



A Web-Based Study of India's Major Areas and Cultural Identity

Anisha Rathore

Software Engineer

Digivalet, Indore, India

anisharathore210652@acropolis.in

Dishansh Tiwari

Software Engineer

Green Rider Technology, Indore, India

dishanshtiwari210326@acropolis.in

Praveen Gupta

Professor, Dept. of CSIT

Acropolis Institute of Technology and Research

Indore, India

praveengupta@acropolis.in

Shruti Lashkari

Professor, Dept. of CSIT

Acropolis Institute of Technology and Research

Indore, India

shrutilashkari@acropolis.in

Abstract—India's vibrant cultural heritage demonstrates its diverse customs, historical meaning and artistic skills. The initiative is looking to create an online platform that highlights India's cultural heritage, which is information about 360-degree virtual tours, engaging chatbots and local kitchens. By using modern web technology and engaging visualization methods, the platform promotes user participation and provides interactive and educational experiences for enthusiasts, researchers and travelers. This implementation uses a Mern stack to ensure a smooth user experience where multimedia components, AI-controlled interactions, and geospatial information are integrated for real presentations. This research article discusses the technical structure, design strategies, obstacles and resolutions used to create the platform. This initiative supports digital nature conservation and global commitment, improves cultural understanding and promotes inheritance tourism.

Index Terms—Cultural Heritage Preservation, 360-degree Virtual Tour, User-friendly, styling, Heritage Tourism

I. INTRODUCTION

Imagine a country where Indian languages, clothing, flavors, and festivals change every few kilometres. From the ancient marvels of the Indus Valley civilization to the reign of dynasties such as the Mauryas, Guptas, Mughals, and the influence of subsequent colonial rule, Indian history is one of continuous evolution.

Cultural development is a historical process. Our ancestors learnt many things from their predecessors. With the passage of time, they also added to it from their own experience and gave up certain elements. The heartbeat of India lies in its culture - a breathtaking fusion of tradition, art, cuisine, music, and spiritual practices. There are no two countries that are quite similar. While each region offers its own treasures of heritage, many of us still find it difficult to understand and assess the cultural depth of a nation beyond ourselves. This is a gap we want to close.

Through our work, we strive to create immersive digital windows into the cities, historic regions, traditions, and everyday life in various parts of India. We want to provide visitors with an experience of seeing India as well as India's spirit - its ancient temples, majestic fortresses, vibrant markets, wildlife sanctuaries, and the colorful traditions of tribal communities. Heirs of the forest and rich tribes. We provide the perfect canvas for storytelling through living photography, sensory experiences, and exploring multimedia.

However, this is just the first step. India is more than just a country - it is a vibrant, breathing epic composed of thousands of indomitable stories, waiting to be discovered, experienced, and appreciated.



We are currently starting our adventure by concentrating on Madhya Pradesh (MP), a state rich in tribal heritage, ancient architecture, and cultural variety. MP is the ideal platform on which to display the depth and beauty we have in mind. We intend to gradually extend our work to additional states and areas in order to document the distinctive tastes and narratives of India's varied terrain.

We are creating an interactive digital platform that will act as a one-stop shop for learning about India's rich cultural legacy in order to close the gap in cultural awareness. Users of this platform will have the ability to:

- Examine monuments and cultural places through 360-degree views and 3D experiences.
- Access carefully curated folktales, customs, and anecdotes from various regions.
- Learn about local festivals, music, art forms, and cuisines in an engaging and entertaining way.
- Explore interactive maps, multimedia exhibitions, and virtual tours.

Our platform encourages visitors to not just observe but also emotionally connect with India's rich tapestry by making cultural exploration approachable, interesting, and intimate. By doing this, we intend to protect, honor, and revitalize India's rich cultural heritage for future generations.

II. LITERATURE REVIEW

Rashid Manzoor states in his paper that, "The Karakoram Mountains have been a conduit for cultural exchange since at least 5000 BC, as seen from the rock art across the Northern Areas, where Hindu, Buddhist, and Islamic cultures once coexisted" [1].

Soniya Billore mentions in her paper that, "Organisations invest heavily to protect historical evidence of bygone eras and as the time gap between them and the contemporary consumer or stakeholder increases, the built heritage runs the risk of being ignored, neglected, or lost" [2].

Derek Gillman includes in paper that, "The idea of cultural heritage has become widespread in many countries, justifying government regulation and pro-

viding the background to disputes over valuable works of art and architecture" [3].

TK Gireesh Kumar includes in his paper that, "Lack of information about the heritage sites, structures and its significance, especially unprotected and unidentified, leads to its permanent loss" [4].

Somenath Halder et al. include in paper that, "The selected zones (Zone 1: Rajasthan; Zone 2: West Bengal, Jharkhand and Odisha; Zone 3: Uttar Pradesh, Bihar and Madhya Pradesh) proved as the best suitable sites where ICH tourism, geoheritage and geopark should be developed" [5].

Khoa Vu Hoang mentions in paper that, "knowing how to use this heritage for sustainable tourism development, while preserving and promoting the heritage value for future generations, is not a simple task." This highlights the delicate balance required between leveraging cultural heritage for economic benefits and ensuring its protection for posterity [6].

Mr L Jenifar et al. mentions that, "By addressing challenges, embracing opportunities, and fostering collaboration, India can ensure the long-term preservation and accessibility of its rich cultural legacy for future generations to cherish and celebrate" [7].

Abhishek Kajal includes in paper that, "cultural heritage is the legacy of tangible items and components that are part of a group or culture, handed down from earlier generations, preserved in the present, and provided to benefit future generations" [8].

Hermann Kulke et al. includes in paper that, "The British conquest of the remnants of the Mughal Empire allowed them to inherit and enhance the administrative traditions, making governance even more effective under colonial rule" [9].

The Mp Tourism Site states that, "The world's largest religious gathering, Simhastha (Kumbha Mela), is held on the banks of the Shipra river once in every 12 years, Ujjain is considered the Greenwich of India, with the first meridian of longitude passing through it" [10].

"The Madhya Pradesh Tourism Board (MPTB), established in 2017, aims to promote tourism in the state through sustainable public-private partnerships, skill development, investor facilitation, and the development and promotion of tourism infras-



structure both nationally and internationally” [11].

Kakoli Saha et al. states that “If Ujjain city becomes more accessible for differently abled and aged visitors, it will generate more revenue from religious tourism and improve residents’ quality of life” [12].

Dr. Binod Bihary Satpathy states in paper that, “For millennia, India maintained active trade and cultural exchanges with Central Asia, West Asia, and Southeast Asia. This was not merely a mechanical transfer, but a creative interaction where traditions were refined before transmission. Indian art, religion, and social life deeply influenced Central Asian culture, while India itself adopted innovations such as silk-making from China and coin-minting from Greece and Rome” [13].

Ar Monika Sharma et al. mentions that, “The significance of intangible culture is not a symptom, but it is a multitude of knowledge and skills that is spread from one generation to the next and drives the development of new sustainable technologies with the understanding of local techniques” [14].

III. UNDERSTANDING CULTURAL HERITAGE: A GLOBAL PERSPECTIVE

A society’s tangible and intangible characteristics that have been passed down from previous generations, preserved in the present, and donated for the benefit of future generations are referred to as its cultural heritage. A people’s identity is shaped by their monuments, historical places, artifacts, literature, music, dance, rituals, languages, festivals, and even their knowledge systems. By fostering a sense of continuity and belonging, cultural heritage preservation not only respects the past but also enhances the present and motivates next generations.

“Culture is the soul of a nation. On the basis of culture, we can experience the prosperity of its past and present” [5].

A. Components of Cultural Heritage

“The tangible part of heritage refers to something which can be touched physically like materials: visual arts, architecture, monuments, painting, sculpture, literary work, etc. and intangible heritage broadly refers to culture, religion, expressions,

knowledge and skills that the populace, groups and sometimes individuals recognize as a part of their cultural heritage.” [14].

B. The Value of a Nation’s Cultural Heritage

- Identity preservation: Understanding one’s cultural history aids in understanding one’s origins, values, and beliefs.
- Pride: People take pride in their culture, which fosters harmony and closer bonds within the community.
- Educational value: History and evolution are taught to current and future generations by heritage.
- Economic benefits: Heritage-focused tourism brings in a lot of money and creates jobs.
- International recognition: Heritage fosters goodwill and cultural diplomacy.

C. Examples of Cultural Heritage Around the World

- India’s Taj Mahal is a UNESCO World Heritage site that represents the love and magnificence of Mughal architecture.
- The ancient Incan city of Machu Picchu in Peru is a masterpiece of architecture.
- An example of ancient defense engineering is the Great Wall of China.
- Egyptian Pyramids: Pharaohs’ tombs that symbolize the culture of ancient Egypt.
- Spain’s flamenco dance is an intangible cultural legacy that embodies emotion and custom.

IV. AN INSIGHT INTO INDIA’S CULTURAL HERITAGE

Matthes state that “the legacies of enclosure, eviction and salvage that developed around sites of natural value have indelibly informed our understanding and management of cultural places” [1].

A. Key Elements of India’s Cultural Heritage

1) *Ancient Monuments and Sites:* Monuments like the Taj Mahal (Agra), a symbol of love and Mughal architecture; the Konark Sun Temple (Odisha), a chariot-shaped tribute to the Sun God;



the Ajanta and Ellora Caves (Maharashtra), showcasing Buddhist, Hindu, and Jain art; and the ruins of Hampi (Karnataka), a testament to Vijayanagara grandeur, reflect India's religious, cultural, and historical narratives.

Hermann Kulke et al. state that "India's history is the fascinating epic of a great civilisation. It is a history of amazing cultural continuity which has reasserted itself again and again" [9].

2) *Traditional Arts and Crafts*: Traditional arts such as Madhubani paintings (Bihar), Pattachitra scrolls (Odisha), Blue Pottery (Jaipur), and Kalamkari textiles (Andhra Pradesh) preserve ancient storytelling and craftsmanship, using natural dyes and intricate techniques.

3) *Music, Dance, and Performing Arts*: Indian performing arts blend spirituality and emotion, seen in Hindustani and Carnatic music, classical dances like Bharatanatyam (Tamil Nadu) and Kathak (North India), and theatrical forms like Yakshagana (Karnataka).

4) *Languages and Literature*: India's literary wealth is anchored by ancient languages like Sanskrit and Classical Tamil, literary giants like Rabindranath Tagore (Nobel Laureate for Gitanjali), and epic narratives like the Mahabharata and Ramayana, mirroring India's diversity and philosophical depth.

V. CULTURAL HERITAGE OF MADHYA PRADESH

Known as the "Heart of India," Madhya Pradesh is home to a rich and varied cultural legacy shaped by ancient dynasties, diverse religions, tribal traditions, and millennia of historical evolution. Its vibrant heritage is reflected in ancient temples, majestic forts, royal palaces, intricate tribal art forms, classical music, colorful fairs, and grand festivals.

The state's cultural identity is deeply intertwined with the growth of several historically significant cities and towns. Currently, our project focuses on showcasing the cultural richness of Indore, Ujjain, Maheshwar, Mandav, and Gwalior—each known for its unique contribution to Madhya Pradesh's historical and cultural tapestry. Below are some of the famous tourist destinations in Madhya Pradesh

that highlight the state's rich cultural and historical heritage:

A. *Indore: The City of Modern Royalty and Cultural Fusion*

Madhya Pradesh's largest city, Indore, masterfully combines modernity with tradition.

Indore's architectural wonders, such as Rajwada Palace and Lal Bagh Palace, reflect the splendor of its regal history. Historically, Indore thrived during the Holkar dynasty.

In addition, the city is well-known for its lively street food scene, busy marketplaces, and cultural celebrations like Ahilya Utsav, which honors Maharani Ahilyabai Holkar, a highly esteemed figure in Indian history.

Indore is now a hub for entrepreneurship, art, and education, exhibiting a contemporary yet deeply cultural character.

B. *Ujjain: The Spiritual Heart of Madhya Pradesh*

Ujjain is a city rich in ancient spiritual traditions and one of the seven sacred towns (Sapta Puri) in Hinduism.

One of Lord Shiva's twelve Jyotirlingas, the Mahakaleshwar Jyotirlinga, is located there, making it a popular destination for pilgrims.

Every 12 years, Ujjain holds the renowned Kumbh Mela, a massive religious event that draws millions of followers from all over the world.

With ties to academics like Kalidasa and historic observatories like Vedh Shala, the city's rich literary and astronomical heritage reflects its intellectual heritage.

Kakoli Saha et al. state that "If Ujjain city becomes more accessible for differently abled and aged visitors, it will generate more revenue from religious tourism and improve residents' quality of life. The entire road network of Ujjain city was digitized in GIS platform. Major road stretches were selected and an accessibility audit was performed using a purpose made checklist suitable in the Indian context." [12]



C. Maheshwar: The Loom of Tradition and Spirituality

The peaceful town of Maheshwar, which is situated beside the Narmada River, is well-known for its handloom sector and religious importance.

It was once the capital of Maharani Ahilyabai Holkar, who turned it into a center of craftsmanship, governance, and religion.

The town is also known for its beautiful Maheshwari sarees, which are a living tradition that highlight the delicate weaving technique that has been handed down through the ages.

The temples, ghats, and Maheshwar Fort offer a charming window into a time when craft, culture, and devotion all coexisted together.

D. Mandav: The Romantic Citadel of Legends and Architecture

Perched on the Vindhya ranges, Mandav—or Mandu—is a timeless hilltop fortress town renowned for its Indo-Islamic architecture and romantic folklore.

Once a pleasure resort for the rulers of Malwa, Mandav is home to stunning structures like Jahaz Mahal (Ship Palace), Hindola Mahal (Swing Palace), and Baz Bahadur's Palace. These monuments, with their intricate design and strategic construction, echo tales of royal leisure and love.

Mandav's most famous legend is the love story of Baz Bahadur and Rani Roopmati, immortalized in the architecture and oral traditions of the region. The scenic landscapes, poetic ambiance, and historic ruins make it a cultural jewel of Madhya Pradesh.

E. Gwalior: The Musical and Martial Pride of Madhya Pradesh

Gwalior stands tall as a beacon of valor, art, and classical music. Dominated by the majestic Gwalior Fort—often called “the pearl among Indian fortresses”—the city narrates stories of fierce battles and royal grandeur.

The fort complex houses ancient structures like the Sas-Bahu Temples, Man Singh Palace, and Teli Ka Mandir, reflecting a blend of architectural styles.

Gwalior also holds a special place in the world of Indian classical music as the birthplace of the legendary musician Tansen, one of the nine gems in Emperor Akbar's court. The annual Tansen Music Festival held here honors this rich musical lineage.

Additionally, the city boasts an impressive collection of museums, educational institutions, and art centers that continue to preserve and promote Madhya Pradesh's cultural essence.

VI. PROPOSED PLATFORM OVERVIEW

This section outlines the methodical process used to conceptualize, design, and develop an interactive web-based platform that showcases India's rich cultural heritage. The platform aims to digitally preserve and promote diverse cultural elements such as monuments, art forms, festivals, cuisines, and historical insights.

The content and cultural narratives described in the previous sections form the foundation for which our proposed solution is being implemented. At present, the focus is on Madhya Pradesh, exploring cities like Indore, Ujjain, Maheshwar, Mandav, and Gwalior, each representing a unique facet of the state's legacy.

The solution involves the integration of immersive features such as 360° monument views, multimedia content, chatbot-based navigation, and interactive storytelling.

This section further elaborates on:

VII. SYSTEM DESIGN AND IMPLEMENTATION STRATEGY

We suggest creating a web-based immersive cultural experience in response to the demand for a dynamic medium that connects traditional culture with modern audiences. The platform's purpose is to offer:

- 3D models and interactive 360-degree displays of important cultural landmarks.
- Parts that provide information about local customs, festivals, cuisines, and art forms.
- A conversational exploration of cultural facts and narratives through a chatbot interface.
- Heritage site geospatial mapping using interactive maps.

Through interactivity, gamification, and visualization, the suggested method seeks to improve user engagement in addition to spreading knowledge.

A. Activity Diagram

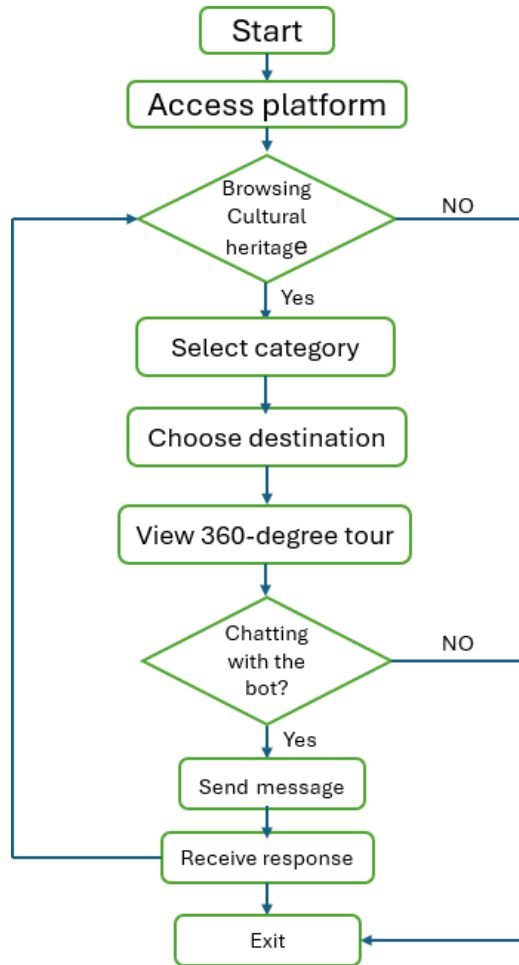


Fig. 1: Activity Diagram Depicting User Interaction with the Cultural Heritage Platform

B. Technology Stack

The technology architecture was carefully chosen to maximize user experience, scalability, and development efficiency. The principal elements consist of:

C. Expected Outcomes

When the suggested approach is successfully put into practice, it should provide:

- An interactive and responsive website that highlights Madhya Pradesh's cultural legacy in India.
- 360-degree monument tours and 3D walk-throughs provide immersive experiences.
- An AI-powered chatbot that promotes cultural curiosity and education.
- Higher levels of engagement, learning, and cultural appreciation are encouraged by user-centric design.
- Possibility of future growth into other languages, more geographical areas, and more profound degrees of cultural representation.

D. Comparison with existing platforms

VIII. WEBSITE SNIPPETS

The website dashboard snippets are shown in Fig. 2, Fig.3, Fig. 4, Fig.5 and Fig. 6.

IX. FUTURE SCOPE

The current version of the work focuses primarily on showcasing the rich cultural heritage of Indore and its nearby locations. However, there are several enhancements planned for the future:

- **Chatbot Enhancement:** The chatbot integration is currently under development. In future versions, the chatbot will be made more intelligent and conversational, capable of answering a wider range of user queries related to monuments, cuisines, and cultural facts.
- **Expansion to Other Regions:** At present, the platform is limited to Indore and its surrounding areas. Future updates aim to broaden the scope to cover cultural heritage sites across different cities and states of India, providing a more comprehensive cultural experience.
- **Advanced 3D and Virtual Reality Integration:** Plans are underway to improve the 3D visualization by incorporating Virtual Reality (VR) support, allowing users to experience monuments in a more immersive manner.
- **User Interaction and Feedback System:** Future versions may also include features such



TABLE I: TECHNOLOGIES USED AND THEIR PURPOSES

Technology	Purpose
MongoDB, Express.js, React.js, Node.js (MERN Stack)	End-to-end web application development ensuring seamless client-server communication.
Three.js	Rendering of 360-degree views within the web browser without external plugins.
Google Maps API	Integration of interactive maps highlighting heritage sites.
Dialogflow	Development of an AI-powered chatbot for cultural assistance.

TABLE II: COMPARISON WITH EXISTING PLATFORMS

Feature	Our Project (Interactive Heritage Platform)	MP Tourism	Incredible India
Focus Area	Deep cultural heritage of cities (starting with Indore)	Tourism in Madhya Pradesh – places, hotels, events	Pan-India tourism and cultural highlights
Festivals & Art Forms	Detailed coverage with visuals and cultural background	Mentioned in events calendar	Brief mentions
Historical Facts	City-specific, researched historical narratives	Basic descriptions for tourist spots	General facts per region
User Interaction	Chatbot, multimedia galleries, interactive content	Basic form submissions, limited dynamic content	Static site with minimal interaction
UI/UX Design	Modern, interactive, and mobile-friendly	Functional, but not immersive	Basic, not visually rich

as user reviews, ratings, and interactive storytelling elements to enhance user engagement.

- **Feedback Blog:** Upcoming versions may feature a dedicated feedback section with user-generated reviews, star ratings, and immersive storytelling tools to foster community engagement and enrich the user experience.

X. CONCLUSION

Maintaining a civilization's culture is essential to keeping its soul alive, and in the digital era, technology is the new storyteller. This article presented a dynamic platform that uses contemporary web technology to rethink India's rich cultural legacy. We want to change how people experience culture by combining the MERN stack, Three.js for immersive 360-degree experiences, Google Maps API for geospatial exploration, and Dialogflow for real-time interaction. This will allow people to virtually live culture rather than just view it. By building a bridge between the past and the future, our method lets history influence the present. For a worldwide audience, it makes cultural study dynamic, approachable, and intensely captivating. The platform serves as a living museum that changes with time in addition to being a monument to legacy.

User engagement is expected to be further enhanced in the future by the possibility of expanding into virtual reality experiences, gamification components, and multilingual interfaces. Our effort serves as a reminder that some things are timeless, and technology can help ensure that they remain so in a world that is racing toward the future.

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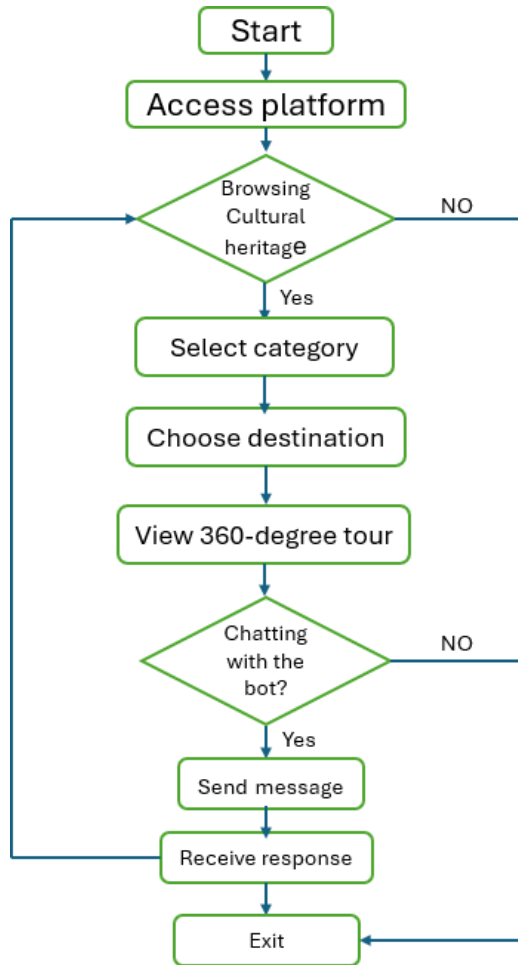


Fig. 2: Activity Diagram Depicting User Interaction with the Cultural Heritage Platform



Fig. 3: A glimpse into India's timeless heritage, brought to life through technology.



Fig. 4: The divine discourse that shaped destiny—Bhagavad Gita's wisdom amidst the Kurukshetra battlefield.

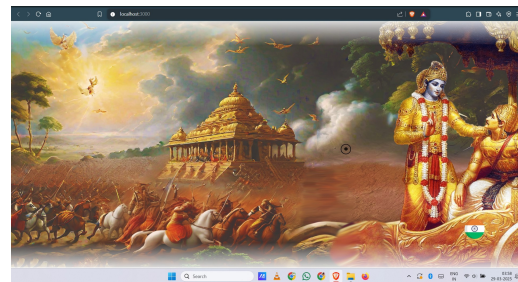


Fig. 5: Map view of Indore.

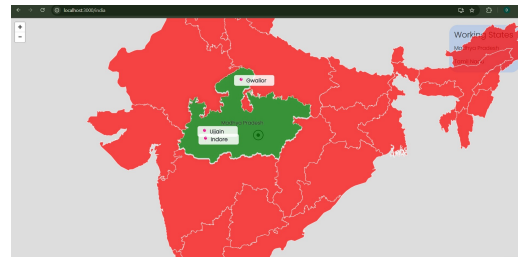


Fig. 6: Image view of heritage of MP.

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