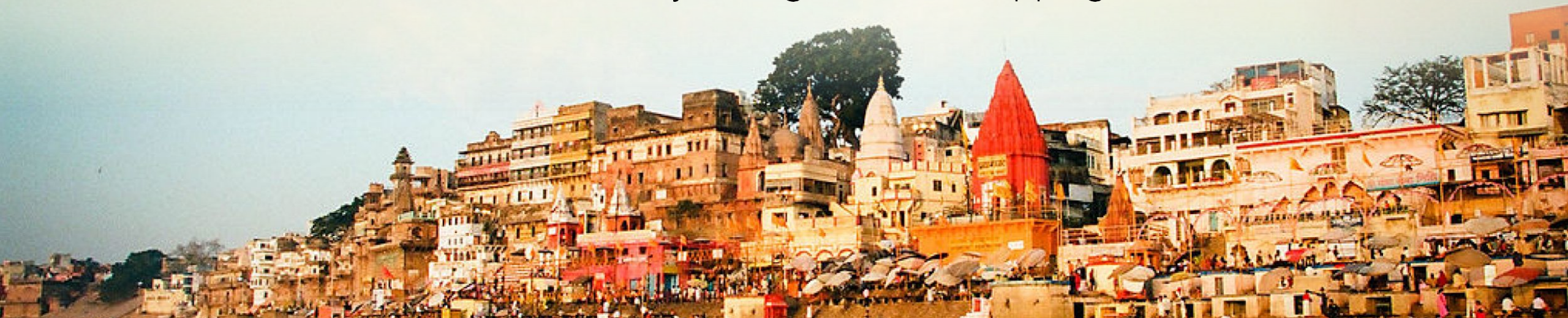




TEAM ENHANCE

Enhancing authentic cultural encounter and strengthening the local economy through cultural mapping



ISSUE IDENTIFIED

Sector - Tourism

Sub Sectors: Authentic Cultural experience and Local Economy

PROBLEM STATEMENT

Tourists for the lack of adequate tourism related information online, fails to explore the city to its fullest. In most cases only mainstream places get highlighted. This is majorly contributed by the lack of awareness and unavailability of authentic tourism experiences.

Lack of availability and/visibility of tourism-related information, online for tourist-centric cities



Lack of authentic tourism experience



The data present with the government authorities are not gathered on any digital platform



Lack of empathy towards tourist destinations



Each department working in silos



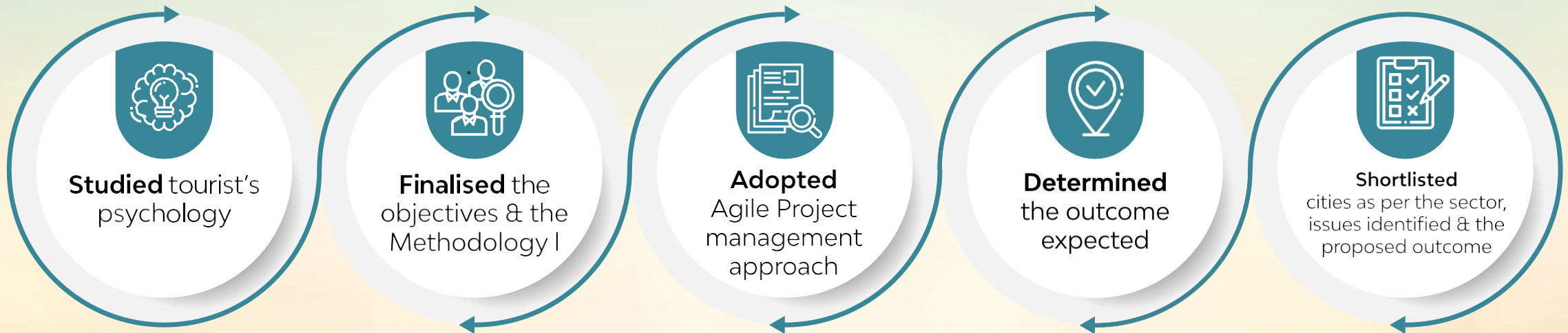
ISSUES IDENTIFIED



PROCESS OF IDEATION AND ARRIVING AT THE PROJECT BRIEF



PROCESS OF IDEATION AND ARRIVING AT THE PROJECT BRIEF



PROPOSED SOLUTION

Physical intervention: Cultural mapping

Digital intervention: A tourist centric mobile application

- Acting as an Aggregator
- Enhancing Authentic Cultural encounter
- Strengthening the local economy
- A digital hub for connecting people to places



CHOSEN SMART CITY - VARANASI



THE PROCESS OF CULTURAL MAPPING

Data Collected



8 Handloom
Societies

13 Handicraft
artisans (6 GI Crafts)

2 Museums

10 streets
of Varanasi

19 Local
Food Outlets

10 Local
Events & Festivals

84 ghats
photo and video
documentations

9 Religious
Sites



THE PROCESS OF CULTURAL MAPPING

Information collected as a part of Cultural Mapping:

Location



Name of the owner



Product details

Process of production



History of the product & the shop

Oral narratives



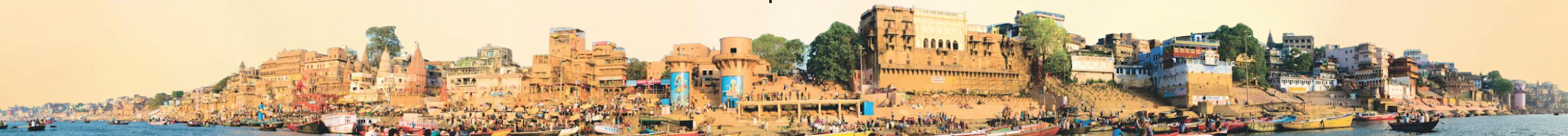
Photo & video documentation

Activities & engagements

Cost of the product & average time of production

Timings if any

Photo & video documentation



DEVELOPMENT OF PROJECT



**Stakeholder
Identification**



**Coordinating
with Nodal
Officer for
contact
information**



**Liaising with
city officials for
data on
tourism**



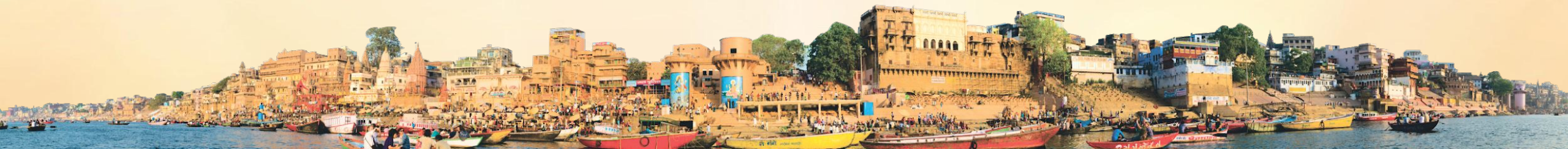
**Creating
UI/UX for
the
application**



**Carrying out
on-site
cultural
mapping**



**Collating and
sorting data**



CHALLENGES

The issue of duplicacy

- The project is faced with the issue of being alike to other private applications
- Varanasi city already have a digital website on tourism

Reaching out to stakeholders:

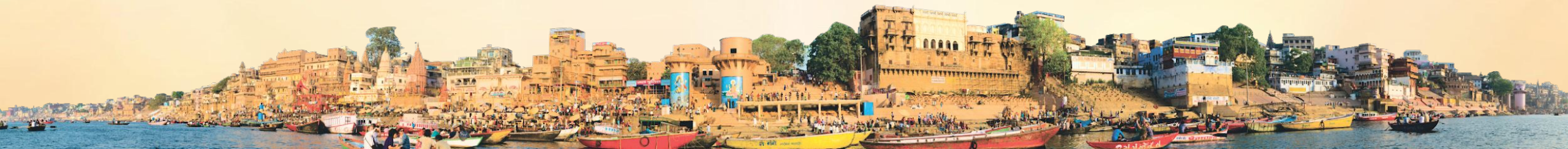
- Identification of stakeholders

Data collection & sorting:

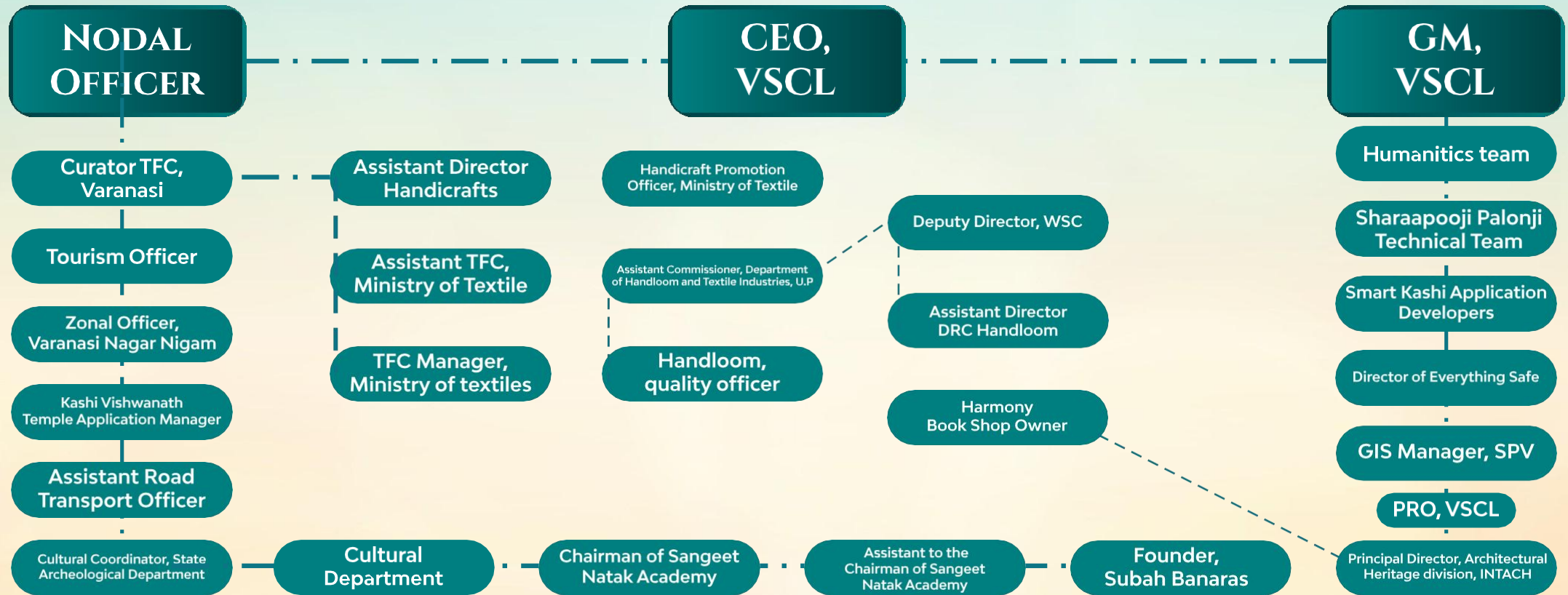
- Provision of incomplete data sets
- Most data-sets provided in Devanagari Script

Time and human resource constraints:

- Liaising with stakeholders within their limited availability
- Major cut down on the application features
- Vast scope for project

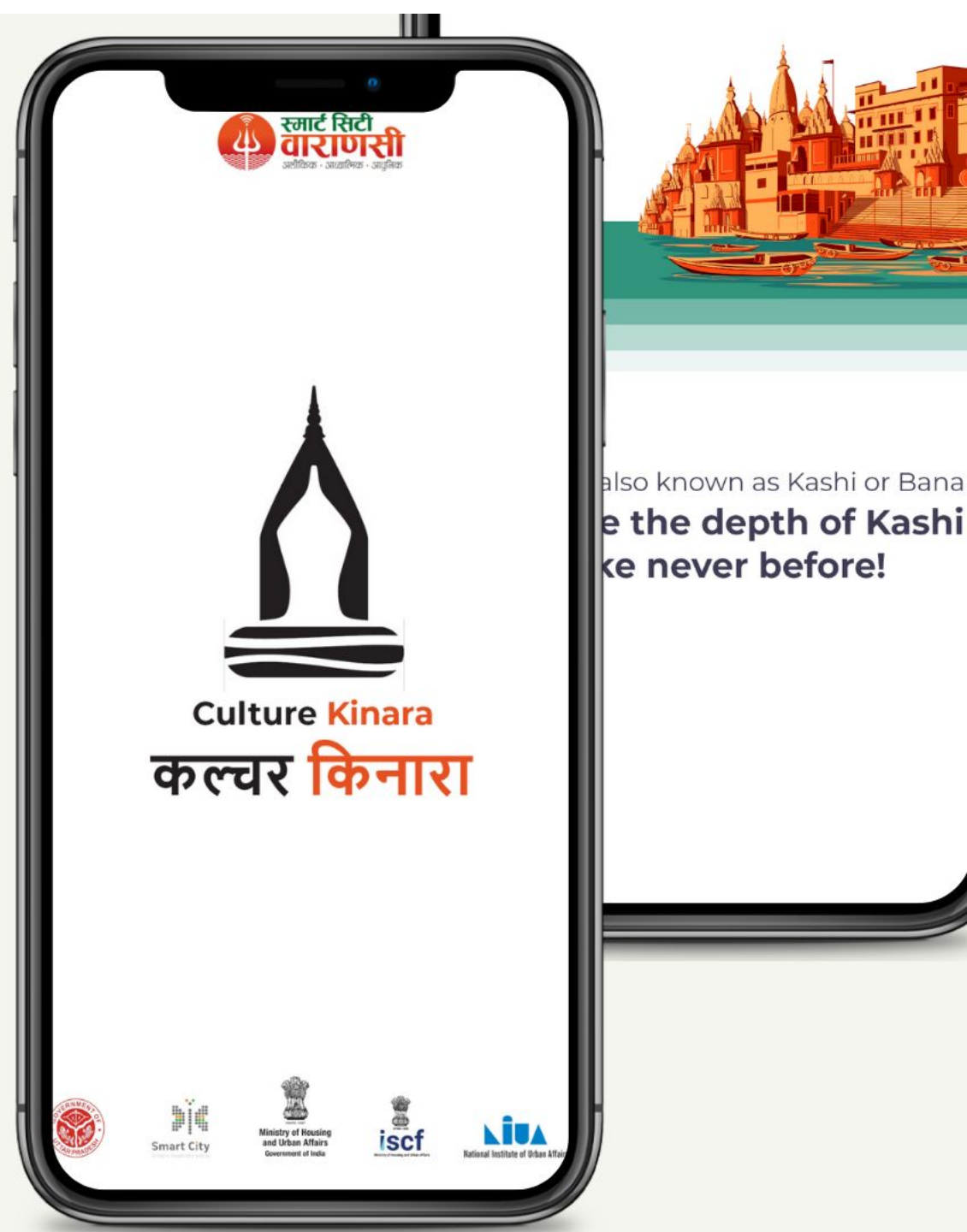


ENGAGEMENTS MADE



CULTURE KINARA

A smart tourist application that will help you navigate through Kashi seamlessly !





Application Menu

SECTIONS COVERED

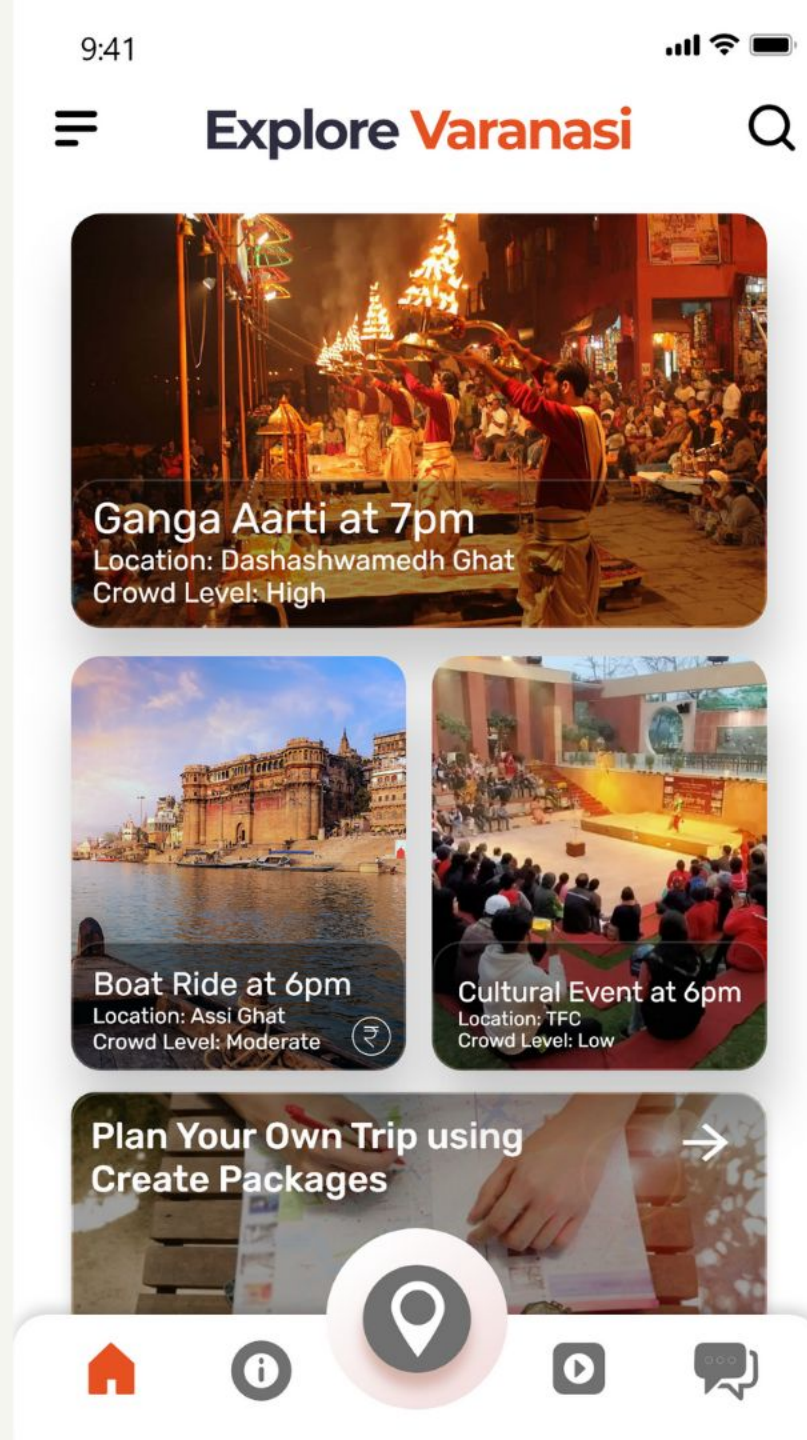
Explore Section

Reading Section

Map Section

Media Section

Chat Section



Explore Varanasi

EXPLORE SECTION

The landing screen of the application consists of :

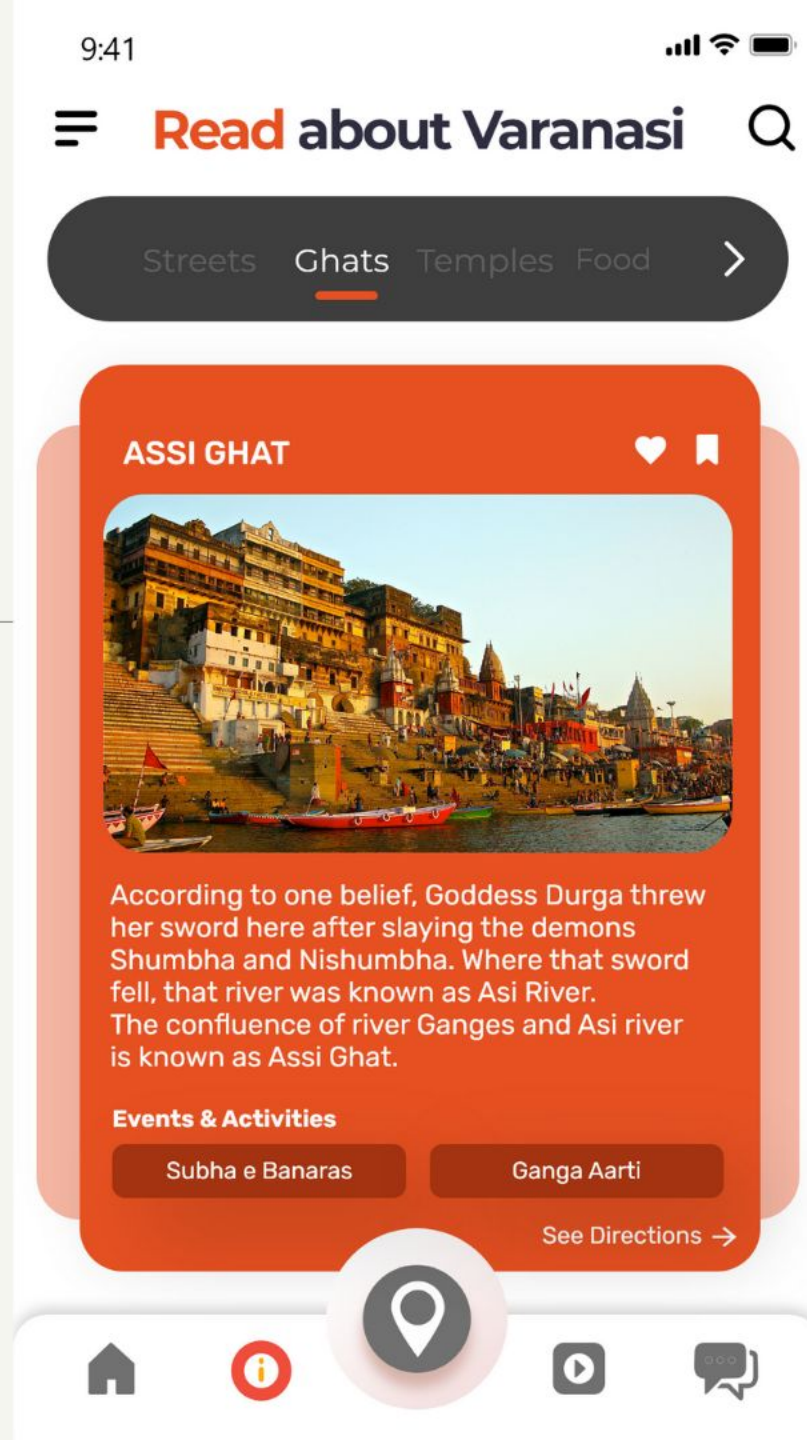
1. Live and Upcoming Events
2. News Updates and Announcements
3. Favoured Recommendations
4. Shortcut to the Itinerary Planner
5. Weather Forecast
6. Feedback Feature (Pop up)

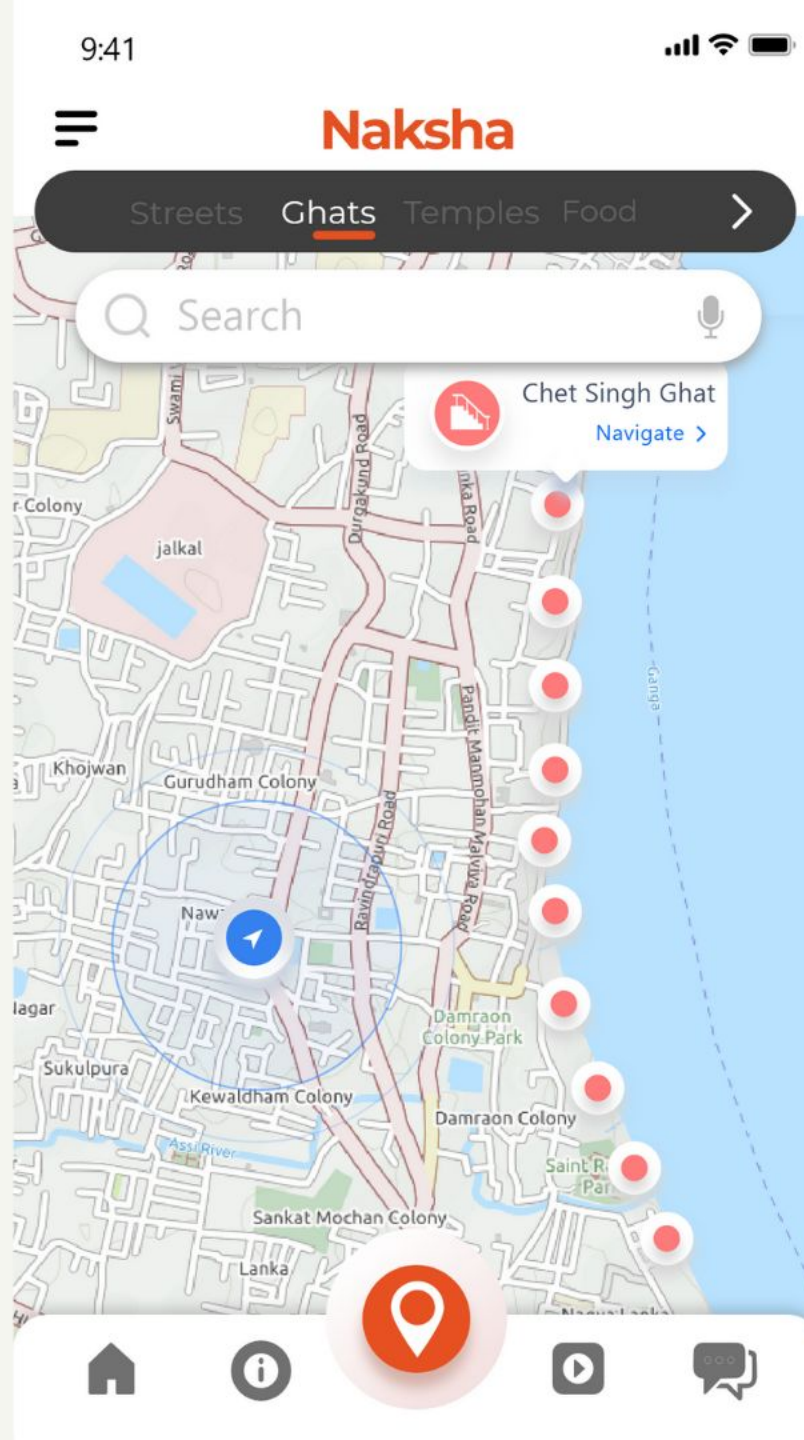
Read about Varanasi

READING SECTION

Card style information to read on:

1. Ghats
2. Religious Sites
3. Streets
4. Marketplaces
5. Events & Festivals
6. Types of Handicraft products
7. Types of Handloom products
8. Places to eat
9. Museums
10. Dance & Music Gharanas
11. Parks & Gardens
12. Malls
13. Famous Personalities





Naksha

MAP SECTION

Map interface consisting of:

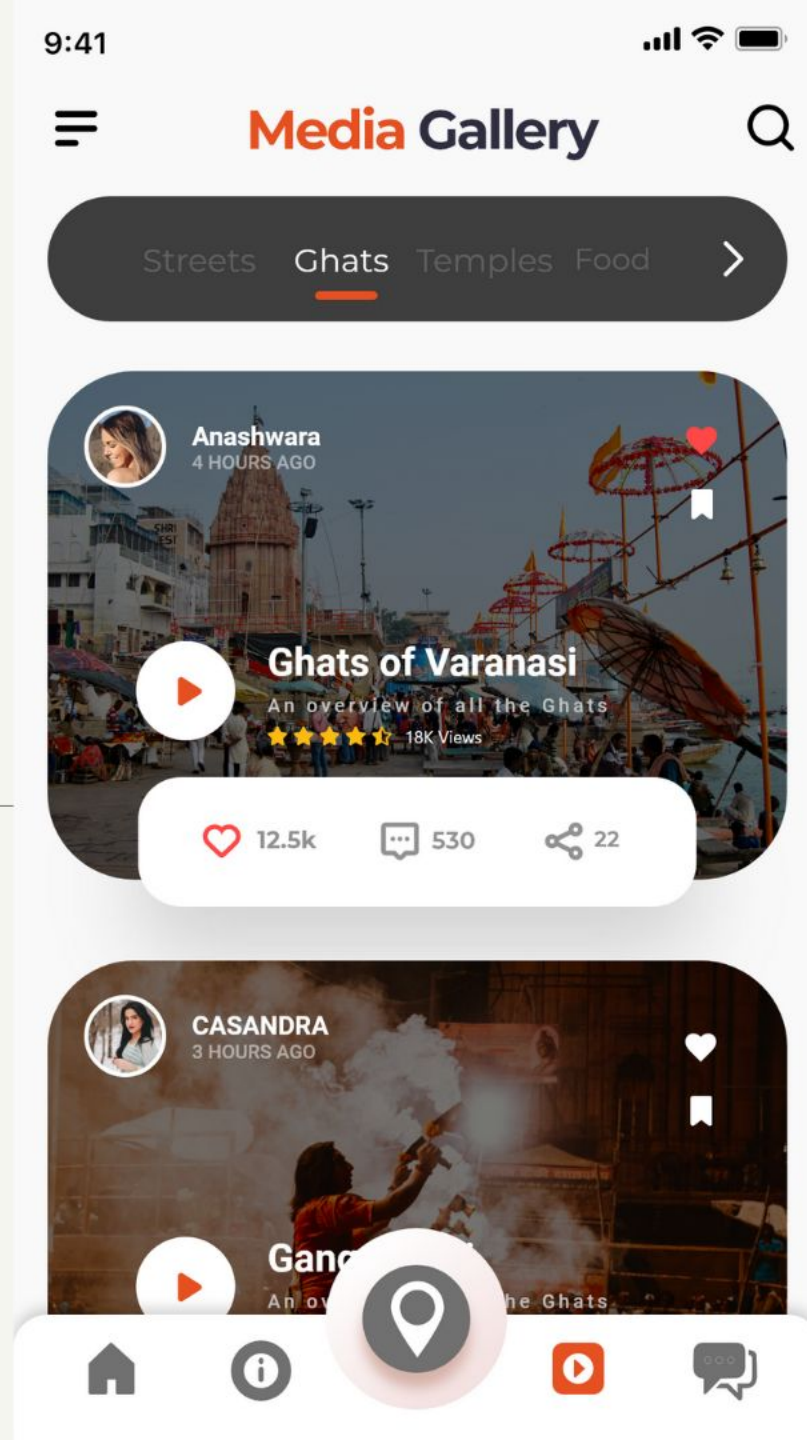
1. Curated Cultural Map of Varanasi
2. Navigation Feature
3. Location Sharing Feature (1+ users)
4. Itinerary Planner - Chalo Chalein

Chal Chitra

MEDIA SECTION

A Virtual tour of Varanasi consisting of curated:

1. Videos
2. Pictures
3. 360-degree media



9:41



Samvaad



CULTURAL



RELIGIOUS



RECREATIONAL



OTHER



Samvaad

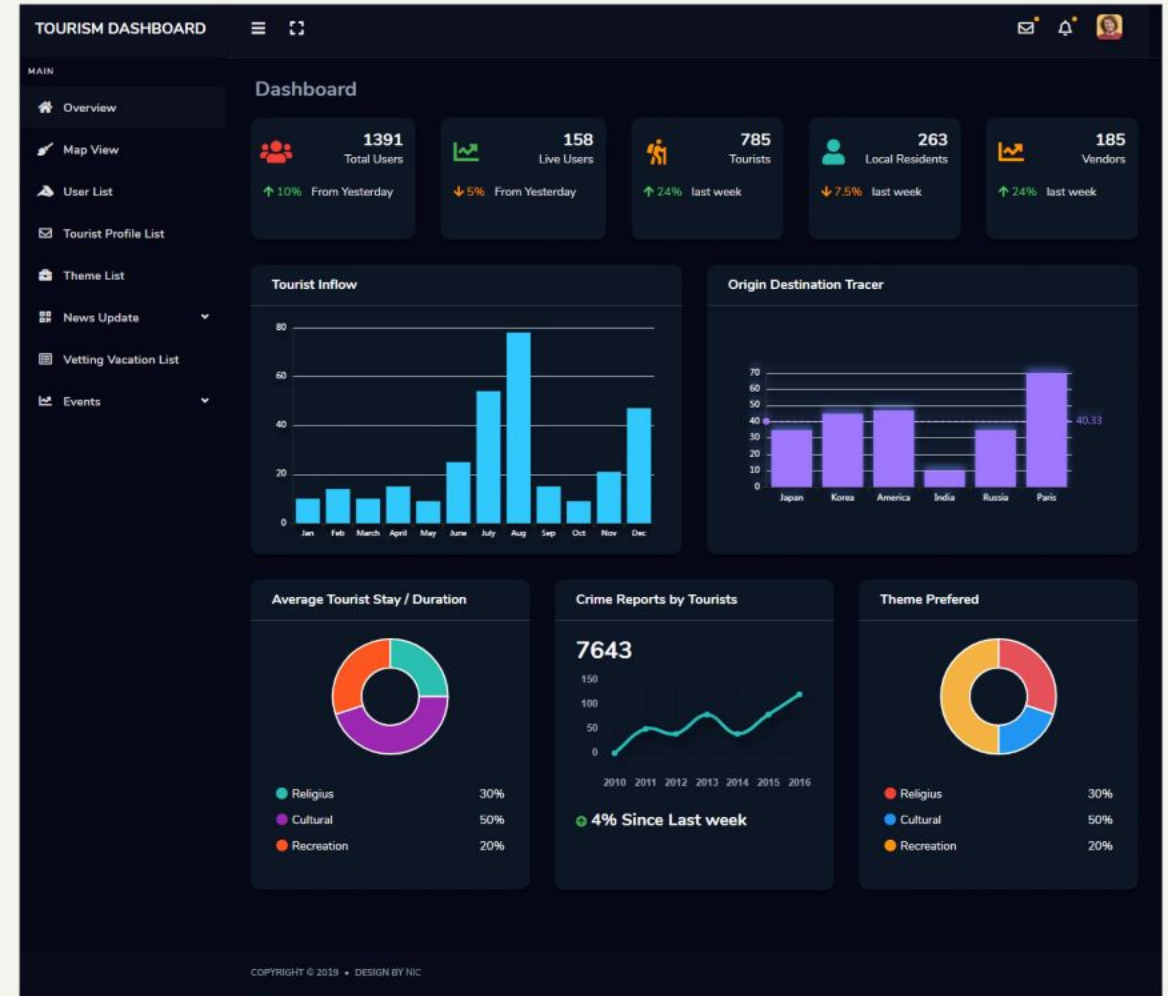
CHAT SECTION

A unique chat section, lets you connect with locals and tourists all over the Globe across the following chatrooms:

1. Cultural
2. Religious
3. Recreational
4. Others

TOURISM DASHBOARD

The Tourism Dashboard is to understand the travel behaviour of tourists. It will allow the tourism industry to access information on tourist behaviour in unprecedented detail.





Dashboard Menu

SECTIONS COVERED

Tourist Statistics

Map View

Feedback Section

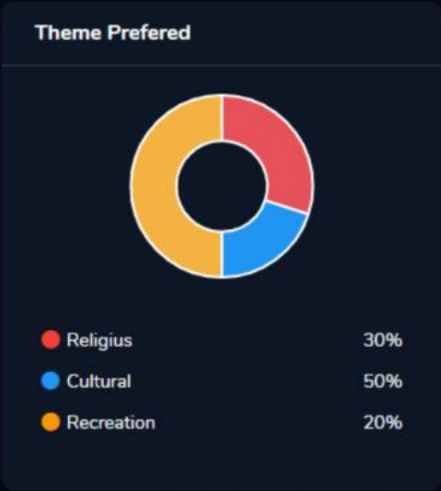
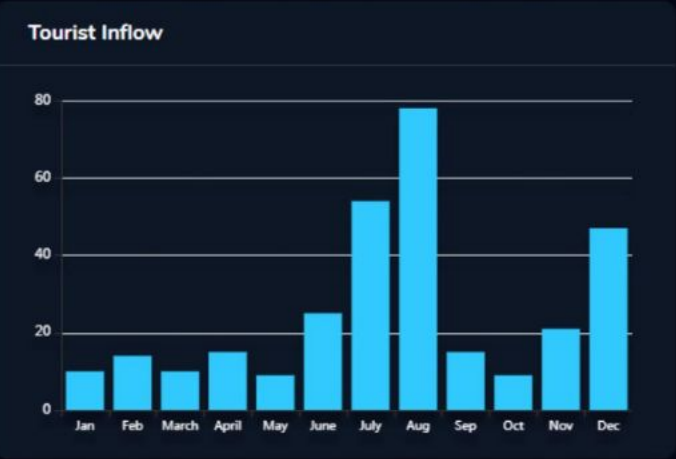
Contribution Statistics

Vetting Section

Information Dissemination Section

- Overview
- Map View
- User List
- Tourist Profile List
- Theme List
- News Update
- Vetting Vacation List
- Events

Dashboard



Tourist Statistics

ALL TOURIST-RELATED STATS

1. Tourist, Local Residents and Vendor count
2. Tourist Inflow
3. Origin Destination Tracer
4. Average Tourist Stay/Duration
5. Themes preferred by Tourists

CRITIQUE OF PROJECT

Accessibility issues:

- The apprehension that the elderly community might not be technologically equipped to make use of the application
- No robust travel roadmap to connect tourists to the artisans workshops

Connectivity issues:

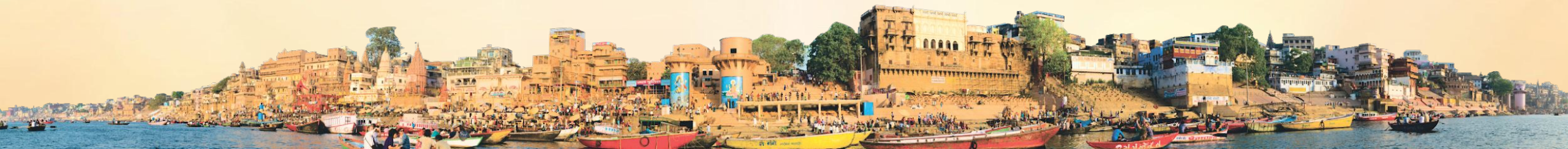
- The application might not function properly because of network connectivity issues

Limitation on themes covered:

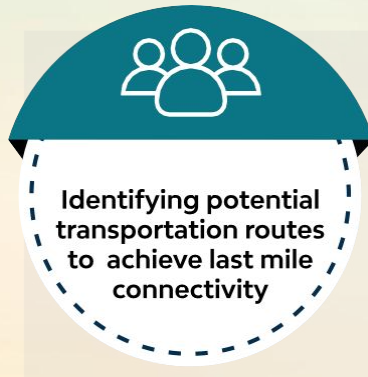
- Only three themes selected for pilot phase
- Data collection mostly restricted to secondary resources

Possible Solutions:

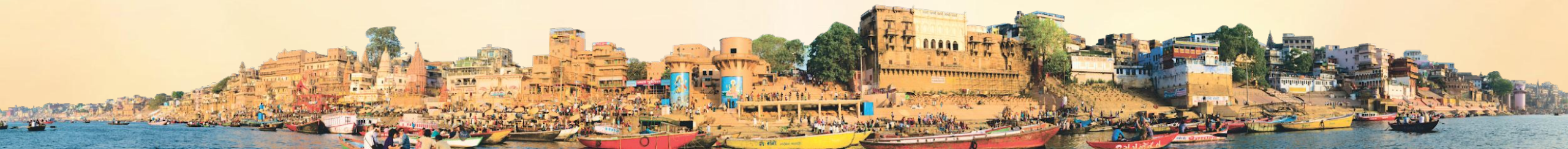
- Product's UI to be kept simple & minimal
- Systematisation and formalisation the transport system
- The maps in the application can be downloaded and used in offline mode
- More themes to be added to the platform phase wise
- Collaboration can be made with organizations to carry out a more extensive primary data collection



SCOPE OF SCALABILITY/ REPLICABILITY,



The product can be used in all tourist centric cities by just changing the name and replacing the datasets with datasets from the specific city eg. Chennai, Jaipur, Gangtok, Ladakh(India's Map to be included with this point)



PLAN FOR PHASE 2



Building a robust transportation node; formalising the e-rickshaw system in Varanasi



Organising skill training programs for guides & inducting them into the application



Further adding layers of themes; responsible & eco-tourism



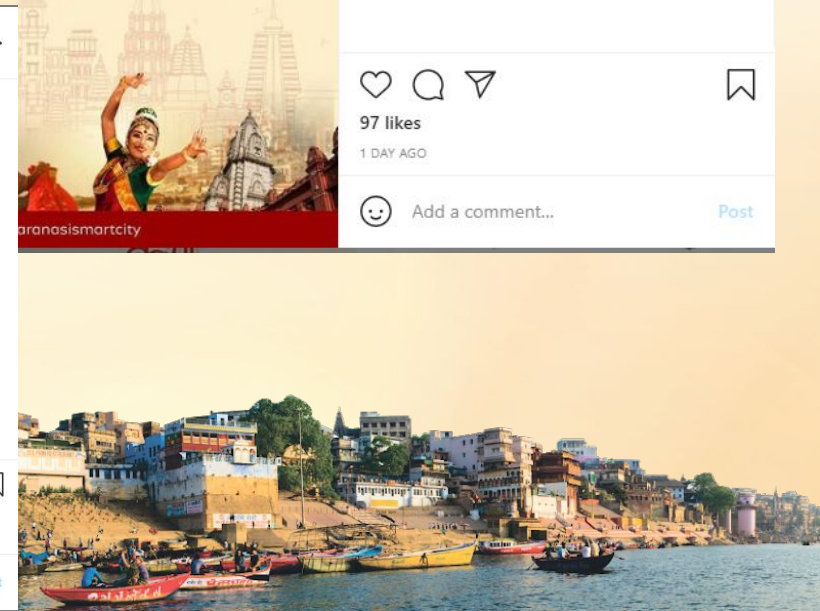
Digitising the process of vendor onboarding



Populating the application with more data



SOCIAL MEDIA OUTREACH BY VARANASI SMART CITY INSTAGRAM



SOCIAL MEDIA OUTREACH BY VARANASI SMART CITY TWITTER

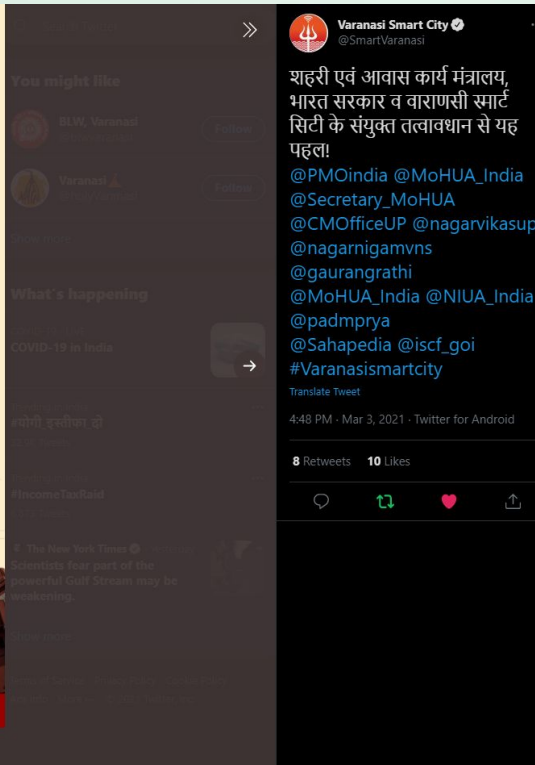


iscf Smart City NIUA Ministry of Housing and Urban Affairs Government of India स्मार्ट सिटी वाराणसी

**शहरी एवं आवास कार्य मंत्रालय,
भारत सरकार**

द्वारा 'इंडिया स्मार्ट सिटी फेलोशिप प्रोग्राम' के ज़रिए
“टीम एन्हांस” का चयन वाराणसी स्मार्ट सिटी हेतु
किया गया।

SmartVaranasi vscvns varanasismartcity



Varanasi Smart City @SmartVaranasi

शहरी एवं आवास कार्य मंत्रालय,
भारत सरकार व वाराणसी स्मार्ट
सिटी के संयुक्त तत्वावधान से यह
पहल!

@PMOIndia @MoHUA_India
@Secretary_MoHUA
@CMOfficeUP @nagarvikasup
@nagarnigamvns
@gaurangrathi
@MoHUA_India @NIUA_India
@padmparya
@Sahapedia @iscf_goi
#Varanasismartcity

4:48 PM · Mar 3, 2021 · Twitter for Android

8 Retweets 10 Likes



Varanasi Smart City @SmartVaranasi · Mar 3

शहरी एवं आवास कार्य मंत्रालय, भारत सरकार व वाराणसी स्मार्ट सिटी के संयुक्त
तत्वावधान से यह पहल!

@PMOIndia @MoHUA_India @Secretary_MoHUA @CMOfficeUP
@nagarvikasup @nagarnigamvns @gaurangrathi @MoHUA_India
@NIUA_India @padmparya
@Sahapedia @iscf_goi
#Varanasismartcity

शहरी एवं आवास कार्य मंत्रालय,
भारत सरकार एवं वाराणसी स्मार्ट सिटी

के संयुक्त प्रयासों से क्वार्टी में पर्यटन को बढ़ावा देने एवं सुगम बनाने हेतु
स्मार्ट मोबाइल एप्लीकेशन पर कार्य किया जा रहा है,
शिवराम वाराणसी आगे पर्यटकों को एक संयुक्त डिजिटल प्लेटफॉर्म से भराव से
यहाँ के पर्यटन व्यवसाय, हस्तकला एवं अन्य सभी दुकानों के बारे में सुविधा
किया जाएगा।

शहरी एवं आवास कार्य मंत्रालय,
भारत सरकार

द्वारा 'इंडिया स्मार्ट सिटी फेलोशिप प्रोग्राम' के ज़रिए
“टीम एन्हांस” का चयन वाराणसी स्मार्ट सिटी हेतु
किया गया।

उपदेशक के रूप में -

सुश्री वैशालिका
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(मिशन विरोध)

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(वाराणसी, अर्जुन मिशन)

श्री रोहिणी देवगन
(अर्जुन मिशन, पौर मिशन)

सु. पद्मप्रिया ज्ञानकिर्तन
(राजस्थान विदेश, राजस्थान)

सु. मधु मधकरी
(राजस्थान विदेश, राजस्थान)

8 10



**Rohitaash
Debsharma**



**Roopal
Chopra**



**Veronica
Wijunamai**



Thank You!

**FROM
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