



EOI to DEVELOP, FINANCE, OPERATE and MAINTAIN the 3D BASED METAVERSE or AI BASED PLATFORM on REVENUE SHARING BASIS for AYODHYA



AYODHYA DEVELOPMENT AUTHORITY, AYODHYA

Civil Lines, 14 Kosi Parikrama Marg, Ayodhya- 224001

In 2021, Ayodhya Development Authority came out with a vision to develop the City as a “Global Spiritual destination” by 2047. One of the major Goal to achieve this vision is promotion of “Diversified tourism” and many projects such as Surya Kund, Ghats, Ram Ki Paidi, old temples and Math mandirs have been developed or restored as a testament to ADA's commitment to preserving Ayodhya's heritage while enhancing its contemporary vibrancy. Since the consecration of the Shri Ram Janam Bhoomi, lakhs of visitors and devotees. Hence, **ADA is expressing interest in Hiring an Agency to Develop, Finance, Operate and Maintain** a Metaverse platform including virtual museums/virtual tours/digital experience which offers visitors an immersive environment and provides them with a complete experience by offering virtual simulations of rituals and religious procedures followed at prominent temples in Ayodhya. This remarkable endeavor is not merely about adorning a pathway; it symbolizes a fusion of tradition and modernity that welcomes pilgrims and visitors to experience Ayodhya's timeless allure. This initiative aims to showcase the cultural and historical value of Ayodhya to visitors and attract more tourists to the city.

Scope of Work:

The Scope of work includes the following but not limited to:

1. **Virtual Tours:** Create virtual tours of popular tourist destinations, historical, religious and cultural sites of Ayodhya which shall allow the users to explore these places from the comfort of their homes.
2. **Immersive Experiences:** Offer immersive experiences that showcase the diverse culture, traditions, and heritage of the city. These experiences may also include virtual festivals, traditional performances, culinary experiences, and more.
3. **Virtual Reality (VR) Applications:** Develop VR applications that allow users to experience popular tourist activities and sites. This will provide a realistic and engaging virtual travel experience.
4. **Historical Restorations:** Utilize the metaverse to recreate historical sites such as temples, waterbodies that have been damaged or lost over time. This will help preserve Ayodhya's cultural heritage and educate visitors about its rich history.
5. **Interactive Learning Platforms and Maps:** Metaverse platforms can offer interactive 3D maps, allowing visitors to explore different areas, navigate through temple complexes, and discover hidden gems within the city.
6. **Multi-lingual Support:** Virtual tours and information can be readily translated into various languages, catering to a global audience and fostering inclusivity.
7. **Augmented Reality (AR) Integration:** visiting the Ram Janmabhoomi complex and seeing its historical development unfold through AR overlays on smartphone camera.
8. **AI-powered Content Personalization:** Leverage Artificial Intelligence (AI) to personalize virtual tours based on visitor preferences (interests, pace, language). This can dynamically adjust the narrative, highlighting aspects most relevant to each visitor.

Through above services, Ayodhya shall be able to attract a wider audience of virtual travelers, enhance the tourism experience, and promote the city's diverse attractions on a global scale. The project shall be ADA's property after Development of the Metaverse Environment.

Revenue development: The Bidder/ Agency/Company shall offer valuable and engaging experiences to users to attract a wider audience and drive revenue growth in the virtual space and also to sustain its operations.

Time Period:

- **Project Duration for Go to Live:** 6 months
- **Operation and Maintenance period:** 5 years, the duration may be increased as per mutually agreed terms and conditions

Timeline:

- Kindly submit your proposal either on email vcafda@gmail.com or through the given link <https://docs.google.com/forms/d/e/1FAIpQLScW-1vybf861dqWFBWKZk1tzINIIzOFbUpW0YRrQkEjFISUA/viewform> by 25th May 2024
- Online presentation and Consultation date: 1st June 2024

In case of queries, mail us on vcafda@gmail.com or contact us on (7607778900).

EoI for Developing, Operation and Maintenance of 3D based metaverse platform on Revenue Sharing basis for Ayodhya



AYODHYA DEVELOPMENT AUTHORITY, AYODHYA Civil Lines, 14 Kosi Parikrama Marg, Ayodhya-224001

The Ayodhya Development Authority (ADA) is one of the leading district level bodies plans to implement the vision of developing Ayodhya as the Global Spiritual Capital by 2047 by promotion of Diversified tourism and integration and promotion of tourism sites.

ADA cordially invites Bidders/Agencies to participate in our mission to promote tourism and fulfill Ayodhya Vision 2047 by providing immersive experience of Ayodhya city and its sites through Development, Operation and Maintenance of 3D based metaverse platform including virtual museums/virtual tours/digital experience in Ayodhya on Revenue sharing basis. Interested Bidders/Agencies can share their proposal on vcafda@gmail.com or contact us on (7607778900) for any query. Last date of submission of proposals till 25th May 2024.