Expression of interest for VR content creation

Tamil Virtual Academy, a Government of Tamil Nadu Organization functioning under Information Technology & Digital Services department intends to create and develop VR content, which should be compatible with web and hybrid mobile technology. It should be in cutting-edge technologies such as AR, VR, XR, MR, FBX, USD, Alembic support etc. and the objects to be displayed include light-sound processing, video processing, 3D conversion, sound generation, real-time sound creation, software & infrastructure development, etc.

Expression of interest is invited from reputed firms, who have expertise in the field of VR technology. It has been tentatively proposed to develop the contents in the following concepts:

1. **Rajendra Chola’s Naval Voyages and Maritime Trade**

   India had long maritime trade relations with many countries around the Indian Ocean. From the eleventh century, there were major changes in Asian maritime trade. The Chola navy played an important role in the expansion of the Chola Empire. New trade relations were established between the Cholas and the Khmer Empire in Cambodia, the Samba Empire in Vietnam, and the Song Dynasty in China. Those who till then had only traded in luxury goods, started trading in a wide variety of goods such as sandalwood, textiles, perfumes, camphor iron, and animals such as horses and elephants. The Cholas paid more attention to developing naval strength. During this period, Chola commanders acted as ambassadors in many Southeast Asian countries. Many types of ships and shipboard weapons were used in the navy. The great Chola king of South India was Rajendra Chola I. He was a pioneer in the history of India in building military maritime capability.
**Objective:** Historical events that took place about 1000 years ago, as witnessed by the present generation, scenes should be created with appropriate background and technology in order to provide the feel of directly witnessing and participating in the maritime trade and naval expeditions happened during Rajendra Chola’s period.

2. **Cilapathikaram - Puharkandam - Festival for Indra**

   The epic is divided into three parts namely Puharkandam, Madurai kandam and Vanchikandam. The epic Cilapathikaram begins in Poombukar, the famous port city of the Early Cholas. In that city, Kovalan’s father Masathuvan and Kannaki’s father Manayakan, who were big merchants, arranged marriage for their children. In their happy life, Madhavi, a dancer, caused a division between the husband and wife. Kovalan lived with Madhavi after leaving Kannaki. During this situation, the Indra festival began in the city of Puhar. The town was busy. Kovalan and Madhavi danced and enjoyed themselves, and at one point Kovalan misunderstood the meaning of Madhavi’s song and left her and surrendered to Kannagi again. After losing all his wealth to Madhavi, he went to Madurai along with Kannagi to earn money.

   In the first phase, it is planned to create VR for a section called “Festival for Indra” (இந்திர விழா எடுத்தகாணத) which is a part of Puharkandam (புகார்க்காண்டம).

**Objective:** This scripture, written about 2000 years ago, as witnessed by today's generation, scenes should be created with appropriate background and technology in order to provide the feel of directly witnessing and participating in the Indra festival of the story.

**Role of Vendors:**

- Developing research and script for the proposed theme.
- Conceptual creations, preparation of the story board, filming, art works, graphics, editing, voice-over, sound and other effects have to be produced by vendors.
- Creation of relevant software and other devices for screening the films.
• Ensure all the content should be in 360° view.
• To specify the VR technology such as interactive, Passive, etc.,
• Final output shall be integrated with TVA’s website and Mobile app.
• Minimum 30 seconds of virtual presentation on the above topic should be presented to the expert committee. The Tamil Virtual Academy will not bear the expenses for this.

Expression of interest should be sent to The Director, Tamil Virtual Academy in a sealed cover or by mail (tva@tn.gov.in) on or before 16.12.2022 along with the detailed description of the experience of the co-ordinators in the field, work already done, method of accomplishing the project, funds requirements, timeline etc.

The proposals will be evaluated and screened by an Expert Committee.