SMART INDIA HACKATHON 2024

- **Problem Statement ID –** 1598

- **Problem Statement Title-** Student Innovation

- **Theme-** Heritage and Culture

- **PS Category-** Software

- **Team ID-**

- **Team Name (Registered on portal)-** WEERTA

IDEA TITLE

Culture and Heritage : A bridge to the Future

❖ **Proposed Solution**

We deem to develop a well designed and functional website, for crafting compelling teasers to orchestrating a social media blitz.

❖ Our website on culture and heritage serves as a digital platform to explore, learn about, and engage with the rich tapestry of Indian history and traditions. It aims to foster a deeper understanding and appreciation of the diverse cultures that make up our India.

W W W

TECHNICAL APPROACH

☐ Technical Infrastructure :

Backend Development

Frontend Development

Security and Privacy

Performance Optimization

☐ Analytics and Feedback :

User Analytics

Feedback System

☐ Monetization and Sustainability :

Funding and Sponsorships

Premium Content

Advertisements

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FEASIBILITY

CONTENT:
- ✓ Diverse Mosaic
- ✓ Unity in Diversity

2. TECHNOLOGY :-

The technology will be beneficial for the advancement of India's culture and it's heritage it will help in recognize the roots of our culture and with this the country will be recognized globally.

3. RECOURCES :-

The recources which will be use are veds, purans, and old manuscripts which will creat more awareness aur India's hidden culture which is not the popular and know to everybody.

VIABILITY

1. Target Audience:
World wide all the tourist, student and cultural enthusiasts

2. Revenue Models:
It is in form of partnership, premium package for audience or adds.

3. Market Potential:
Growing intreset in cultural education and tourism could derive demand of Indian state tourism and it help the growth of tourism in India.

4. Scalability:
We can show the beauty of seasons, hills, rivers, tribes etc

USP

- ➤ OneStop Solution
- ➤ Global Audience
- ➤ Ayurvedic Remedies
- ➤ RealLife UseCase
- ➤ Credibility of Facts
- ➤ Feedback System

- **Educational Value**

- **Cultural Enrichment**

- **Tourism Growth**

- **Community Strengthening**

- **Sustainable Practices**

- **Economic Benefits**

- **Conservation of Resources**

- **Preservation Challenges**

RESEARCH AND REFERENCES

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➤ **National Geographic (nationalgeographic.com):** Features stunning photography and in-depth articles on cultures worldwide.

➤ **Cultural Survival (culturalsurvival.org):** Focuses on indigenous cultures and their rights.

➤ **UNESCO World Heritage (whc.unesco.org):** Offers insights into world heritage sites and preservation efforts.

➤ **Various States Tourism Websites :-**

1. Uttar Pradesh -https://uptourism.gov.in/
2. Uttarakhand –https://uk.gov.in/
3. Telangana -https://www.telangana.gov.in/
4. Kerala -http://www.keralatourism.gov.in/
5. Jammu & Kashmir-https://tourism.jk.gov.in/
6. ramaarya.blog
7. www.arfjournals.com

1. Uttar Pradesh -https://uptourism.gov.in/
2. Uttarakhand –https://uk.gov.in/
3. Telangana -https://www.telangana.gov.in/
4. Kerala -http://www.keralatourism.gov.in/
5. Jammu & Kashmir-https://tourism.jk.gov.in/
6. ramaarya.blog
7. www.arfjournals.com