



## GOVERNMENT OF KERALA

### Abstract

Tourism Department- **WOW WEEK-** "*World of Women's Week 2026*", a week-long celebration in connection with International Women's Day presented by Sargalaya- Kerala Arts and Craft Village ,Kovalam- Financial Assistance- Sanction Accorded-Orders Issued.

### TOURISM(B) DEPARTMENT

G.O.(Rt)No.198/2026/TSM Dated,Thiruvananthapuram, 15-03-2026

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

2 Letter No.DOT/474/2026-M3 dated 07.03.2026 from the Director of Tourism

### ORDER

The Chief Operating Officer, ,Kerala Arts and Craft Village ,Kovalam, as per letter read as 1<sup>st</sup> paper above has submitted a proposal for grant of financial assistance to the tune of ₹ 1 Crore to conduct **WOW WEEK-** "*World of Women's Week 2026*", a week-long celebration in connection with International Women's Day, scheduled from 2<sup>nd</sup> March to 8<sup>th</sup> March 2026 at Kerala Arts and Crafts Village.

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. **WOW WEEK** is a women-centric festival celebrating art,talent, and

empowerment at the Kerala Arts and Crafts Village. Special events, exhibitions ,and performances during the week attract domestic and international tourists and help turn the arts village into a major cultural tourism destination. Considering the Tourism Potential of the event, Government are pleased to accord sanction to the Director of Tourism to expend an amount of ₹35,00,000/- (Rupees Thirty Five Lakhs Only) towards financial assistance to conduct **WOW WEEK-** *"World of Women's Week 2026"*, a week-long celebration in connection with International Women's Day, scheduled from 2<sup>nd</sup> March to 8<sup>th</sup> March 2026 at Kerala Arts and Crafts Village, ***subject to ensuring adequate fund through re appropriation/additional authorization 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