Tourism/Entertainment Project Development with Kerala Water Authority

Kerala Water Authority (KWA) is planning various activities utilizing the assets and infrastructure of the organization for effective revenue improvement. One of the innovative projects they are planning is to use the underutilized land at a prime location in Thiruvananthapuram for tourism/entertainment activities. This initiative aligns with KWA's strategic goal of generating non-water revenue while contributing to the tourism sector and enhancing the state's GDP.

To ensure the project's success without investment on KWA's part, they intend to implement a revenue-sharing model in collaboration with a suitable start-up. In this arrangement, KWA will provide the necessary land, while the startup will be responsible for all funding and investment. We aim to leverage state-of-the-art technologies and creative ideas to attract tourists and offer engaging activities for all age groups. KWA will release the land for the project, but all development, including construction and setup, will be handled by the chosen startup. Furthermore, the startup will manage any hardware or IT components needed for the project, with KWA receiving appropriate access.

A crucial aspect of this project is the establishment of state-of-the-art entertainment activities along with software-based digital ticketing counters that accept payments through cards and UPI. These counters will need to be configured and transitioned to KWA for ticket management at the site. KWA will oversee revenue collection via digital channels, with the startup receiving its share of revenue at regular intervals.

The EOI process
Kerala Startup Mission is approached by various Government Departments for the development of mobile and web applications. These requests are met through a facilitation deviced by KSUM. Kerala Startup Mission facilitates the entire process by helping departments to finalise technical specifications, circulating the same among startups, initial technical assessment and short listing for the committee to take final decision.

Following are the steps involved:

1. Call for Expression of Interest among startups incubated/registered with KSUM
2. Submission of EOI (in the link provided by KSUM).
3. KSUM to organize interaction with the Department for clarifying doubts and queries of interested startups.
4. Technical Proposals are then obtained from startups who have submitted the interest.

5. Technical proposals are then evaluated.

6. Startups who qualify the technical evaluation are then asked to submit the financial proposal.

7. L1 among the startups is identified by the method of Quality and Cost Based Selection (QCBS) wherein 70% marks for the technical proposal and 30% for the financial proposal.

8. The L1 startup is then recommended to the Department.

9. KSUM ensures that the startup delivers the product to the Department and the Department is satisfied with the work.

10. The payment is made directly by the department to the startup after signing an Agreement.

11. The Department is also expected to do the Security auditing of the application developed by the startup through CERT-K and also to host the application in the State Data Center

Eligibility for Startup to participate in the EOI

The startup has to be registered with Kerala Startup Mission and Startup India.