

AR-Powered Tirumala Darshan

Breif Background

Pilgrims visiting Tirumala, especially via the Alipiri Mettu route, often face challenges such as difficulty in navigation, lack of real-time guidance, and limited information about the spiritual and cultural significance of various sites along the path. Traditional tour aids, such as printed maps or guides, cannot offer interactive or personalized experiences.

Tech/Prod. Summary

AR-Powered Tirumala Darshan is an application to help pilgrims who going through Alipiri mettu, by Technologie like AR navigation, 3D vizualization, Idols Object detection and ASR chatbot by fine-tuning LLM with custom dataset.

Tech/ Product Description

AR-Powered Tirumala Darshan App involves using AR to overlay digital navigation markers along the Alipiri Mettu route, combined with an AI-powered ASR chatbot fine-tuned on a Tirumala-specific dataset to provide real-time voice-based guidance and information, integrating AR, AI, and ML technologies to deliver an immersive and interactive pilgrimage experience

Impact - SDG:

- SDG 8 (Decent Work & Economic Growth): Encourages local tourism, boosting the regional economy through smart pilgrimage solutions.
- SDG 4 (Quality Education): Provides interactive cultural learning for pilgrims and tourists.

Market Potential

- Annual Pilgrim Footfall: Over 30 million devotees visit Tirumala annually
- Expected to rech 16-20 million per year on nominal prices of INR 200 on 7 Million.

Value Proposition

- Bridging spirituality with smart technology for Immerse pilgrimage experience.
- Easy scalability for several piligirm sectors in India.

Application Sectors

- Tourism & Cultural Heritage
- Artificial Intelligence & Augmented Reality
- Smart Mobility & Digital Navigation

