



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes(2025-2026)- Proposal for AI Powered Customer Interaction Solution -Administrative Sanction Accorded- Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.126/2026/TSM Dated,Thiruvananthapuram, 26-02-2026

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

2 Letter No.DOT/286/2026-M3 dated 18.02.2026 from the Director of Tourism

3. Minutes of the Departmental Working Group meeting on Plan Schemes 2025-26 held on 19.02.2026.

ORDER

The Director of Tourism as per letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹ 49,79,968/-(for 1 year) (Rupees Forty Nine Lakhs Seventy Nine Thousand Nine Hundred and Sixty Eight) for the proposal for *AI Powered Customer Interaction Solution*, by meeting the expenditure in this regard from the H/A 5452-01-101-99-00-34-03- Upgradation Creation of Infrastructure and Amenities(Plan).

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 19.02.2026 examined the proposal in detail and approved the proposal as detailed below:

Implementation Approach

Phase	Implementation Stage	Description
Phase 1	Pilot Phase	Deployment across selected tourism circuits and priority services to validate performance and user experience
		Integration with homestays,

Phase 2	Integration Phase	transport systems, and attractions databases for unified information access
Phase 3	Statewide Rollout	Statewide expansion with multilingual support and full-scale Digital Human (Talkbot) deployment
Phase 4	Analytics & Optimization	Continuous monitoring, analytics, and AI-driven optimization to enhance performance and service quality

Cost Description

Description	Amount
Cost of implementation and service charges of I-call and Talkbot in the Department of Tourism for a period of 1 year, including all integration, irrespective of the minimum number of inbound /outbound calls.	Rs. 49,79,968.75/- (for 1 year) Rounded off to Rs.50,00,000/- IRRESPECTIVE OF THE MINIMUM CALLS (INBOUND / OUTBOUND)
<ul style="list-style-type: none"> • GST and all taxes included • If the number of calls exceeds the maximum of 3,35,000 per year, additional usage charge will be calculated at Rs.2.95 per minute including GST charges will be extra. • Billing will be raised monthly on equated monthly amount. 	

3. Government have examined the matter in detail and are pleased to accord administrative sanction to the Director of Tourism to expend an amount of **₹50,00,000/- (Rupees Fifty Lakhs Only)** for the project "**AI Powered Customer Interaction Solution**", by meeting the expenditure from the funds available under the **H/A 5452-01-101-99-00-34-03- Upgradation Creation of Infrastructure and Amenities(Plan)**, limiting the expenditure to this year's budget provision, and subject to the following conditions:-

1. *The Director of Tourism shall clearly define the deliverables, and document its specific functional & operational*

- requirements for the proposed solution.*
- 2. The Director of Tourism shall ensure that the solution provider is registered with Startup Mission.*
 - 3. There shall be a committee headed by the Director of Tourism, Additional Director(General), Research Officer, DD(Marketing), representative of KSITM and Kerala Start Up Mission to finalize the deliverables, functional and operational requirements.*
 - 4. The Directorate is advised to formally communicate its requirements to the Director, KSITM regarding Chatbot and AI voice assistance services as these features are already taken up by IT Mission for use across departments. This is to avoid any duplication of services if any.*
 - 5. The Directorate shall ensure the availability of quality data required for the training the system to enable the effective functioning & performance.*
 - 6. Necessary API & data integration support from related applications shall also be ensured.*
 - 7. Upon confirmation that the proposed functionalities/deliverables/features align with department features, the proposal shall be submitted to Technical Advisory Committee (TAC), chaired by the Secretary, Electronics & Information Technology Department (E&ITD), for approval. Only after the approval is obtained, the work order shall be issued.*
 - 8. The payment shall be disbursed upon the satisfactory fulfillment of deliverables.*
 - 9. As per Government direction, the total implementation and deliverables shall be within 50 Lakhs, otherwise it should proceed through a limited tender.*

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:

The Director of Tourism, Tourism Directorate, Park view,
Thiruvananthapuram

The Principal Accountant General(Audit), Kerala,
Thiruvananthapuram.

The Accountant General (Economic & Revenue Sector Audit),
Kerala, Thiruvananthapuram.

The Finance Department.

Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom,
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

Copy to :

PS to Minister, Tourism.

CA to Secretary, Tourism.

CA to Additional Secretary, Tourism