



Tamil Nadu Tourism Innovation Challenge 2026

Reimagining how the world experiences Tamil Nadu

Payanam is a Tamil-first travel platform. Travellers discover, book and collect authentic experiences. Home cooks, farmers, artisans, guides and heritage sites get the tools to welcome them.

● Live today: payanam.io · app.payanam.io · iOS and Android builds on test devices

A pitch by Appkrafterrz Pvt Ltd

COVERS ALL FIVE CHALLENGE THEMES

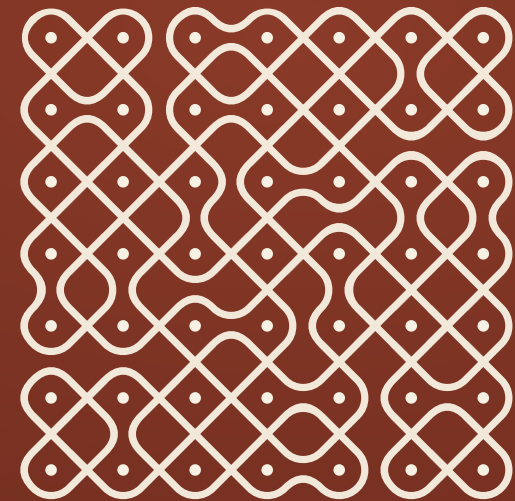
🍴 Culinary Tourism

🌾 Agri & Rural Tourism

🏰 Heritage & Culture Tourism

🏠 Eco & Adventure Tourism

💡 Digital Tourism Innovations



Drawn live by Payanam's kolam engine: one unbroken line around every dot.



THE PROBLEM AND THE OPPORTUNITY

Tamil Nadu's experiences are world-class.
Finding, booking and understanding them is not.

286 million
domestic tourists in Tamil Nadu in 2023

1.17 million
foreign tourists in Tamil Nadu in 2023

Per the Challenge brief / TN Tourism.



Discovery is fragmented

Cooking classes, estate walks, coracle rides and homestays are found through WhatsApp, word of mouth and hotel desks. There is no one place to search them, see them on a map or plan a trip around them.



Local hosts can't be booked

Home cooks, estate owners, artisans and guides rarely have online booking, check-in or payouts, so they depend on intermediaries or stay invisible.



Heritage without stories

Visitors reach UNESCO temples and centuries-old forts with little interpretation on site: no timeline, no narration in their language, no sense of how the monument rose.



Spending misses villages and makers

Weavers, potters, farmers and village hosts have few direct ways to earn from visitors, and few ways to be found by them.



Language is a barrier

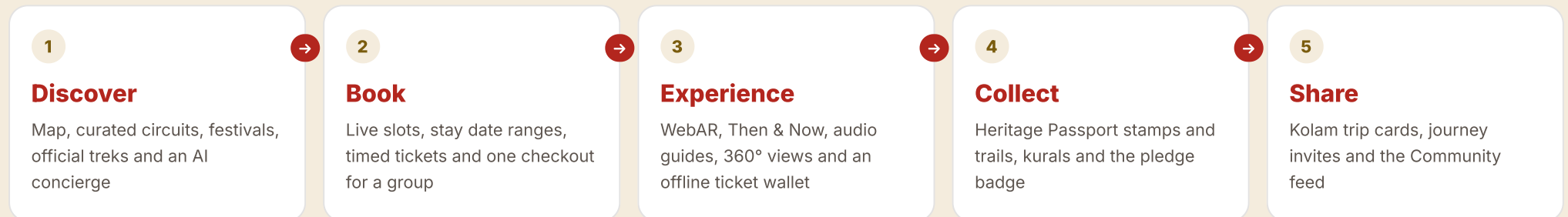
Most travel software is English-first. Many hosts, and many domestic travellers, are more at home in Tamil.

The opportunity: Turn this demand into bookings that reach the people and places that make Tamil Nadu special, in Tamil and English, connected to the state's own systems.

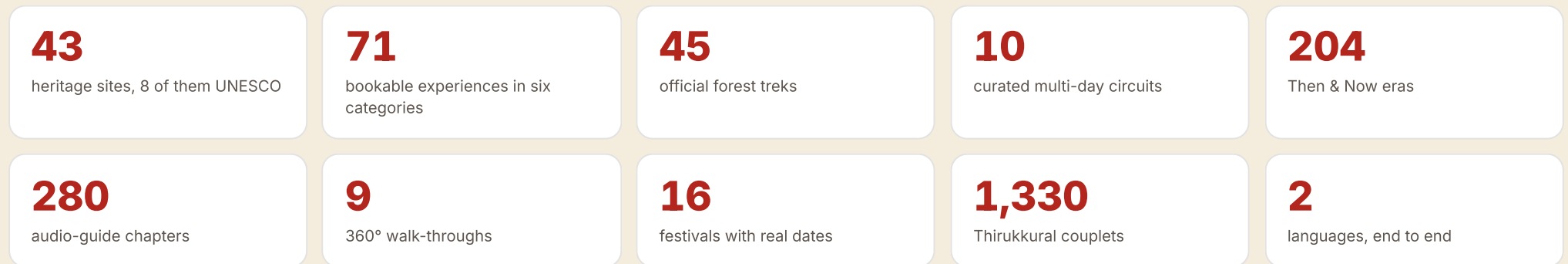
THE SOLUTION

One Tamil-first platform for the whole journey

Payanam connects travellers with Tamil Nadu's hosts, artisans, heritage sites and official services in one bilingual app and website, from the first idea to the story they share.



In the product today



Counted from Payanam's database on 4 Oct 2026.

FEATURE SHOWCASE

Built for all five challenge themes

Everything below is live. Each "Try it" link opens the real page on payanam.io.



1

Culinary Tourism

சமையல் சுற்றுலா

Food trails, home kitchens and cooking classes, bookable like a hotel room and run from a phone.



2

Agri & Rural Tourism

வேளாண் & கிராமச் சுற்றுலா

Estates, farms and craft villages become destinations, and the money goes to the people who run them.



3

Heritage & Culture Tourism

பாரம்பரிய & பண்பாட்டுச் சுற்றுலா

Every monument gets a story you can see, hear and walk through, in Tamil and English.



4

Eco & Adventure Tourism

சூழல் & சாகசச் சுற்றுலா

Wild places, booked the official way, with a lighter footprint.



5

Digital Tourism Innovations

டிஜிட்டல் சுற்றுலாப் புத்தாக்கங்கள்

The engine under it all: a grounded AI concierge, offline tickets, group trips and a content studio the state can run.

Culinary Tourism

சமையல் சுற்றுலா

Food trails, home kitchens and cooking classes, bookable like a hotel room and run from a phone.

Food trails and cooking classes

11 culinary experiences, from a Chettinad cooking class with a market walk to Madurai's temple-town tiffin walk and Kumbakonam degree coffee.

Try it → payanam.io/explore?category=culinary

Hosting for home cooks

Hosts list in Tamil or English, publish slots, check guests in by QR and track payouts. They keep 100% of their listed price.

Try it → payanam.io/e/chettinad-cooking-class-karaikudi

Analytics that speak plainly

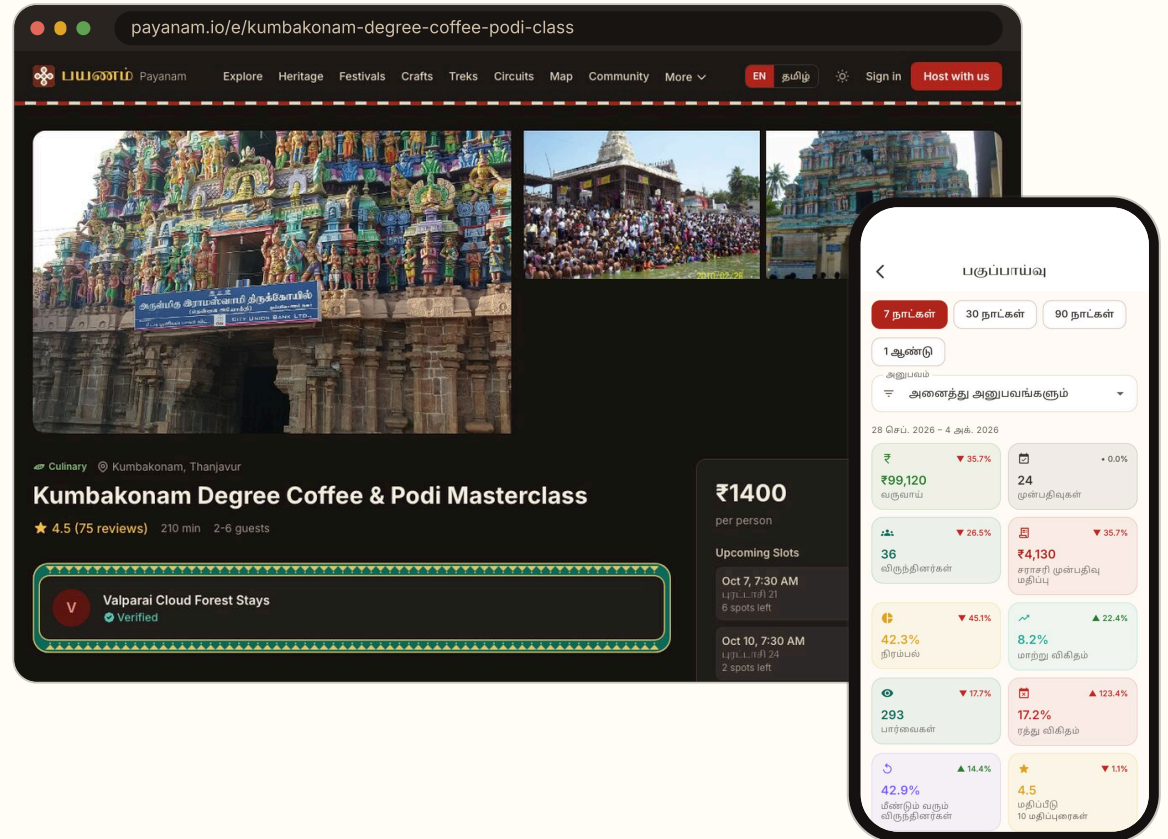
Revenue, occupancy by weekday and hour, the booking funnel and repeat guests, with plain-language tips in Tamil and English.

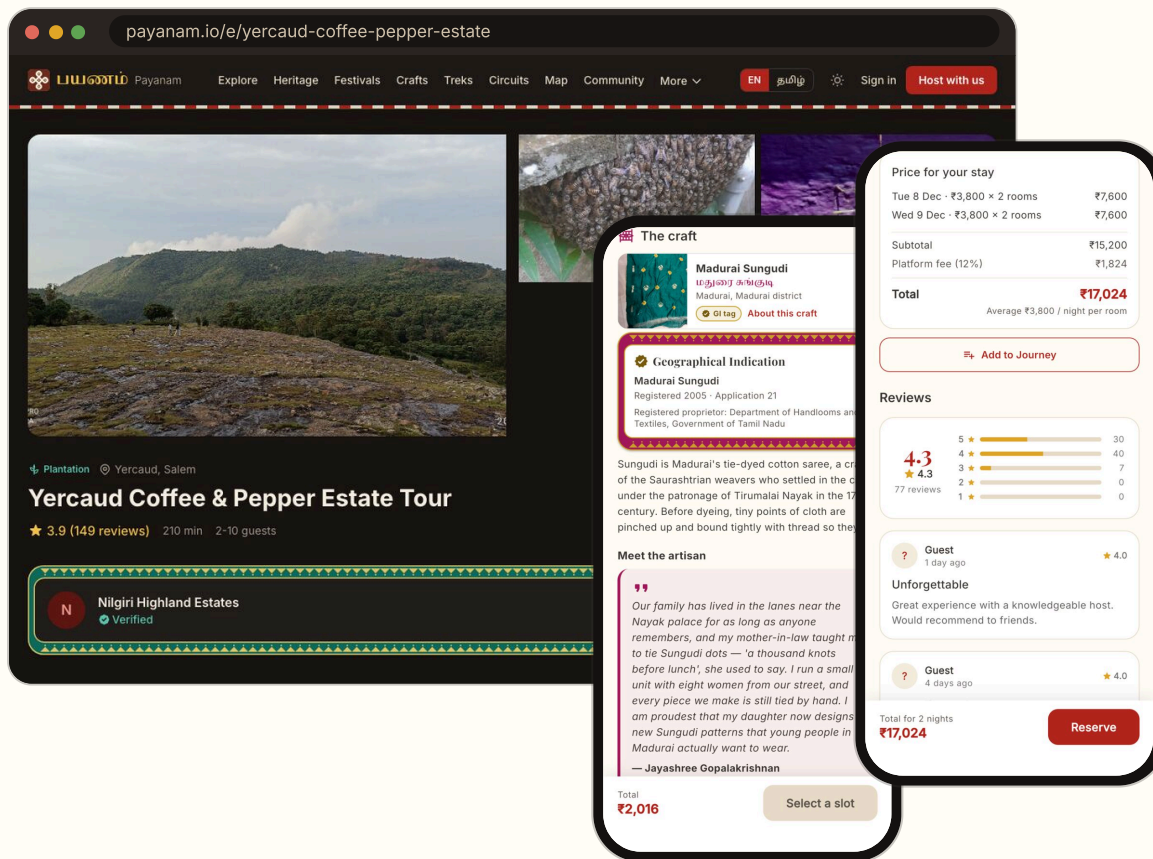
In the host portal and app

A food circuit, ready to book

"Chettinad: food and mansions" becomes a day-by-day Journey, matched to real sessions.

Try it → payanam.io/circuits/chettinad-food-and-mansions





THEME 2 OF 5

Agri & Rural Tourism

வேளாண் & கிராமச் சுற்றுலா

Estates, farms and craft villages become destinations, and the money goes to the people who run them.

Plantation and farm visits

9 plantation experiences: Ooty tea with a factory tour, Kodaikanal coffee and pear farms, Kolli Hills pepper and jackfruit, Meghamalai's cloud walk.

Try it → payanam.io/explore?category=plantation

Farm and village stays

Stays book as one check-in to check-out range with nightly inventory: one price, one QR, one booking.

Try it → payanam.io/e/kolli-hills-farmstay

Artisan workshops with GI crafts

11 hands-on workshops with master artisans, from Swamimalai bronze to Athangudi tiles, linked to 8 crafts with a registered Geographical Indication.

Try it → payanam.io/crafts

The Artisan Trail

Three craft workshops complete a Heritage Passport trail, turning one visit into a circuit of craft villages.

Try it → payanam.io/p/arjun

Heritage & Culture Tourism

பாரம்பரிய & பண்பாட்டுச் சுற்றுலா

Every monument gets a story you can see, hear and walk through, in Tamil and English.

WebAR story mode

43 heritage sites, 8 of them UNESCO, open in AR on any phone with no install, then lead to a guided visit.

Try it → payanam.io/ar/brihadeeswarar-temple

Then & Now

Drag through 204 eras: monuments rebuild tier by tier beside 19th-century public-domain photographs.

Try it → payanam.io/heritage/brihadeeswarar-temple

Audio guides and 360° walk-throughs

280 narrated chapters in Tamil and English, downloadable for offline use, and 9 full-sphere 360° views.

Try it → payanam.io/360

Heritage Passport

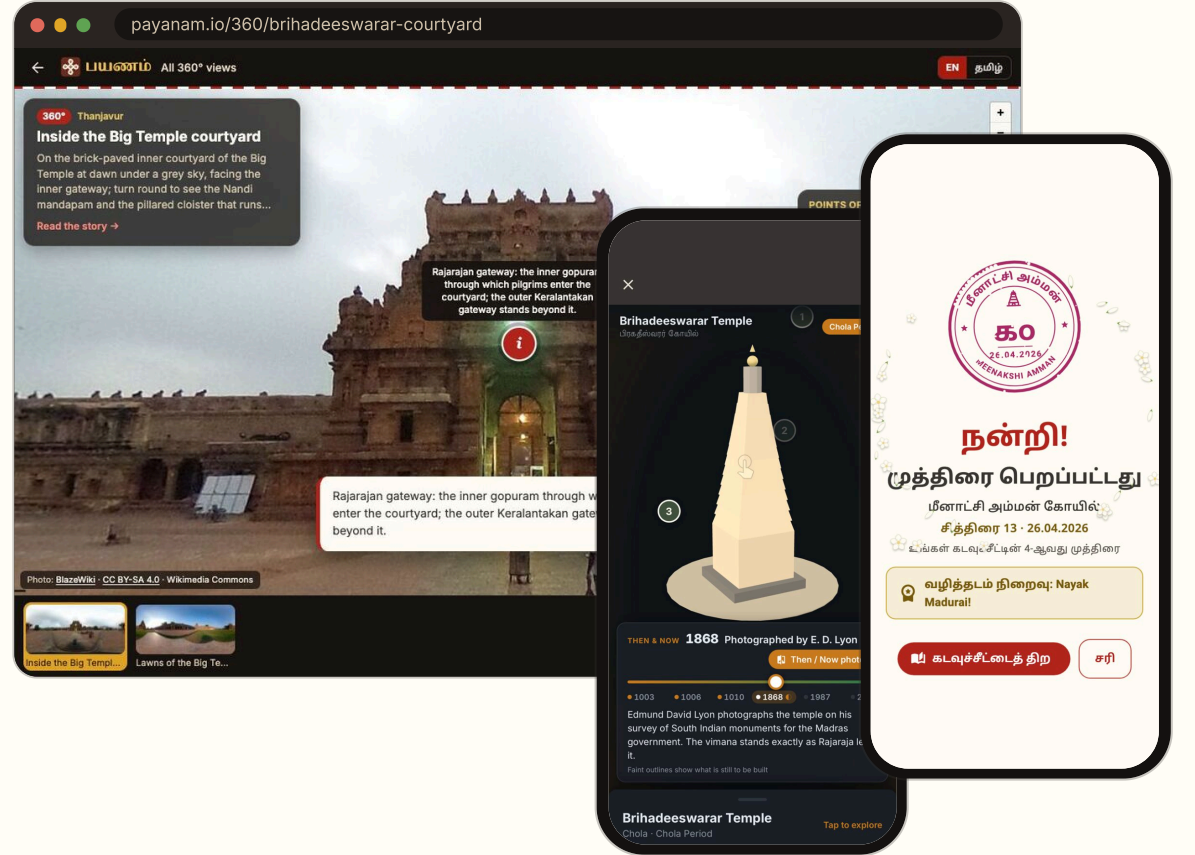
Seals for 43 sites and 11 trails, from the Great Living Chola Temples to Arupadai Veedu, plus activity trails for crafts, responsible travel and treks.

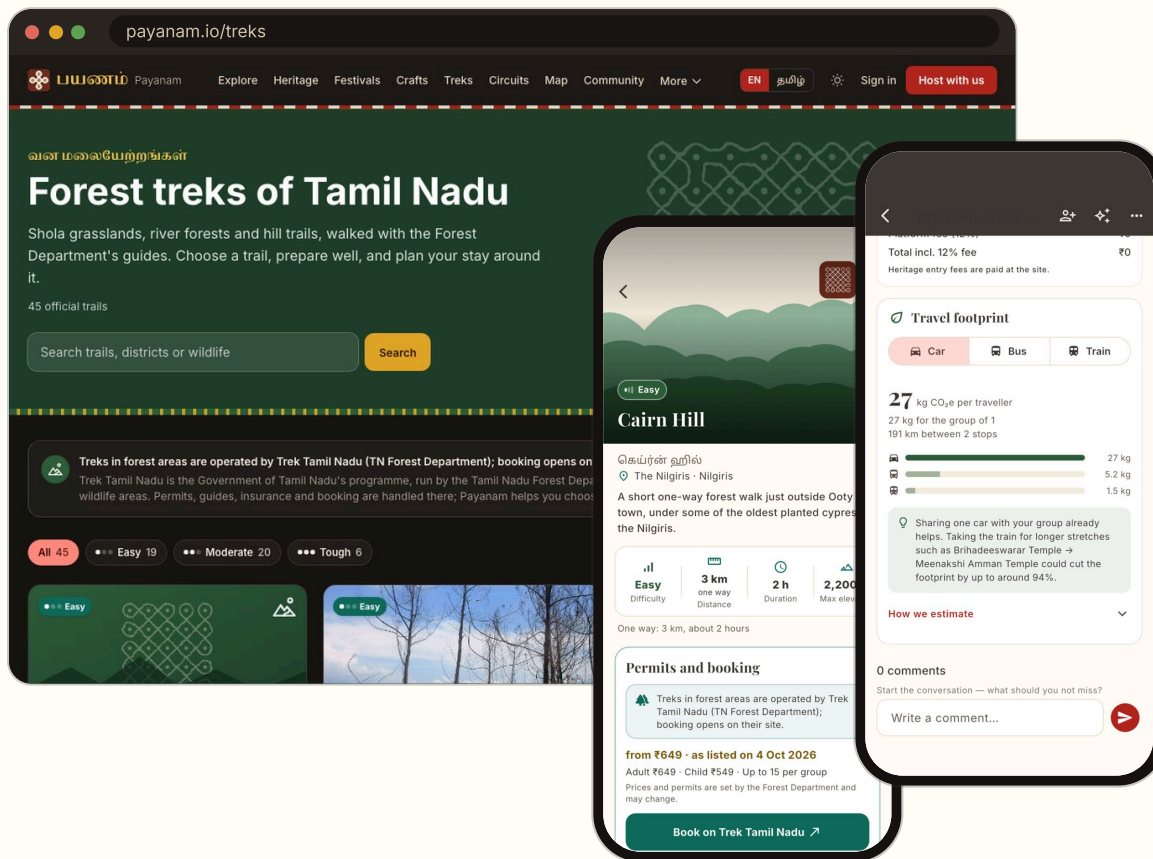
Try it → payanam.io/p/arjun

Festivals, the Tamil calendar and the Kural

16 festivals with real dates on the Tamil solar calendar, and all 1,330 Thirukkural couplets.

Try it → payanam.io/festivals





THEME 4 OF 5

Eco & Adventure Tourism

சூழல் உசாகச்சு சுற்றுலா

Wild places, booked the official way, with a lighter footprint.

Official forest treks

All 45 Trek Tamil Nadu trails with prep lists, rules and nearby stays. Booking hands off to the Forest Department's own portal.

Try it → payanam.io/treks

Eco-stays and adventures

7 eco-stays with sustainability scores and 14 adventures: mangrove kayaking, coracle rides, paragliding, surfing and birding.

Try it → payanam.io/explore?category=adventure

Responsible travel

Site etiquette before every visit, a carbon estimate for each journey, and a pledge that earns a passport badge.

Try it → payanam.io/pledge

Western Ghats Trekker

Trailhead stamps turn official treks into a passport trail, with a pack list and safety rules in the app.

Try it → payanam.io/treks/long-wood-shola

Digital Tourism Innovations

டிஜிட்டல் சுற்றுலாப் புத்தாக்கங்கள்

The engine under it all: a grounded AI concierge, offline tickets, group trips and a content studio the state can run.

A grounded, bilingual AI concierge

Answers from live inventory, in Tamil or English, by voice too. Listings and prices not in the tool results are rejected. Evals: English 71/72, Tamil 63/63.

Try it → payanam.io/explore

Journeys and curated circuits

Plan with friends, vote, and pay once for everyone. 10 curated circuits copy into a Journey matched to real sessions.

Try it → payanam.io/circuits

Timed tickets with an offline wallet

8 ticketed products, from monument entry to boat rides. Signed QR tickets are checked at the gate with no network, and never admit twice.

Try it → payanam.io/tickets

Content studio and backoffice

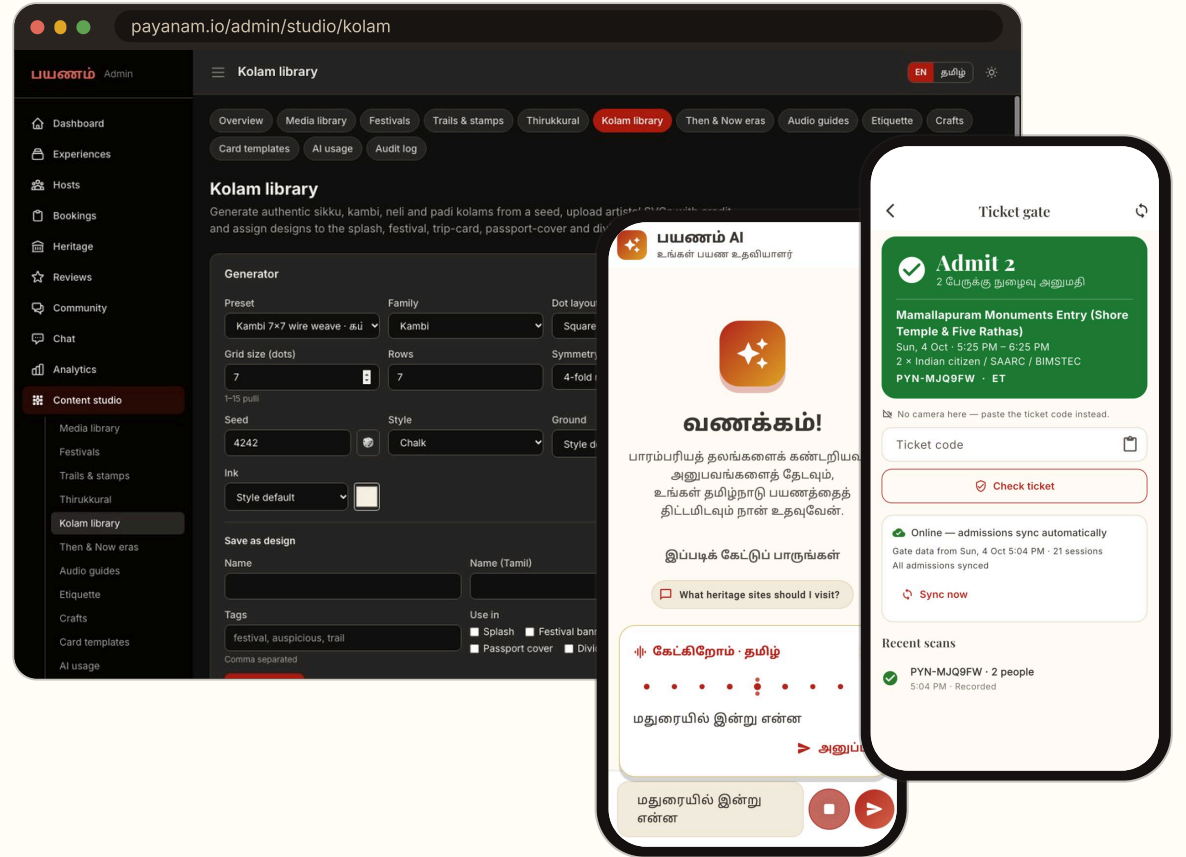
Admins edit festivals, kurals, kolams, eras, audio, trails and crafts, with licences and an audit log of every change.

In the admin backoffice

Kolam trip cards and Community

Every journey and passport trail becomes a shareable kolam card; verified traveller posts link back to listings.

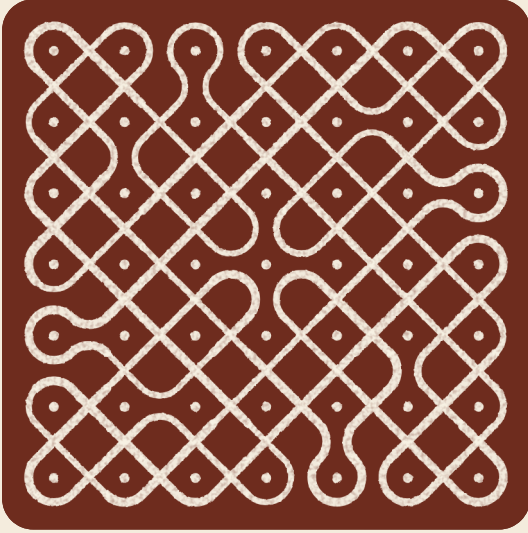
Try it → payanam.io/community



THE TAMIL TOUCH

Tamil at the core, not translated on top

Payanam is made of things every Tamil traveller recognises: the dawn kolam, the Kural, the Tamil month and the sound of Tamil.



KOLAM LAB: DRAWN LIVE BY THE ENGINE

A real kolam engine

Sikku kolams generated from a dot grid by the mirror-curve method: one unbroken line around every dot. A seed draws the same kolam on the server and in the app, down to the last coordinate. 15 presets, from the 3x3 brand mark to Pongal and Karthigai kolams.

Thirukkural, every day

All 1,330 couplets with G. U. Pope's 1886 translation: a kural of the day, and kurals chosen for the moment, like this one on hospitality.

திருக்குறள் · Kural 81

Hospitality

இருந்தோம்பி இல்வாழ்வ தெல்லாம் விருந்தோம்பி
வேளாண்மை செய்தற் பொருட்டு.

All household cares and course of daily life have this in view Guests to receive with courtesy, and kindly acts to do.

The Tamil calendar

Solar months computed from the Sun's position, so every date shows its Tamil date and festivals fall on the right day.

Today

புரட்டாசி 18 · 4 Oct

Tamil voice

Ask the concierge aloud in Tamil. Hosts describe a listing by voice and get a pre-filled draft; the price is never guessed.

Bilingual everything

Every screen, listing, heritage story, audio guide and concierge reply in Tamil and English: 3,028 web strings alone, with tests that fail on a missing Tamil key.

SELECTION CRITERION 1 OF 5

Innovation & Relevance

What is new here, and why it matters for Tamil Nadu.

1

A real kolam engine

Authentic sikku, kambu, neli and padi kolams generated identically on the server and in the app. It draws our logo, loaders, share cards and passport covers.

2

Then & Now AR

Monuments rebuild era by era in the browser, beside public-domain historic photographs.

3

Tickets that work offline

Cryptographically signed QR tickets checked at the gate with no signal; the database makes double entry impossible.

4

A concierge that can't make things up

Every listing and price must come from that turn's live tool results, or the reply is retried or replaced by a database-only answer.

5

Plan together, pay once

Journeys and curated circuits matched to real sessions, with votes, roles and one combined checkout.

6

A passport that rewards good travel

Trails for craft workshops, the pledge plus an eco-stay, and official treks, not just check-ins.

7

Tamil voice for hosts

A host describes their experience in Tamil; Payanam drafts the listing and asks for what is missing.

8

Built around official systems

Trek bookings hand off to Trek Tamil Nadu; temple etiquette is sourced from HR&CE, ASI and site pages.

Relevance: All five challenge themes in one product, on Tamil Nadu's terms: Tamil first, official channels respected, value kept local.

SELECTION CRITERION 2 OF 5

Tourism Impact

Better visits for travellers, new income for hosts and makers, and heritage told with care.



Visitor experience

Discovery, booking, interpretation and entry in one place, in the visitor's language, with offline tickets and audio for low-signal sites.



Cultural value

Heritage stories, Then & Now eras, festivals, kolam and Thirukkural, with the source and licence of every asset recorded.



Local livelihoods

Hosts keep 100% of their listed price; travellers pay a transparent 12% service fee. 11 artisan workshops send bookings straight to the makers.



Sustainability

A carbon estimate on every journey, sustainability scores for stays, site etiquette and a Responsible Traveller pledge, encouraged by passport trails.

Accessible through Tamil

Hosts who don't work in English can list, manage and read their analytics in Tamil, even by voice. Domestic travellers can plan in Tamil end to end.

Works with the state's systems

- Trek Tamil Nadu: every forest trek links to the official booking. Nothing is sold on Payanam.
- ASI-style monument entry: Indian, SAARC/BIMSTEC and foreign-national fees, camera fees and session capacity.
- TTDC-style boat-house tickets: pedal, row and motor boats sold per seat or per boat, scanned offline at the jetty.

Ticket operators in the demo are Payanam demo accounts using publicly posted rate levels, ready to hand over to the real operators in a pilot.

SELECTION CRITERION 3 OF 5

Feasibility & Prototype Quality

Not a mock-up: a running product with real content, real tests and a production deployment.

Live now

- **payanam.io**

Website, host portal, admin backoffice, WebAR and 360°

- **app.payanam.io**

The same app, in the browser

- **iOS · Android**

iOS and Android builds of the same app, tested on devices

Built to scale

- One codebase for iOS, Android and the web
- Stateless services that scale horizontally behind a load balancer
- Containerised, with automatic HTTPS and repeatable deploys
- Safe, versioned data upgrades, rehearsed on a production-like copy before release
- Offline-first tickets with cryptographically signed QR codes
- Bilingual by design: 3,000+ interface strings in English and Tamil
- Grounded AI that only quotes live inventory
- Automated device, browser and API test suites run before every release
- A modular platform where a new district is data, not code

Architecture

Clients

Mobile apps
iOS · Android

Web app
app.payanam.io

Website
payanam.io

Immersive
AR · 360°

Host portal
Admin studio

Payanam platform core

Security · bilingual · audit

Marketplace

Stays · tickets

Heritage · AR

Audio · 360°

Passport · trails

Journeys

Treks hub

AI concierge

Kolam engine

Studio · audit

Data and services

Secure database
versioned migrations

Media storage
photos · audio

AI services
grounded in live data

Maps · official systems
Trek Tamil Nadu

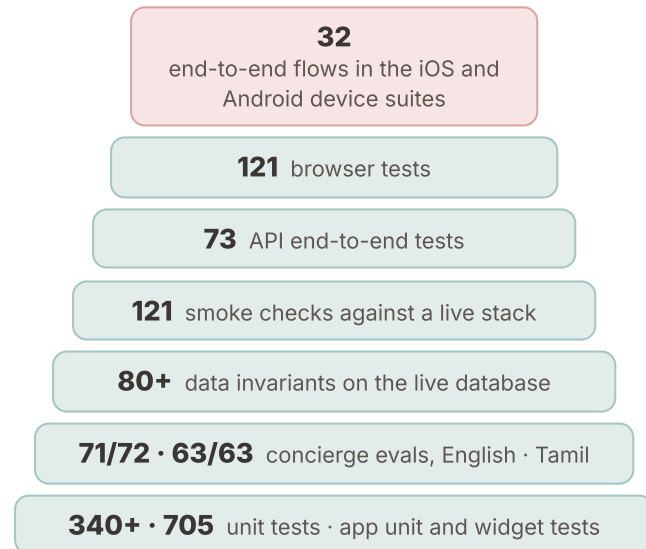
Containerised cloud deployment · automatic HTTPS — payanam.io · app.payanam.io

SELECTION CRITERION 3 OF 5

Quality, security and honesty

Tested like a product, and honest about what is real.

Test pyramid



Device suites: 32/32 on both iOS and Android (4 Oct 2026).

Security

- Industry-standard password hashing and token-based sessions
- CSRF protection, rate limits, security headers and HSTS
- Ownership checks on every booking and payment; replay-safe payment confirmation
- Uploaded photos re-encoded and stripped of location metadata; signed tickets
- Least-privilege containers; private admin credentials in production

Data and licences, honestly

- Photos from Wikimedia Commons, with author and licence on every page.
- Thirukkural: public-domain Tamil text and G. U. Pope's 1886 translation.
- Trek facts from Trek Tamil Nadu's public pages; the booking stays official.
- No free 3D models of these monuments exist: 5 labelled stand-ins, the rest our own procedural models.
- Tamil text is machine-assisted; a native-speaker review is the first pilot task.
- Payments are simulated and the demo's analytics history is synthetic seed data.

SELECTION CRITERION 4 OF 5

Business Model & Scalability

Revenue from the traveller's service fee first, then software that operators and the state will pay for.

BUILT

Service fee

Travellers pay 12% on top; hosts keep 100% of the listed price. Journeys raise the basket: one checkout, several bookings.

PROPOSED

Ticketing for operators

Timed tickets, offline gate scanning and sales data for boat houses, monuments and attractions, for a per-ticket fee or a subscription.

PROPOSED

Content studio for government (B2G)

The studio, audio guides, Then & Now and tourism analytics, licensed to tourism bodies per site or per district.

PROPOSED

Sponsorships and Host Pro

Heritage-content sponsorship (estimated ₹2–5 lakh per high-traffic site a year) and a Pro tier for hosts at ₹999 a month.

Projection, not results

Unit economics

A steady-state district, 12–18 months after launch, is assumed to reach ₹16.5–44 lakh GMV and ₹2–5.3 lakh platform revenue a month.

Break-even assumption: 3 districts × 60 hosts × 20 bookings a month × ₹2,200 ≈ ₹79 lakh GMV and ₹9.5 lakh revenue a month, against ₹6–8 lakh monthly costs.

Assumptions from docs/BUSINESS_MODEL.md. No users, revenue or partnerships are claimed.

From a corridor to the country

Pilot corridors

Madurai–Thanjavur, the Nilgiris, Chennai–Mamallapuram–Kanchipuram

All 38 districts

A new district is data, not code

Other states

Kerala, Karnataka, Andhra Pradesh, Puducherry, and white-label for tourism boards

Stateless services scale horizontally; a new district is data, not code; a new language is strings and content, not a rebuild.

SELECTION CRITERION 5 OF 5

Team Capability & Commitment

A small team that has already shipped the whole product, end to end.

Built by Appkrafterrz Pvt Ltd



Payanam is designed, engineered and run in-house: backend, apps, kolam engine, content research and tests.

- Shipped end to end: the platform, apps for iOS, Android and the web, and a production deployment.
- Content researched and credited: 43 heritage sites, 45 official treks, 16 festivals and 1,330 kurals.
- Committed to Tamil Nadu: ready for mentorship, incubation and a 90-day pilot.

Built in-house, shown in the product

Platform engineering

Payments, bookings, offline-signed tickets, scale

Mobile

One app across iOS, Android and the web

Design

The Kolam & Kovil design system and brand

AI engineering

Grounded concierge, evals, Tamil voice and TTS

Content and licensing

Researched, translated and credited content

Quality and operations

Device, browser and API suites; production deploys

PARTNERSHIPS AND PILOT ASK

What we would pilot in the first 90 days

Small, measurable pilots with the bodies that already run Tamil Nadu tourism.

TN Tourism

Two pilot corridors (Madurai–Thanjavur and the Nilgiris), reviewed heritage and festival content, and a shared demand dashboard.

TTDC

Timed tickets with offline gate scanning at one or two boat houses; TTDC packages listed as bookable circuits.

Trek Tamil Nadu

A tracked hand-off link, a monthly sync of trail facts and prices, and trailhead stamps for the Western Ghats Trekker trail.

HR&CE

Review of etiquette, timings, dress codes and festival dates for listed temples; official audio narration where possible.

Artisans and SHGs

Onboard artisan clusters and women's self-help groups as hosts, in Tamil, through field days; GI craft workshops with direct payouts.

Days 1–30

Agreements, native-speaker review of the Tamil content, first hosts onboarded in both corridors.

Days 31–60

Go live in both corridors; Razorpay in test mode; tickets at the pilot boat house.

Days 61–90

Measure and report, then decide together whether to scale.

What we would report: Bookings and GMV, host payouts, the share of hosts working in Tamil, ticket scans, AR-to-booking conversion and passport trail completions.

Our ask: Introductions to these partners, pilot permissions, and incubation support for payments, host KYC and WhatsApp messaging.

ROADMAP

Where Payanam goes next

Done

- Marketplace, WebAR, AI concierge, host portal and backoffice
- Tamil UI, map, Journeys, Community, host analytics
- Kolam engine, passport, festivals, Kural, voice, Then & Now, audio, crafts, studio
- Timed tickets, 360°, circuits, treks hub; production on payanam.io

Months 0–3

- Native-speaker review of all Tamil text
- Razorpay in test mode, then live with GST invoices
- WhatsApp booking messages and journey invites
- Photogrammetry of 10–15 monuments; host KYC

Months 3–9

- Offline maps for each corridor
- Concierge-built multi-day itineraries
- Split payments and group tours

Months 9–18

- Concierge on WhatsApp
- Pricing suggestions for hosts
- Hindi, Japanese, Korean, French and German
- Widgets and API for hotels and DMCs

Months 18–36

- Other states, same platform
- Host training and guide certification
- A tourism data dashboard for TTDC and districts

TRY IT NOW

Scan, sign in, explore

Everything in this pitch is running. Open the app or the website and book something.



app.payanam.io

The app, in your browser



payanam.io

The website

Demo traveller login

Email **arjun@payanam.in**

Password **Payanam@123**

Public by design: anyone can book with it. Payments are simulated.

Jump straight to

360° walk-through →

AR with Then & Now →

A Heritage Passport →

Official treks →

Boat rides and tickets →

Curated circuits →

Credits and licences

Photos: Wikimedia Commons contributors (CC BY, CC BY-SA, public domain), credited on each page and in docs/IMAGE_CREDITS.md.

Maps © OpenStreetMap contributors (ODbL). Open-source components are used under their licences, with notices shipped in the product.

Fonts: Noto Sans Tamil, Inter and Arima (SIL Open Font License).

Visitor numbers: per the Challenge brief / TN Tourism. Screens show seeded demo data.

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Thirukkural: public-domain Tamil text and G. U. Pope's 1886 translation; dataset by tk120404/thirukkural (Apache 2.0), corrected by Payanam.

3D models: Payanam's own procedural models and 5 CC-licensed stand-ins, credited in docs/AR_MODEL_CREDITS.md.

Trek facts: Trek Tamil Nadu (Tamil Nadu Forest Department) public trail pages; bookings stay on the official portal.



நன்றி • Thank you

payanam.io/pitch • app.payanam.io