



GOVERNMENT OF KERALA

Abstract

Tourism Department- MEYTHARI AND AATTACHUVADU-two flagship cultural programmes presented by Sargalaya- Kerala Arts and Craft Village ,Kovalam- Financial Assistance- Sanction Accorded-Orders Issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.193/2026/TSM Dated,Thiruvananthapuram, 13-03-2026

Read 1 Request dated 22.01.2026 submitted by the Chief Operating Officer, KACV, Kovalam.

2 Letter No.DOT/432/2026-M1,dated 10.03.2024 from the Director of Tourism

ORDER

The Chief Operating Officer, ,Kerala Arts and Craft Village ,Kovalam, as per letter read as 1st paper above has submitted a proposal for grant of financial assistance to the tune of ₹ 1 Crore towards MEYTHARI AND AATTACHUVADU-two flagship cultural programmes presented by Sargaalaya-KACV

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

3. Government have examined the matter in detail. The events *Meythari and Attachuvadu* at the Kerala Arts and Crafts Village (KACV) are central to Kerala's "Responsible Tourism" mission, transforming the traditional martial art of Kalaripayattu into a high-

value cultural and educational product. Considering the Tourism potential of the event, Government are pleased to accord sanction to the Director of Tourism to expend an amount of ₹80,00,000/- (Rupees Eighty Lakhs Only) towards financial assistance to the events MEYTHARI AND AATTACHUVADU-two flagship cultural programmes presented by Sargaalaya-Kerala Arts and Crafts Village, Kovalam, *subject to ensuring adequate fund through re appropriation/additional authorisation in the Head of Account 3452-80-104-98-00-34-03 – PV Marketing.*

4. The Chief Operating Officer, Kerala Arts and Craft 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 Craft 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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Section Officer

Copy to :

- 1.PS to the Minister TSM
- 2.CA to the Secretary, TSM
- 3.CA to the Additional Secretary,TSM