



GOVERNMENT OF KERALA

Abstract

Tourism Department- Mathrubhumi-CULTR'26- Partnership support of Kerala Tourism- Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.172/2026/TSM Dated,Thiruvananthapuram, 09-03-2026

Read Request dated 22.12.2025 submitted by the Manager,Media Solutions-Mathrubhumi.

ORDER

The Manager,Media Solutions-Mathrubhumi, as per letter read above had submitted a proposal seeking support of Kerala Tourism, as Tourism Partner at the upcoming *CULTR'26 Festival* scheduled from 20th to 22nd February 2026 at Bolgatty Palace Ground, Kochi.

2. Government have examined the matter in detail. CULTR is recognized as one of South India's premier boutique music and culture festivals, attracting over 15,000+ participants, predominantly youth and affluent Malayalees. The three-day event will feature music, dance, art, fashion, sports, adventure, food, and interactive experiences, creating a vibrant cultural platform in the waterfront setting of Bolgatty Palace. Considering the Tourism potential of the event, Government are pleased to accord sanction to the Director of Tourism to expend an amount of **₹5,00,000/-** (Rupees Five Lakhs Only), for extending support as Tourism Partner for the **CULTR'26**

Festival held from 20th to 22nd February 2026 at Bolgatty Palace Ground, Kochi, subject to availability of fund by re appropriation/ additional authorisation in the Head of Account 3452-80-104-98-00-34-03 PV Marketing (Plan).

4. The Manager,Media Solutions-Mathrubhumi, 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 Manager,Media Solutions-Mathrubhumi (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