 1<sup>st</sup> paper above has submitted a proposal requesting for sanctioning sponsorship for the *Souvenir Coffee Table Book* being published, capturing the spirit, energy and highlights of *Mawazo 2025*, Kerala's Youth Startup Festival, *Mawazo 2025*.

2. The Director, Tourism , as per letter read as 2<sup>nd</sup> paper above, has recommended the proposal for appropriate decision of the Government.

3. Government have examined the matter in detail. The "first-ever startup festival in India held on March 1<sup>st</sup> and 2<sup>nd</sup>, 2025" in Thiruvananthapuram, *Mawazo 2025*, brought together more than 3,000 participants, including policymakers, startup founders, industry experts, academicians, and students, to celebrate and foster innovation. Accordingly Government are pleased to accord sanction to the Director

of Tourism to expend an amount of ₹1,00,000/- (Rupees One Lakhs Only) from the Head of Account **3452-80-104-98-00-34-03 PV Marketing (Plan)**, towards sponsorship for the *Souvenir Coffee Table Book* being published, capturing the spirit, energy and highlights of *Mawazo 2025*.

4. The General Convener, *Mawazo 2025*, 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 General Convener, *Mawazo 2025* (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