MONUMENTAL KATHA

TEAM : IMMERSIVE TECHIES

TEAM MEMBERS:

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"Innovation for the Techade – Smart Engineering for Businesses"

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.
- Using a smartphone, the user can visit historic buildings and learn more about the past, swipe through monuments and see events of the past come alive in 3D.
- Summary: **To develop an AR application for visitors** so that they can scan any area in a monument and can **see history come alive through augmented animations.**
- Objective: An **"Immersive Augmented Reality"** based App to explore the Cultural Heritage of India.

Proposed Solution

- The Solution, "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 modelling, 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.

Specific Metrics

Using the **Latest Immersive Technology to Enable Monuments to Speak** and Narrate their Glorious Past.

This also **helps save time when Navigating through the Monumental Site** and can act as a new means of Tourist Attraction.

In addition to this, with **the use of Animations, slideshows, videos, images and 3D models, relevant facts and stories** behind the relics and sculptures.

Can **easily be narrated to the Tourist.** With the combination of AR technology and location based technologies.

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Measurable Metrics

- Monumental Katha aims to cover all 38 UNESCO sites in India by slowly creating maps for each group of Monuments and also creating Animations based on the stories and history collected from the sites

- It aims to uplift the country's rich glorious past with the help of the ancient monuments.

- Based on the Size of the location, Number of Stories at the Site the time required for build of package for the particular site can be determined.

Realistic utility

Monumental Katha has the following Utilities.

Navigation on-site at the Monument

Availability in Multiple Languages

Live Immersive Storytelling through Animations and 3D models
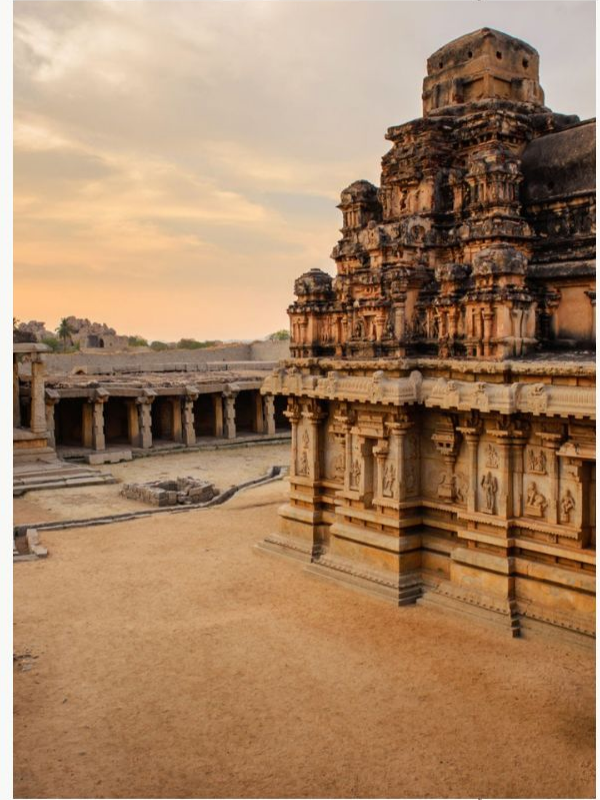
Affordable for everyone

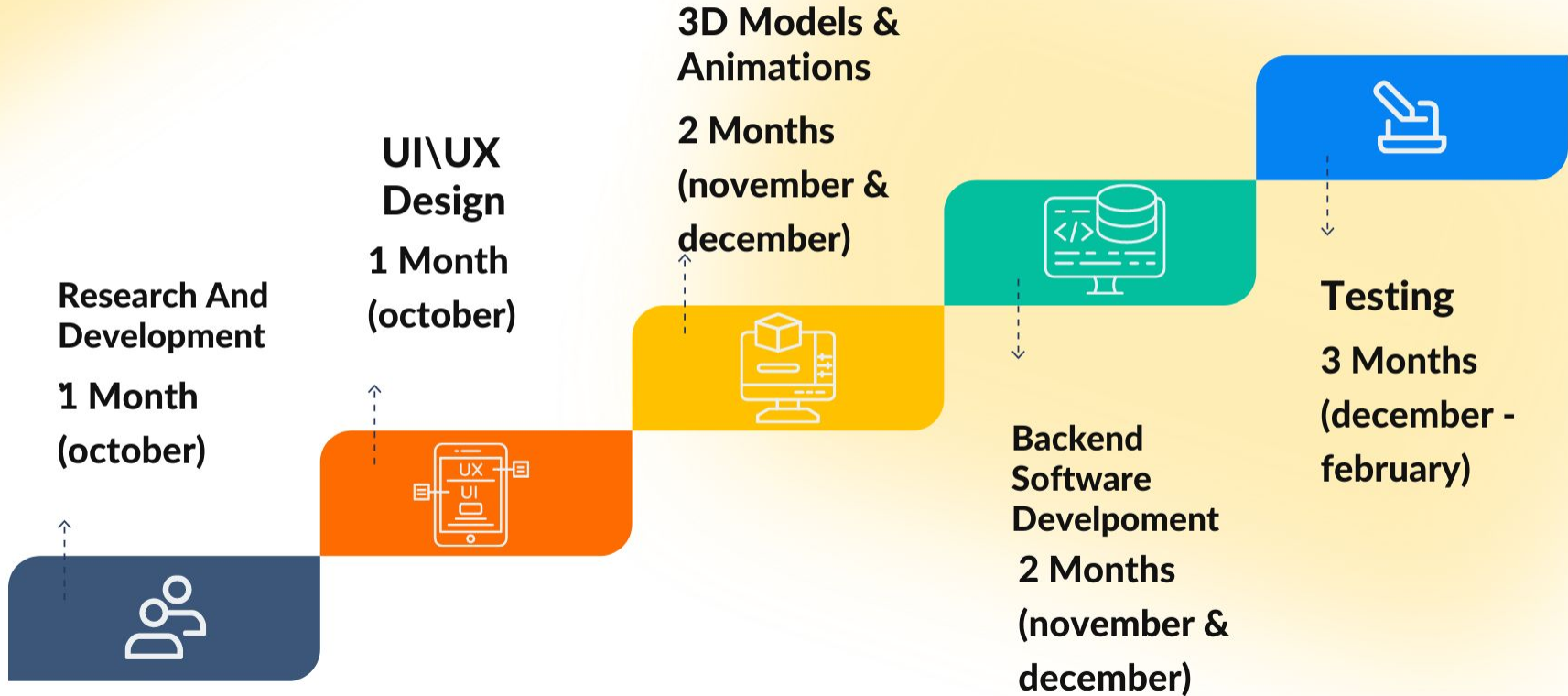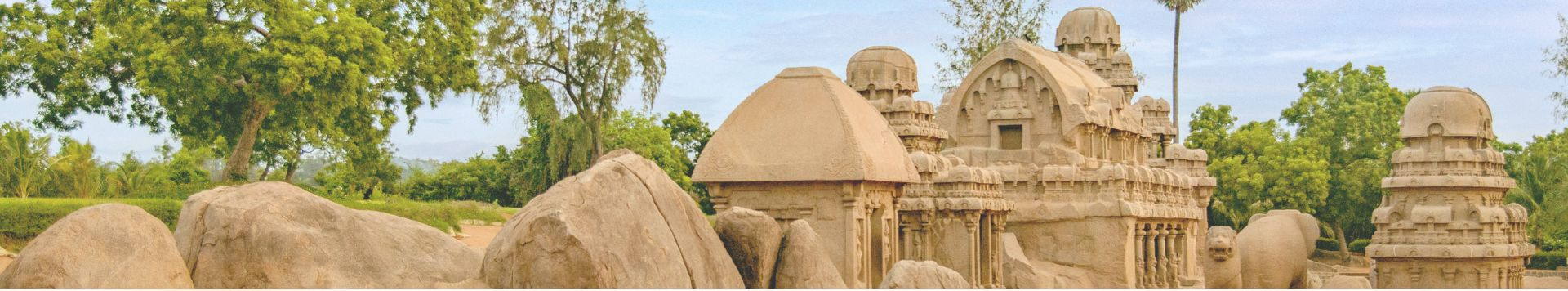**Provide a generous donation to monument preservation**

Attainability

The application is definitely attainable as we have devised a method to be able to produce a real-time working model for a chosen target location " Shore Temple at Mahabalipuram" within a period of 3 months consisting overall of research, development and testing. Cloud storage is utilized to ensure that each package is easily downloadable when the tourist visits that particular monumental site.

Timeline

3D Models & Animations

2 Months (november & december)

UI\UX Design

1 Month (october)

Research And Development

1 Month (october)

Backend Software Develpoment

2 Months (november & december)

Testing

3 Months (december - february)

Scalability

- A visual word recognition module on the remote server and a mobile phone that identifies, tracks, and enhances target items with the acquired information enable scalability.
- The target market size is about **72,000 tourists a year** at a particular UNESCO site.
- Multiplayer options will be provided to allow enhanced interaction in the AR mobile application.
- This will not take up adequate space as it will be making use of point clouds, to store the data on the cloud.

COMPETITORS

MONUMENTAL KATHA

- use of AR technology on monuments and heritage sites of India.
- On-site navigation for each monuments in the site.
- displays 3D models with animations, images, videos and audios.

THAI CULTURE AR

- use of AR technology on monuments and heritage sites of Thailand.
- Doesn't have on-site navigation.
- displays only Media Video Graphics and sound.

Business Model Canvas

Problem

- History plays an eminent role in cultural representation of any place as heritage sites and monuments reflect tradition, art and culture.
- 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.
- To restore the rich cultural heritage of India through its monuments and its glorious past by allowing the Monuments to speak

Solution

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.

Key Resources

- Productivity   Return on Investment
- Actual Cost   Cost and Schedule Variance

Unique Value Propositions

- 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 Way finding also
- Preserves ancient monuments by contributing some revenue

Unique Advantage

- Attracting More Tourists
- Globalizing India's Cultural Monuments
- Educating People on Indian Heritage
- Safeguarding and Restoring Traditions in India

Channel

- Online: Social media, advertisement.
- Offline: brochure, pamphlets.
- free trial

Cost Structure

S.no	Department	Cost
1.	Core Member Cost	₹156,000
2.	Requirement	₹20,000
3.	Travel & other cost	₹20,000

Revenue stream

To make packages for each site and sell them at different prices based on NRIs and native users.

Customer Segments/Early adopters

- NRIs
- Children
- Tourists from other states and countries
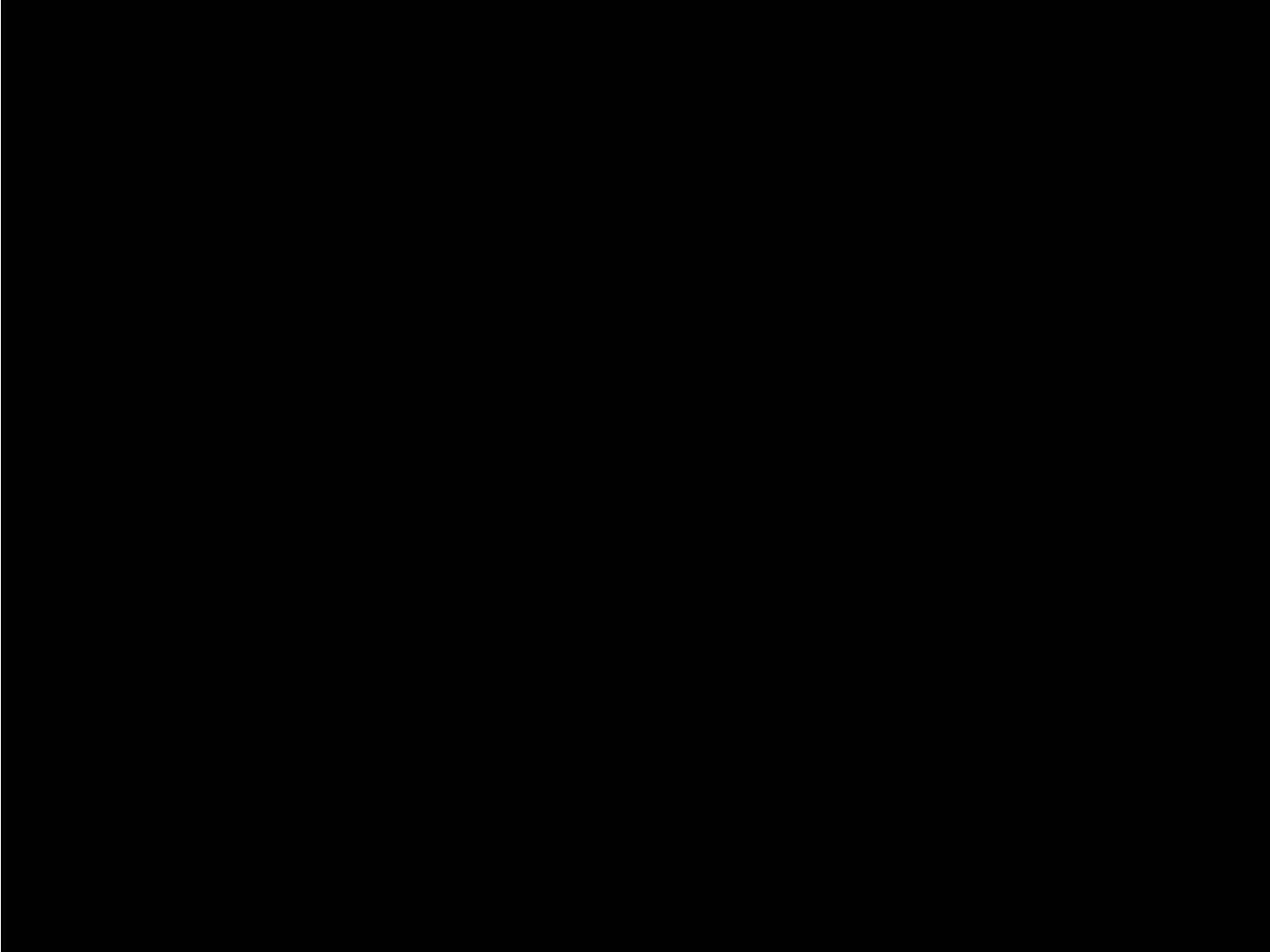
Thank you

Team
- Immersive Techies

Therefore, MONUMENTAL KATHA is an Innovation for the Techade as it can be used to increase India's revenue by a great extent as Tourism is the biggest growing industry in the country