



GOVERNMENT OF KERALA

Abstract

Tourism Department - Departmental Working Group on Plan Schemes- 2023-2024- Maya, Whatsapp Chatbot Maintenance & Promotion February- July 2024- Administrative Sanction accorded - Orders issued

TOURISM(B)DEPARTMENT

G.O.(Rt)No.152/2024/TSM Dated,Thiruvananthapuram, 15-03-2024

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

2 Letter No. DOT/537/2024-M3 dated 12.02.2024 from the Director of Tourism

3 Minutes of the Departmental Working Group meeting on Plan Schemes 2023-2024 held on 14.02.2024.

ORDER

The Director of Tourism as per letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹23,60,000/- (Rupees Twenty Three Lakh and Sixty Thousand Only) including GST for the project 'Maya, Whatsapp Chatbot -Maintenance &Promotion February-July 2024'.

2. The Departmental Working Group on Plan Schemes 2023-24 that met on 14.02.2024 examined the proposal in detail & approved the proposal as detailed below:

Activity	Budget in ₹
Maintenance and Whatsapp platform usage	3,00,000/-
Conversion cost - up to 5 Lakh conversations	5,00,000/-
Customer support service by 2 member team - monitoring conversations and chat flow, handling live chats and queries and cost towards setting up connectivity, machines and office expenses	5,00,000/-
Content development, chat work flow management and	2,00,000/-

updatation, designing and producing template messages addressing the target audience etc.	
Social media promotion for new contact database	5,00,000/-
TOTAL	20,00,000
Total Budget for the Maintenance & Query Management of Maya including GST	23,60,000/- (including GST)

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹23,60,000/- (Rupees Twenty Three Lakh and Sixty Thousand Only) including GST, for the proposal "Maya, Whatsapp Chatbot -Maintenance & Promotion February- July 2024", by meeting the expenditure from the funds available under the H/A 3452-80-104-98-00-34-03- PV- Marketing, by limiting the expenditure to this year's budget provision, subject to the condition that the Administrative Sanction for the project is issued for a period of six months and on the expiry of six months, the Director of Tourism shall submit a fresh proposal to Government for seeking extension of the administrative sanction for the same..

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:

- 1.The Director of Tourism, Tourism Directorate, Park view,Thiruvananthapuram.
- 2.The Principal Accountant General (Audit), Kerala, Thiruvananthapuram.
- 3.The Accountant General, (Economic & Revenue Sector Audit),Kerala,Thiruvananthapuram.
4. The Finance Department.
5. Tourism (A) Department.
6. The Planning & Economic Affairs Department.

7. The Chief, (I&I) Division, State Planning Board, Pattom, Thiruvananthapuram
8. The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram.
9. The Information & Public Relations Department (for uploading in the website).
10. Stock File/Office Copy

Forwarded /By order

Section Officer

Copy to:-

PS to the Hon'ble Minister(Tourism).

PA to the Secretary, Department of Tourism

CA to the Additional Secretary, Department of Tourism