

Client



Location

Gujarat - India (Porbandar, Dwarka, Saputara, Somnath, Dhordo)

Application

Ecotourism

Problem / Purpose

Gujarat sometimes referred to as 'Jewel of Western India' has a rich culture, wide coastline and scenic beauty of Great Rann of Kutch to Saputara. Gujarat has a variety of attractions such as religious sites, bird watching sites, beaches and heritages. With an annual footfall of 19.81 million tourists, it is imperative to promote eco-tourism. One of the ways to promote eco-tourism is by awaring tourists of the Air Quality of the Tourist Attraction Sites. As air being an invisible medium, Air Pollution is often ignored. It has been proven that tourist attraction sites with major rush of people has degrading air quality. Gujarat Tourism took an initiative to monitor continuous air quality of tourism places of gujarat. For the Pilot project they decided to install our solution Polludrone at 5 places which are Porbandar, Dwarka, Somnath, Saputara and Dhordo. The real time data is displayed on the website of gujarat tourism.

Oizom Solution

After the careful analysis of the sites and number of tourists in Gujarat, Our solutions were deployed at crowded tourist places like Porbandar, Somnath, Dwarka, Dhordo and Saputara. Major tourist attraction during festivities adds to overly crowded areas wherein human disturbances cause environmental deterioration. Major pollutants which are responsible for degradation of the environment are CO₂ and PM₁₀ and huge crowd give a rise to temperature.

Oizom has designed an eco-friendly environmental monitoring solution for Eco-tourism application. The solution continuously monitors CO₂, PM₁₀, Temperature, Air Quality Index(AQI) and sends the environmental data over cloud. Oizom has also offered data solutions in form of iframe that is embedded in Gujarat Tourism website to spread awareness about ambient air quality.



Impact

Oizom executed successful deployment of Polludrone-Pro at 5 different tourist attraction sites in February -2017. Air quality is being monitored continuously and real-time Air Quality data is auto-updated on the gujarat tourism website. Also, the authorities receive the daily report of the monitored Air quality data of last 24 hours. The data widget is color coded to show the Environmental Condition status as Good, Satisfactory, Moderate, Poor, Very Poor and Severe as per CPCB AQI standard. Now that the real-time AQI is visible it has become easy to take preventive actions to conserve Gujarat's Tourist Attraction Sites.