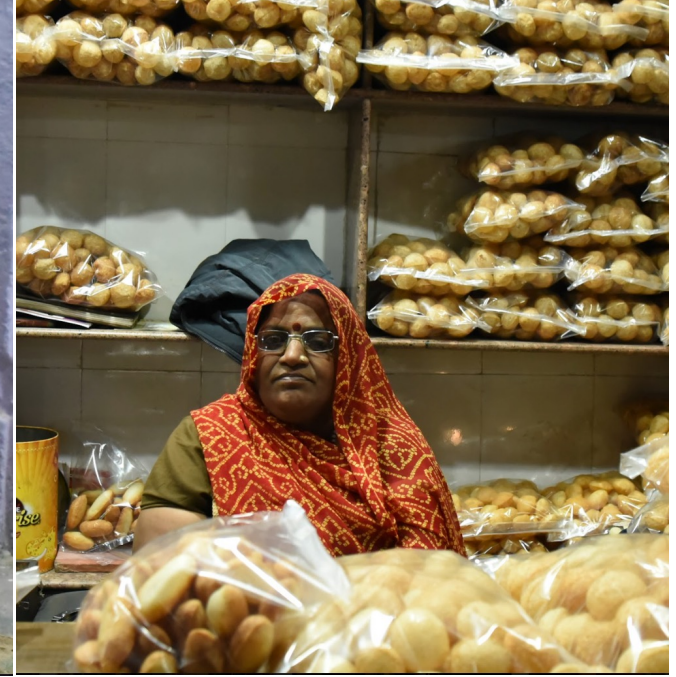


Dronah



Jaipur Sthapna Diwas : 18 Nov' 2022



Digital interventions assisting Promotion and Preservation of Crafts
On-boarding local community

Chowkri walk series

Mandate

DRONAH and AUGTRAVELER identifies and documents the tangible and intangible cultural heritage of JAIPUR UNESCO WORLD HERITAGE CITY.

Its unique traditions and rituals; culinary habits; dependence on environment; Cathartic practices; Ichnographic accounts of the communities and their thought processes; highlighting nuances of Ecology, Flora & Fauna and their impact on living heritage.

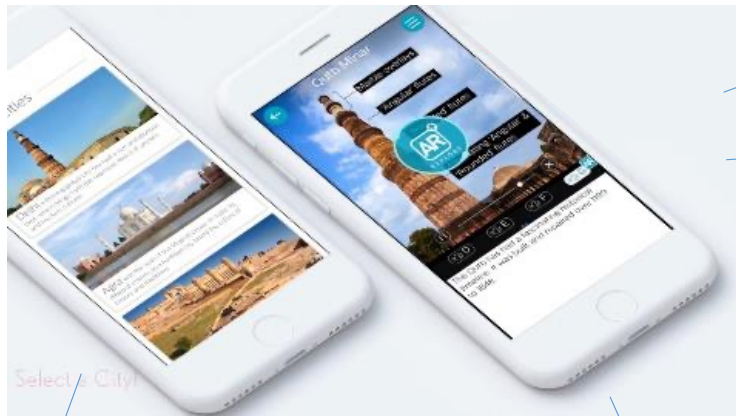
By way of curating self guided Augmented reality and multimedia based walks to draw linkages to modern day settlements **and appreciate traditional knowledge systems.**

This will compliment visitor experiences on their visits and even virtually.

Self-guided AR & Multimedia enabled Heritage walks and cultural trails on Augtraveler platform



Include AR based 3D models and 360 videos where required to enhance experience

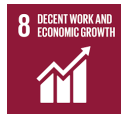


Geo-Location enabled Heritage/ Cultural trails/ walks

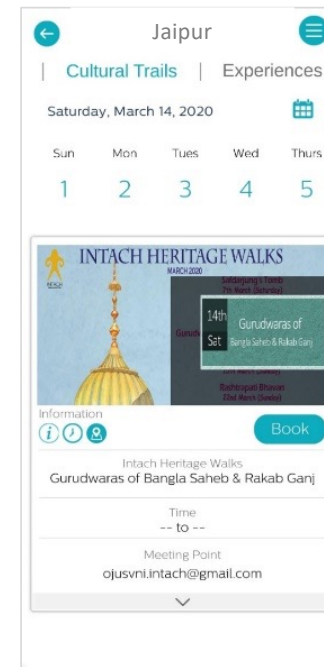
Curated market place by local community

Multi-Lingual support Languages: Hindi, English

Augmented Reality & multimedia based interpretation of the points of interest - Extended Virtual Reality based 360 immersive experiences

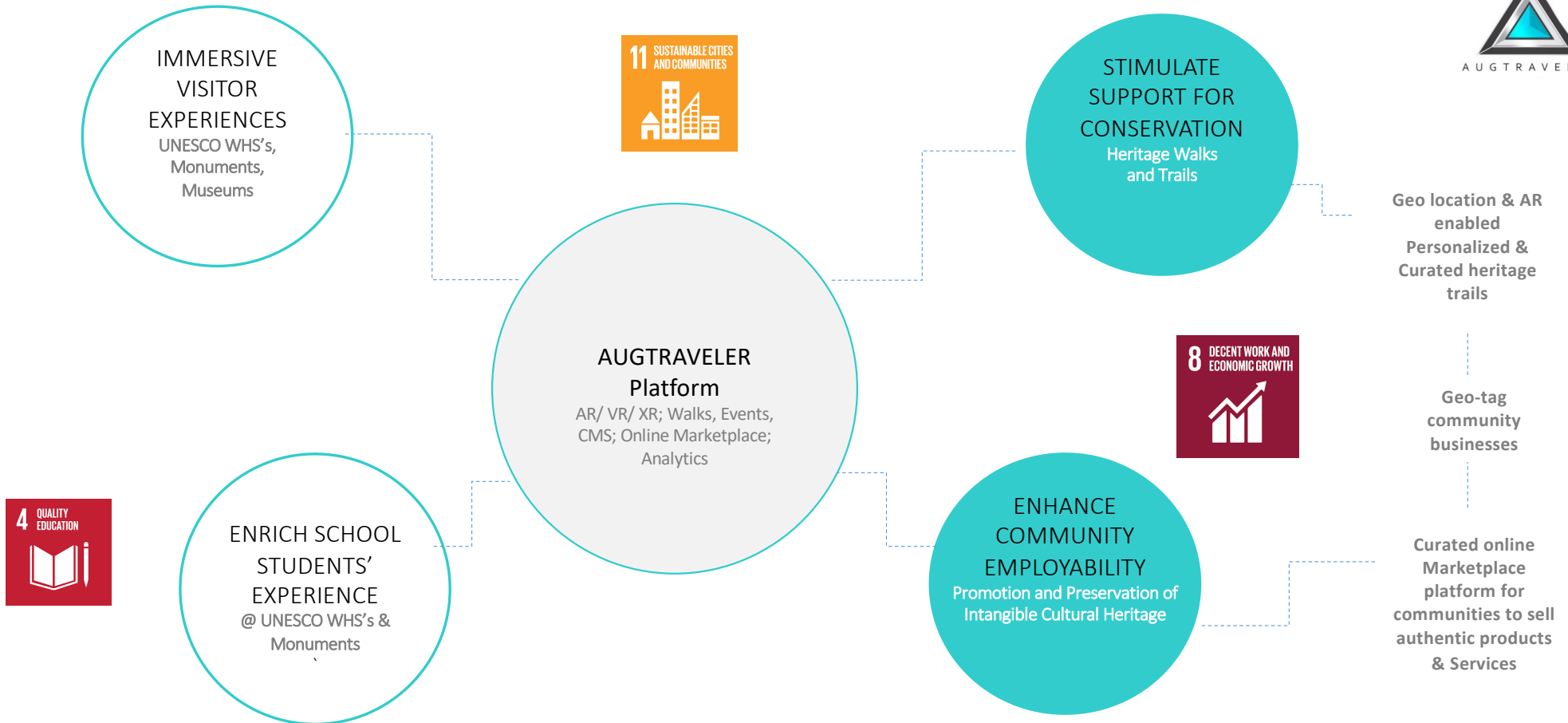


UN Sustainable Development Goals Alignment



We also propose to list all key Culture and Heritage based events proposed to be organized in Jaipur on the Calendar widget of Augtraveler to ensure 'outreach' and 'engagement' for the visitors and citizens of Jaipur.

Digital Intervention - Thematic Areas **In Focus**



CMK Experience – In Focus

ENRICHING CULTURAL WALKS & TRAILS

ENABLING COMMUNITY EMPLOYABILITY

Use of Technology for Support of Conservation of Heritage highlighted in UNESCO Creative City of Crafts & Folk-Art Report Dec 2019



App based program to enhance the walk experience

The app is designed to be used in person and through a QR code

Community led curated online market place to promote their handicrafts, handlooms, artefacts, jewelry, home stays, sweets, etc.

Launch of CMK Walk App on Jaipur Founder's Day on 18 November, 2019 by doing an orientation to participants.



United Nations Educational, Scientific and Cultural Organization



Designated UNESCO Creative City in 2015

Jaipur



UNESCO Creative City of Crafts & Folk Art Network

Monitoring Report 2019



CMK Experience – Sustainable Livelihoods of Host Communities

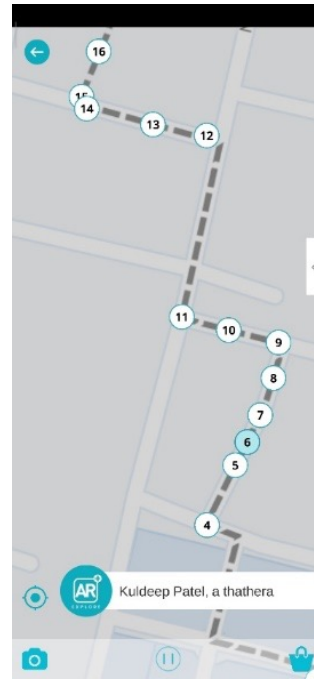
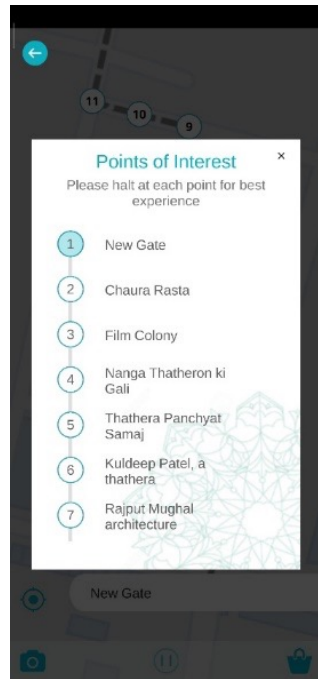
ENRICHING CULTURAL WALKS & TRAILS



Proposed alignment with UN SDG 8.9 (Sub Goal) - Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

ENABLING COMMUNITY EMPLOYABILITY

Geo location based narration in Vernacular Language



AR based triggers to enhance the walk experience

CMK Experience – Sustainable Livelihoods of Host Communities

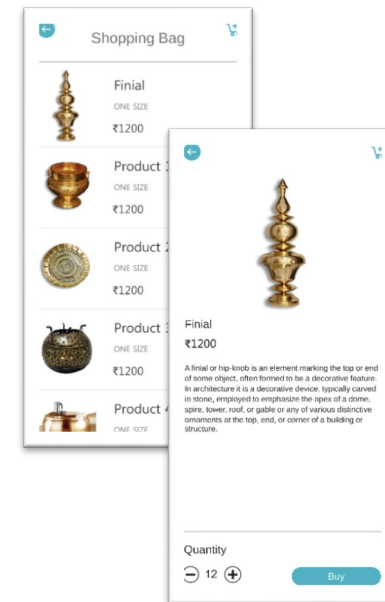
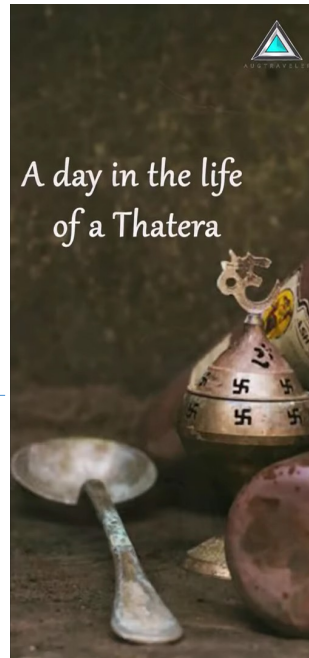
ENRICHING CULTURAL WALKS & TRAILS



Proposed alignment with UN SDG 8.9 (**Sub Goal**) - Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

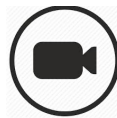
ENABLING COMMUNITY EMPLOYABILITY

AR based triggers interspersed in the Story to enhance the walk experience



Community led curated online market place to promote their **handicrafts, handlooms, artefacts, culinary, home stays, theatre, music, etc.**

Play Videos





CVJ Experience

DRONAH Foundation launches the third walk in its Chowkri walk series - Chowkri Vishweshwarji walk after Chowkri Modikhana Walk and Crafts walk of Chowkri Topkhana Desh

Initiating from Sanganeri Gate, and ending at Badi Chaupar, the meandering streets and markets covered by Chowkri Vishweshwarji walk provides its visitors a unique view of the city wall, the market streets, its built heritage and remnants of historic utilities.

Experience the havelis, haveli temples, chowks and historic water features of Chowkri Vishweshwarji and learn about the 12 street stories linked with the street names of the Chowkris.

Confidential document @ Augtraveler



CVJ Experience

This trail will feature the traditional crafts and trades like gemstone works, jewelry making, perfumery, lac work, traditional sweets, snacks and pickles, textile trading, stitching and embroidery.

DRONAH-F is now developing a digital walk experience with its knowledge partner Aug Traveler

Chowkri Vishweshwarji Walk

Chowkri walk series by DRONAH-F

1 Oct' 22

DRONAH Foundation launches the third walk in its Chowkri walk series - Chowkri Vishweshwarji walk after Modikhana and Topkhana on this year's World Tourism Day - 27 Sept' 22.

Initiating from Sanganeri Gate, ending at Badi Chaupar, after meandering through the streets and markets of Chowkri Vishweshwarji, this walk gives a view of the city wall, market streets, built heritage and remnants of historic utilities. The trail features traditional crafts and trades like gemstone works, jewellery making, perfumery, lac work, traditional sweets, snacks and pickles, textile trading, stitching and embroidery. Reference from Chhattis Karkhana - "Gwalera or Gokhana", "Rasoda or Rasovara", "Aukhad Khana", "Tarkashi" and "Khushbookhana or Itr ki Ori".

Meeting point - Sanganeri Gate
Walk from 8 -10 am

To register email on:

dronahfoundation@gmail.com

or contact: Pooja Agrawal 9829196477, Tanya Chaturvedi 70143 89927

Participation fee Rs.1000 (includes refreshments)

Phonepe/googlepay/Paytm @ 9829196477

Walk curated by DRONAH Foundation

Knowledge partners: Augtraveler, Jaipur Uncharted, JVF

For more information: jaipurworldheritage.com



Experience the havelis, haveli temples, chowks and historic water features of Chowkri Vishweshwarji
Learn about the 12 street stories linked with the street names of the Chowkris

