GOA
ARTIFICIAL INTELLIGENCE (AI)
POLICY
2026
(Draft)

Towards an Inclusive, Ethical & Innovation-Driven AI Ecosystem

Department of Information Technology, Electronics and Communications (DITE&C)
Government of Goa

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1. Preamble

The Government of Goa, in exercise of its mandate to foster inclusive economic development, strengthen democratic governance, and advance the well-being of its citizens, formally issues the Goa Artificial Intelligence Policy 2026.

Artificial Intelligence represents a foundational transformation in the organisation of economies, governments, and societies globally. The Government of Goa recognises AI as a primary instrument for accelerating public service delivery, improving governance efficiency, driving sustainable economic growth, and ensuring equitable access to opportunity for all residents of the State.

The State of Goa characterised by high literacy levels, robust digital connectivity, ecological sensitivity, and a diversified economy anchored in tourism, fisheries, and creative industries is uniquely positioned to harness Artificial Intelligence responsibly and at scale. The GoaOnline portal provides more than 280 services across 41 departments, with over 9.1 lakh registered users and 19.9 lakh transactions, forming the digital foundation upon which this Policy has been formulated. The State's designation as a Best Performer under the Startup India framework further reinforces its readiness for AI-led growth.

The Goa Artificial Intelligence Policy 2026 is framed in alignment with the Goa AI Mission 2027 (approved by the State Cabinet), the IndiaAI Mission of the Government of India, the National Curriculum Framework 2023, India's Responsible AI Guidelines, the Digital Personal Data Protection Act 2023 and Rules 2025, the India AI Governance Guidelines (February 2026), and India's Industry 5.0 vision where machines and human beings collaborate, technology amplifies human judgement rather than replacing it, and progress is measured not only in productivity but in human well-being.

Through this Policy, the Government of Goa commits to:

- Establishing Goa as a responsible, inclusive, and innovation-driven Artificial Intelligence hub at the national level, in fulfilment of the Hon'ble Prime Minister's vision of Viksit Bharat 2047.
- Deploying citizen-first AI applications across governance and public service delivery, ensuring no citizen is left behind on grounds of language, location, or literacy.
- Building a future-ready AI talent pipeline from school to workforce, with every technical graduate in Goa AI-certified by 2028.
- Preserving and promoting Goa's linguistic and cultural heritage through the Konkani Large Language Model, developed through a formal MoU with BHASHINI (the National Language Translation Mission).
- Positioning Goa as India's Creative and Design AI Capital a destination where technology, lifestyle, art, and innovation converge.
- Ensuring all AI adoption upholds the highest standards of data privacy, algorithmic accountability, and ethical governance, consistent with the Industry 5.0 principle of human-centred technology.

- Proactively addressing the threat of deepfakes and AI-generated synthetic media which pose direct risks to the safety of Goa's citizens and women, the integrity of its democratic processes, the reputation of its tourism economy, and the dignity of its public figures through a dedicated prevention, detection, and victim support framework (Section 10).
- Adopting a risk-tiered, outcomes-oriented regulatory model that categorises AI systems by risk level and mandates commensurate safeguards prohibiting harmful applications, tightly regulating high-risk uses, and enabling low-risk innovation.

This Policy shall be implemented over a three-year horizon from 2026 to 2029, through a structured State AI Action Plan underpinned by dedicated institutional mechanisms, measurable Key Performance Indicators, transparent public accountability frameworks, and clearly designated officers responsible for each major initiative. The three-year roadmap shall define explicit, annually reviewed targets for the number of AI startups incorporated in Goa, direct and indirect jobs created in the AI sector, AI deployments operationalised across government departments, and MSMEs supported through the AI Disha programme ensuring that progress is measured not merely by policy outputs but by tangible economic and social outcomes for Goa’s citizens.

2. Goa's Digital Landscape and AI Readiness

The State of Goa is steadily emerging as a hub for applied Artificial Intelligence, supported by strong digital foundations, an evolving startup ecosystem, and progressive governance initiatives. This section outlines the key enablers that position Goa to harness AI for inclusive growth.

2.1 Strong Digital Connectivity and Human Capital Base

Goa benefits from high literacy levels, widespread mobile and internet penetration, and expansion of broadband connectivity in both urban and rural areas. Government-led initiatives to strengthen last-mile digital connectivity and expand e-Governance platforms have enhanced access for all citizens. This combination of robust connectivity and a digitally literate population create a conducive environment for equitable AI adoption.

2.2 Digital Governance and Data Foundations

The Government of Goa has made significant progress in the digitisation of public services. The GoaOnline portal, GIS-based systems, and data-driven administrative platforms collectively generate valuable datasets that can power predictive analytics, AI-driven public service delivery, and enhanced decision-making. These digital foundations form the cornerstone of the State's transition towards data-informed, citizen-centric governance.

2.3 Evolving Knowledge Economy and Talent Attraction

In recent years, Goa has emerged as a preferred destination for knowledge professionals, remote workers, and technology practitioners. The State's quality of life, strong connectivity, and enabling infrastructure to have stimulated the growth of a diverse, distributed digital workforce providing mentorship networks, research collaboration opportunities, and AI solution-development capabilities that strengthen the broader innovation ecosystem.

2.4 Emerging Startup and Innovation Ecosystem

The State of Goa has been recognised as a "Best Performer" under the Startup India ranking framework. A diverse range of startups are now operational across tourism technology, software development, SaaS platforms, and creative industries. The increasing participation of women entrepreneurs and youth-led ventures contributes to a more inclusive innovation landscape. This ecosystem provides a strong foundation for AI-led startups and applied innovation.

2.5 Strategic Opportunity for AI-Led Growth

Given its scale, sectoral strengths, and governance agility, Goa is uniquely positioned to harness AI for transformative growth. The State can serve as a testbed for AI-driven governance models, lead in AI applications for tourism and the experience economy and emerge as a hub for Creative AI and

digital content innovation. With targeted interventions, Goa can transition from a digitally enabled ecosystem to a fully AI-integrated innovation economy.

3. Vision, Mission, and Objectives

3.1 Vision

> *To establish Goa as India's "Responsible AI and Applied Innovation Hub" a responsible, inclusive, and innovation-driven Artificial Intelligence hub where technology empowers citizens, strengthens governance, preserves cultural heritage, and drives sustainable growth across tourism, fisheries, creative industries, and emerging digital sectors. Goa shall be a model state for responsible, citizen-first AI adoption: one where every public deployment is ethical, every benefit is measurable, and no resident is left behind.*

3.2 Mission

The mission of the Goa AI Policy 2026 is to:

- Enable citizen-first AI adoption by deploying multilingual, ethical, and transparent AI solutions across governance and public service delivery.
- Foster a thriving AI startup and enterprise ecosystem, supported by Centres of Excellence, incubation centres, hackathons, and innovation challenges.
- Build a future-ready AI talent pipeline through structured skilling, education, and research programmes, ensuring every technical graduate in Goa is AI-certified by 2028.
- Promote digital inclusion through a Konkani-first strategy, anchored in the Konkani Large Language Model.
- Democratise access to AI infrastructure, including compute resources and plug-and-play IT facilities, to empower innovators and entrepreneurs.
- Strengthen data governance, privacy protection, and cybersecurity as essential enablers of responsible AI adoption, in full compliance with the Digital Personal Data Protection Act 2023 and Rules 2025.
- Automate administrative bottlenecks through predictive AI governance, enhancing efficiency, transparency, and accountability.
- Adopt a risk-tiered AI regulatory framework that prohibits harmful AI uses, tightly governs high-risk deployments, and enables low-risk innovation with lighter-touch oversight.

3.3 Objectives

Primary Objectives

- To provide a comprehensive governance framework for the ethical, responsible, and secure adoption of AI across government departments, public sector undertakings, and State-funded entities.

- To accelerate the digital transformation of public service delivery through AI-enabled solutions, making governance faster, more transparent, and citizen-centric.
- To position Goa as a preferred destination for AI investment, research, and innovation at national and international levels.
- To build an AI-ready workforce and foster a culture of AI literacy among students, professionals, government employees, and citizens.
- To safeguard citizen data rights, privacy, and cybersecurity in all AI-related initiatives, in alignment with the Digital Personal Data Protection Act 2023.

Secondary Objectives

- To promote AI applications tailored to Goa's unique sectoral needs, including tourism, fisheries, agriculture, coastal management, health, education, heritage conservation, and pharmaceutical innovation.
- To support culturally rooted AI tools, including the Konkani Large Language Model, thereby strengthening digital inclusion.
- To establish robust institutional mechanisms including the Goa AI Advisory Council and a dedicated Section 8 Company for policy formulation, implementation, monitoring, and review.
- To leverage AI for sustainability, reducing the environmental footprint of tourism and industrial sectors.
- To strengthen Goa's Creative and Digital Economy, encouraging innovation in digital content and creative industries.
- To embed AI-IP linkages within the innovation ecosystem, ensuring that Goan creators and researchers retain ownership of their digital innovations.

4. Scope, Applicability, and Risk Framework

4.1 Applicability

This Policy shall apply to:

- All departments, directorates, boards, corporations, public sector undertakings (PSUs), autonomous bodies, and local self-government institutions under the Government of Goa.
- All recipients of government grants, contracts, or concessions for AI-related activities undertaken within the State of Goa.
- Private entities, startups, academic institutions, and individuals voluntarily seeking benefits, certifications, or recognition under this Policy.
- AI systems deployed in Goa's critical sectors, including healthcare, education, fisheries, tourism, infrastructure, utilities, and public services.

4.2 Territorial Application

This Policy shall apply to AI systems designed, trained, deployed, or operated within the territorial jurisdiction of Goa, including systems operated remotely but producing substantial effects within the State.

4.3 Exclusions

- AI systems exclusively under the jurisdiction of Central Government ministries or defence establishments.
- Personal and non-commercial use of AI systems by individuals.
- Basic scientific research with no immediate deployment intent, until deployment is undertaken.

4.4 Risk-Tiered Regulatory Framework

The Government of Goa shall adopt a risk-tiered, outcomes-oriented regulatory model for all AI systems within its scope. All Government departments and State entities shall classify each AI system they procure, develop, or deploy into one of the following tiers:

Risk Tier	Definition and Examples
Prohibited	AI applications that the Government of Goa will neither procure nor deploy and shall not permit in State-controlled public functions. Examples: social scoring systems for citizens; untargeted mass biometric scraping; emotion recognition in education or workplace settings for routine monitoring; AI systems used to generate non-consensual intimate imagery (NCII) or to synthetically impersonate

	public officials, law enforcement, or health authorities without explicit authorisation and disclosure.
High-Risk	AI systems whose outputs materially influence decisions affecting citizen rights, entitlements, health, safety, or legal standing. Examples: healthcare triage or diagnostic support in public hospitals; student assessment in State programmes; benefits or subsidy eligibility scoring; mining compliance monitoring triggering enforcement; AI-assisted law enforcement tools; deepfake detection systems used by law enforcement to determine the authenticity of evidence or to identify suspects; generative AI systems deployed in public-facing government services capable of producing synthetic media.
Medium-Risk	AI systems used for operational optimisation with potential safety or rights impacts. Examples: tourism crowd management, traffic routing affecting emergency response, AI-assisted building plan scrutiny.
Low-Risk	AI systems for internal productivity and analytics without direct citizen impact, subject to data protection and cybersecurity requirements.

High-Risk AI systems shall not be placed into service unless:

a) An AI Impact Assessment (AIIA) has been completed and approved

b) A Human Oversight Plan is in place

c) Model documentation and dataset documentation are filed with DITE&C

d) Cybersecurity and logging controls meet the State AI Assurance Standard

The Goa AI Authority will publish a Risk Classification Schedule and an AI Procurement Framework to provide a structured approach for the safe and ethical evaluation, acquisition, and implementation of AI solutions. The framework entails defining business requirements, vetting vendors for security and bias, ensuring explainability, and monitoring compliance with the GDPR and AI Act. By 2027, this framework will empower the Government of Goa to lead departments in responsible AI classification and procurement.

4.5 Validity

This Policy shall remain in force for a period of three years from the date of notification, or until superseded by a subsequent policy framework issued by the Government of Goa. A formal review shall be conducted at the end of Year 2 (2028), and a comprehensive revision process shall be initiated in Year 3 (2029) to inform the successor policy.

5. Core Policy Pillars

The Goa AI Policy 2026 is structured around six interconnected policy pillars, each with specific key actions, designated timelines, responsible officers, and measurable outcomes. Detailed Key Performance Indicators (KPIs) for each pillar shall be defined in the State AI Action Plan, to be published within six months of this Policy's notification.

Pillar I: AI Skilling and Human Capital Development
• Integration of AI fundamentals as a compulsory subject in Classes VI–XII by Academic Year 2027–28 (aligned with NCF 2023)
• AI Laboratories in 50 Government schools, building upon and complementing existing Atal Tinkering Labs. The State shall also leverage the IndiaAI FutureSkills programme, under which 2 dedicated Data and AI Labs are being established in ITIs and Polytechnics in Goa in collaboration with the Directorate of Skill Development and Entrepreneurship, Government of Goa ensuring new investments complement rather than duplicate existing national infrastructure
• Training of 500 teachers in AI pedagogy via IIT Goa, NPTEL, and the State Institute of Education. The State recognises that the Department of Higher Education has already undertaken initial teacher training efforts in AI and shall ensure continuity and scale-up of such efforts within this framework, avoiding duplication and building on progress already made
• Multilingual curricula (Konkani, Marathi, Hindi, English) ensuring language is no barrier to opportunity
• Recommend AI/ML integration in all UG science and technology programmes from Academic Year 2027–28. To ensure effective cascading to all relevant institutions including deemed universities, autonomous colleges, and affiliated institutions the State shall issue a formal directive through the Goa State Higher Education Council (GSHEC), with compliance reporting mandated annually to DITE&C
• 50 UG and 50 PG students identified annually for IndiaAI FutureSkills for three years
• 10 annual PhD fellowships via IIT Goa and NIT Goa; Goa AI Scholarship Fund for meritorious students
• Mandatory YUVA AI for All certification for all Government officers (iGoT Karmayogi platform)
• AI Ready Goa: 50,000 AI-certified professionals by 2030 (minimum 20% women and youth), delivered in partnership with NASSCOM, NIELIT, and leading EdTech platforms. The programme shall include emerging competencies such as agentic AI (AI systems that plan and act autonomously), data annotation for Konkani and regional language datasets, and structured outreach to Tier-2 and Tier-3 towns across the State ensuring AI skilling reaches beyond urban centres

• AI Coach Network of 100 industry experts, drawn from the pool of 500 trained teachers

• Dedicated skilling modules for fishing communities, agricultural workers, healthcare personnel, tourism gig workers

• Skilling in Augmented Reality (AR), Virtual Reality (VR), and Drone applications

• Access to pro-level AI tools (Gemini, Anthropic models) for school and college students at negotiated, subsidised rates through partnerships with technology hyper-scalers. All skilling programmes shall place equal emphasis on applied AI competencies including prompt engineering, API integration, workflow automation, and no-code/low-code AI deployment alongside theoretical and mathematical foundations, ensuring graduates are immediately productive contributors to industry and government AI initiatives.

• Partnering with Google, Microsoft, and leading EdTech platforms for democratised AI tool access

• Integration with the SOAR (Skilling for AI Readiness) programme of the Ministry of Skill Development and Entrepreneurship (MSDE), leveraging nationally developed AI skilling curricula and delivery infrastructure for ITI and polytechnic students in Goa

Pillar II: AI Startups, Industry, and Innovation Ecosystem

• Goa AI Lab, a flagship co-working hub at the upcoming IT Park/s, with satellite nodes in key urban centres. All AI Labs including school, college, and CoE labs shall be oriented towards executable, industry-adopted projects: labs that do not demonstrate a minimum number of corporate-adopted outputs per year shall be subject to review and resource reallocation. Lab infrastructure alone has no value unless it produces solutions that the private sector and government actively deploy.

• Subsidised office space for AI startups for initial three years of operation

• Annual Goa AI Hackathons with a prize pool of ₹10 lakh, addressing Goa-specific problem statements

• Annual Government AI Challenge Statements inviting startup solutions for public sector challenges

• Udyam AI: restructured as a mandatory two-stage MSME adoption programme Stage 1: free use-case diagnostic and AI problem-identification workshop (required before any financial support is released, ensuring MSMEs understand precisely which business problems AI can solve for them and how); Stage 2: 25% capital subsidy (capped at ₹10 lakh) released only upon approval of a credible, outcome-defined AI deployment plan. Subsidy recipients shall report deployment status at 6 and 12 months; non-deployment without justification shall trigger proportionate subsidy recovery. Target: 200 MSMEs annually. Priority use cases shall include inventory optimisation,

demand forecasting, process automation, and AI-driven customer engagement areas where demonstrated ROI is well established and adoption barriers are low. Wherever possible, AI solutions shall be implemented through Goa-based technology providers, enabling simultaneous capacity building within the local technology ecosystem. Indian Benchmark: SIDBI's AI-powered credit scoring model (deployed in collaboration with TransUnion CIBIL and fintech partners) has reduced MSME loan appraisal timelines from weeks to hours while expanding credit access to underserved enterprises; Goa's AI Disha programme shall draw on this model for financing-linked AI adoption support.

- Centres of Excellence in Tourism, Hospitality, and Healthcare (to be operational by 2028 at the latest)
- 7-year State GST reimbursement for AI companies establishing R&D centres with at least 50 Goan employees
- Fast-track single-window clearance supported by a multilingual AI chatbot
- Target: five global AI companies to establish presence in Goa by 2028
- AI-IP Helpdesk at the Goa AI Lab providing technical and legal support for patenting AI-driven innovations
- Commercialisation grants for researchers whose AI work yields filed IP in tourism, agriculture, or fisheries
- Dedicated seed fund for women-led AI startups to address early-stage capital gaps
- Pharma-Tech AI Wing: positioning Goa as a hub for AI-enabled pharmaceutical innovation, including drug discovery and manufacturing quality control
- AI sandbox programme in tourism, fisheries, health, and citizen services for safe, structured experimentation
- Startup procurement set-asides providing pathways for AI startups to participate in low-risk government pilots
- GovTech Innovation Pipeline: a structured end-to-end pathway for startup participation in public sector AI deployment progressing from problem statement (hackathon) through funded pilot to full-scale government adoption. Each annual cycle shall be anchored to a live government department challenge, with clear evaluation criteria, a dedicated procurement fast-track, and public reporting on pilot outcomes. This pipeline shall be administered by the Goa AI Mission Section 8 Company in coordination with DITE&C and INVEST GOA.

Pillar III: AI in Government and Public Services
• Multilingual AI chatbot on the GoaOnline Portal (Konkani, Hindi, English) by 2027
• AI-driven grievance classification and auto-routing for timely public complaint redressal
• AI-assisted RTI processing to reduce response times and strengthen transparency
• Multilingual AI chatbot for real-time application tracking and investor support
• AI dashboards for real-time coastal and flood monitoring (disaster preparedness)
• AI-driven traffic management in North and South Goa at congestion points
• Predictive analytics for early school dropout identification and intervention
• AI-assisted disease surveillance within the State Integrated Disease Surveillance System (SIDSS)
• AI-enabled monitoring of mining leases and environmental compliance
• Mandatory Technical Assessment Memorandum (TAM) for all AI procurements exceeding ₹10 lakh
• AI Procurement Toolkit and Model Tender Clause published by 2029
• The State designated ICT procurement agency, to serve as the primary enforcement chokepoint: all AI Procurement Schedule conditions (risk classification, AI Impact Assessment, model documentation, audit rights, incident reporting) shall be embedded as mandatory clauses in every tender and vendor empanelment
• Mandatory human oversight in critical AI applications: welfare, healthcare, and law enforcement
• Government communications using generative AI must be clearly labelled; chatbots must disclose their AI nature
• Procurement enforcement: contract termination, debarment, or payment withholding for non-compliance
• AI-by-Design Mandate: all new e-governance systems commissioned by the Government of Goa from 2027 onwards shall incorporate AI considerations from the design stage, not as a post-deployment add-on. Each new system shall include, at minimum: an assessment of where predictive analytics, process automation, or decision-support capabilities can improve service delivery outcomes; a data architecture that supports future AI integration; and an AI Readiness Declaration approved by the Departmental AI Nodal Officer before the system proceeds to procurement. DITE&C shall publish an AI-by-Design checklist within the AI Procurement Toolkit by 2027.

Pillar IV: AI Infrastructure, Compute, and Data Ecosystem
• Goa State AI Compute Node (approx. 100 GPUs) through partnerships not outright purchase with CDAC, IndiaAI AIRAWAT, and empanelled cloud providers to avoid obsolescence and maintenance burden
• Concessional GPU access for Goan startups, researchers, and government agencies via national and cloud partnerships
• Goa AI Kosh: comprehensive repository of anonymised government datasets (land, fisheries, health, tourism, climate, transport) aligned with the national AI Kosh under MeitY/IndiaAI Mission. The Goa AI Kosh shall provide standardised, API-based access to all published datasets, enabling startups, researchers, and government agencies to integrate live data streams into AI applications without bespoke data-sharing agreements for each use case. The State Chief Data Officer shall maintain a publicly accessible dataset catalogue, with mandatory standardisation of schema, metadata, and update frequency across all contributing departments. This open-access data infrastructure shall function as Goa's Digital Public Infrastructure layer for AI innovation.
• Formal contribution of Goa departmental datasets to the national AI Kosh in privacy-protected format
• State Chief Data Officer (CDO, not below Joint Secretary rank) for data quality, interoperability, and DPDP compliance
• Departmental AI Readiness Index: annual assessment of every Government department's AI readiness
• Annual Goa AI Status Report published publicly on the Goa AI Portal
• Konkani Large Language Model (LLM): developed via MoU with BHASHINI, in collaboration with Goa University, others institute's etc. and integrated into government services
• Knowledge exchange shall be facilitated with established national centres of excellence in low-resource language AI including NIELIT Manipur, which has developed low-resource language AI for Manipuri; AI4Bharat at IIT Madras, whose IndicTrans2 model covers all 22 Scheduled Indian languages including Konkani; and IIT Kanpur, whose Ishaan and Vidyaapati machine translation systems specifically include Konkani among their target languages as replicable technical models for Goa's Konkani AI development programme
• Selective data localisation for sensitive categories (health, biometrics, child data) with a cloud-first approach for other categories
• Documented anonymisation methodology and residual re-identification risk assessment for all dataset releases
• DPDP-compliant notices and consent management for all AI-enabled citizen-facing services

• 72-hour breach notification protocols integrated into departmental AI system playbooks

• Cross-border data transfers: all AI systems that process personal data outside India shall require prior notification to DITE&C and a documented risk assessment; procurement rules shall mandate disclosure of foreign processing locations and compliance with DPDP Rules 2025 cross-border conditions

Pillar V: Research, Academia, and International Collaboration

• Three AI Centres of Excellence by 2028 (accelerated from 2030): Coastal & Environmental AI, Healthcare & Life Sciences AI, and Tourism, Heritage & Hospitality AI; ₹10 crore each over five years. Each CoE shall be required to demonstrate measurable industry adoption of its research outputs: a minimum of three corporate-deployed or government-deployed AI solutions per CoE per year shall be a condition of continued State funding. Research that remains unpublished or unadopted by end-users after two years shall be flagged in the Annual Goa AI Status Report. CoE funding shall be partly performance-linked to industry uptake, not solely to academic publication counts. The Tourism, Heritage & Hospitality AI CoE shall formally collaborate with Goa University and other educational institutes on AI-enabled tourism supply chain sustainability research, building on the foundational work co-authored by DITE&C and Government of Goa.

• IndiaAI Centre of Excellence in Goa under MeitY's IndiaAI Mission

• Institutions formally recognised: IIT Goa, NIT Goa, BITS Pilani Goa, GEC, GIM and other educational institutes

• Industry-Academia Collaborative Research Chairs at leading institutions for applied AI in priority sectors

• Industry-Sponsored Research and Innovation Fund with matching State grants

• Structured Internship and Industry Immersion Programme for final-year students

• Joint Industry-Academia Curriculum Committees under DITE&C with regular AI course content review

• Standardised IP and Technology Transfer Policy for collaborative research; Technology Transfer Offices at key institutions

• Goa AI Innovation Consortium: industry-led, government-facilitated body for shared research priorities

• Bilateral AI research agreements with various countries and educational institutions

• Proactive leveraging of the Goan diaspora's international university connections to facilitate research tie-ups for Goa University

• Active participation in Global Partnership on Artificial Intelligence (GPAI) activities through IndiaAI

• Goa AI Summit to be hosted once sufficient domestic progress has been achieved (targeted: Year 3 onwards), avoiding premature expenditure at an early stage

• Position Goa as India's premier AI and Remote Work destination: Goa's quality of life, connectivity infrastructure, and Creative AI ecosystem make it uniquely suited to attract AI professionals, digital nomads, and globally distributed technology teams. The State shall develop a Goa AI Talent Attraction Programme offering facilitated long-stay visas (in coordination with the Central Government), co-working infrastructure, and networking events to draw AI talent from across India and abroad. This positioning shall complement the Goa AI Summit and reinforce Goa's branding as India's "Responsible AI and Applied Innovation Hub."

Pillar VI: Responsible, Safe, and Ethical AI

• Goa AI Ethics Framework notified by Q3 2027: accountability, transparency, fairness, privacy, safety, human oversight, and sustainability

• Publication of a named Goa Responsible AI Code a standalone, plain-language document aligned to NITI Aayog's seven Responsible AI principles (safety and reliability, equality, inclusivity and non-discrimination, privacy and security, transparency, accountability, and protection of positive human values) to serve as the practical ethics reference for all departments and vendors

• Alignment with UNESCO Recommendation on the Ethics of AI (2021), OECD AI Principles (2024), NITI Aayog Responsible AI Guidelines, India AI Governance Guidelines (February 2026), and ISO/IEC 42001 (the international standard for AI Management Systems), ensuring Goa's assurance framework is interoperable with global best practice

• AI with a Human Touch: Industry 5.0 as the defining ethical orientation technology amplifying human judgement, never supplanting it

• Mandatory human oversight as a structural, non-negotiable requirement for all high-risk AI systems

• Risk Classification Schedule and AI Impact Assessment (AIIA) process operational by September 2026

• Incident reporting and learning registry with integration into Goa's public grievance system

• Annual third-party audits for high-risk systems; incident-triggered audits as required; acceptance of ISO/IEC 42001-aligned audits to reduce compliance burden on vendors

• Bias mitigation: representative data evaluation, subgroup performance reporting, and monitoring for model drift

• AI Complaints Channel integrated into Goa's grievance redress infrastructure
• Surveillance limits: prohibitions on mass surveillance; lawful basis and documented safeguards required for any law-enforcement AI use
• Generative AI transparency: labelling of all government AI-generated content; chatbot disclosure requirements; watermarking for synthetic media detailed obligations set out in Section 10 (Deepfakes Framework)
• Publication of an annual Goa Responsible AI Report covering risk register summary, procurement compliance, incident statistics, and dataset releases
• 45–60 days formal public consultation before finalising the AI Ethics Framework, Goa Responsible AI Code, and Risk Classification Schedule
• Green AI Commitment: all AI systems procured or deployed by the Government of Goa shall, as a mandatory procurement criterion, disclose their estimated energy consumption and carbon intensity per inference cycle. DITE&C shall publish annual Green AI Benchmarks defining efficiency thresholds for compute-heavy government workloads. Preference shall be given to AI vendors who demonstrate use of renewable energy-powered data centres, model compression techniques, and energy-efficient inference architectures. The State shall partner with IIT Goa on green compute research to develop lighter-weight AI models optimised for Goa’s sectoral needs, reducing dependence on energy-intensive large-scale models where smaller, fine-tuned alternatives deliver equivalent outcomes.

6. Sectoral AI Application Roadmap

Goa's economy and society present distinct opportunities where Artificial Intelligence can deliver transformative impact. The following sector-specific roadmaps are identified as priority deployment areas under this Policy.

Policy Disclaimer Future Sectoral Expansion: The Government of Goa recognises that Artificial Intelligence has transformative potential across all sectors of the State's economy, society, and governance. The Sectoral AI Application Roadmap set out in this Section currently prioritises seven sectors: Fisheries and Blue Economy, Tourism and Hospitality, Healthcare, Education, Agriculture and Horticulture, Smart Governance and Urban Management, and Mining and Environment where the opportunity for immediate, measurable, and citizen-centric AI deployment is most significant. However, the Government of Goa affirms its unambiguous commitment to progressively extending AI governance, regulation, support, and protection to all sectors of Goa's economy in successive policy cycles. The State AI Action Plan shall, on an annual basis, identify additional sectors for phased inclusion, and no sector shall be left behind in Goa's AI transformation journey. This Policy shall serve as the foundational framework upon which comprehensive, whole-of-economy AI governance is built over time, consistent with the Government of Goa's vision of establishing Goa as India's Responsible AI and Applied Innovation Hub.

6.1 Fisheries and Blue Economy

The State shall leverage AI to strengthen the livelihoods of approximately 300 fishing households and enhance sustainability in the blue economy.

- Deployment of an AI-powered sea weather and fishing zone advisory system, integrated with the National Fisheries Digital Platform.
- Machine learning-based fish species identification and quality grading applications for fish landing centres.
- Predictive analytics for fish price forecasting.
- AI-enabled supply chain traceability framework for Goa's seafood export chain.
- Konkani-language data curation bootcamps for fisheries professionals to build regional fisheries image datasets for AI training.

6.2 Tourism and Hospitality

Tourism contributes nearly 16% of Goa's GDP, with over 10.8 million tourist arrivals recorded in 2025. At the global level, the tourism industry contributes approximately 8% of worldwide greenhouse gas emissions a figure that underscores the environmental cost of unmanaged tourism growth and the urgency of sustainability-led AI adoption. AI shall be deployed in Goa to enhance visitor experience,

manage crowds, reduce seasonality, strengthen supply chain resilience, and systematically reduce the per-visitor environmental footprint of tourism.

- AI-enabled visitor flow management and crowd prediction systems at popular beaches and heritage sites, integrated with the National Disaster Management Authority (NDMA) to enable real-time risk assessment and prompt alerts to relevant authorities and the public in the event of overcrowding, adverse weather, or emergent safety incidents.
- AI-powered beach and tourist site safety surveillance: computer vision systems at high-footfall beaches to proactively detect distress signals, rip current conditions, unattended luggage, and public disorder situations, with automated real-time alerts to lifeguards, the coastguard, and emergency services enabling proactive intervention before incidents escalate, rather than reactive response after harm has occurred. All surveillance deployments shall be subject to a Human Oversight Plan and comply with the risk-tiered framework in Section 4.4.
- AI-enabled tourism supply chain management: deployment of AI demand forecasting systems to continuously monitor and predict the demand and supply position for goods, accommodation, transport, and hospitality services across Goa's tourism ecosystem. The system shall generate dynamic dashboards, management information reports disaggregated by geography and tourist segment, and automatic carrying capacity breach alerts to tourism operators, local bodies, and the public when a destination, beach, or heritage site is approaching its sustainable threshold preventing the overstrain on supply chains that leads to shortages, price spikes, and degraded visitor experience. Bearing capacity parameters shall be defined in consultation with the Goa Tourism Board, local self-government institutions, and CSIR-NIO.
- AI-based community sentiment monitoring: AI-powered analysis of resident reviews, local body reports, and community feedback platforms to continuously measure community involvement, acceptance, and early signs of overtourism fatigue. Goa's long-term tourism sustainability depends as much on resident wellbeing as on visitor satisfaction. DITE&C and the Goa Tourism Board shall publish a quarterly report as part of the Annual Goa AI Status Report, enabling timely policy interventions before community opposition to tourism becomes entrenched.
- Multilingual AI tourist assistant application (Konkani, Hindi, English, Portuguese, Russian, German), powered by the Konkani LLM.
- AI-based sustainability rating system for hotels and beach shacks, integrated with an AI-enabled per-visitor carbon footprint tracker: the system shall aggregate energy, water, waste, and transport data to compute the carbon footprint per visitor per day at rated establishments, providing guests, operators, and regulators with a measurable sustainability baseline. This directly operationalises Goa's commitment to reducing tourism's environmental footprint and positions Goa as a data-driven sustainable tourism destination. The methodology shall be developed in consultation with GEC, Goa University, and CSIR-NIO, drawing on the AI-enabled supply chain sustainability research co-authored by DITE&C.

- Personalised tourism recommendation engine, integrated with the Goa Tourism application.
- Deepfake and misinformation response playbooks for official tourism communications (see Section 10 for Goa's comprehensive Deepfake Framework).
- AI certification for tourism professionals through the Goa Tourism Board.

6.3 Healthcare

The State shall strengthen healthcare delivery through AI solutions, with human oversight mandatory for all diagnostic applications.

- AI-assisted diagnostic tools in Government District Hospitals assistive, not autonomous.
- AI-powered disease outbreak prediction models using IDSP data and social determinants.
- Telemedicine AI triage systems for primary health centres and sub-centres.
- AI-based drug inventory management and supply chain optimisation for Goa Medical College and Government pharmacies.
- AI applications for pharmaceutical drug discovery and manufacturing quality control, positioning Goa as a Pharma-Tech AI hub.

6.4 Education

The State shall integrate AI into school education to enhance learning outcomes and teacher capacity.

- AI-powered personalised learning platforms in Government schools with adaptive content in Konkani and English.
- AI-based student performance prediction systems for early dropout intervention.
- Teacher professional development programmes through AI coaching assistants.
- Emotion recognition AI shall be strictly prohibited in educational settings.

6.5 Agriculture and Horticulture

The State shall strengthen agricultural productivity through AI-enabled solutions.

- Konkani-language AI crop advisory application integrating soil data, weather, and market prices for cashew, paddy, and coconut farmers.
- AI-driven pest and disease detection tools using phone-based image recognition.
- Precision irrigation advisories using satellite imagery and AI.
- Offline channels to be maintained alongside digital advisories to prevent exclusion.

6.6 Smart Governance and Urban Management

AI shall be deployed to strengthen urban governance and service delivery.

- Intelligent traffic management systems using computer vision at the top congestion points.

- AI-assisted building plan scrutiny to reduce approval timelines.
- Predictive maintenance AI systems for government infrastructure including roads and bridges.
- AI shall not serve as the sole basis for any adverse administrative decision; human review and explanation are mandatory.

6.7 Mining and Environment

AI shall be utilised to ensure sustainable resource management and environmental protection.

- AI-based satellite monitoring systems for approved mining activities in the Western Ghats.
- Environmental compliance AI dashboard for all mining leases.
- AI-powered water quality prediction models for Goa's rivers and lakes.
- Monitoring of coral reefs and coastal erosion using drones and AI.
- Due process safeguards human confirmation required before any enforcement action triggered by AI monitoring.

7. Institutional Framework and Governance

7.1 Goa AI Advisory Council

The Goa AI Advisory Council shall serve as the apex governance body for this Policy, convening at minimum once every quarter.

Role	Member / Representation
Chairperson	Chief Minister of Goa (or nominated Minister)
Vice-Chairperson	Minister, Information Technology, Electronics & Communications
Members	Sr. most Secretaries of Finance, Education, Health, Agriculture, Fisheries, Tourism
Member	Director, DITE&C
Members	Vice Chancellor, Goa University; Director, IIT Goa; Director, NIT Goa
Members	Three representatives from IT/AI industry associations
Members	Two representatives from SITPC-recognised AI startups
Members	Two representatives including at least one woman and one representative from a marginalised community
Members	CEO, SITPC; State Chief Data Officer; Director, NIC Goa
Member Secretary	Secretary, Information Technology, Electronics & Communications

The Council shall exercise powers to approve budgets, review progress, issue guidelines, and make policy recommendations. It shall receive the Annual Goa AI Status Report and the Departmental AI Readiness Index for review and resource allocation decisions.

7.2 DITE&C: Nodal Department

The Department of Information Technology, Electronics & Communications (DITE&C) shall serve as the Nodal Department for implementation of this Policy. It shall maintain the Goa AI Policy Secretariat, coordinate cross-departmental AI initiatives, administer the Goa AI Kosh, Goa AI Lab, and certification schemes, and establish a comprehensive Monitoring and Evaluation (M&E) framework including:

- Annual reports on AI adoption across government departments.
- Key Performance Indicators (KPIs) for each pillar, defined in the State AI Action Plan within six months of Policy notification.
- Third-party evaluation of flagship AI programmes at Year 2 and Year 4.

- Publication of annual Goa AI Status Reports on the Goa AI Portal.
- Citizen satisfaction surveys for AI-enabled government services.
- Deepfake and synthetic media governance: issuing the State Directive on Synthetic Media by Q2 2027; maintaining a curated list of assessed deepfake detection tools; embedding watermarking and provenance marking requirements in all ITG AI procurement templates; and coordinating the Goa Deepfake Rapid Response Protocol with the State Cyber Cell and content platforms. The primary institutional body for deepfake and AI harm response including the Deepfake Victim Support Desk, forensic investigations, and platform liaison is the Goa State Cyber Cell, whose mandate is formally established in Section 7.6 of this Policy. The full deepfake prevention, detection, and victim support framework is set out in Section 10.

7.3 Goa AI Mission: Section 8 Company

A Section 8 company shall be incorporated under the Companies Act, 2013 to serve as the operational vehicle for: operating the Goa AI Lab; organising the Goa AI Summit and Hackathon; and implementing international partnerships and collaborations.

7.4 State Chief Data Officer

A State Chief Data Officer (CDO), not below the rank of Joint Secretary, shall be appointed to lead data quality governance, data sharing protocols, Goa AI Kosh operations, and compliance with the Digital Personal Data Protection Act 2023 and Rules 2025 across all Government departments.

7.5 Departmental AI Nodal Officers

Each line department shall designate a senior officer as its AI Nodal Officer, responsible for coordinating departmental AI adoption, submitting annual AI Adoption Plans to DITE&C, and ensuring compliance with this Policy for all departmental AI systems.

7.6 Goa State Cyber Cell: Deepfake and AI Harm Response

The Goa State Cyber Cell shall serve as the primary law enforcement and first-response body for AI-enabled harms, with a specific and formally designated mandate in the domain of deepfakes and synthetic media misuse. Its responsibilities under this Policy shall include:

- Operating the Deepfake Victim Support Desk, staffed by trained officers including dedicated women officers for non-consensual intimate imagery (NCII) cases.
- Receiving and triaging deepfake-related complaints, with a commitment to acknowledgement within 24 hours and platform takedown requests within 48 hours (see Section 10.8).
- Procuring, maintaining, and deploying a Deepfake Detection Tool for forensic investigation of synthetic media submitted as evidence or complaint material (target: 2027).

- Coordinating with the Indian Cyber Crime Coordination Centre (I4C) and MeitY for cases involving cross-state or international deepfake actors.
- Publishing an annual Deepfake Harm Report, disaggregated by category of harm, victim demographics, platform, and resolution outcome, to be submitted to DITE&C and placed before the Goa AI Advisory Council.
- Providing deepfake forensics training to its personnel, in coordination with I4C and with financial support from the dedicated budget line established under Section 8.2.

7.7 Industry-Academia Partnerships

The Government of Goa recognises that sustained collaboration between industry and academia is a critical enabler for translating AI research into real-world applications. The State shall facilitate:

- Industry-Academia Collaborative Research Chairs at leading institutions, co-funded by private partners and Government, focusing on coastal management, tourism technology, healthcare, agriculture, and sustainable mining.
- An Industry-Sponsored Research and Innovation Fund enabling companies, MSMEs, and startups to co-invest in applied AI research, with matching State grants subject to eligibility.
- A structured Internship and Industry Immersion Programme for final-year students, with incentives for industry partners.
- Joint Industry-Academia Curriculum Committees under DITE&C to regularly review and update AI course content.
- A standardised IP and Technology Transfer Policy for collaborative research, with Technology Transfer Offices at key institutions.
- The Goa AI Innovation Consortium: an industry-led, government-facilitated body for shared research priorities and annual reporting on collaboration outcomes.

8. Financial Provisions

8.1 Governing Framework

The financial provisions for implementation of this Policy shall be governed by Government Orders issued separately by the Finance Department in consultation with DITE&C. All schemes, grants, incentives, and infrastructure investments envisaged under this Policy shall be subject to the approval of the Competent Financial Authority, in accordance with applicable financial rules and the provisions of the Goa Financial Rules.

8.2 Resource Requirement Planning

DITE&C shall, within the State AI Action Plan, prepare a programme-wise resource requirement statement for each phase of implementation. The Budget shall cover the following line items, with amounts to be specified upon formal notification:

- **Governance and staffing**: AI Authority staff, sector liaisons, legal and technical experts.
- **Assurance**: AI Impact Assessments, audits, testing infrastructure, red teaming, and certification operations.
- **Data infrastructure**: Dataset catalogue, privacy-preserving data enclaves, and metadata tooling.
- **Compute and cloud**: Reserved capacity via national compute programmes and local edge infrastructure.
- **Training and skilling**: Government and citizen education programmes.
- **Pilots and sandboxes**: Capped grants and evaluation costs.
- **Centre of Excellence funding**: ₹10 crore per CoE over five years.
- **Deepfake response infrastructure (Section 10):** Deepfake Detection Tool procurement and maintenance; Goa State Cyber Cell deepfake forensics training and staffing; Deepfake Victim Support Desk operations; tourist awareness advisory production and distribution; and Rapid Response Protocol technology and coordination costs. Budget estimates to be specified in the State AI Action Plan and submitted to the Finance Department for allocation no later than the Union Budget cycle following Policy notification.

8.3 Departmental Allocations

Each line department shall seek budgetary allocation for AI initiatives within its respective budget heads, in addition to funding available under centrally sponsored schemes, the IndiaAI Mission, and State-level programmes envisaged under this Policy. This requirement shall be placed before the Goa AI Advisory Council and subsequently before the Finance Department for budgetary allocation through the Annual Budget process.

9. Key Performance Indicators and Implementation Milestones

The following indicative KPI's and milestones shall guide the implementation and monitoring of this Policy. Detailed, pillar-wise KPI's shall be specified in the State AI Action Plan within six months of Policy notification.

9.1 Governance and Compliance KPI's

- Percentage of Government AI systems classified by risk tier (target: 100% by December 2027).
- Percentage of high-risk systems with completed AI Impact Assessments and approved mitigation plans.
- Audit completion rate and mean time to close audit findings.
- AI Procurement Toolkit published and adopted by all departments (target: 2027).

9.2 Citizen Trust and Harm Reduction KPIs

- Number of AI-related grievances received median time to resolution.
- Number of AI incidents reported recurrence rate post corrective action.
- Citizen satisfaction scores for AI-enabled government services.
- Deepfake-specific: number of deepfake complaints received at Cyber Cell; median time from complaint to takedown request; number of victims supported through the Deepfake Victim Support Desk (see Section 10).

9.3 Innovation and Ecosystem KPIs

- Number of AI pilots launched through sandboxes; pilot-to-scale conversion rate.
- Number of startups supported via incentives and government procurement.
- Number of AI-ready datasets published and actively used by innovators.
- Number of global AI companies established in Goa (target: 5 by 2028).
- MSMEs supported through Udyam AI (target: 200 per year).
- Tourism supply chain KPIs (AI-monitored, per GEC-Goa University-DITE&C research framework): (a) number of Government tourism initiatives tracked through AI policy monitoring; (b) revenue per visitor per visit, reported quarterly by geography and tourist segment via AI-enabled data aggregation from tourism portals; (c) Community Acceptance Scorecard score, published quarterly; (d) carbon footprint per visitor per day at rated establishments, published annually. Baseline to be established in Year 1 (2026–27); improvement targets to be set in the State AI Action Plan.

9.4 Capability Building KPI's

- Government officers certified under YUVA AI for All (target: 100% of all departments by 2027).
- AI-certified professionals under AI Ready Goa (target: 50,000 by 2030; minimum 20% women and youth).
- Students supported under IndiaAI FutureSkills (target: 50 UG + 50 PG annually for 3 years).
- Teachers trained in AI pedagogy (target: 500 by 2027).
- Technical graduates AI-certified (target: 100% by 2028).

9.5 Phased Implementation Timeline

Phase / Period	Key Milestones
Phase 1: Foundation (April – December 2026)	Establish Goa AI Authority (executive order); publish Risk Classification Schedule and AI Procurement Schedule; launch public consultation (45-60 days); stand up incident reporting and grievance routing; AI Impact Assessment process operational by September 2026.
Phase 2: Controls and Pilots (January 2026 – March 2027)	First sectoral sandboxes (tourism, health, fisheries) operational; State dataset catalogue and release workflow established; mandatory training for procurement officers and senior officials; AI chatbot on GoaOnline Portal and INVEST GOA by 2027.
Phase 3: Scale and Assurance (April 2027 – March 2028)	AI Procurement Toolkit and Ethics Framework published (2027); mandatory model cards and datasheets in government procurement; third-party audit panel empanelled; Centres of Excellence operational; Konkani LLM integrated into government services.
Phase 4: Maturity (April 2028 – March 2029)	Annual public Responsible AI Reports; policy review and revision cycle (2028 and 2030); approx.100 GPU compute node operational via partnerships; AI Ready Goa target of 50,000 professionals achieved by 2030.

10. Deepfakes: Goa's Framework for Prevention, Detection, and Response

Deepfakes, an AI-generated or AI-manipulated synthetic media including fabricated video, audio, images, and text that misrepresent real persons or events represent one of the most immediate and consequential risks arising from the democratisation of generative AI. The Government of Goa recognises that this threat is not abstract: it has direct implications for the safety of Goa's citizens, the integrity of its governance, the reputation of its tourism economy, the fairness of its electoral processes, and the dignity of its public figures and private individuals alike.

This section establishes Goa's dedicated policy framework for countering deepfakes, structured around five pillars: Legal and Regulatory Protections; Technical Countermeasures; Institutional Responsibilities; Public Awareness and Education; and Victim Support and Grievance Redress.

10.1 Why Deepfakes Pose a Particular Risk to Goa

Goa's unique profile as a high-footfall tourism destination, a vibrant cultural and events economy, a State with active democratic politics, and a society with rich indigenous culture and media creates specific deepfake risk vectors that this Policy must address explicitly:

Risk Vector	Specific Concern for Goa
Tourism Reputation	Fabricated videos depicting crime, unsafe conditions, or misconduct at Goa's beaches, heritage sites, or hospitality establishments could cause severe and rapid reputational damage to the tourism sector, which contributes approximately 16% of the State's GDP. False viral deepfakes of alleged incidents in Goa could deter domestic and international arrivals.
Women's Safety and Non-Consensual Intimate Imagery	The proliferation of AI tools capable of generating non-consensual intimate imagery (NCII) poses a direct safety threat, particularly to women in Goa tourists, residents, and public figures alike. This is among the most harmful categories of deepfake misuse globally and requires the most urgent response.
Electoral Integrity	Fabricated video or audio of political candidates, elected representatives, or government officials making false statements can distort democratic processes, undermine public trust in institutions, and incite social tensions, particularly during election periods.
Cultural and Heritage Misrepresentation	AI-generated content misrepresenting Goa's cultural heritage, traditional practices, or historical record can erode cultural identity and mislead domestic and international audiences.

Financial Fraud and Scams	AI voice cloning and video deepfakes are increasingly being used for financial fraud impersonating family members, government officials, or business contacts to extract money or sensitive information from Goa's citizens, tourists, and business community.
Governance and Public Order	Deepfake content impersonating government officials, police, or public health authorities can spread dangerous misinformation, obstruct governance, and incite public disorder.

10.2 Legal and Regulatory Framework

The Government of Goa shall operate within and actively support the application of the following legal instruments to deepfake-related harms:

- The Information Technology Act 2000 and its amendments, particularly provisions relating to identity theft (Section 66C), publishing obscene material (Section 67), and publishing sexually explicit material (Section 67A), which apply directly to a significant range of deepfake misuse.
- The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, as amended in November 2025, which impose mandatory obligations on Significant Social Media Intermediaries (SSMIs) including labelling of synthetic or AI-generated content (Significant Grievance Indicator provisions) and a three-hour takedown obligation for content flagged by designated government authorities the principal platform compliance mechanism for deepfake takedowns.
- The Digital Personal Data Protection Act 2023 and Rules 2025, which impose obligations on entities processing personal data including biometric data used to train or generate deepfake models.
- The Bharatiya Nyaya Sanhita 2023 (BNS), which includes provisions on defamation (Section 356), cheating (Section 318), and identity fraud applicable to deepfake-enabled harms.
- The Cinematograph Act and the Press Council Act, as applicable to deepfake content in media, film, and broadcast contexts.
- The Government of Goa shall actively engage with the Ministry of Electronics and Information Technology (MeitY) and the Ministry of Information and Broadcasting to ensure that any Central Government legislation or guidelines on deepfakes are promptly operationalised within the State.
- In the interim, DITE&C shall, by 2027, issue a State Directive on Synthetic Media and Deepfakes setting out specific obligations for State entities, content platforms operating in Goa, and vendors of AI systems with generative capabilities.

10.3 Prohibited Uses: State Entities and Publicly Funded Bodies

The Government of Goa expressly prohibits the following uses of deepfake and synthetic media technologies by any State entity, publicly funded body, or vendor acting on behalf of the Government:

- Creation or dissemination of synthetic media that fabricates statements, actions, or positions of any real person without their informed consent.
- Use of AI-generated voice or video impersonation of public officials, police, or health authorities for any purpose other than clearly disclosed, officially sanctioned information campaigns.
- Collection, use, or licensing of Goan citizens' biometric or facial data for the purpose of training generative AI models, without explicit consent and DPDP-compliant data governance.
- Deployment of deepfake detection or surveillance tools that themselves involve undisclosed mass biometric data processing.

10.4 Technical Countermeasures

The Government of Goa shall pursue the following technical measures to detect, flag, and reduce the spread of harmful deepfakes:

Mandatory Provenance Marking for Government Content

- All official government communications press releases, public service announcements, policy videos, ministerial statements that are produced or edited using generative AI tools shall be clearly labelled with a visible disclosure and, where technically feasible, embedded with a cryptographic content provenance marker using standards such as the Coalition for Content Provenance and Authenticity (C2PA) framework.
- All government-deployed AI chatbots and virtual assistants shall clearly identify themselves as AI systems at the outset of every interaction and shall not be used to impersonate human officials.

Deepfake Detection Infrastructure

- DITE&C shall, by 2027, evaluate and procure or develop a Deepfake Detection Tool for use by the State Cyber Cell and law enforcement agencies, capable of assessing whether submitted media has been synthetically generated or materially manipulated.
- The Goa State Cyber Cell shall be equipped with deepfake forensics capability and dedicated personnel trained in synthetic media investigation, in coordination with the Indian Cyber Crime Coordination Centre (I4C) and MeitY.
- The Goa AI Authority shall maintain and publish a curated list of technically assessed deepfake detection tools that citizens, journalists, and local bodies may use voluntarily for self-verification purposes.

Watermarking and Disclosure for Procured AI Systems

- All AI systems procured by the Government of Goa that have generative capabilities including text, image, audio, or video generation shall, as a mandatory procurement condition embedded in ITG tender templates, support watermarking and metadata tagging of AI-generated outputs and allow downstream detection where technically feasible.
- Vendors shall be contractually required to disclose the generative AI components of their systems and to provide documentation on watermarking or provenance marking capabilities as part of their AI model card submission.

10.5 Platform and Media Responsibilities

The Government of Goa recognises that addressing deepfakes requires cooperation from content platforms, media organisations, and event organisers operating within the State. While direct regulation of private platforms is a Central Government competence, the State shall:

- Issue formal advisories to major social media platforms operating in India, requesting expedited review and removal of deepfake content that targets Goa's residents, public officials, or tourism infrastructure, particularly during elections, major public events, and cultural festivals.
- Establish a Goa Deepfake Rapid Response Protocol a 24-hour escalation pathway between DITE&C, the Goa State Cyber Cell, and platform trust-and-safety teams for takedown requests related to non-consensual intimate imagery, electoral deepfakes, and impersonation of State officials.
- Draw on Kerala's model, which requires AI-generated or manipulated electoral content to be labelled and removed within three hours during election periods, as a benchmark for Goa's own coordination with the State Election Commission and the Election Commission of India.
- Require all media accredited by the Government of Goa including official press, event media, and tourism promotion agencies to disclose any use of generative AI in content production and to adhere to the voluntary Code of Practice on AI-Generated Content, as and when finalised by MeitY or the Press Council of India.

10.6 Public Awareness and Education

Deepfake literacy is a public good. The Government of Goa commits to equipping its citizens particularly those most at risk with the knowledge and tools to identify, avoid, and report synthetic media harms:

- DITE&C shall integrate deepfake awareness as a compulsory module within the AI Ready Goa reskilling programme and the AI Coach Network curriculum, ensuring that 50,000 professionals and 500 teachers are equipped with basic deepfake literacy by 2030.

- The Department of Education shall include deepfake identification and media literacy as part of the AI fundamentals curriculum introduced in Classes VI–XII, equipping the next generation of Goans with the critical thinking skills needed to navigate AI-generated content.
- The Goa Tourism Board shall develop and distribute a Deepfake Safety Advisory for international and domestic tourists, available in Konkani, English, Hindi, Portuguese, and Russian, informing them of the risks of non-consensual media capture, AI-based scams targeting tourists, and how to report incidents.
- The Government of Goa shall conduct targeted awareness campaigns for women, senior citizens, and rural communities groups disproportionately harmed by deepfake-enabled fraud and NCII through Goa's network of Common Service Centres, gram panchayats, and women's self-help groups.
- Annual Deepfake Literacy Week shall be observed in Goa, coinciding with the national Cyber Jagrookta Diwas, featuring demonstrations, workshops, and public advisories on identifying AI-manipulated media.

10.7 Institutional Responsibilities

Institution	Responsibility
DITE&C	Nodal department for the State Directive on Synthetic Media; coordination with MeitY and I4C; maintenance of approved deepfake detection tool list; embedding watermarking requirements into ITG procurement templates.
Goa State Cyber Cell	First response for deepfake-related cybercrime complaints; deepfake forensics investigation; coordination with platform trust-and-safety teams under the Rapid Response Protocol; training of personnel in synthetic media investigation.
Department of Education	Integration of deepfake and media literacy into AI curriculum for Classes VI–XII; training of teachers on deepfake identification.
Goa Tourism Board	Deepfake Safety Advisory for tourists; sector-specific awareness in tourism industry training and AI certification programmes.
State Election Commission	Coordination with DITE&C on the electoral deepfakes rapid response protocol; adoption of disclosure norms for AI-generated political content during election periods, benchmarked on Kerala's model.
Goa AI Authority (once constituted)	Risk classification of generative AI systems deployed in Goa; maintaining the registry of AI Impact Assessments for deepfake-capable systems; annual reporting on deepfake-related incidents and harm.

Police (Cybercrime Division)	FIR registration for deepfake-related offences under IT Act 2000, BNS 2023, and DPDP Act 2023; victim support coordination; liaison with I4C for cases involving cross-state or international actors.

10.8 Victim Support and Grievance Redress

The Government of Goa is firmly committed to ensuring that victims of deepfake-enabled harm whether non-consensual intimate imagery, identity fraud, electoral manipulation, or reputational attack receive prompt, empathetic, and effective support:

- The Goa State Cyber Cell shall establish a dedicated Deepfake Victim Support Desk, staffed by trained officers including women officers for NCII cases, reachable via the national cybercrime helpline (1930) and the cybercrime.gov.in portal.
- A Goa Deepfake Complaint Fast-Track shall be established, committing to: acknowledgement of complaint within 24 hours; takedown request to relevant platform within 48 hours; investigation update to victim within 7 days.
- Victims of non-consensual intimate imagery shall be provided with immediate access to legal aid through the Goa State Legal Services Authority (GSLSA) and referred to counselling services as appropriate.
- The Government of Goa shall publish an annual Deepfake Harm Report disaggregated by category of harm, demographic profile of victims, platform involved, and resolution outcomes to maintain public accountability and inform policy updates.
- No victim of deepfake-related harm shall be required to publicly disclose their identity in order to access State support, file a complaint, or pursue legal recourse.

10.9 Key Performance Indicators: Deepfakes

KPI	Target
State Directive on Synthetic Media issued	2027
Deepfake Detection Tool procured / evaluated by Goa State Cyber Cell	2027
Deepfake Victim Support Desk operational	2027
Deepfake awareness module integrated into AI Ready Goa curriculum	2028
Deepfake and media literacy integrated into school AI curriculum (Classes VI–XII)	AY 2027–28

Tourist Deepfake Safety Advisory published in 5 languages	2027
Watermarking/provenance marking clause in all relevant ITG tender templates	2027
Annual Deepfake Harm Report published	From 2028 onwards
Rapid Response Protocol (DITE&C, Cyber Cell-Platforms) operational	2027

A Note on Balance

The Government of Goa recognises that synthetic media technologies also have legitimate and valuable applications: in creative arts, film production, accessibility (including AI dubbing into Konkani), education, satire, and entertainment. This Policy does not seek to restrict lawful and clearly disclosed creative uses of generative AI. Its objective is to prevent harm to individuals, to democratic processes, and to public trust while preserving the space for responsible innovation. The line that must never be crossed is the use of synthetic media to deceive, defraud, harass, or harm a real person without their knowledge and consent.

Annexure I: Comparative Analysis of State AI Policies in India

The following matrix benchmarks the Goa AI Policy 2026 against the evolving AI frameworks of leading Indian states as of early 2026, identifying Goa's strategic differentiators and unique positioning within the national AI landscape.

Dimension	Telangana (2024)	Rajasthan (2026)	Odisha (2025)	Tamil Nadu (2024)	Goa AI Policy 2026
Operative Horizon	3-year roadmap (2024–2027)	Not time-bound explicitly	Not time-bound explicitly	5-year mission (2024–2029)	3-year policy (2026–2029)
Primary Orientation	Global AI hub; enterprise, governance, startup ecosystem	Ethical, responsible and citizen-centric governance	Inclusive socio-economic development; e-governance	Social good by design; safe and ethical AI	Responsible, inclusive, culturally rooted; tourism and coastal economy
Regional Language AI	Telugu model; speech in 12 Indian languages	Hindi NLP and regional dialect tools	Odia language AI initiatives	Tamil LLM; Sarvam AI multilingual model	Konkani LLM (open-source) only state with a dedicated, mandated regional language AI programme
Ethics Framework	Centre for Responsible AI (CRDET); WEF/C4IR principles	Strong on bias reduction, privacy, algorithmic accountability	Data governance; mechanisms to prevent bias and misuse	Foundational Safe and Ethical AI Policy (2020); TNAIM protocols	Goa AI Ethics Framework; aligned with UNESCO 2021, OECD 2024, NITI Aayog, India AI Governance Guidelines (Feb 2026)
Skilling Target	Train 5 lakh people (18–45 yrs) by 2027	AI literacy across schools, ITIs, polytechnics and colleges	Skills development as one of four core pillars	AI in education, employment, and research	50,000 professionals by 2030 (AI Ready Goa); every technical graduate AI-certified by 2028
Unique Differentiator	Scale of ambition AI City, TGDeX, global AI summit	Most recently notified AI/ML	First state to adopt standalone	Nation's oldest AI policy (2020);	Only state with Konkani LLM mandate;

		policy; strong ethical focus	AI policy (May 2025)	Social good by design	integrated tourism-coastal-environment AI agenda; risk-tiered regulatory model

Annexure I-B: Sector-Wise AI Benchmarks from Peer States

The following table consolidates sector-level AI deployment data from nine Indian states, derived from publicly available policy documents and reported outcomes as of early 2026. This data has informed the sectoral recommendations in Section 6 of this Policy and shall guide the Goa AI Advisory Council's sequencing of sector-specific pilots and Centres of Excellence.

State	Sectors (AI Use)	Notable Initiative / Policy	Reported Outcomes	Relevance to Goa
Telangana	Governance, data exchange, skilling, compute access	AI-Powered Telangana Strategy (2024–27): AI Advisory Council; TGDeX data exchange platform; subsidised compute; target to train 5 lakh professionals by 2027; departmental AI nodal officers.	State-wide programme launched; department nodal officers appointed; dataset readiness drives underway.	TGDeX data exchange model informs Goa AI Kosh design; departmental nodal officer structure adopted in this Policy.
Tamil Nadu	Governance, procurement ethics, deep-tech startups	Tamil Nadu AI Mission (TNAIM, 2024) and Safe & Ethical AI Policy (2020); DEEP-MAX evaluation including Misuse Protection; Deep Tech Startup Policy 2025–26 via iTNT Hub.	Ethics policy in force; institutional framework notified; deep-tech policy operationalised.	Ethics-first procurement governance and iTNT-style startup deep-tech support inform Goa's Responsible AI Code and AI Disha programme.
Karnataka	Startups, R&D, deep-tech, AI CoEs	ELEVATE-NXT DeepTech 2026 (grants up to ₹1 crore per startup); Deep-Tech Elevate from Jan 2026; AI and semiconductor CoEs; Beyond-Bengaluru expansion mandate.	40 deep-tech startups funded; state budget push for AI and ESDM; multiple AI CoEs in	Tiered grant model informs Goa's AI startup support beyond Panaji; CoE structure

			operation or planned.	referenced in Pillar V.
Uttar Pradesh	Transport and road safety, urban surveillance	AI-based ITMS pilot with ITI Ltd (MoRTH-cleared); Lucknow Safe City: 1,000 AI cameras (face recognition, alerts).	7.25 lakh CCTV across smart cities; ITMS deployed in 10 cities; reported decline in road accidents.	ITMS model benchmarks Goa's traffic AI deployment at top 20 congestion points. Surveillance use cases to be adopted with strict human oversight and legal safeguards per Pillar VI.
Andhra Pradesh	School education, learning analytics	AI-enabled classrooms: daily formative assessments with digital clickers across ~8,000 Government high schools; real-time learning dashboards.	In operation; national recognition at AI conclave; real-time dashboards for teachers.	AI-enabled learning analytics model (formative assessments and dashboards) to be adapted for Goa Government schools. Face-recognition attendance excluded per Goa's risk-tiered framework.
Kerala	Agriculture advisory, election content integrity	KATHIR (Kerala Agriculture Tech Hub & Information Repository): AI and remote-sensing crop advisories, pest forewarning, soil services. State Election Commission rules mandating deepfake labelling and removal within 3 hours during elections.	KATHIR app launched; weather-based advisories and soil testing operational. Deepfake rules enforced for local polls.	KATHIR architecture directly informs Goa's Konkani-language crop advisory application. Deepfake labelling rules inform Goa's generative AI governance provisions.

Rajasthan	Public health analytics	CHIP/Nirogi AI health platform: 70+ KPIs across 22 health domains; field apps for ASHAs and ANMs; Draft Rajasthan AI Policy 2025.	46+ million beneficiaries reached; 6 million high-risk persons identified; real-time dashboards for field workers.	CHIP platform benchmarks Goa's AI-integrated SIDSS health surveillance dashboard. AI policy governance model referenced in Goa's institutional framework.
Gujarat	Policing and urban safety	NETRAM AI Police Control Room (Surat): 1,640 smart cameras with ANPR, RLVD, face-matching. Project Vishwas: 12,500+ new CCTVs statewide.	Real-time suspect alerts: ~220 serious cases assisted; statewide expansion ongoing.	Law enforcement AI applications noted. Goa's Pillar VI expressly prohibits untargeted biometric database building and mass surveillance without lawful basis, proportionality, and documented human oversight.
Delhi	Traffic enforcement, ITMS, pollution checks	AI-based ANPR and ITMS planned for 500–1,000+ junctions; automated challans for seatbelts, mobile use, PUCC/insurance violations; PPP model for operations.	Tenders issued; phase-wise rollout over two years; 328 additional detection cameras proposed.	Delhi ANPR and ITMS rollout informs Goa's computer-vision traffic management implementation. Automated enforcement to be subject to Human Oversight Plan

				and grievance redress under this Policy.

The data above underscores that India's leading states are advancing rapidly across every sector. Goa's advantage lies not in matching the scale of larger states, but in its agility, its unique cultural and ecological identity, and its capacity to deploy AI in deeply contextualised, citizen-first ways particularly through the Konkani LLM, the Coastal and Environmental AI CoE, and integrated tourism-fisheries-agriculture digital infrastructure.

Annexure II: Definitions

Term	Definition
AI System	A machine-based system that infers from inputs to generate outputs (predictions, content, recommendations, decisions) affecting physical or virtual environments, consistent with globally used definitions (EU AI Act, OECD).
High-Risk AI System (Goa)	An AI system used for or materially influencing decisions in high-impact sectors and functions including benefits eligibility, healthcare triage, student evaluation, law enforcement surveillance, and critical infrastructure safety.
AI Impact Assessment (AIIA)	A structured risk assessment and mitigation documentation process, required before deployment of any High-Risk AI system by a state entity.
Deployer	A government department, contractor, or State entity that operates an AI system in a public service or State function context.
Provider / Vendor	A developer or supplier of an AI system procured or used by a state entity.
DPDP Act	The Digital Personal Data Protection Act 2023 and the Digital Personal Data Protection Rules 2025, which constitute the binding legal floor for all personal data processing by State entities and their vendors.
Goa AI Kosh	The State's comprehensive repository of anonymised government datasets, aligned with and contributing to the national AI Kosh maintained by MeitY/IndiaAI Mission.
Konkani LLM	The Konkani Large Language Model being developed via a formal MoU with BHASHINI, in collaboration with Goa University and Thomas Stephens Konknni Kendr, to be released as open-source infrastructure.
Risk Classification Schedule	The official schedule, to be published by the Goa AI Authority, categorising specific AI use cases and systems into Prohibited, High-Risk, Medium-Risk, and Low-Risk tiers.

Goa Responsible AI Code	A standalone, plain-language policy document aligned to NITI Aayog's seven Responsible AI principles, published by DITE&C as the practical ethical reference for all departments and vendors deploying AI in Goa.
ITG	Infotech Corporation of Goa Limited, the State's designated ICT procurement agency and the primary enforcement chokepoint for embedding AI compliance clauses into all government tenders and vendor empanelment processes.
Cross-Border Data Transfer	Any transfer of personal data processed by an AI system to a location outside India, subject to DPDP Rules 2025 conditions and requiring prior notification to DITE&C and a documented risk assessment under this Policy.
Deepfake	AI-generated or AI-manipulated synthetic media including fabricated or materially altered video, audio, images, or text that misrepresents the appearance, voice, actions, or statements of a real person, event, or institution, typically without the knowledge or consent of the person depicted.
Non-Consensual Intimate Imagery (NCII)	Sexually explicit or intimate synthetic media generated using AI tools that depicts a real person without their consent. NCII is one of the most harmful categories of deepfake misuse and is subject to the strongest protective provisions under this Policy and applicable law.
C2PA	The Coalition for Content Provenance and Authenticity, an open technical standards framework for embedding cryptographic provenance metadata into digital media to enable detection of AI-generated or manipulated content. Recommended by this Policy for use in all Government AI-generated official communications.
Rapid Response Protocol	The 24-hour escalation mechanism established between DITE&C, the Goa State Cyber Cell, and content platform trust-and-safety teams for expedited takedown of harmful deepfake content, including NCII, electoral deepfakes, and impersonation of State officials.
Tourism Carrying Capacity	The maximum level of tourist activity a destination, beach, or heritage site can sustain without causing unacceptable environmental, social, or infrastructural degradation. Carrying capacity thresholds shall be defined by DITE&C in consultation with the Goa Tourism Board, local self-government institutions, and CSIR-NIO, and shall be enforced through AI-generated automatic breach alerts under Section 6.2 of this Policy.
Community Acceptance Scorecard	A quarterly AI-generated report measuring resident community sentiment, involvement, and acceptance of tourism activity in Goa, derived from analysis of resident reviews, local body reports, and community feedback

	platforms. Published by DITE&C and the Goa Tourism Board as part of the Annual Goa AI Status Report.
Tourism Carbon Footprint per Visitor per Day	An AI-computed metric aggregating energy, water, waste, and transport data to calculate the environmental cost of a tourist's stay at rated establishments. Defined and measured in accordance with the AI-enabled supply chain sustainability framework developed by Goa Engineering College, Goa University, and DITE&C (2026).

This Policy is a living document. The Government of Goa is committed to reviewing, updating, and strengthening it in response to evolving technology, citizen needs, and national directives.

Department of Information Technology, Electronics & Communications (DITE&C)

Government of Goa

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