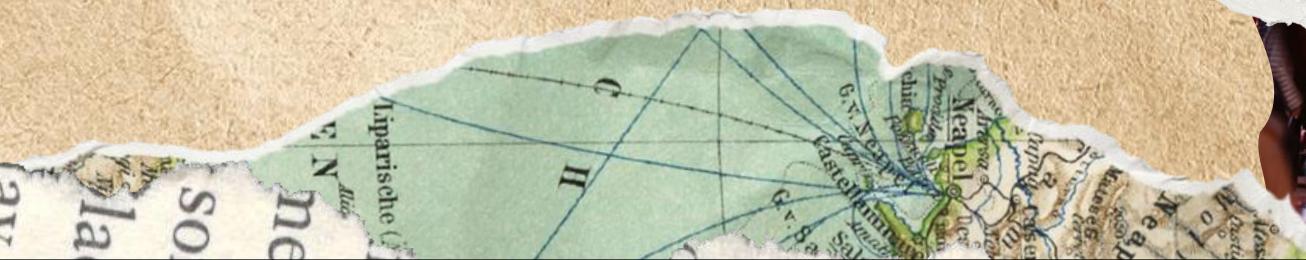


ROOTS & ROUTES

-Explore the Roots, Travel the Routes



Problem Analysis & Root cause

1.Cultural Disconnect with the Younger Generation:

- Today's children are becoming more surrounded by gadgets, which make them more disconnected from India's glorious cultural heritage and traditions.
- Shortage of exposure to historical stories, cultural traditions, and values is leading to very little appreciation and knowledge of India's rich heritage.
- Schools are primarily focused on book education and leave little room for experiential education regarding cultural origins and spiritual values.

2.Need for Engaging and Educational Travel Experiences:

- Existing travel solutions are mostly leisure-focused, lacking educational value and cultural depth.
- Engaging activities like storytelling, workshops, community interactions, and festival participation can make learning fun and memorable.
- Parents struggle to find meaningful travel experiences that can educate their children about India's spiritual and cultural heritage in an engaging way.

Existing Ideas in market

- **Poor Infrastructure:** Bad roads, limited lodging, and poor connectivity.
- **Environmental Damage:** Pollution and waste issues at holy sites.
- **Overcrowding and Safety:** Crowded festivals and safety concerns.
- **Cultural Preservation:** Loss of traditions and impact on local communities
- **Lack of Information:** Inadequate guides and lack of detailed cultural insights.
- **Seasonal Rush:** High demand during festivals leading to price hikes.
- **Language Barriers:** Difficulty in communication for non-local visitors
- **Scams and Overpricing:** Tourists often face fraud and inflated prices.
- **Hygiene and Cleanliness:** Poor sanitation at popular pilgrimage spots
- **Accessibility Issues:** Limited facilities for elderly and differently-abled visitors.

People need to travel on their own, its very difficult to communicate while travelling, there are some websites only for booking tickets, they will not provide any features.



Detailed Description About The Project

South Indian Trip

Covers all states in south india,i.e all religious places(Temples,Chruches, Dargahs....e.t.c)

North Indian Trip

Covers all states in south india,i.e all religious places(Temples,Chruches Dargahs....e.t.c)

Customized Trip

Based on the customer interest we will plan trips to them





Detailed Description About The Project

- State-wise Cultural Exploration: Comprehensive trips covering all religious and cultural aspects of each state.
- Engaging Learning Experience: Interactive quizzes, workshops on cooking, dressing, and local skills to immerse travelers in the local culture.
- Hassle-Free Travel: End-to-end travel solutions, including transportation, accommodation, food, safety, guides, and on-call doctors.

Three Budget Categories:

- Basic, Standard, and Premium packages with different levels of comfort and services.

Comprehensive Services:

- Pickup from home, ticket bookings, food, accommodation, guides, and doctors for medical emergencies.

Optional Add-ons:

- Candid photoshoots and customized souvenirs.



Detailed Description About The Project

Engaging Activities:

- Interactive Quizzes: After each visit, quizzes with exciting prizes to make learning fun.
- Workshops and Cultural Activities: Learn local cooking, dressing styles, and popular skills.
- Adventure and Fun: Include adventure activities at suitable places.
- Photo Memories: Candid photos of the entire trip, with an option to purchase.

Website Overview:

- Comprehensive Information: Detailed insights into Indian states, their cultural and religious history.
- Easy Booking: Travelers can contact and book trips directly through the website.
- Interactive Features: Quizzes, photo galleries, and travel blogs.



Detailed Description About The Project

Revenue Streams:

- Tour Packages: South & North Indian Trips, Customized Trips
- Add-on Services: Photography Packages, Workshops
- Tiered Budget Plans: Premium, Standard, Budget

Cost Efficiency & Profit Margins:

- Economies of Scale: Bulk bookings lower costs
- Collaborations: Local vendor partnerships
- Digital Platform: Cost-effective marketing

Competitive Advantage:

- Unique Cultural Integration
- Quiz & Rewards Engagement

Projected Profit Growth:

- Year 1: Establishing brand
- Year 2-3: Expansion and increased acquisition
- Year 4 Onwards: Higher profitability

“Creating memorable cultural experiences for sustainable profit growth!”



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WHY US?

- Holistic Cultural Experience: Learn and explore every aspect of Indian culture.
- Comfort and Safety: All-inclusive services ensuring safety and comfort.
- Engaging and Fun: Interactive learning, workshops, and adventure activities.



TARGET AUDIENCE!

- Families and children looking for educational trips.
- Cultural enthusiasts and history lovers.
 - Tourists seeking a detailed and immersive Indian experience.

It's awesome trip!

THANK YOU!

