Keravan App

1. Introduction

Department of Tourism, Government of Kerala has a Caravan Tourism Policy which envisages laying down the broad framework for the development and encouragement of Caravan Tourism in Kerala, predominantly in the private sector through incentivising the procurement of caravans and for establishing the caravan parks, chalking out processes and procedures for its operations, approval mechanisms etc.

In connection with the Policy The Kerala Tourism Department seeks to develop a digital platform to crowdsource and curate potential trail locations that complement the established caravan parks across Kerala. This initiative aims to enhance the caravan tourism experience by connecting travellers with diverse and scenic routes and points of interest.

2. Objective

Develop a user-friendly mobile and web application that allows the community, tourists, and locals to contribute information about potential trails and locations near the existing and identified caravan parks. The app should facilitate easy submission, verification, and display of such locations on an interactive map.

3. Scope of Work

- **Application Development:** Design and develop a comprehensive cross-platform application (iOS, Android, Web) that integrates seamlessly with the latest UI/UX best practices.
- **Data Collection and Management:** Implement a robust backend system for the secure storage, processing, and retrieval of user-generated and administrative data.
- **User Interface:** Provide an interactive and intuitive map interface for displaying caravan parks and trails with detailed facility information.
- **Caravan and Park Management:** Facilities to add and manage caravan and caravan park details, including type, availability, and specifications.
- **Trail Creation and Management:** Tools for users and admins to create, edit, and publish detailed caravan trails, including points of interest, route descriptions, and associated facilities.
- **Booking System:** Enable users to book caravans and other facilities directly through the app, with real-time availability updates and booking confirmation features.

- **Map Facilities Along Trails:** Integrate functionalities to map out and detail facilities along each trail, such as rest stops, food options, and emergency services. This shall be obtained through a crowd-sourcing activity.
- **Community Engagement Features:** Incorporate features like location submission forms, rating systems, user comments, and feedback mechanisms to maintain high-quality content and user engagement.
- **Moderation System:** Develop an admin panel for the verification and approval of new trails, locations, and user-submitted content to ensure accuracy and appropriateness.

4. Functional Requirements

- **User Authentication:** Secure login and registration system for users.
- **Location Submission:** Form-based input for adding new trail locations, including photos, descriptions, and GPS coordinates.
- **Moderation System:** Admin panel for reviewing and approving submitted locations.
- **Search and Filter:** Capabilities to search for locations and filter them based on different criteria (e.g., distance from caravan parks, user ratings).
- **Social Sharing:** Allow users to share locations on social media platforms.

5. Non-Functional Requirements

- **Performance:** The app should load content quickly and handle a large number of simultaneous users.
- **Security:** Implement standard security measures, including data encryption and secure APIs.
- **Scalability:** The backend should be scalable to accommodate growing amounts of data and user numbers.
- **Accessibility:** Ensure the app is accessible to users with disabilities.

6. Project Deliverables

- Design mockups and prototypes during the time of technical evaluation.
- Startups having an existing platform / product will be given preference.

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.