

## CONTENTS OF THE PALS INNOWAH 2022-23 CONCEPT AND DESIGN DOCUMENT

Last date of submission: October 27, 2022 12 Noon

Theme of PALS InnoWAH 22-23 : **Innovation for the Techade: Smart Engineering for Business**

The “Concept and Design” document for the PALS INNOWAH 2022-23 will as a minimum include the following:

### 1. PROBLEM DEFINITION

History plays an eminent role in cultural representation of any place as heritage sites and monuments reflect tradition, art and culture of the previous golden era. This can be achieved through AR in historical recreation. To develop an AR application for visitors so that they can scan any area in a monument and also see history come alive through augmented animations.

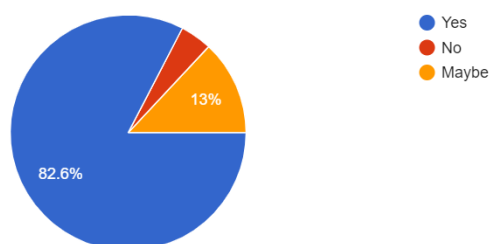
Our project, “Monumental Katha” aims to restore and preserve the rich cultural heritage of India through its monuments and its glorious past by allowing the Monuments to speak for themselves to the people. With the help of Immersive technologies such as Augmented reality and the art of 3D modeling, we have come up with a mechanism to make this possible.

### 2. VALIDATION OF THE PROBLEM THROUGH DATA COLLECTION AND ANALYSIS

The current solution is targeted for a particular heritage site which consists of a group of monuments in Tamil Nadu. The aim is to scale it up to UNESCO heritage sites all over India. The target market size is about 72,000 tourists a year at a particular UNESCO site. The Target Market for the solution is mainly tourists from all over India, children and kids who enjoy animations while storytelling and tourists from overseas.

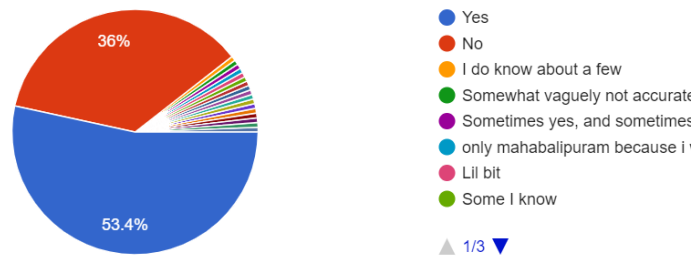
Would like to travel inside India?

161 responses



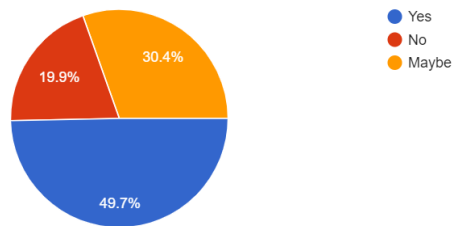
Do you know the History behind those Monuments ?

161 responses



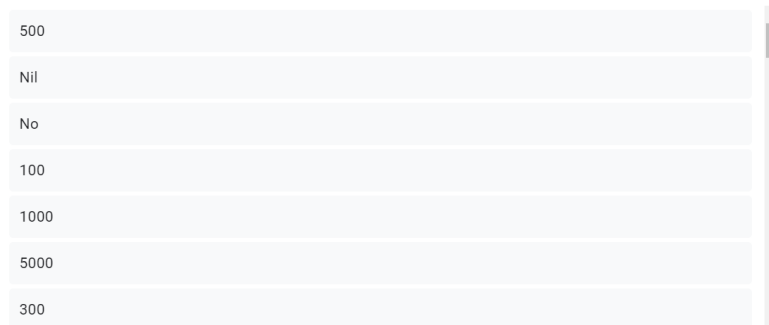
Would you like to Spend a little money to know those monuments in an interactive way on site instead of Tourist Guides?

161 responses



If you would like to spend money on virtual guides then how much you are willing to spend?

161 responses



### 3. IDEA / CONCEPT/SOLUTION TO ADDRESS THE PROBLEM

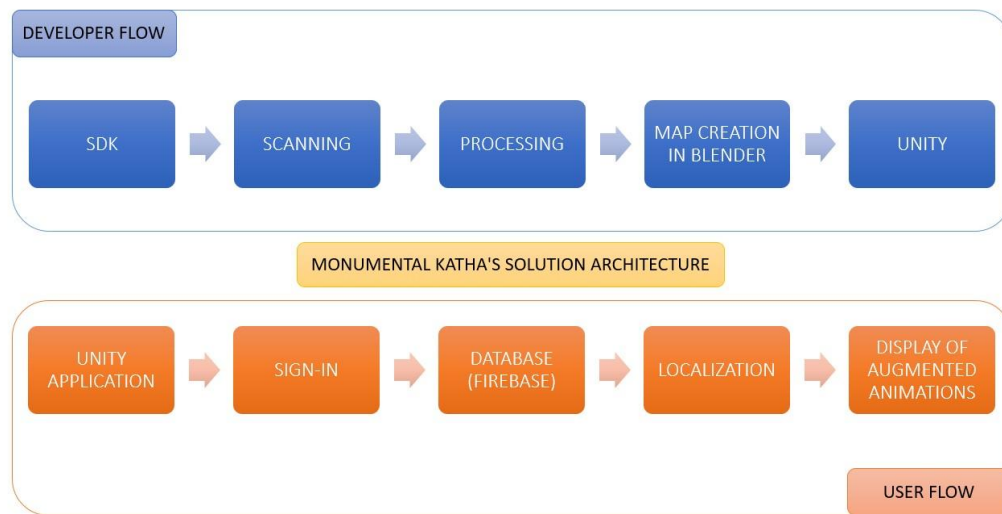
Monumental Katha aims to provide a visual and auditory, Immersive storytelling experience for kids, tourists unfamiliar with the local language and tourists from all over the world. India has one of the richest cultural heritages and history. This is underlaid in the famous monuments present in the country. With the help of our app, “we let the Monuments speak for themselves”.

Once the user visits the monumental site, they will get access to:

- Narrative storytelling
- Wayfinding and directions
- App Availability in multiple indian languages

Which finally creates a great means of tourist attraction and experience.

#### 4. PROJECT DESCRIPTION AND HIGH LEVEL DESIGN



#### 5. PROJECT BENEFITS

- Attracting More Tourists
- Globalizing India's Cultural Monuments
- Educating People on Indian Heritage
- Safeguarding and Restoring Traditions in India
- Cost effective solution
- Easily available
- Can be used for Wayfinding also
- Preserves ancient monuments by contributing some revenue

#### 6. OTHER ASPECTS

##### Licenses and Permissions:

Licenses required for our project would include permission from the Archaeological survey of India and Tamil Nadu Tourism Development Cooperation as we have targeted Mahabalipuram as our first heritage site for the project. Further on, we will require permission from each state's Tourism Development Cooperation which covers our selected heritage sites.

##### Mass Production:

The product can be easily mass produced as the product will be sold for 20 rupees for each local tourist and 50 rupees for each foreign tourist. This incoming revenue will definitely cover our initial investment in the project in about 7-8 months.

##### Incoming Revenue for Shore Temple at Mahabalipuram (Prototype Target Location):

- 500 tourists from Monday-Friday + 1000 tourists from Saturday-Sunday
- 1500 tourists per week
- 6000 tourists per month

- 72,000 tourists per year
- Revenue Per Year:  $72000 \times 20 = 14,40,000$  rupees per year

