

సాంస్కృతిక వారసత్వం

Website Name: సాంస్కృతిక వారసత్వం

Project Type: Interactive Streamlit Web Application

Organization: Swecha Internship

Team: Team 5

1. Project Overview

సాంస్కృతిక వారసత్వం is an interactive all-Telugu website that works both as:

- A knowledge assistant – answering user questions on culture, traditions, monuments, and folktales.
- A community platform – enabling users to upload their own text, images, and videos, which can later be retrieved by others.

All contributions and queries are stored securely in Swecha's backend, ensuring long-term preservation of Telugu heritage and enabling collaborative cultural growth.

2. Target Audience

Primary Users

- Students and youth seeking to learn Telugu culture interactively.
- Teachers and researchers needing reliable cultural references.
- Telugu-speaking diaspora communities.

Secondary Users

- Cultural organizations, NGOs, and heritage clubs.
- Writers, poets, and storytellers.
- Libraries, museums, and folklore preservationists.

3. Acquisition Channels

Digital Marketing

- Social media engagement through reels, shorts, and cultural highlights.
- Interactive demos showing “Ask and Get” functionality of the app.
- Search engine optimization with Telugu keywords such as “తెలుగు సంస్కృతి”, “పొడపుకథలు”, “సాంస్కృతిక వారసత్వం”.

Community Partnerships

- Collaboration with schools and colleges as a learning aid.
- Promotion through Telugu cultural associations in India and abroad.
- Partnerships with digital influencers, storytellers, and educators.

Interactive Campaigns

- “Ask About Heritage” challenge encouraging users to test the app with queries.
- Upload drives where users share photos, stories, or videos of their heritage.
- Online quiz and riddle contests.

4. Onboarding and User Experience

- A fully Telugu user interface with simple onboarding instructions.
- An interactive assistant that provides relevant responses to user questions.
- Upload and retrieval features with step-by-step guidance, all linked to Swecha’s backend.

5. Backend and Data Storage (Swecha Infrastructure)

- All user queries, uploads, and community contributions are stored in Swecha’s backend.

- This ensures:
 - Data ownership remains with the community.
 - Security and reliability through centralized storage.
 - Scalability to accommodate growth in contributions.
 - Preservation of cultural archives for future generations.

6. Key Metrics for Acquisition and Growth

- User acquisition: new users per week or month.
- Engagement: number of queries asked, uploads made, and riddles solved.
- Retention: percentage of users returning after 7 or 30 days.
- Cultural contribution: volume of text, images, and videos uploaded and stored.

7. 90-Day Action Plan

Month 1 – Awareness

- Social media introduction of the cultural assistant feature.
- Initial showcase of content such as temple photos and folktales.
- Creation of community groups on WhatsApp and Telegram.

Month 2 – Engagement

- Launch of the Upload Your Heritage campaign.
- First interactive riddle competition.
- Heritage awareness workshops in colleges and universities.

Month 3 – Retention and Growth

- Weekly newsletters highlighting user-uploaded content.
- Partnerships with at least two institutions for adoption as a learning tool.

8. Expected Outcomes

- Establish సాంస్కృతిక వారసత్వం as an interactive cultural assistant for Telugu heritage.
- Build a growing, user-driven archive of traditions, monuments, and folktales.
- Ensure secure preservation of all cultural contributions through Swecha's backend.
- Develop a user community that learns, shares, and contributes actively.