

Video URL:

<https://drive.google.com/file/d/1D-qGAEhol7vPaoFSsEipst9KwwqJXCXI/view?usp=sharing>

***Environmental Sustainability: Highlight environmental friendliness aspects and related benefit of the solution/innovation**
(Max: 100 Words)

The Solution is completely environmentally friendly. It consists of a full software product which aims to help protect and restore ancient structural monumental buildings by contributing a small yet significant sum as donation for preservation.

***Economic Sustainability: Highlight commercialisation/business application aspects of the solution (how it is going to economic profitable and viable)**
(Max: 100 Words)

With the application going to cost only around a very small sum, many tourists are going to be able to purchase it as a one-time investment. Therefore, with a greater number of tourists purchasing the application, the break-even analysis will reveal a clear profit within an approximate of 7-8 months after the fixed investment costs are covered by the revenue. Tourists coming from overseas will purchase the application at a higher cost so as to provide a higher profit.

***Scalability: Highlight the market potential aspects of the Solution/Innovation (Potential Market Size, segmentation and Target users/customers etc.)**
(Max: 100 Words)

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.

Utility: Highlight the utility/value proposition (key benefits) aspects of the solution/innovation
(Max: 100 Words)

- 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

***How your proposed / developed (product / process / service) solution is different from similar kind of product by the competitors if any (Max: 100 Words)**

It is a one-of-a-kind product that is of feasible size and cost. It supports People who are disabled, deaf and dumb covered under the term " Inclusiveness". There are additional features included too such as availability in other Indian languages for tourists arriving from various parts of India and also Navigation feature that directs the tourist to a given ancient structural relic.

***Explain the uniqueness and distinctive features of the (product / process / service) solution (Max: 100 Words)**

It serves as a tool for Attracting More Tourists. The application aids in educating Various tourists on India's famous cultural monuments. This in turn, safeguards and helps in restoring Indian heritage. It uses wayfinding and can navigate the user according to a dropdown list of different relics to visit. The solution is easily available and at a low cost so that anyone can afford it. It is also available in multiple Indian languages for tourists all across India.

***Describe the Solution / Proposed / Developed (Max: 100 Words)**

The Solution, “Monumental Katha” aims to restore and preserve the rich cultural heritage of

India through its monuments and it's 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. There are many stories, cultural traditions lying behind the sculptures, relics at famous Monumental sites waiting to be shared.

***Define the problem and its relevance to today's market / society / industry need**

(Max: 100 Words)

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.