iscf
Ministry of Housing and Urban Affairs

National Institute of Urban Affairs

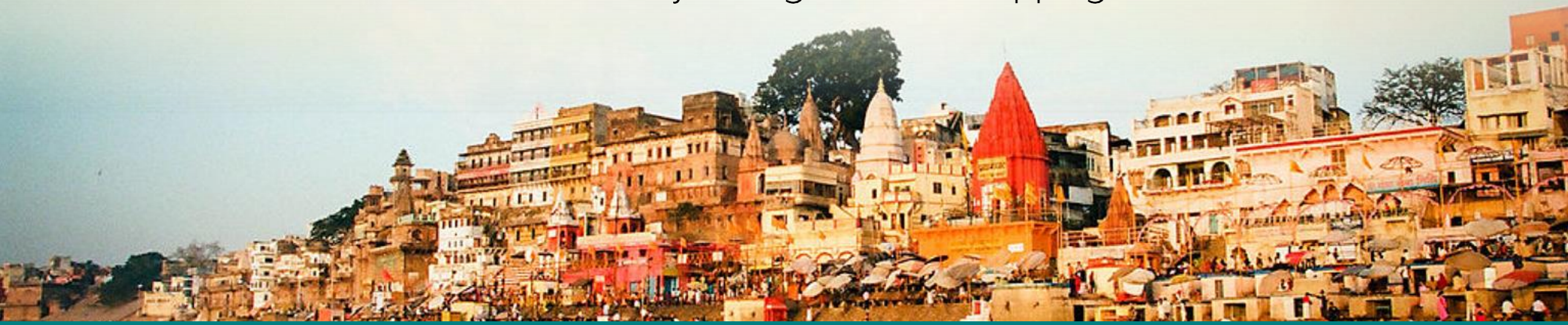
ENHANCE
EXPLORE THE UNEXPLORED

स्वच्छ भारत
एक कदम स्वच्छता की ओर

Ministry of Housing and Urban Affairs
Government of India

TEAM ENHANCE

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



India Smart Cities Fellowship Programme 2020-21

ISSUE IDENTIFIED

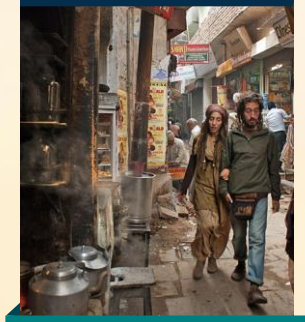
Sector - Tourism

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

Brainstorming sessions

Identified the issues related

Researched on concepts of tourism

Arrived at the need of the project

Evaluated the factors to be considered while forming the proposal

Process of ideation and arriving at the project brief

Studied tourist's psychology

Finalised the objectives & the Methodology I

Adopted Agile Project management approach

Determined the outcome expected

Shortlisted cities as per the sector, issues identified & the proposed outcome

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 fis aced 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:

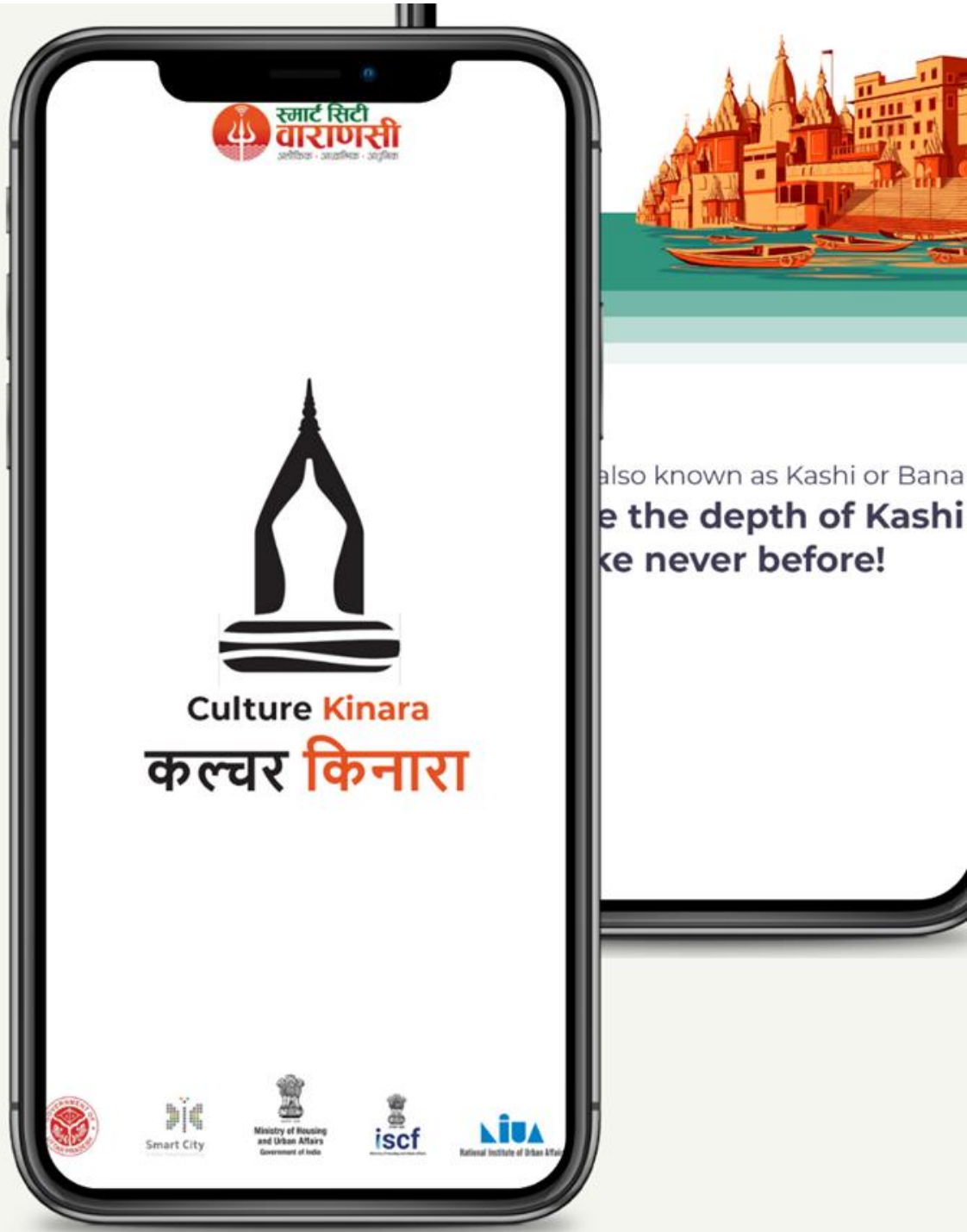
- Liaising with stakeholders within their limited availability
- Major cut down on the application features
- Vast scope for project

ENGAGEMENTS MADE

- **Nodal Officer**
  - Curator TFC, Varanasi
  - Tourism Officer
  - Zonal Officer, Varanasi Nagar Nigam
  - Kashi Vishwanath Temple Application Manager
  - Assistant Road Transport Officer
  - Cultural Coordinator, State Archeological Department
- **CEO, VSCL**
  - Assistant Director Handicrafts
  - Assistant TFC, Ministry of Textile
  - TFC Manager, Ministry of textiles
  - Handicraft Promotion Officer, Ministry of Textile
  - Assistant Commissioner, Department of Handloom and Textile Industries, U.P
  - Handloom, quality officer
  - Deputy Director, WSC
  - Assistant Director DRC Handloom
  - Harmony Book Shop Owner
  - Cultural Department
  - Chairman of Sangeet Natak Academy
  - Assistant to the Chairman of Sangeet Natak Academy
  - Founder, Subah Banaras
- **GM, VSCL**
  - Humanitics team
  - Sharaapooji Palonji Technical Team
  - Smart Kashi Application Developers
  - Director of Everything Safe
  - GIS Manager, SPV
  - PRO, VSCL
  - Principal Director, Architectural Heritage division, INTACH

CULTURE
KINARA

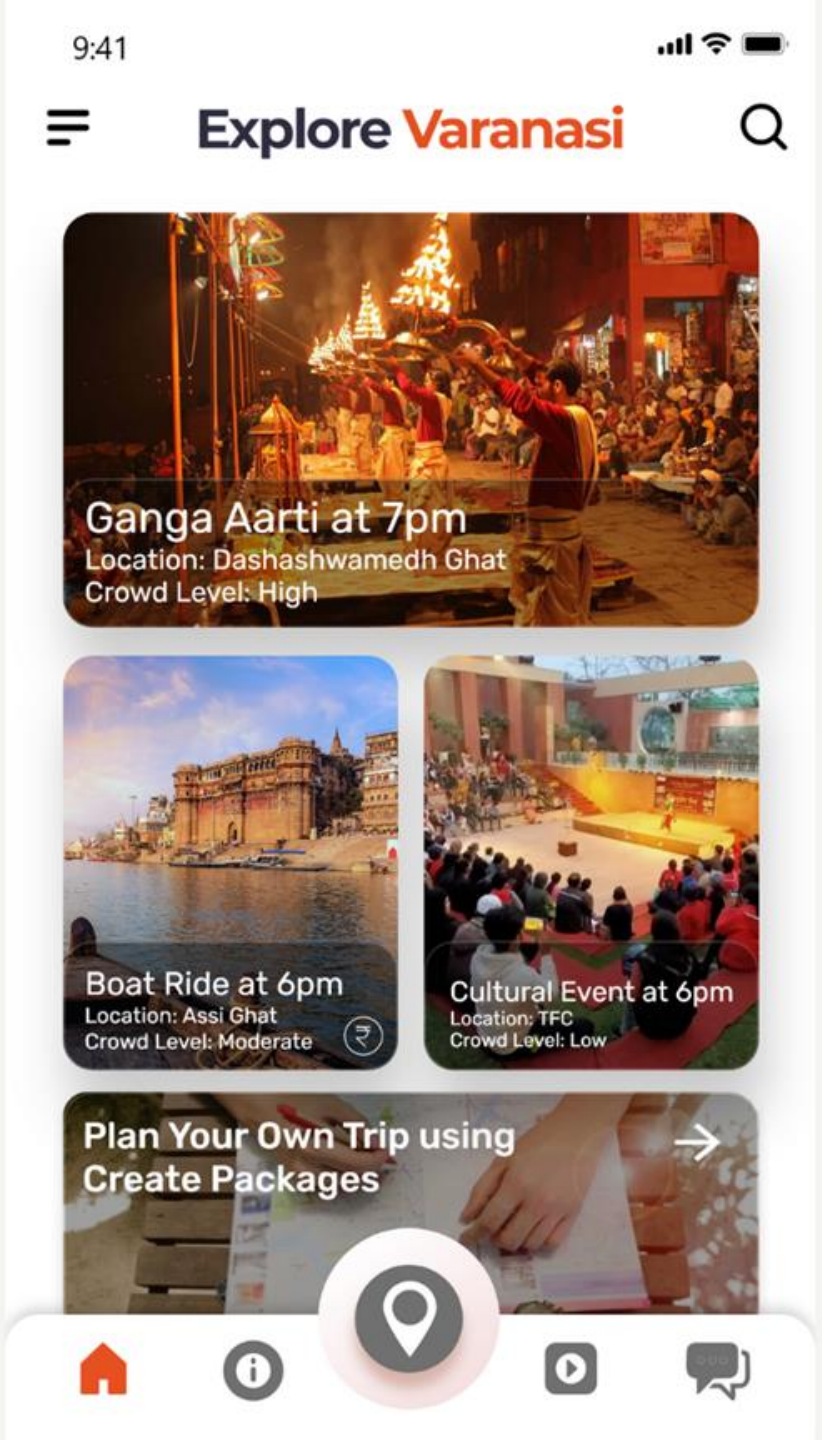
A smart tourist application that will help you navigate through Kashi seamlessly !



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 :

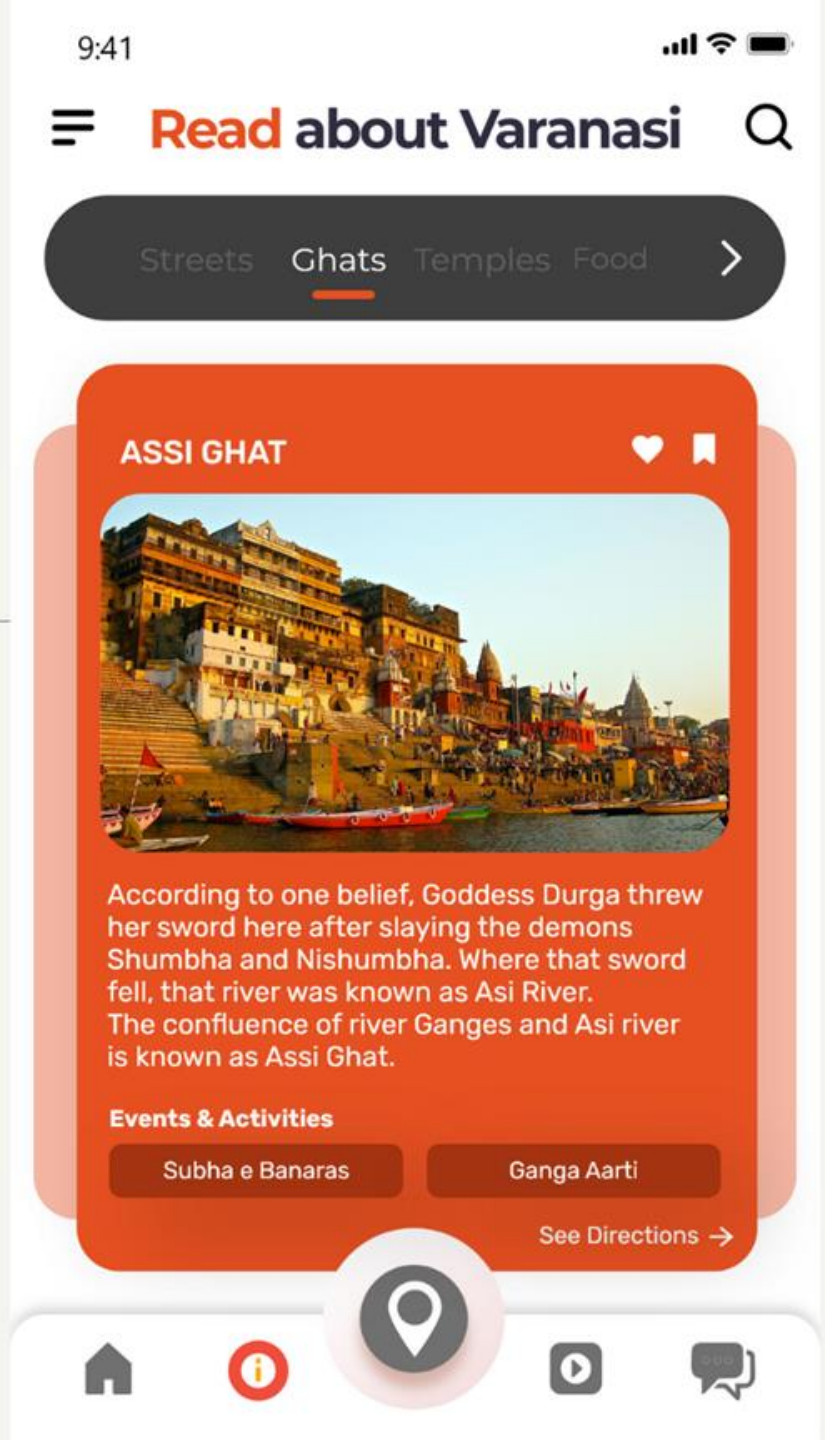
1. Live and Upcoming Events
2. News Updates and Announcements
3. Favoured Recommendations
4. Shortcut to the Itinerary Planner
5. Weather Forecast
6. Feedback Feature (Pop up)

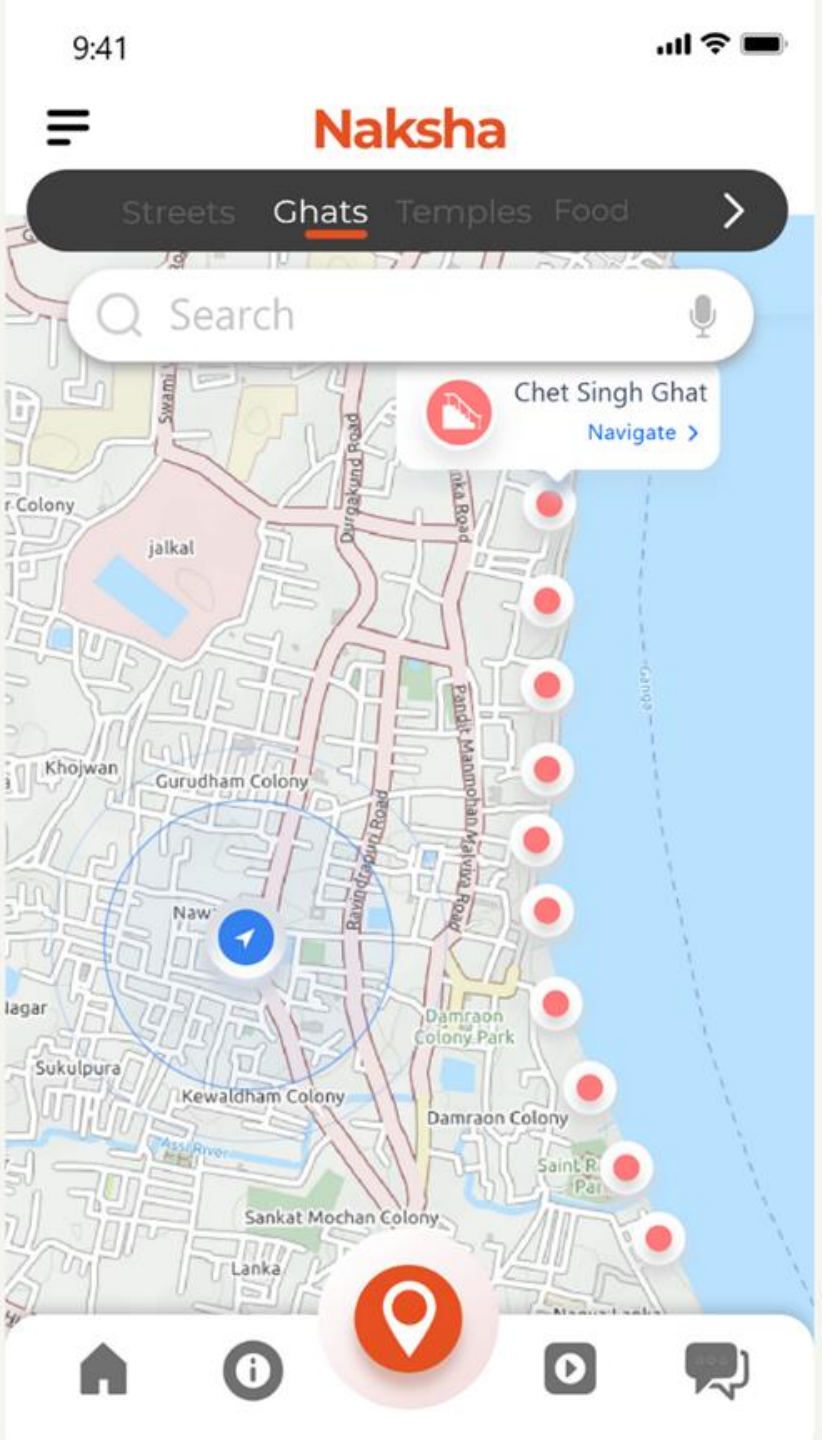
Read about Varanasi

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:

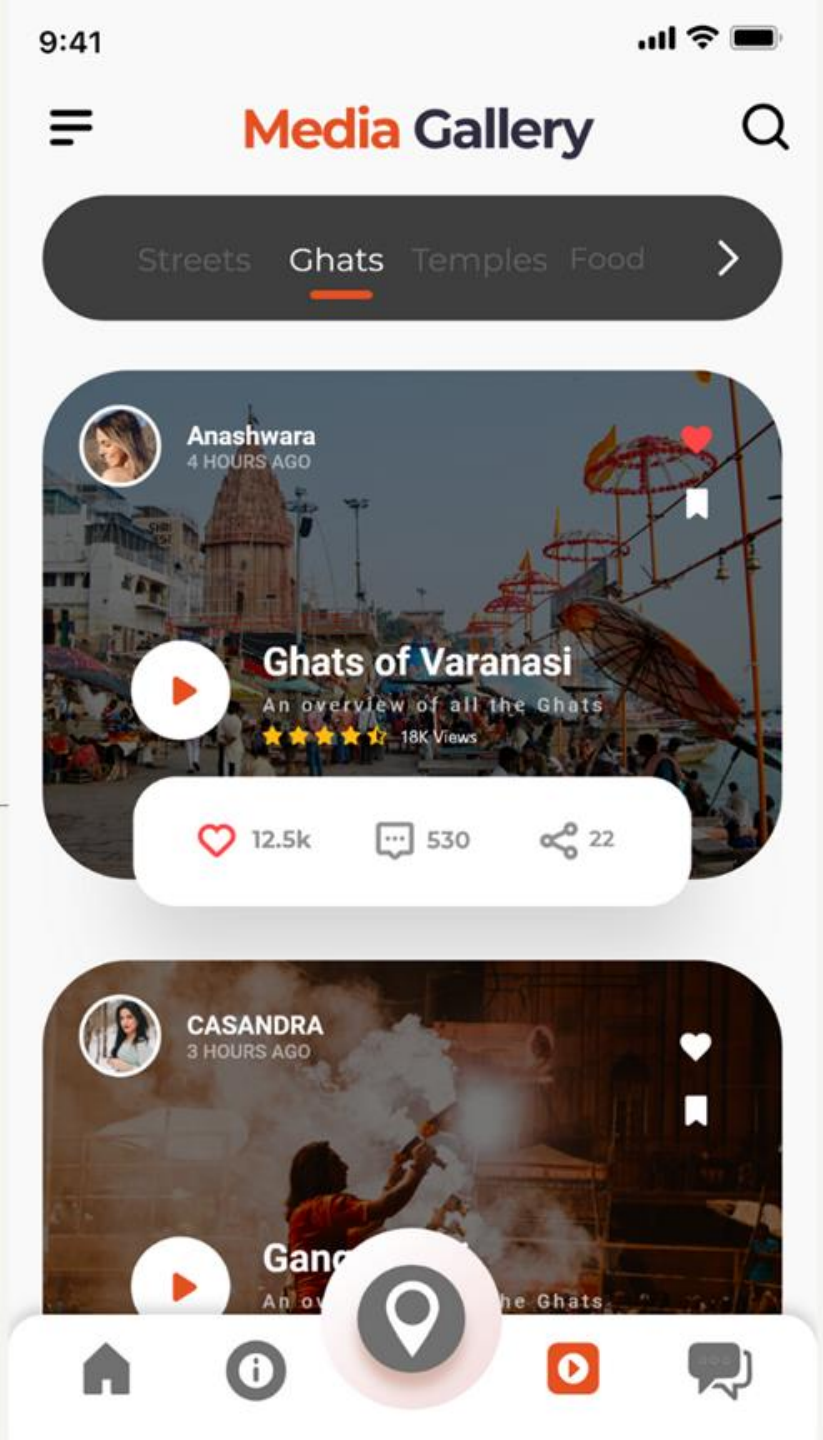
1. Curated Cultural Map of Varanasi
2. Navigation Feature
3. Location Sharing Feature (1+ users)
4. Itinerary Planner - Chalo Chalein

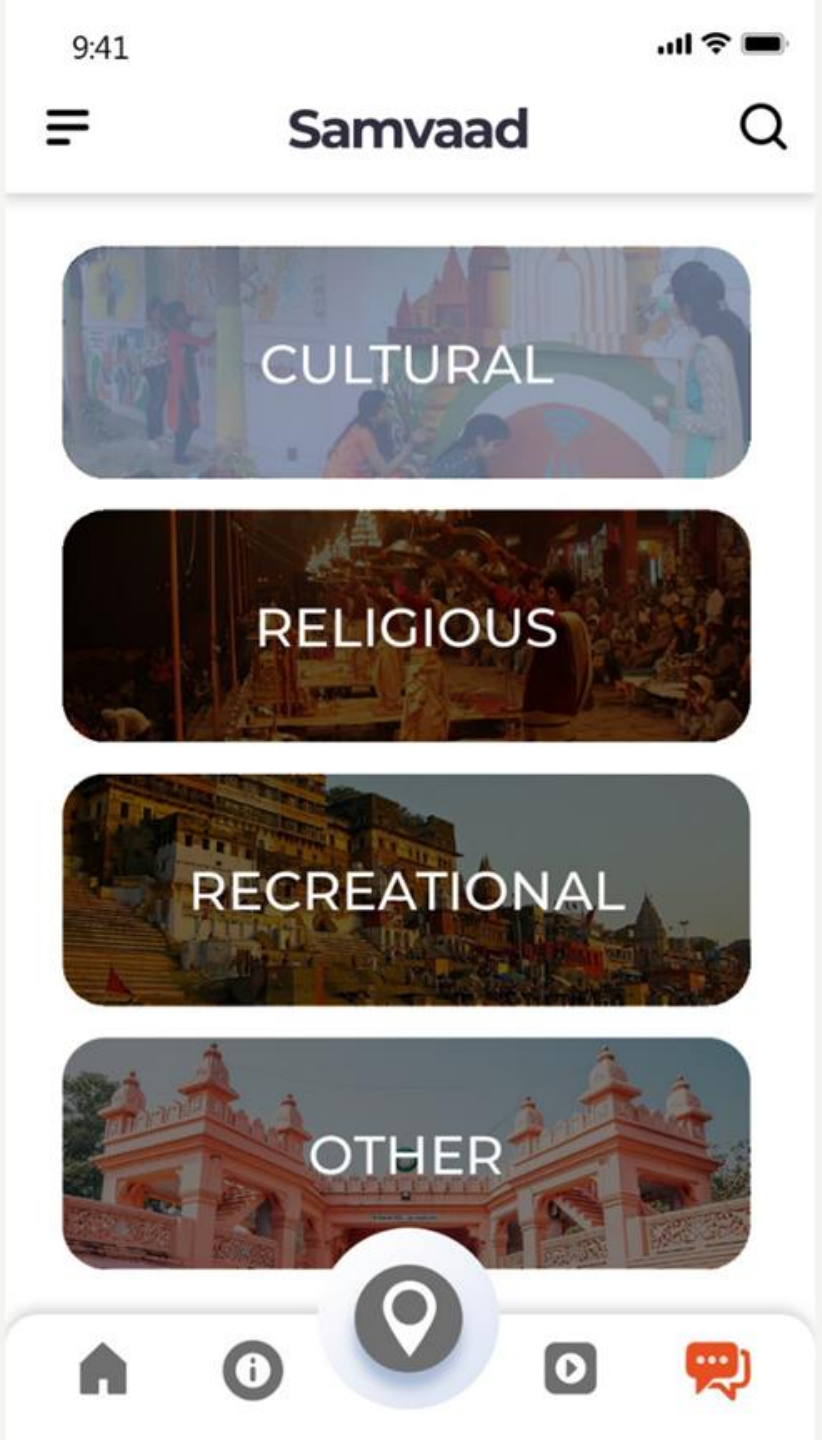
Chal Chitra

MEDIA SECTION

A Virtual tour of Varanasi consisting of curated:

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





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

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,

Map all inclusive public spaces in the city

Identifying potential transportation routes to achieve last mile connectivity

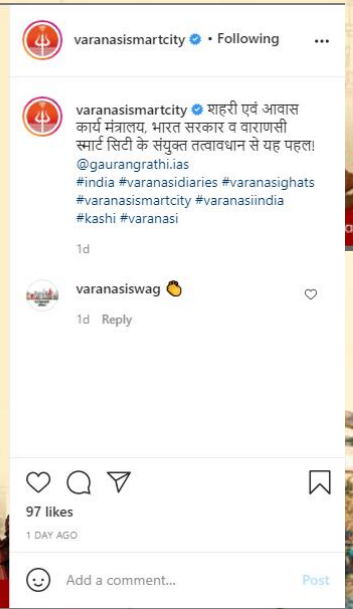
Integrating transactional facilities to benefit locals as well the ULB

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

Rohitaash Debsharma

Roopal Chopra

Veronica Wijunamai

Thank You!

FROM TEAM ENHANCE

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