Basic Details of the Team and Problem Statement

Ministry/Organization Name/Student Innovation: Government of Jammu and Kashmir

PS Code:SIH1355
Problem Statement Title:

DEVELOPING SOLUTIONS TO EFFECTIVE MARKET LINKAGE AND PROMOTION OF ONE DISTRICT ONE PRODUCT
Team Name: Autobots

Team Leader Name: Nipun Negi

Institute Code (AISHE):

Institute Name: Kalasalingam Academy of Research and Education

Theme Name: Heritage and Culture

Idea/Approach Details

Tourism industry in the state of Jammu and Kashmir generates around **Rs. 8,000 crores annually**, contributing to nearly 7% of the state's GDP.
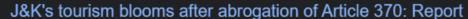
10-May-2023

GK Greater Kashmir
https://www.greaterkashmir.com › Editorial page

Tourism: Uplifting Local Economy - Greater Kashmir

TOI The Times of India

J&K's tourism blooms after abrogation of Article 370: Report

SRINAGAR: Though some parts of Jammu and Kashmir are struggling economically, the region overall is seeing a tourism revival after Article...

31-May-2023

Times Now

4 Years After Abrogation Of Article 370, J&K Sees Massive Tourism Boom; Clocks 1.27 Crore Tourists This Year

According to officials, the region has witnessed an impressive 1.27 crore tourist arrivals so far this year, with the government optimistic...

1 month ago

Describe your idea/Solution/Prototype here:

That's a commendable project! our idea involves creating a comprehensive website dedicated to promoting the rich heritage and culture of Jammu and Kashmir, alongside an integrated e-commerce platform for local products. The website could feature engaging content, including articles, images, and videos showcasing the region's history, art, cuisine, and traditions. The e-commerce section would provide a platform for local artisans and businesses to showcase and sell their products, thereby contributing to the economic growth of the region. This holistic approach not only promotes tourism but also supports the local economy, making it a valuable platform for both residents and visitors interested in the culture of Jammu and Kashmir.

Describe your Technology stack here:

- **Front End Development** : HTML, CSS, JS, ReactJS

- **Back End Development**: Node.js , Express.js

- **Database**: MongoDB , SQL

Idea/Approach Details

Key Features:

Heritage Exploration :

Curated content including articles, images, and videos that delve into the rich history, traditions, and culture of Jammu and Kashmir

Interactive maps and guides to heritage sites and festivals.

Stories from local experts and artisans, sharing their insights and experiences.

Dependencies:

Content Creation and Curation: The availability and quality of heritage content, including articles, images, videos, and stories, are crucial. Dependence on local experts and historians for content creation can affect project timelines.

Artisan and Producer Engagement: The success of the e-commerce component relies on artisans and producers actively participating and listing their products. Ensuring their buy-in and support is essential

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Team Member Details

Team Leader Name: Nipun Negi
B.Tech (CSE)   Cyber Security   Year (III):

Team Member 1 Name: Faizan Manzoor Mir

B.Tech (CSE)   Cyber Security   Year (III):

Team Member 2 Name: Shobin Bobby George

B.Tech (CSE)   Cyber Security   Year (III):

Team Member 3 Name: Sourav Kumar

B.Tech (CSE)   Cyber Security   Year (III):

Team Member 4 Name: KANCHIMIREDDY LASYA

B.Tech (CSE)   Cyber Security   Year (III):

Team Member 5 Name: Aasmi Kothari

B.Tech (CSE)   Cyber Security   Year (III):

Team Mentor 1 Name: R Raja Subramanian

Academic   Deep Learning   5.5 years