

**Tentative Title:** Bhadrachalam Devasthanam A Journey of Heritage & Faith

**Theme:** A journey through Bhadrachalam Devasthanam

**Film Duration:** 07 Minutes

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## **Objective**

To design an immersive AR-VR experience that brings alive the spiritual, cultural, and historical essence of Bhadrachalam by highlighting the temple's architecture, rituals, natural surroundings, and the legend of Bhakta Ramadasu. Through rich storytelling and sensory realism, the project aims to evoke a deep emotional connection, allowing users to experience the devotion, heritage, and living traditions of this sacred town.

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## **Narrative Overview**

On the banks of the Godavari, Bhadrachalam rises like a hymn—where devotion, myth, and nature converge. This AR-VR journey breathes life into the legend of Bhakta Ramadasu, echoing with chants, temple bells, and timeless faith. Wander through sacred halls, witness the divine wedding of Sita and Rama, and glide over forested wlandscapes steeped in lore. Beyond its spiritual grace, the experience nods to the town's cultural and industrial heartbeat, where devotion fuels both prayer and progress.

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## **Visualization Flow**

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### **Opening Scene:**

The camera pans from an aerial view of the Godavari River at dawn, to the mist-covered forest, tracing the shimmering river under the golden light, and revealing a glimpse of the Temple Town from a low wide angle.

A paper plane drifts into view, from behind the tree, we follow the plane moving towards the temple and entering through its grand doors, while the screen fades to black.

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### **Sequence 1: Arrival & Immersion into the Sacred Land**

Multiple pan shots, showing glimpses of stunning Dravidian-style carvings of the temple.

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### **Sequence 2: The Legend of Bhakta Ramadasu**

A journey back in time, where the legendary tale begins to unfold. Pages of a book ruffles. And after the first few pages turn, the turning comes to a halt. We now see the Nawab of Golconda, Tana Shah, appointing Gopanna—who would later be revered as Bhakta Ramadasu—as his Tehsildar.

A few pages flip and on the halt, we see, Bhakta Ramadasu building Bhadrachalam temple using tax money.

On another flip, unfolding the events that were recorded, we see Ramadasu imprisoned by Tana Shah for a period of 12 years as he finds out that Gopanna diverted towards the state funds for constructing the temple.

The paper plane coming out of the book while its closing, takes the whole screen and transition to the next scene.

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### **Sequence 3: Rituals & Celebrations**

Step into the Sita Rama Kalyanam, where the celestial wedding unfolds in breathtaking grandeur.

Experience the intricate details—the shimmering silk drapery, sacred fire rituals, and floral arrangements that seem to bloom before the eyes.

The energy of thousands of devotees fills the space, immersing the viewer in the spiritual ecstasy of the event.

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#### **Sequence 4: The Living Heritage & Economic Pulse**

Shift to the temple town, where we see the current visuals of Bhadrachalam temple, and Bhadrachalam town.

We tell the significance of Bhadrachalam's paper industry, showcasing its impact on the region's economy and its role in sustaining the town's traditions.

A visual contrast between ancient devotion and modern sustainability, where faith intertwines with economic resilience.

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#### **Closing Scene: The Eternal Flow of Faith**

As dusk descends, the temple stands illuminated against the twilight sky.

The Godavari reflects the temple's glow, symbolizing the eternal presence of faith.

A paper plane glides, drifting towards the horizon, carrying prayers across time—as text comes on the screen—invitation to experience, believe, and become part of the legend. With voiceover in background—Here, every stone is a chapter, every carving a whisper from the past, and faith is not merely remembered, it is lived.