



Making of Kumbh

PRAYAGRAJ 2019

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EDITOR-IN-CHIEF
DR ASHISH KUMAR GOEL, IAS
DIVISIONAL COMMISSIONER, PRAYAGRAJ AND CHAIRMAN, PRAYAGRAJ MELA AUTHORITY

EDITORS
VIJAY KIRAN ANAND, IAS, MELA OFFICER
DELEEP KUMAR TRIGUNAYAT, PCS, ADDITIONAL MELA OFFICER

AUTHOR
SHASHANK TRIPATHI

IMAGE COURTESY
BRIJESH JAISWAL
RAJESH SINGH
VIVEK SINGH
VISHAL VISHWAKARMA
CRAYONS
DIPR, GOVERNMENT OF UTTAR PRADESH

EDITED, DESIGNED AND PRINTED BY



PENINSULA SPENTA,
MATHURADAS MILL COMPOUND,
N. M. JOSHI MARG, LOWER PAREL (W),
MUMBAI – 400 013.
TEL: +91-22-24811010
FAX: +91-22-24811021
WEBSITE: www.spentamultimedia.com

EXECUTIVE PUBLISHER
MANECK E. DAVAR

EDITORS
MONIDEEPA CHOUDHURI
POORNIMA SUBRAMANIAN
ANITHA MOOSATH

DESIGN
MILIND S. PARKAR, NILESH JUVALEKAR

DIGITAL IMAGING
NINAD JADHAV, ROHIT NAYAK

PROJECT COORDINATOR
IMRAN SYED

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Making of Kumbh

PRAYAGRAJ 2019



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage



Kumbh Mela (the festival of the sacred Pitcher) is the largest peaceful congregation of pilgrims on earth, during which participants bathe or take a dip in a sacred river. Devotees believe that by bathing in the Ganges one is freed from sins liberating her/him from the cycle of birth and death. Millions of people reach the place without any invitation. The congregation includes ascetics, saints, sadhus, aspirants-kalpavasis and visitors. The festival is held at Allahabad, Haridwar, Ujjain and Nasik every four years by rotation and is attended by millions of people irrespective of caste, creed or gender. Its primary bearers, however, belong to akhadas and ashrams, religious organizations, or are individuals living on alms. Kumbh Mela plays a central spiritual role in the country, exerting a mesmeric influence on ordinary Indians. The event encapsulates the science of astronomy, astrology, spirituality, ritualistic traditions, and social and cultural customs and practices, making it extremely rich in knowledge. As it is held in four different cities in India, it involves different social and cultural activities, making this a culturally diverse festival. Knowledge and skills related to the tradition are transmitted through ancient religious manuscripts, oral traditions, historical travelogues and texts produced by eminent historians. However, the teacher-student relationship of the sadhus in the ashrams and akhadas remains the most important method of imparting and safeguarding knowledge and skills relating to Kumbh Mela. ”

Inscribed in 2017 (12.COM) on the Representative List
of the Intangible Cultural Heritage of Humanity

NARENDRA MODI

Prime Minister, India

दिव्य कुम्भ
भव्य कुम्भ
ॐ





MAKING OF KUMBH
PRAYAGRAJ 2019

Prime Minister Narendra Modi during Sangam Pujan – a formal ritual that traditionally precedes the beginning of Kumbh Mela

“Prayagraj exudes divine energy. Every particle of earth here is a legacy of great saints. The city is so sacred that even Lord Rama benefitted from its mysticism. Before Kumbh 2019 begins, I would like to share a piece of good news. Henceforth, every pilgrim can get a *darshan* of Akshayvat that had remained locked in the fort for many years. The deep roots of the tree ensure that it blooms again and again, inspiring us to adopt a similar approach towards life.

In order to make this divine city more attractive and modern, projects worth over ₹4,000 crore have been launched – ranging from upgradation of railway stations and airport terminals to cleanliness of the city and River Ganges. I congratulate the people of Prayagraj for all these facilities, which will also prove beneficial to *kalpvasis* who will come here for Kumbh 2019.

The Government has given special attention to connectivity and infrastructure development for Kumbh. Be it rail, road or air connectivity or even improvement of road infrastucture – our endeavour has been to strengthen every mode of travel leading to Prayagraj. The Railway Ministry has scheduled many new trains. Long flyovers, railway over bridges (ROBs) and underpasses, besides several power and potable water projects, will improve the city’s infrastructure and connectivity.

I would now also inaugurate a new terminal in Prayagraj Airport. It has been built in a record time of one year and will connect this city to many others across India. I congratulate the people of Prayagraj for this new terminal as well.

Although all these facilities are being provided right before Kumbh 2019, they are going to have a positive impact on the city and its life in times to come. The best part is, unlike earlier, the facilities are permanent and will exist even after Kumbh is over. The Integrated Command and Control Center (ICCC), developed at a cost of a hundred crore, is a symbol of amalgamation of modernity and mythology in Prayagraj. It is to be an important centre since every amenity – from roads to electricity and water – will be operated from here.

We want to ensure that people from all over the world experience every aspect of life ranging from *tapasya* to technology during Kumbh 2019. All efforts are thus being made to ensure that people go back with memories of experiences of spiritualism, faith and modernity.

Selfie points have been developed as centres of attraction. In fact, I have photos clicked with special guests at a selfie point. However, the confluence of Kumbh and selfie point will be incomplete until Triveni Sangam is not *bhavya* and the biggest source of its power is ‘Ma Ganga’. Therefore, the Government is working at a faster pace to clean ‘Ma Ganga’. Of the several projects worth thousands of crores that have been inaugurated today, many include cleaning of Ganga and beautification of ghats. Nearly a dozen drains will be prevented from getting discharged directly into Ganga with the help of sewerage treatment plants set up at a cost of over ₹1,700 crore. Simultaneously, about 150 ghats are being beautified under the Namami Ganga project, of which work in 50 ghats are already complete. Six out of these 50 ghats have also been opened for public today. This is being done in every city situated on the banks of the Ganga.

Under the Namami Gange Mission, so far, projects worth more than ₹24,000 crore have been sanctioned and about 75 projects with a cost of ₹5,000 crore have already been completed. Work on 150 other projects worth thousands of crores are under process. Besides government officials, crores of *swachhagrahis* and Ganga *sevaks* are also contributing to the cause and almost all villages situated at the banks of Ganga are now Open Defecation Free.

In our *shashtras*, cleanliness and hygiene are linked to divinity – so whether it is cleaning Ganga in Kumbh or Swachha Kumbh, we will make everything happen. I just saw the Swachha Kumbh exhibition and inaugurated modern technological portable compactors for ensuring cleanliness during Kumbh.

The Central Government along with the State Government is working hard to ensure that this Mela turns out to be a divine experience for all. It is the Government’s endeavour to give everyone glimpses of our glorious past and promising future during the Mela. I am happy that every citizen of Prayagraj has cooperated in this effort of the Government.

In the exhibitions here, I have seen how the city has been beautified with attractive paintings. The effort to depict the legacy of Prayagraj and the country through these paintings is commendable and will be a splendid experience for pilgrims and tourists. Keeping this in view, I have invited people from all over the world to be a part of this Kumbh. In the past one-and-a-half years, I have been inviting everyone to visit Prayagraj with their friends and witness this mega fair depicting our cultural heritage. Recently, the city witnessed a unique flag hoisting ceremony in which diplomats from 70 countries participated and hoisted their flags in the Sangam area. Such efforts will prove to be fruitful in increasing Kumbh’s global outreach.

Two important events would take place simultaneously in the ancient towns of Prayagraj and Kashi. While the world will gather in Prayagraj for Kumbh, Kashi will host the Pravasi Bharatiya Divas. It is obvious that Pravasi Bhartiya will also come to Prayagraj. Kumbh is a festival of unity – the biggest testimony of India’s Indianness and one that unites villages and cities. It depicts the picture of One India, Better India. Therefore, it is our responsibility to take care of every tourist coming here. The fair is also a matter of prestige and people should go back to their countries with a new picture of our country. During this Mela, management students from the world’s best universities will also come to learn about the management of such a mega event.

India’s identity lies in its cultural heritage and profound knowledge. All great Indian saints, including Swami Vivekananda, dedicated their lives to acquaint the world with this knowledge and heritage. In the last four years, even the Central Government has worked hard to further India’s spiritual and cultural heritage.

The glimpse of how a new India is reconciling mythology and modernity will be seen at Kumbh 2019. I urge everybody to make Kumbh the ultimate event by fusing spiritualism with modernism, faith with development and trust with convenience. The Government is fulfilling its obligations, but such a big event is not just about arrangements made by the Government. We all need to come together to make the event a success.”

Prime Minister Narendra Modi during the inauguration of Kumbh Mela development projects on December 16, 2018

“ I applaud our Hon’ble Prime Minister for presenting our nation as one of unmatched glory and magnificence to the world. Today is a glorious day. It is for the first time that the inauguration of Kumbh Mela will take place with Ganga Pujan at the hands of the Prime Minister of our nation.

I feel that we cannot show greater reverence for the *Sanatan Dharma* than have the Prime Minister of the country performing this ritual – thereby reiterating the august position of the saints and *akharas* in our *Sanatan Dharma* at the commencement of Kumbh.

Our Hon’ble Prime Minister will shortly be launching projects worth more than ₹4,000 crore for Prayagraj Kumbh. I thank the Prime Minister for this kindness. We are happy that because of the Hon’ble Prime Minister, we have also been able to reopen Akshayvat for public *darshan*. It is for the first time after Independence that a Prime Minister has visited Allahabad Fort to get a *darshan* of the Akshayvat tree and thereby also declare the holy site open for ordinary devotees.

Prayagraj Kumbh is truly important for all of us. You would have seen ambassadors from more than 70 countries around the world touring the Kumbh Mela site on December 14. It is for the first time in the history of our nation that ambassadors of other nations assembled in the land of Prayagraj to get a *darshan* of the site of mankind’s largest congregation and thereby brand this campaign of Indian culture.

All these activities are a part of our Prime Minister’s vision of Divya Kumbh, Bhavya Kumbh, a festival and a heritage that has received recognition by being included in UNESCO’s Intangible Cultural Heritage list – a lot of it due to the efforts of our Hon’ble Prime Minister. I heartily salute the Prime Minister for his efforts in making the world recognise the Kumbh Mela and present it as an Intangible Cultural Heritage of mankind. His efforts have led to India’s glory and an enhancement in the dignity of its faith.

The Kumbh in Prayagraj in 2019 will always be known for its magnificence. For the very first time, the Kumbh Mela’s area has been expanded from 1,700 hectares to 3,200 hectares, infrastructure in Prayagraj has been developed and through the Paint My City campaign the city is also wearing a new look. Prayagraj has developed greatly and amenities have been augmented for an enhanced pilgrim experience – all under the guidance of the Hon’ble Prime Minister.

Today, the Prime Minister has taken time out of his busy schedule to visit Prayagraj and give Prayagraj Kumbh a new significance. The message that Kumbh Mela will project this time, under the Hon’ble Prime Minister’s guidance – other than its stature as the largest congregation of mankind – is a Swachh Kumbh, a Divya Kumbh and a Bhavya Kumbh. I thank our Hon’ble Prime Minister with all my heart and greet and welcome him. I also assure him that the people of Uttar Pradesh, under his able guidance and with his blessings, will work in giving new heights to all his efforts. Jai Hind! ”

Yogi Adityanath, Chief Minister, Uttar Pradesh during Prime Minister Narendra Modi’s visit to inaugurate Kumbh Mela development projects on December 16, 2018





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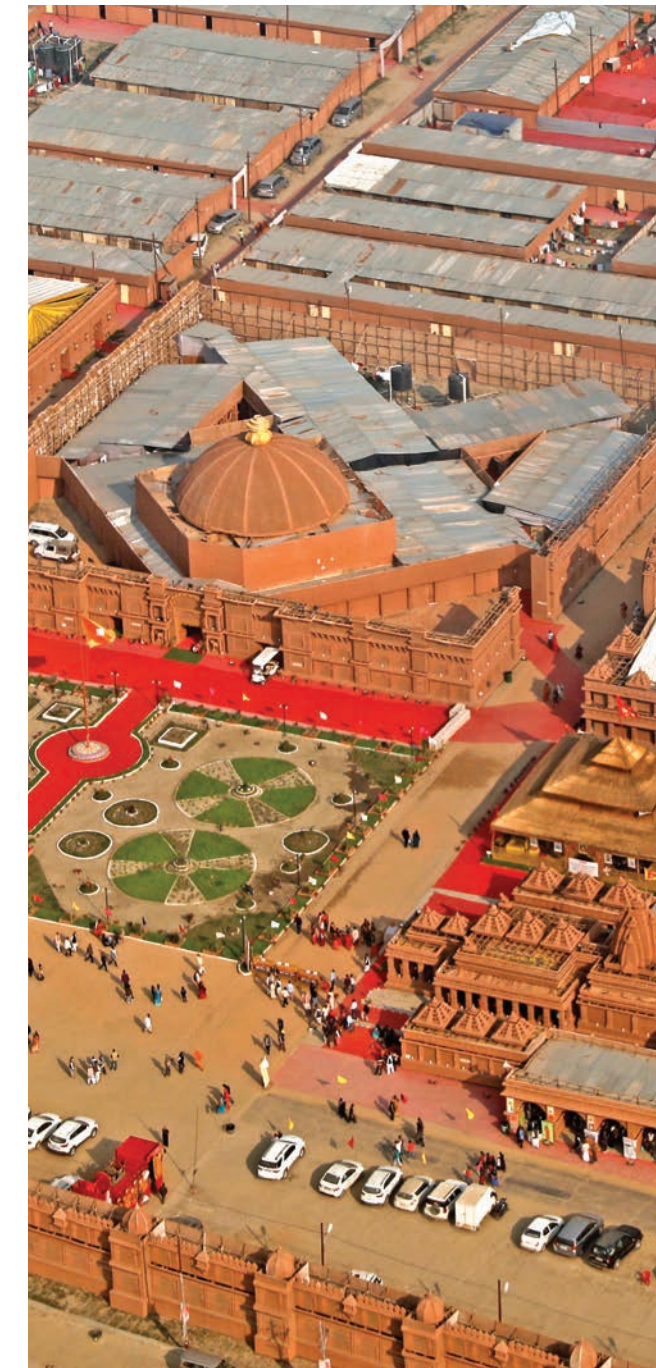


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AN AUSPICIOUS
BEGINNING



RAM NAIK

Governor, Uttar Pradesh



I am indeed happy to learn that the Prayagraj Mela Authority is publishing a coffee table book, *Making of Kumbh, Prayagraj 2019*.

Down the ages, India's rich culture and public life have been attracting the world. The Kumbh Mela is one of the largest gatherings of human beings on earth, which has been the focus of world attraction for a very long time. UNESCO has termed Kumbh as an 'Intangible Cultural Heritage of Humanity' which is a matter of pride for all Indians. Kumbh 2019 is drawing the world's attention in a big way.

With the change in name of the district as Prayagraj, Kumbh 2019 has gained more significance. The dignified manner in which the Uttar Pradesh Government has given the name of Prayagraj to the holy land of Kumbh, is indeed worthy of plaudits. During the last one-and-a-half years, Prayagraj has been embellished not only for namesake, but also from its infrastructure point of view. In a short span of time, the way in which Prayagraj is being beautifully landscaped with flyovers, broad roads, artistic designs and impeccable sanitation, would keep reminiscences of Kumbh 2019 fresh for a long time.

I extend my best wishes on the occasion.

Ram Naik



YOGI ADITYANATH

Chief Minister, Uttar Pradesh



I am happy to know that the Prayagraj Mela Authority is publishing a coffee table book *Making of Kumbh, Prayagraj 2019*.

The confluence or *sangam* of the most sacred rivers of our culture, Ganga and Yamuna, is located at Prayagraj. It is believed that the invisible stream of the mystical River Saraswati also meets Ganga and Yamuna at the holy Triveni Sangam of Prayagraj.

It is said that Kumbh is the mega festival of Indian culture. An incredible confluence of myriad traditions, languages and peoples takes place at the Triveni Sangam during Kumbh. Bathing and worshipping at Sangam have a special significance. Concurrently, Kumbh has a spiritual, religious, astrological and scientific base as well. Thus, Kumbh depicts a unique confluence of worship and wisdom. It is a matter of great pride for us that UNESCO has recognised Kumbh Mela as an 'Intangible Cultural Heritage of Humanity'.

The Government of Uttar Pradesh has envisioned 'Divya and Bhavya Kumbh' for this sacred event. With the objective of providing all possible facilities to devotees, the Government has constituted Prayagraj Mela Authority. We are synergising the glorious traditions of Kumbh with modern techniques so that pilgrims, tourists and dignitaries experience an environment that is awash with serenity and devotion.

On this occasion I convey my greetings to the millions of devotees who will visit Kumbh 2019 as well as the people associated with the management of this remarkable event. My best wishes for the entire endeavour.

Yogi Adityanath



KESHAV PRASAD MAURYA

Deputy Chief Minister, Uttar Pradesh



It is a matter of great joy that Kumbh Mela is being organised on the banks of Prayagraj's Sangam from January 15 to March 4, 2019. This fair will witness millions of pilgrims from India and abroad, besides saints, *sanyasins* and akharas – who will earn virtue by not only bathing in the holy Triveni of the Ganga, Yamuna and the invisible

Saraswati, but also have interaction with the oldest traditions of Sanatan Dharma and streams of knowledge.

Uttar Pradesh is the holy land – the birthplace of Lord Shri Ram in Ayodhya and Lord Krishna in Mathura. This is where Lord Shiva's Kashi is also located. According to the Puranas, Jagatpita Brahma performed the first *yagna* of the universe on the banks of the Sangam, which is why this holy land was named Prayag. The Kumbh Mela 2019 in Prayagraj is a direct form of the same tradition. The *muhurta* of Prayagraj Kumbh starts when the Sun enters Capricorn and Jupiter is in Taurus. At this time, in the month of Magh, millions of people gather to immerse themselves in the holy waters at Prayag.

People from various countries and belonging to different cultures and civilisations come to Kumbh Mela area. This is the reason why Prayagraj and Kumbh Mela have globally become symbols of peace, harmony and unity. I not only hope but have full faith that the holy Kumbh, organised in Prayagraj, will further develop the cultural, spiritual and social diversity of the country.

My best wishes to the millions of pilgrims who will be a part of the auspicious occasion of Kumbh 2019.

Keshav Prasad Maurya

DR. DINESH SHARMA

Deputy Chief Minister, Uttar Pradesh



It is a matter of great joy that in 2019 the holy Kumbh Mela will take place at Triveni Sangam in Prayagraj. Kumbh Mela is considered to be the epicentre of the historical, cultural and spiritual heritage of India and the world. Prayagraj is the only holy place where the country's three holy rivers – Ganga, Yamuna and the invisible

Saraswati – intermingle.

Kumbh Mela is an important festival where people of different cultures from across the world come together and form the largest congregation of humanity. At the Kumbh Mela devotees get to witness the congregation of Shankarcharyas, Mahamandleshwars, monks and saints associated with different monasteries. It is a matter of great pride for us that Kumbh Mela has been recognised by UNESCO as an Intangible Cultural Heritage of Humanity. On the auspicious occasion of Kumbh 2019, the Prayagraj Mela Authority is publishing a coffee table book, *Making of Kumbh, Prayagraj 2019*.

I hope and fully believe that the Kumbh Mela in Prayagraj will nurture and foster spiritual, cultural and social diversity of the country.

Dr. Dinesh Sharma



SURESH KUMAR KHANNA

Minister of Urban Development and Parliamentary Affairs, Uttar Pradesh



India is a country of faithfuls. Even a destitute makes no compromise when it concerns his religion or its rituals. Respecting such deep-rooted faith and facilitating religious endeavours of citizens is the duty of the government. Kumbh Mela is one of the biggest religious events and a national cultural heritage. Prayagraj Kumbh

is considered especially holy and during this Mela people from across the country and the globe arrive in large numbers to pray and bathe in Triveni Sangam. As the ruling Government, it is our duty to preserve this heritage.

I have been executing our Chief Minister's vision for Kumbh 2019 with complete dedication. To give Kumbh 2019, a *divya* and *bhavya* shape, the State Government has so far spent ₹2,800 crore. Conscious efforts have been made to create permanent infrastructure – assets that can be used in the future as well. I would like to congratulate the citizens of Prayagraj who cooperated during the restructuring of the city.

Ensuring the most comfortable stay at the Mela is the Government's duty and one of the biggest initiatives in that direction has been the setting up of 1,25,000 toilets and making Kumbh 2019 Open Defecation Free. Providing potable drinking water and setting up 20,000-capacity *pandals* for events are other major initiatives. To put Prayagraj on the global tourism map, beautification drives have been carried out. Paint My City has been a big achievement and important buildings, parks and hostels have been painted with different themes. Kumbh Mela is an international event and we want everyone to go back with magnificent experiences.

Suresh Kumar Khanna

DR. RITA BAHUGUNA JOSHI

Minister of Women Welfare, Family Welfare, Maternity and Child Welfare and Tourism, Uttar Pradesh



It gives me immense pleasure to know that a coffee table book *Making of Kumbh, Prayagraj 2019* is being published by the Prayagraj Mela Authority as a precursor to the divine Kumbh Mela 2019. The spiritual ambience of Kumbh Mela offers the opportunity to reach beyond the endless suffering of material existence

and achieve liberation and salvation. It shows the way to achieve purification in the spiritual sense and get connected with the divine. Kumbh Mela provides the occasion for meeting great minds to promote the welfare of living beings. New philosophies, ideas and thoughts from Kumbh Mela are taken to different parts of the world by the people visiting Kumbh.

The Government of Uttar Pradesh is committed to making this event a one-of-its-kind experience for people visiting the auspicious Kumbh Mela 2019. We have resolved to provide an unforgettable pilgrimage experience to devotees by blending the grand traditions of Kumbh with deployment of modern techniques and solutions so that *kalpvasis*, spiritual gurus, dignitaries, foreign visitors and pilgrims have a life-emancipating experience during their visit to Prayagraj.

I am confident that the coffee table book will be a great source in motivating readers to be a part of this holy event. I wish all the best for the success of this book.

Dr. Rita Bahuguna Joshi



SIDHARTH NATH SINGH

Minister of Medical and Health, Uttar Pradesh



I am pleased that the Prayagraj Mela Pradhikaran is publishing a coffee table book *Making of Kumbh, Prayagraj 2019*. I would like to congratulate the editorial board and the officers concerned for taking this initiative.

Prayagraj has an important and eminent position in history. Famed for its spirituality, Prayagraj has over

time witnessed many transitions; yet it remains an epitome of godliness. People seek salvation in Prayagraj.

Kumbh Mela is considered the centre of spirituality. Lakhs of people throng Kumbh in order to achieve *moksha*. Kumbh is an apt example of witnessing the bond of peoples united by the aim of attaining oneness with the Almighty. The authorities are working day and night to organise a successful Kumbh Mela in 2019. I would like to congratulate the people of Prayagraj who are also tirelessly helping the authorities in organising this mega event.

Sidharth Nath Singh

NAND GOPAL GUPTA ‘NANDI’

Minister of Stamp and Registration and Civil Aviation, Uttar Pradesh



“ संगम नगरी प्रयागराज में मिलती है तीनो धारा,
गंगा जमुना सरस्वती का जहाँ पर अद्भूत नजारा,
जहाँ कुंभ महाकुंभ मेले में उमड़ पड़ता है संसार
सारा, ऐसी पावन धरती को कोटि कोटि प्रणाम
हमारा ”

It is an ancient belief that on the days of Kumbh, the water of the rivers turn into nectar. Kumbh primarily means

kalash, an integral part of all sacred activities in Hindu culture. The meaning is quite similar to the experience we feel when we are part of this gathering. Kumbh Mela serves many purposes – whether it is the union of thousands of devotees or the mere commitment of travelling miles to be part of this mesmerising ritual. Estimating a footfall of about 15 crore devotees at Kumbh 2019, a number of developmental projects have been initiated. The new Prayagraj Airport terminal will support 250-300 operations in a month. Connectivity has been ensured with Tier II cities such as Nagpur, Indore, Patna, Lucknow and Bengaluru, with thirteen more cities to be connected before Kumbh. I hope Prayagraj Kumbh Mela strengthens our country’s spirituality and traditions and promotes communal and religious harmony. It is an immense honour to be associated with the preparations of this event and I wish the religious gathering spreads holiness across the nation.

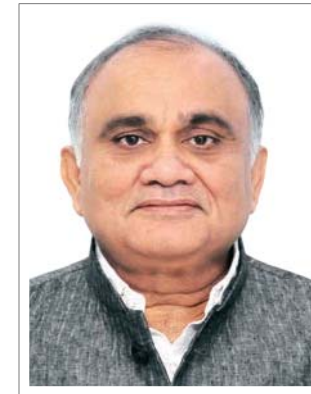
“ चलो कुंभ चलो ”

Nand Gopal Gupta ‘Nandi’



ANUP CHANDRA PANDEY

Chief Secretary, Uttar Pradesh



Kumbh Mela 2019, beyond being larger in scale than ever before, has pushed the envelope further and taken on a multi-dimensional hue. I am delighted that the Prayagraj Mela Authority is publishing a coffee table book *Making of Kumbh, Prayagraj 2019* with the objective to showcase development work carried out by State and Central

agencies on a war footing. Taking a long-term view for the first time, the focus has been on creating permanent infrastructure in addition to transitory facilities. All the arms of the Central and the State governments including NHAI, Airport Authority of India, Bridge Corporation, PWD, Nagar Nigam, Jal Nigam, Railway, Defence and Forest, to name a few, have executed various large projects to be on time for Kumbh 2019. Since it is a ambitious Mela, the Chief Minister has been directly supervising preparations at the apex level.

There has also been a concerted effort to highlight the nation’s rich culture through the Mela. All NRIs participating in the Pravasi Bharatiya Divas in Varanasi in 2019 and heads of various missions are being brought to witness the largest human congregation. Besides, to offer everyone a world-class experience, attention is being given to the minutest detail – whether it is the design of the *mandaps*, or focus on Swachh Bharat, or installation of high-end security systems, or even use of new age technology for crowd control.

This vibrant and appealing book reveals the immense significance that Kumbh Mela holds for the people. It also depicts a vivid picture of how Kumbh offers the chance to transcend the endless suffering of material existence. I hope the contents of this book will prove informative and useful for pilgrims and future public officials. My best wishes for its successful publication.

Anup Chandra Pandey

O P SINGH

Director General of Police, Uttar Pradesh



Kumbh is the largest human congregation on earth and its significance is recognised internationally. The recognition of Kumbh Mela as a non-tangible heritage by UNESCO has further lent it international credibility and attraction.

To make Kumbh 2019 *divya* and *bhavya* the Mela Authority under the direction and supervision of the State Government has been working 24/7 for over one-and-a-half years.

According to the vision of honourable Chief Minister Yogi Adityanath, the UP Police is determined to make Divya and Bhavya Kumbh also a Surakshit Kumbh. We intend to achieve ‘Surakshit Humhil’ through optimum integration of the latest technology in policing in the Kumbh area.

Apart from augmenting security, we are making all efforts to evolve ourselves into a friendly police and ensure that all pilgrims leave back with cherished memories of UP Police.

I wish the Mela administration success in its endeavour to make Divya Kumbh, Bhavya Kumbh a grand success.

O P Singh



AWANISH KUMAR AWASTHI

Additional Chief Secretary, Uttar Pradesh



It is a matter of great pride that the Prayagraj Mela Authority is publishing a coffee table book *Making of Kumbh, Prayagraj 2019*.

Indian culture has always had pride of place among cultures of the world. Our culture and traditions boast of a unique identity. The tradition of Kumbh is of particular importance.

Kumbh 2019 that will be held on the banks of Triveni Sangam in Prayagraj will be a spiritual, cultural and religious event that will showcase India's diverse culture.

The State Government is committed to providing all possible facilities to pilgrims and other guests who will visit Prayagraj Kumbh. It is thus being arranged on a wider scale. I hope the coffee table book will include useful information in this regard.

My best wishes for successful publication of the coffee table book.

Awanish Kumar Awasthi

MANOJ KUMAR SINGH

Principal Secretary, Urban Development,
Urban Employment and Poverty Alleviation, Uttar Pradesh



The Kumbh is the largest human congregation on earth. Its significance has been also recognised and honoured by the UNESCO, which has declared it as a non-tangible heritage. Kumbh 2019 at Prayagraj is being organised with the objective of making it a Divya Kumbh and Bhavya Kumbh.

The emphasis by the State Government is very high on creating world class infrastructure in the areas of transportation, accommodation and sanitation. Preparations for a congregation of this size – with an ephemeral city created on the banks of the Sangam – have always been a challenge. However, vision and dedication backed by resources will certainly make Kumbh 2019 memorable.

I wish the Mela administration all success in organising Divya Kumbh, Bhavya Kumbh.

Manoj Kumar Singh



THE RELIGIOUS PAST

सहस्रं कार्तिके स्नानमाघेस्नानशतानी च
बैशाखे नर्मदा कोटिः कुम्भस्नानेनतत्यफलम्
अश्वमेधसहस्राणि वाजपेयशतानी च
लक्षं प्रदक्षिणा पृथिव्याः कुम्भस्नानेनतत्यफलम्

Sahasra kartikey snanmaghesnanshatani cha
Baisaakhe narmada koti kumbhsnaanenattyaphalam
Ashwamedhsahasrani wajapeyashatani cha
Lakshya pradakshina prithivyaam kumbhasnaane nattphalam

It is said that the *punya* or holiness of Kumbh *snaan* (bath) is equal to a thousand ablutions in the month of Kartik, that typically overlaps October-November, hundred in Magh that corresponds to January-February and innumerable in Baisakh or April-May. According to the *Shashtras*, there are twelve Kumbhs, of which only four are on earth – Haridwar, Prayag, Nasik and Ujjain.

According to *Skanda Purana*, Kumbh happens when

सूर्येन्दु गुरु संयोगस्तद्वाशौ यत्र वत्सरे
सुधा कुम्भ प्लवे भूमौ कुम्भो भवति नान्यथा
Suryendu guru sai yogastadwashau yatra vatsare
Sudha kumbh plave bhoomau kumbho bhavati nanyatha

The astrological aspect of Kumbh is related to planets and stars and their configurations. The festival takes place only when the Sun, the Moon and Planet Jupiter are particularly aligned on certain *rashis* or zodiac signs. The significance is elevated when it occurs in Prayag.

माघे मेषगते जीवे मकरे चन्द्रभास्करो
अमवस्या तदा योगः कुम्भाख्यास्तीर्थनायके
Maghe meshgate jeeveh, makre chandrabhaskarau
Amawasya tada yogah, kumbhakhyastirthnayke

Another version is:

मकरे च दिवानाथे ह्यजगे च बृहस्पतौ
कुम्भ योगो भवेत्तत्र, प्रयागे ह्यति दुर्लभः
Makre cha diwanathe, hyajage cha brihaspatau
Kumbh yogo baveetatra, prayage hyati durlabhah

Kumbh takes place in Prayag in the month of Magh corresponding to January-February, when Jupiter is in Taurus and the Sun is in Capricorn.

‘Prayag’ stands for *pra* or continuous performance of *yag* or devotional rites while Kumbh is, astrologically, the alignment of the Sun, Moon, Jupiter and Saturn in a certain configuration – Hiranyagarbha – between earth and heaven.

Tirthraj Prayag is considered the most holy of the fourteen *prayagas* described in the Puranas and bathing in the holy waters of the Sangam during Kumbh Mela is believed to liberate one from the cycle of birth and death



Therefore, Prayag Kumbh literally means continuous performance of devotional rites during a certain alignment of the stars. Devotees believe that by bathing in River Ganga, one is freed from sins, liberating her/him from the cycle of birth and death. Millions of people thus reach Kumbh without invitation, the congregation including ascetics, saints, sadhus, aspirants, *kalpavasis* and visitors.

According to ancient texts, the meaning of *kumbh* is pot or ‘urn’ of the entire universe – one that is a catalyst or a melting pot where caste, creed, colour or language hold no bars, all concepts dissolve like waves in an ocean and where saints, seers and ordinary people come forth to exchange knowledge based on wisdom.

The Sun resembles life and is considered to be the base of all knowledge. In the Vedas it is enumerated:

सूर्ये सायमे भुवनस्य ज्ञानम्

Surye sayamen bhuwanasya gyanam

One can achieve the knowledge of the world by merely understanding Sun; and,

सूर्यो जगत्स्थुःश्चात्मा

Suryo jagatasthushchaatma

Sun is the soul of the world.

Astrology further defines:

मकरे च देवनाथे विखरगे च बृहस्पतौ

Makare cha dewanathe Vikharge cha brihspatau

RIGHT: Since Prayag is the confluence of the religiously significant Ganga, Yamuna and the mystical Saraswati rivers, the Kumbh fair held here is considered the most special



When the Sun is in Capricorn, the tenth zodiac sign and Jupiter in Taurus, Kumbh takes place at Prayagraj, which, according to the Vedas, is also the centre of the earth. Indian mythology further describes that Sun is the father of Saturn and River Yamuna, while River Ganga is deemed to be one of the rays of the Sun.

Since Prayag is the only place which witnesses the confluence of the religiously significant Ganga, Yamuna and the invisible and mystical Saraswati rivers, the Kumbh fair held here is considered the most special. As Sun is the source of life and Saturn, the planet which causes malefic effects, is his son, bathing at a particular time in the holy waters of Sangam during Kumbh, also helps in eradicating Saturn's malefic effects.

Fourteen *prayagas* have been described in the Puranas: Tirthraj Prayag, Dev Prayag, Rudra Prayag, Karn Prayag, Nand Prayag, Vishnu Prayag, Indra Prayag, Som Prayag, Surya Prayag, Hari Prayag, Gupt Prayag, Shayam Prayag, Keshav Prayag and Bhaskar Prayag.

Among them, Tirthraj Prayag is considered the most holy. *Bramha Purana*, *Rig Veda* 10/15; *Mahabharat* 87-18-19; *Padma Purana* 6/127-163; *Naradi Purana* 2/63-90, 3-85-81; *Matsya Purana* 103/3-4; *Mahabharat* 3/85/76-77; *Matsya Purana* 107/9 111-8-10; *Padma Purana* 3/39-72-73; *Naradi Purana* 2/63-129-30 – all describe in detail the reasons why it is so.

RIGHT: Prime Minister Narendra Modi, Uttar Pradesh Governor Ram Naik and Uttar Pradesh Chief Minister Yogi Adityanath perform devotional rites prior to the formal start of Kumbh 2019



THE JOURNEY TO KUMBH 2019

DR ASHISH KUMAR GOEL

Divisional Commissioner, Prayagraj and Chairman Prayagraj Mela Authority



For me April 21, 2017, will always be remembered as the date of a serendipitous event. It was my first day as Divisional Commissioner of then Allahabad, now Prayagraj, and I was heading off to a meeting called by the Honorable Chief Minister to discuss Kumbh Mela 2019! Several ministers and top officials were present and I recall how motivated and inspired each one appeared as they heard the Chief Minister delineate a broad vision about Kumbh 2019 and the splendour of the celebrations that he envisaged. Being the first day of office as Divisional Commissioner, Prayagraj, I was completely overwhelmed to be a part of such an important vision. As I had been the District Magistrate of Allahabad in 2007-08, I had some idea as to how a Kumbh Mela is organised, its scale and the measure of arrangements required.

The Chief Minister was fluent with his ideas and a palpable enthusiasm began to build up. A clean Ganga. Modern sanitation and toilet facilities in the Mela zone. Habitation for *safaikarmis* in the Mela campus. LED lights for electrification. Beautified tourist and cultural heritage sites of Prayagraj. Improved facilities for pilgrims and stakeholders. Given the scale of work, even the likelihood of creating a dedicated and permanent Mela Authority was discussed! Ideas burst quick and bright and an animated atmosphere filled the room.

Since preparation time would be more than one-and-a-half years, the accent was on creating permanent infrastructure within the October 2018 deadline. The vision was extraordinary in its scope and magnificence and I was dazzled – blessed to be part of such an important project.

THE BEGINNING

Albeit I had witnessed Kumbh Mela preparations in 2013 as Principal Staff Officer to the Chief Secretary, I felt deeply humbled when, as Commissioner, I was appointed Nodal Officer of Kumbh Mela 2019. The idea of organising an event that is famed as “the largest conglomeration of humans on earth” and an “Intangible Cultural Heritage of Humanity” was overwhelming. Those were the initial days and I could not even begin to imagine the scale and magnitude of preparations. I just knew that I would be on the ground for the following two years to make real a great vision, and Kumbh 2019 the grandest ever.

Divya Kumbh, Bhavya Kumbh was imagined and the idea was spelt out. We were assured that funds would not be a hindrance in Mela work. This was a peculiar situation for the



Divya Kumbh, Bhavya Kumbh – the extraordinary vision that would be translated in the magnificence of Kumbh 2019



The scale of Kumbh 2019 was large and the plan had to match it

entire team in light of the fact that while, on the one hand, we had the Government's reassurance that there would be no dearth of funds for the right project, on the other we were up against the challenge of identifying projects for which the Government would assign funds – those activities that would build permanent infrastructure for Prayagraj and which would also be advantageous for Kumbh Mela 2019.

Keeping this perspective in mind we started recce and survey of the Mela area, its periphery and city sites. Often we travelled late at night when the roads were empty. The entire team would troop into vehicles and travel from one area to another, learning, unlearning and relearning. The experience was invaluable and it was this groundwork that helped us to draw up a roll of projects, which we then divided into three buckets: Essential, Desirable and Aspirational.

In the course of planning, it was also felt that since hundreds of ventures worth thousands of crores and involving 25 departments would have to be executed before Kumbh 2019, an advanced-level computerised project monitoring and information

system would definitely have to be put in place to guarantee appropriate execution to prevent time and cost overruns. The other consideration was to ensure that quality did not suffer under the enormous volume of work that would be taken up. Also, since the magnitude of the vision for Kumbh 2019 was a superlative one and appreciably bigger than previous Melas, the difficulties were additionally complex. It was imperative that we took the assistance of expert manpower. It was imperative that new initiatives were adopted.

STRUCTURING TO PROFESSIONALISE

Some innovative initiatives are unique to Kumbh 2019. The first is the project monitoring system under which each project has been divided into activities and sub-activities. Course of events and month-to-month targets have been chosen and their advancement tracked against defined targets on a week-by-week basis. The second is outsider assessment in the form of Third Party Inspection Agency (TPIA), entrusted with the task of examining and inspecting every single venture several times

during its creation. Their scope of work include bill confirmation and regular monitoring of the quality and amount of work. Since the Mela would have to be *divya* and *bhavya*, the third was procurement management. A number of new services had to be secured, making procurement management a very important task.

THE ROUTINE

These, of course, were over and above the traditional activities of the Mela administration – land layout, traffic and parking planning, sanitation, disaster management, communication and signage, health, vending zones, training of volunteers and so much more.

The scale of Kumbh 2019 was huge and the game plan had to match it. Expert professionals and the wise counsel of consultants were the need of the hour – since all undertakings could be designed and structured in a scientific manner, utilising innovation and technology, the most recent research and the newest trends. So, we hired three kinds of people: professionals

with pertinent expertise, experienced people with profound wisdom and youth with boundless vitality. And, all this was done after taking lessons from the success stories of previous Melas.

One noteworthy test was coordination between government departments, different agencies and various other stakeholders. The Divisional Commissioner working as Nodal Officer needed to engage with critical Government partners – the Army, the Air Force, the Railways, the NHAI, the Inland Waterways Authority, the Airports Authority of India and many other State Government departments. The Mela Authority also needed to develop consensus on concerns of all the 13 Akharas and other vital stakeholders including Dandiwada, Acharyawada, Prayagwal Sabha, etc.

The responsibility would sometimes appear distressing, but I was blessed with the support of each and every individual and agency whom I, as Nodal Officer, approached. Solicitations were conceded promptly, all snags vanishing as if by the wave of a magic wand. I would think it as the blessing of the divine in this holy city.



DIGITAL INTEGRATION AT ITS BEST

Globally, digital technology has been breaking the status quo and aiding progress. With emerging technologies being the biggest enablers in collaboration and communication, Kumbh 2019 had to be digital-savvy. And this had to occur at the ground level.

Success has been won by developing a Mela website, mobile app, use of social media platforms for real-time dissemination of information and perhaps, most importantly, digital integration with Google Maps – under which Mela routes and Mela landmarks will be synced.

For better security and surveillance, an Integrated Command and Control Centre has also been developed under Smart City. Besides ensuring that policing, river and fire safety is aided by modern equipment and gadgets, an arrangement has been made to explore the potential use of Video Analytics for crowd flow management.

Pilgrim safety and experience being of essential significance, a separate Kumbh Mela helpline and call centre, LED screens to assist lost-and-found services and digital signages for ease of navigation have been planned – guided by subject matter experts who were appointed as advisers to make this mega event user-friendly.

SWACHH KUMBH

As the largest mass gathering on the planet, Kumbh Mela is an event of incredible magnitude and presents difficulties that are as sizeable. Increased population density, reduced hygienic conditions and exposure to environmental pollutants potentially pave way for easy transmission of pathogens. Sanitation facilities for Kumbh Mela thus had to be planned in a comprehensive way – in the context of religion and psychology of pilgrims.

Modern technology and frameworks came to our aid. For the two biggest concerns – Open Defecation (OD) and Solid Waste Management – technological solutions have been employed. So, toilets have user-friendly designs, sewage disposal is environment-friendly and transportation of solid waste is seamless. Compactors, tippers and road cleaning machines – successfully tried and tested under a pilot project during Magh Mela 2018 – are also being liberally used.

ALL NEW ENDEAVOURS

Kumbh Mela 2019 was our field of endeavour and given the magnificence that we seek to impart it, initiatives were de rigueur. Developing parking lots for almost five lakh vehicles – each a



From shuttle bus services to elaborate *pandals* for cultural shows, all focus of all arrangements was enhanced pilgrim experience



self-equipped satellite town; organising shuttle bus services for pilgrims so that they would not have to walk beyond a certain distance; assembling more than 1,22,000 clean toilets with proper septage management; ensuring a cutting-edge solid waste management framework for effective disposal of solid waste from Mela and city areas and provision of improved accommodation in a dedicated tent city – all were planned in the most proficient manner so that they could be executed equally efficiently.

With the Government globally promoting Kumbh 2019 and launching the ‘*Chalo Kumbh Chale*’ campaign across the country, Prayagraj had to be organised into a beautiful city – a grandstand of India’s rich social and cultural legacy. A tourism plan was thus conceptualised that included enhancement of tourist circuits and four types of foot trails – historical buildings, places of religious and mythical significance, cuisine and, finally, the Sangam.

Laser shows, facade lighting on important city landmarks, theme gates, bundle visits and food courts, have also been elaborately arranged.

Five distinct stages have also been planned for cultural programme performances during the Mela period, which would

include artists arranged by SPIC MACAY and cultural bodies of the Central and State governments. Exhibitions being a single window to display different viewpoints, several exhibitions have been curated – exhibitions in Sanskriti Gram to showcase a timeline of Indian civilisation; those in Kalagram to exhibit handicrafts and artists from all corners of the country; book fairs and exhibitions on handicrafts, handlooms, work in progress of different government divisions and more.

FRAMEWORK ADVANCEMENT

After the all-inclusive strategy was settled, various huge ventures were begun. This includes upgradation of nine railway stations, construction of ten railway overbridges and flyovers, extension of six road under-bridges (RUBs), building a new terminal at the Allahabad Civil Airport, reinforcing and broadening 34 city trunk roads and upgrading, revamping and beautification work in more than 60 traffic intersections.

In addition, the existing power framework has been upgraded and reinforced, the water supply system augmented and the drainage and sewerage system improved.



Modern technology and frameworks will help to make Swachh Kumbh a people’s movement



Prayagraj exudes a *bhavya* feel after the Paint My City campaign

ROAD TO BEAUTIFICATION

To ensure that the land of Sangam paints the loveliest face of the nation, many beautification projects have been undertaken. In the first instance, prominent roads which connect the airport, the railway stations and the bus stops to the Mela area had to look pleasing. All criss-cross wires have thus been removed and street lights placed on the centre-verge. Pavements and street dividers with greenery have also been created to enhance the look of the city.

Plants, saplings, flowerpots and spiral lighting on poles have been additionally planned for uniformity and an aesthetic look. Ergonomic dustbins have been placed in different areas of the

city and the Mela area to ensure cleanliness and food courts and vending zones have been demarcated. Besides creating murals and theme gates, sculptures have also been installed in 55 junctions.

Furthermore, the Paint My City campaign has been run – with works of art near prominent roads, buildings, colleges, organisations, offices, boats, e-rickshaws, flyovers, bus stops and railway stations showcasing the religious, mythical, historical and scientific side of Kumbh Mela. Nearly 29 parks, including the iconic Chandrashekhar Azad Park, have been developed through the joint effort of the Allahabad Development Authority and Nagar Nigam to bestow the city with a *bhavya* feel.



The best of minds, innovative ideas and great teamwork has ensured that Kumbh 2019 will be both *divya* and *bhavya*

POWER OF TEAMWORK AND TECHNOLOGY

However, none of the plans could have fructified unless a good team was in place and we were fortunate to have the best of officers posted for Kumbh 2019. They were appointed as and when the need arose. Various initiatives were taken to learn lessons from previous Kumbhs and on that line interactive sessions with senior and experienced officers deployed in earlier Melas were organised. Various case studies were also taken up to see how different challenges related to crowd management, sanitation, contingency issues and other concerns could be overcome.

In order to make Kumbh 2019 a successful one, Magh Mela 2018 was used as the pilot project platform and many new projects that would be introduced in Kumbh 2019, were successfully tested. But, perhaps the most interesting aspect of preparation this time has been the blend of tradition and modernity. While on the one hand we have preserved the cultural heritage of Kumbh, on the other we have adopted New Age technology – use of computer-based planning, ICCC, ITMS, digital signages, drones,

modern security equipment, modern shops, Wi-Fi, Google Map, mobile apps, websites, social media platforms such as Facebook and Twitter and so on. Beautification signboards installed across the city and in the Mela area would assist pilgrims in reaching their desired destinations. In fact, these signages in parking lots, bus stops, railway stations, junctions and prominent roads have altered the look of the city.

However, none of this would have been possible without the continuous and inspirational support of Honorable Chief Minister Yogi Adityanath, Deputy Chief Ministers Keshav Prasad Maurya and Dr Dinesh Sharma, Urban Development and Parliamentary Affairs Minister Suresh Khanna, Minister of Tourism Dr Rita Bahuguna Joshi, Minister of Medical and Health Sidharth Nath Singh, Minister of Stamp, Registration and Civil Aviation Nand Gopal Gupta ‘Nandi’ and all other public representatives. Those involved in translating the Divya Kumbh, Bhavya Kumbh vision into reality will remember their guidance and wisdom with gratitude.



Team Kumbh's endeavour has been to ensure a *divya* and *bhavya* Kumbh 2019

EXPERIENCE OF LEARNING



VIJAY KIRAN ANAND
Mela Officer, Kumbh Mela, Prayagraj and CEO, Prayagraj Mela Authority

The Government of Uttar Pradesh will be proudly hosting crores of pilgrims at Kumbh 2019, from January 15 to March 4. We would be a part of the spiritual journey of millions – as they experience a *divya* and *bhavya* Kumbh.

To ensure that pilgrims and also tourists have memorable experiences in the land of the Sangam, it was vital to systematically and scientifically plan the event, work on each component by deploying the best technologies while respecting traditions.

It was also important to ensure that the team is geared up to meet expectations of basic amenities, infrastructure, festivities, rituals and traditions, cultural and promotional activities and so on.

Making of Kumbh is the depiction of the journey and the challenges that Team Kumbh faced in coming together as a team for a common purpose, ideating numerous projects, initiating their implementation, fund management, planning and project management, managing relationships with vendors, partners and stakeholders, deploying an entire toolbox of procedures and techniques for monitoring quality assurance and also interpersonal relationships which grew as a strong bond over a period of time.

In an event as multi-dimensional and multi-faceted as Kumbh 2019, it was critical that we did not lose focus and

chiefly paid attention to the interests of pilgrims, *kalpvasis* and tourists. Planning and implementation, therefore, was done with their interest in mind. Besides, it was critical to ensure that all stakeholders were actively involved in the planning and execution process.

I recall numerous meetings held with the Akhada Parishad, Prayagwals, various spiritual organisations, media, traffic advisory committees and so on. I also recall the multitude of programmes we conducted in terms of engaging industry associations, advocates, institutes in Prayagraj, boatmen vendors, tourist guides and so on. The myriad suggestions that we received from all helped to seal a plan and the processes that were adopted in executing the event.

A critical challenge in developing a temporary city was lack of permanent infrastructure or a permanent guiding authority. A Mela Authority was thus instituted and the project initiated with a few officials – Commissioner Prayagraj and the Mela Authority. Thereafter, magistrates and various domain experts – sanitation, transport planning, labour planning, urban planning and event management – joined the team. Young professionals from various organisations and institutes, retired and experienced officers and experts from various departments were roped in for the Mela.



Systematic planning, brilliant execution and efficient monitoring have been the hallmarks in the making of Prayagraj Kumbh 2019

This is how from a handful a team of 100-plus individuals was built up – each working in a flat organisation with open doors and multi-channel communication. Excellent outcomes could be achieved because of this kind of teamwork; the feedback of even the last member of the team was important in executing a project as big as Kumbh Mela 2019.

I am happy that despite all hurdles, we have been successful in meeting deadlines laid down by the Government and in maintaining quality of work according to laid-down standards. It was a great experience working with diverse teams – consultants from Ernst and Young, young professionals from various universities, retired and experienced officials, religious organisations and magistrates who have meticulously planned and executed projects in every sector.

The earnest efforts and systematic planning of the team have yielded wonderful results and has led to the installation of over 1,20,000 toilets, deployment of over 20,000 sanitary workers, development of parking facilities for over five lakh vehicles, completion of 700 plus projects within the given deadline with quality assurance as certified by TPI reports, 9 ROBs, 6

RUBs, Mela sectors with vending zones, banking and telecom infrastructure, drainage system, road network, extensive ghats, changing rooms, bathing facilities and more. I am also happy that technology initiatives have added transparency in project execution besides cost effectiveness and efficient monitoring framework for mammoth projects like sanitation, civil supplies, traffic planning and so on.

The story narrated in this book is an effort to ensure that all stakeholders who have come together to make Kumbh 2019 worthy of its vision get their place in the sun. It is an effort to document the learnings so that the legacy is carried forward. It was essential to ensure that stakeholders are actively involved in the planning and execution process. The Prayagraj Mela Authority has earnestly tried to make sure that in each component the scale of work is systematically improved – particularly in the area of sanitation, traffic management, crowd control, security and surveillance, disaster preparedness and cultural events. I, on behalf of Team Kumbh Mela, thank everybody for being part of this journey and sincerely hope pilgrims and *kalpvasis* have a memorable experience at Prayagraj Kumbh 2019.

SHAPING DIVYA KUMBH, BHAVYA KUMBH

Kumbh Mela has a deeply spiritual tone and participation is voluntary. Kumbh is not associated with any particular deity but known to be an event where people gather to attain spiritual knowledge and feel a connection with the divine. It is a platform where people unite irrespective of their religious affiliations. From sadhus who have renounced worldly pleasures to curious visitors from across the world who come to experience the feel of the place, Kumbh is truly a melting pot, an “Intangible Cultural Heritage of Humanity”.

Prayagraj Kumbh especially creates a picturesque vision of sights and sounds – of the sacred Triveni Sangam, millions of devotees gathered in worship of the divine, Shahi Snan of akharas, the chant of Vedic mantras, spiritual music and so much more. It is unlike other Kumbh Melas.

Prayagraj is where Lord Brahma is believed to have performed the *yagna* for creating the universe, making the significance of performing rituals here of the highest virtue. In certain holy scriptures Prayagraj’s Triveni Sangam has been mentioned as the centre of the earth. Also, it is only here that the tradition of long-term *kalpvasis* is practised.

After Independence, various rules were framed in organising Kumbh Mela – provisions were made for providing basic amenities to pilgrims, with special emphasis on security and health and hygiene. Today, the responsibility of providing basic amenities during Kumbh Mela lies with the Government.

However, Kumbh 2019 has been envisioned to be much more than the usual – in fact, the most magnificent of Kumbhs till date. A *divya* and *bhavya* Kumbh that would encapsulate the science of astronomy, astrology, spirituality, ritualistic traditions, social and cultural customs and practices and portray it in the most technologically savvy manner.

The genesis of the idea to make Kumbh 2019 a magnificent event goes back to 2017, when soon after assuming charge, Chief Minister Yogi Adityanath shared a vision. At the orientation meeting on April 21, 2017, the Chief Minister proposed the idea of transforming Kumbh 2019 into a mega event that would draw pilgrims and tourists to Trithraj Prayagraj.

The phrase ‘Divya Kumbh, Bhavya Kumbh’ was coined and unanimously liked. And, although, at that stage, no one knew what needed to be done to transform Kumbh into a *divya* and *bhavya* mega event, numerous ideas were excitedly proposed. It was an ambitious goal, but given the enthusiasm it had generated, it could and would be done. There was consensus on the view that permanent infrastructure development of Prayagraj, besides quantum improvement in the Mela area, was vital in making Kumbh 2019 *divya* and *bhavya*.

A 360 degree development of the city was formulated and the Divisional Commissioner who was appointed the nodal officer was asked to prepare an action plan that would bring the idea to fruition. October 2018 was then set as the deadline, prior



ABOVE: The April 21, 2017 meeting in which Chief Minister Yogi Adityanath spelled out his vision for Kumbh 2019



RIGHT: The first *baitbhak* with the Akhara Parishad in May 2017



TOP: Chief Secretary's first meeting to discuss Kumbh 2019
 BOTTOM LEFT AND RIGHT: Prayagraj Divisional Commissioner's first meeting with stakeholders on Kumbh 2019 celebrations; Kumbh Mela Nodal Officer chalks out initial plans for the mega event



TOP: An August 2017 Chief Secretary meeting to discuss the road map for Kumbh 2019
 BOTTOM: Meeting to discuss Kumbh Mela security measures and policing with stakeholders



ABOVE: A review meeting of Kumbh Mela preparations presided over by Chief Minister Yogi Adityanath
RIGHT: Chief Minister Yogi Adityanath announces Divya Kumbh, Bhavya Kumbh

to which major works would need to be completed. Following this, three committees were formed.

- The first, for overall supervision and guidance, under the Minister of Urban Development
- The second, for review and sanction of all projects, under the Chief Secretary
- The third, for execution and review of projects, under the Divisional Commissioner

The Chief Minister was firm that since the primary goal of the event would be to enhance pilgrim experience, all stakeholders entrusted with the task of long lead works had to ensure the best quality and within the stipulated timeframe. In order to expedite the process and ensure that Divya Kumbh, Bhavya Kumbh was given undivided attention, the Chief Minister also conceived the institution of Mela Authority.

At that point no road map had been planned on how to make Kumbh 2019 the grandest stage till date. So, the Divisional



FACING PAGE: Site inspection by Chief Minister Yogi Adityanath in the run-up to Kumbh





Chief Minister Yogi Adityanath speaks at a public meeting organised to discuss Ganga Gram, a project for sanitation-based integrated development of villages along River Ganga in the context of Kumbh 2019



TOP LEFT AND RIGHT: Chief Minister speaks at a public meeting to discuss Kumbh Mela projects; Urban Development Minister discusses a road map with officials
BOTTOM LEFT AND RIGHT: Felicitation and engagement events to make Kumbh 2019 inclusive for all

Commissioner was asked to prepare a primary plan. After about two weeks of brainstorming with 23 departments and other stakeholders, a strategy was developed and sent for approval.

At the time of his visit to Prayagraj on June 4, 2017, the Chief Minister reiterated his vision of Bhavya Kumbh 2019. A list of initial projects was discussed with special emphasis on online project monitoring system (PMIS), third party inspection agency, sanitation and cultural activities.

On July 15, at a meeting in Lucknow, presided over by the State Chief Secretary, the first phase of sanction was attested.

Thereafter, work began in real earnest and in full swing. Special emphasis was given on the permanent development of major roads connecting Allahabad and constructing road overbridges (ROBs) and road under-bridges (RUBs). The initial list of projects underwent several changes before a final decision was taken on those roads and places that required maximum intervention and where ROBs and RUBs needed to be immediately built. Blueprints followed on how and what needed to be done.

The decision to make Magh Mela 2018, the rehearsal ground for testing all pilot projects was also taken during that time.





TOP LEFT AND RIGHT: Samiksha Baithak presided by Urban Development Minister Suresh Khanna to discuss Kumbh Mela work progress; Mela Authority *baithak* in April 2018
MIDDLE AND BOTTOM: Dignitaries, officials and stakeholders plan and inspect on-ground Kumbh 2019 works



TOP: Chief Minister Yogi Adityanath and other dignitaries at the Margdarshak Mandal *baithak*
BOTTOM LEFT AND RIGHT: Review meeting of Kumbh 2019 preparations presided by Chief Minister Yogi Adityanath; Crucial stakeholder meeting with Minister for Railways, Manoj Sinha



TOP LEFT AND RIGHT: Meeting on disaster management measures for Kumbh 2019 and Kumbh Sewa Mitra, the volunteer engagement programme of Kumbh
 BOTTOM LEFT AND RIGHT: High-level meeting on training of police personnel for Kumbh 2019 and inspection of security arrangements by top officials in the Mela area



Stakeholders meeting in progress on April 5, 2018

THE KUMBH LOGO

There was an imperative need to create a symbol that would reflect the soul of Kumbh – spirituality, rituals, traditions and cultural customs, differentiate it from the previous editions and act as a unifying icon for various activities around the event. A logo was also essential to promote easy identification and recognition by all stakeholders.

So, in an endeavour to give this mega event a distinct identity, an initiative to design an exclusive logo for Kumbh 2019 was organised.

Initially, students from the Fine Arts Department, University of Allahabad and other stakeholders were invited to be a part of this project; later, established design agencies from across the country too were given an opportunity to present their ideas.

The brief was simple and clear: the image had to incorporate the spirit of Kumbh Mela. The present logo was chosen after much deliberation. Ensclosed in a pale yellow globe, it portrays tangible symbols like the confluence of the rivers – the Ganga, the Yamuna and the mystical Saraswati – saints and pilgrims. The *kumbh* with the Om symbol signifies the mythological *kumbh* (jar of nectar) that Lord Vishnu whisked out of the grasp of *asuras* or demons during *samudra manthan* or the churning of the ocean. The verse ‘Sarva Siddhipradha Kumbha’ encapsulates the significance of the event and the *tapobhumi*, Prayagraj.

The logo truly mirrors the vision of ‘Divya Kumbh, Bhavya Kumbh’ and depicts the spirit of Kumbh Mela, the world’s biggest human congregation.





LEFT: Officials deliberate on logo designs submitted by various agencies

BELOW: Uttar Pradesh Governor Ram Naik, Chief Minister Yogi Adityanath, Deputy Chief Minister Keshav Prasad Maurya, Deputy Chief Minister Dinesh Sharma, Urban Development Minister Suresh Khanna and Tourism Minister Rita Bahuguna Joshi during the launch of the Kumbh 2019 logo on December 12, 2017 at Raj Bhavan, Lucknow



Uttar Pradesh Governor Ram Naik launching the Kumbh 2019 logo at the Raj Bhawan on December 12, 2017 in the presence of Chief Minister Yogi Adityanath and other dignitaries

THE KEY ACCENTS

To ensure a *divya* and *bhavya* Kumbh and to increase transparency, improve management and offer better services, certain guiding principles were laid down – all of which are expected to come together to ensure a magnificent pilgrim experience at Kumbh 2019.



1. ENHANCED PILGRIM EXPERIENCE

As the largest peaceful congregation of humanity, Kumbh Mela is important from a religious and tourism point of view. Kumbh 2019, therefore, would not just be about a holy dip

in the Sangam but also an “enhanced pilgrim experience”. World-class facilities, cultural and social events, scientific crowd management and traffic control and more would help to elevate the experience of pilgrims and ensure that it attains the vision of *divya* and *bhavya*. For that purpose, apart from permanent infrastructure development in the city – that includes 9 ROBs, 6 RUBs, widening of 140 roads, beautification of 60+ traffic junctions with aesthetically designed murals – a number of other initiatives would be taken. There would be an upgradation of the public transport system such as railway stations, foot bridges, skywalks, underpasses, airport terminal, 500 shuttle buses, 1,000 e-rickshaws, 95 parking lots including 18 lots developed as Satellite Towns (special parking zone) with a capacity for five lakh vehicles, Paint My City campaign, public accommodation for 20,000 pilgrims, dedicated vending zones (including night markets), seven convention halls for over 500 cultural programmes, development of Kala Gram – creative village designed to showcase distinctive artwork with 13 dedicated pavilions developed under unique themes, Sanskriti Gram – a megastructure with 17 different galleries exhibiting structures from different Indian civilisations, installation of over 1,22,500 toilets with ICT-based monitoring system for ensuring timely cleanliness, efficient onsite septage and odour management along with cesspool operations, digital lost and found centers integrated with social media and LED screens to reunite lost persons and more. Religious trail, Heritage trail, Food trail and Sangam trail would also be chalked out to create a more efficient pilgrim experience.



From street plays and cultural shows to exhibition of art and culture, all efforts would be to enhance the experience of tourists and pilgrims



2. CHALO KUMBH CHALE

Services of a professional agency would be engaged to conceptualise, plan and implement marketing activities. It would develop posters, booklets, brochures and tourist maps besides running print, radio and commercial campaigns. Media planning and social media management would also be done by the agency. A campaign on the

theme '*Chalo Kumbh Chale*' would also be launched across the country and executed in three phases to make this Kumbh an inclusive one – where people from all sections of society and all corners of the world can come. Besides, the government has made arrangements to host Pravasi Bharatiyas, delegates from over 182 countries and Heads of Mission of 70 countries.



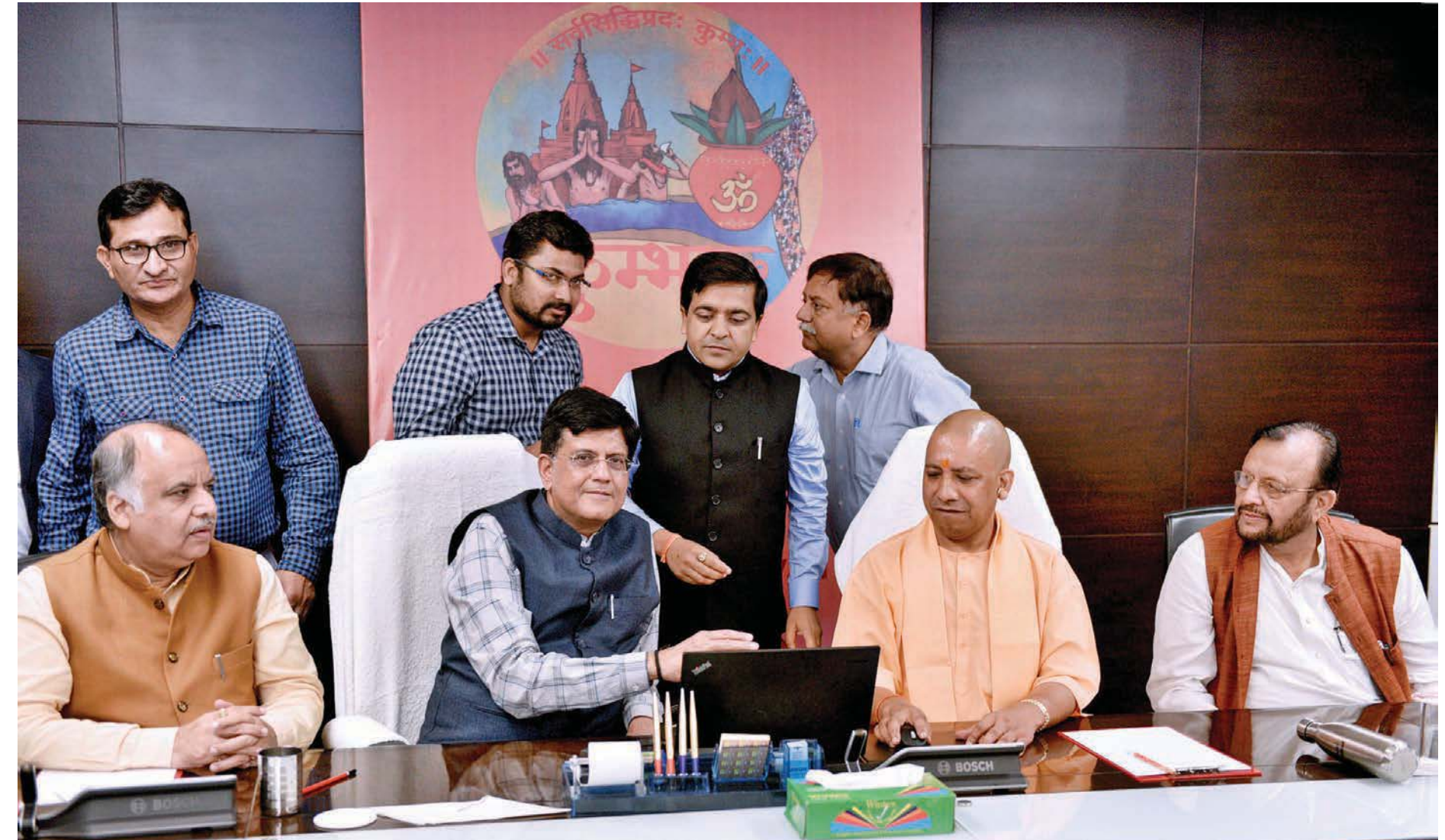
3. SWACHH KUMBH

Campaign to clean chronic dirty pockets and hotspots would be launched. Compactors would be used to remove dirt and garbage in the most effective and efficient manner. Also, to ensure cleanliness, 8 hook loaders, 253 special bin lifters, 33 port stations, 75 compactors, 1,180 dustbins and 370 tippers would be deployed. The city of Prayagraj would be divided into five zones to ensure an efficient sewage system. In all these zones, sewer lines, sewage pumping stations and sewage treatment plants would be established. Of the five zones, sewage work in Zone F, G and Jhunsi would be done under the Public Private Partnership (PPP) model. A model to service existing STP and SPS for the next 15 years would be put in place. For work in five zones, 575 sewer lines, 32,530 home connections and 13 sewage pumping stations at a cost of ₹2400 crore would be created. Besides, user-friendly

puff-body toilets, ICT-based monitoring tools for ensuring cleanliness in 1,22,500 installed toilets, technological based solid waste disposal system with ergonomic design of equipment for waste collection and transportation, seamless transfer and transportation of waste and choice architecture to encourage behaviour change would be key initiatives to make the Mela a successful event. Over 20,000 dustbins and liner bags would also be used for the purpose. Operation and maintenance of these facilities during the Mela period would be done with the help of *swachhagrahis* or village volunteers under the Swachh Bharat Mission. They would be enabled with an ICT-based monitoring system that is designed to collect and communicate feedback on a daily basis for corrective action. Apart from this, Ganga would be cleaned by treating drainages using STPs.

4. INTEGRATED COMMUNICATION FOR A SMART CITY

An Integrated Command and Control System to make the city smart would be developed and that would include Intelligent Traffic Management System (ITMS), communication systems at bus shelters, environment sensors, smart parking systems and data centres, video analytics for crowd management and headcount mapping. Altogether 645 CCTV cameras would be an integral part of this integrated communication system. Four viewing centres and 183 places for city surveillance would also be developed. The Integrated Command and Control Center would be developed in two phases. Phase 1 would be dedicated primarily to Kumbh Mela and would provide better surveillance and support system and installation of 1,103 CCTV cameras at 268 strategic locations for real-time alerts and video analytics based crowd management system to measure crowd density to preclude and prevent stampede. Automatic number plate recognition system, intelligent traffic Signals, variable message signboards and adaptive traffic control system deployed for effective traffic management are some other supports which ICCC will provide.



Union Minister of Railways and Coal Piyush Goyal, Chief Minister Yogi Adityanath and other dignitaries during the launch of the Kumbh Mela website

5. DIGITAL KUMBH

To facilitate better access to information and increase penetration, all data related to Kumbh 2019 would be uploaded on a regular basis on its website and mobile application. As most of the pilgrims would use smartphones and have access to the internet, this initiative would assist them to better navigate and access the plethora of attractions and facilities available at Kumbh Mela 2019. Multiple ICT-based projects such as Automation of Public Distribution System, ICT-based Monitoring of Toilets and a Digital Lost-and-Found system for Pilgrims would also be undertaken.

The essence of the Mela – Peshwai, Shahi Snaan, Ganga Aarti and other events would also be captured in Virtual Reality and made available across the world through live streaming on the Mela website and mobile application. These digital initiatives were aimed to make Kumbh Mela 2019 equipped with state-of-the-art technological innovations to truly enhance pilgrim experience. Digital screens, variable message displays, ICT-based monitoring system and information display on a real-time basis are some of the important initiatives taken in that direction.

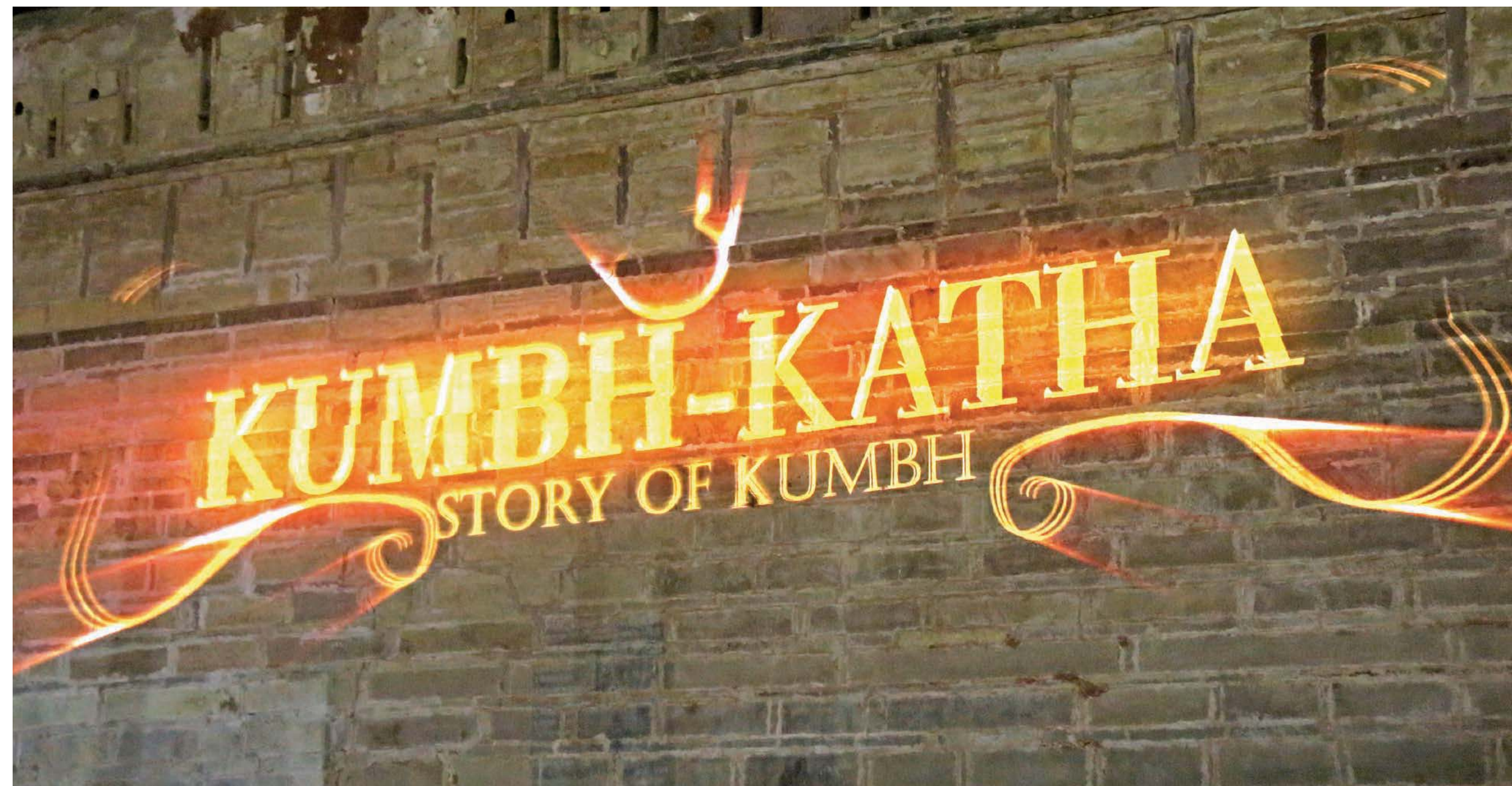
6. IMPROVING TRAFFIC FLOW

Based on UMTC's report, 64 main crossings would be developed in a record time of five months. As part of the development and beautification process, new dividers would be created, old ones refurbished, new signboards installed, carriageways and left turning areas broadened and parking lots developed, including satellite parking townships. Central Channelising Islands would also be created to enable easy manoeuvring of heavy commercial vehicles. Two-lane roads would be converted into four-lane and four-lane into six-lane through massive anti-encroachment drives.



7. BLENDING TRADITION AND TECHNOLOGY

After identifying gaps from previous Kumbhs, ideas were formulated to improve pilgrim experience. Blending new technology with tradition would be the motto. Laser shows to entertain and educate *kalpvasis* during their month-and-half-long sojourn would be organised. Since convenience of *kalpvasis* is of utmost importance, special emphasis would be given to health, hygiene and sanitation.



8. BEAUTIFICATION

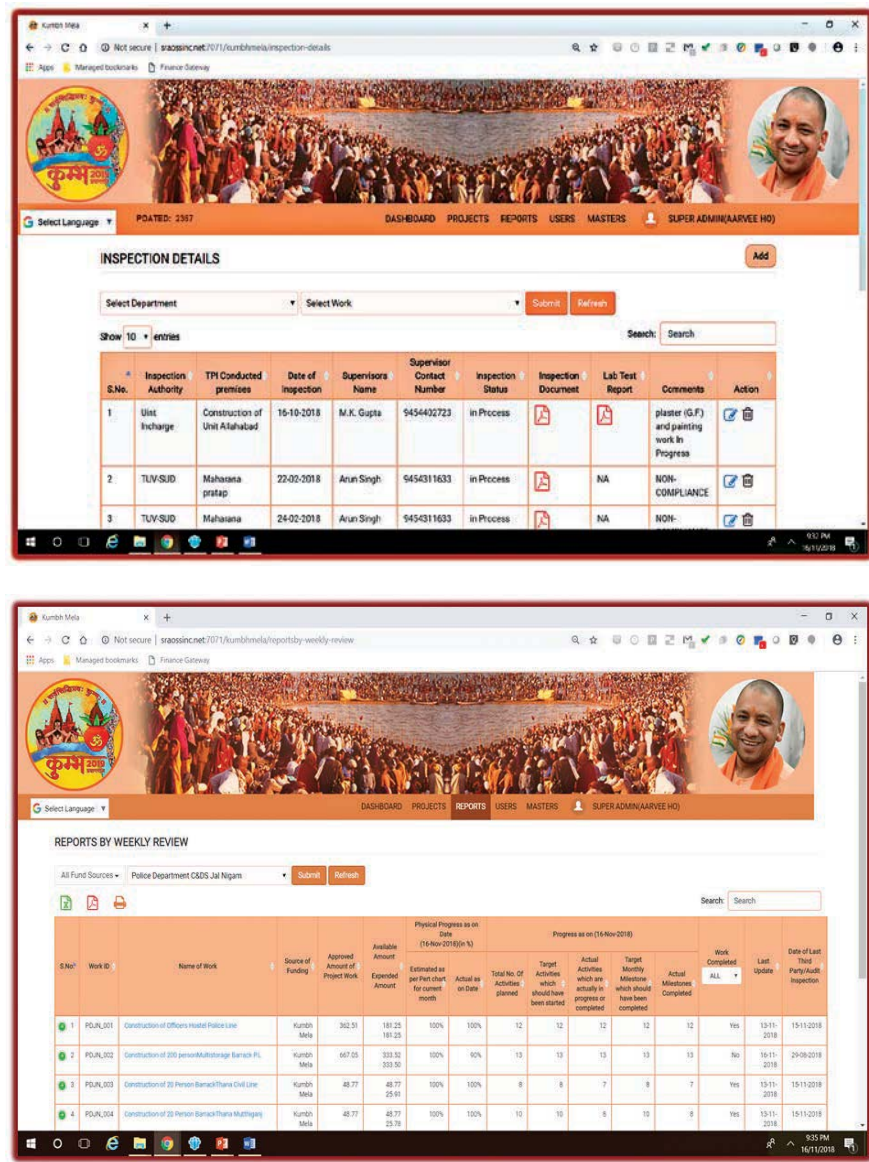
Wherever possible, trees would be shifted to nearby places. Greenery would be removed only from places where they could cause obstruction in the broadening of main roads. In order to balance deforestation, a green belt on MG Marg and Varanasi Marg would be developed and 10,000 trees and 16,000 saplings would be planted in different areas. To permanently solve the issue of an unstructured power line and transformer network, transformers would be mounted on poles so that space could be created for further development of the Green Belt. Numerous parks would be developed to increase greenery. Twenty-nine existing ones would be beautified with amenities such as benches, lights,

toilets, nurseries and gyms. Besides, four *Nazul* lands would be identified to make new parks. A lake, spread over 65 acres of land, would be developed in Kanihar. A number of departments would be entrusted with development work. While the Allahabad Development Authority would spend ₹20 crore for development of 12 parks, Nagar Nigam would spend ₹4.61 crore for development of remaining 17 parks. Apart from this, 63 roads would be developed with 115 high mast lights and 5,000 LED lights at a cost of ₹15 crore. Paint My City, extension of green belt, beautification of traffic junctions and installation of murals would be some important initiatives in that direction.



9. **ONLINE PROJECT MONITORING SYSTEM**

In light of the fact that millions of pilgrims are expected to visit the Mela area within a span of 49 days and 700 projects would be managed involving over 25 departments, a PMIS portal has been designed for the first time to prevent time and cost overrun and create a comprehensive database. All this would help in PERT and other project details to be monitored on a real-time basis.



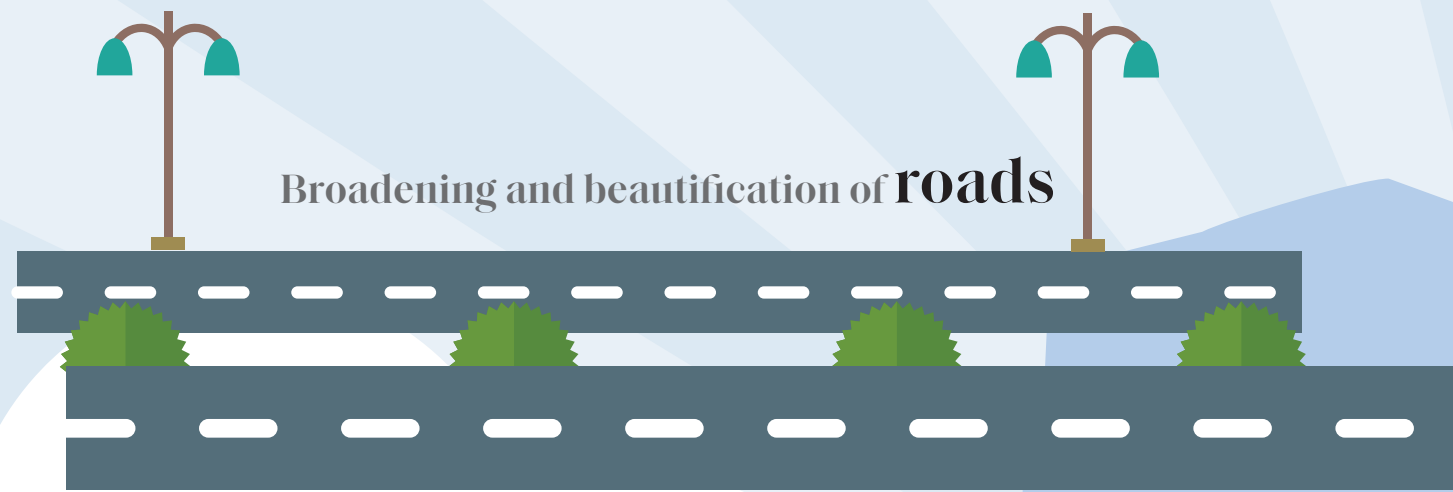
10. **THIRD PARTY INSPECTION AGENCY**

To ensure quality and timely work, third party agency would be engaged by the Mela Authority and 36 resident engineers would be deployed to inspect and report on all ongoing projects. Each project will be tested regularly and all bills will be verified to ensure quality and quantity.

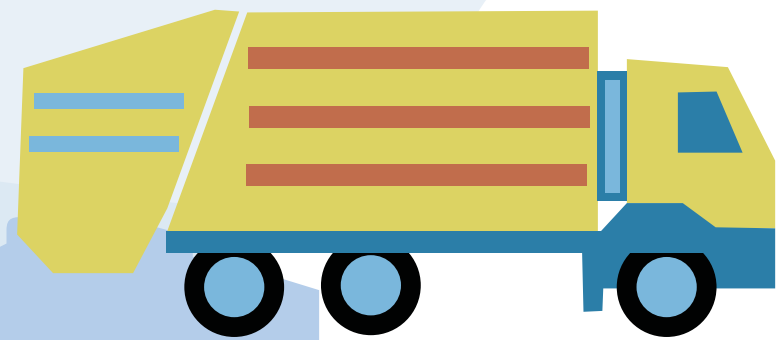


SMART CITY PARAMETERS

Broadening and beautification of roads



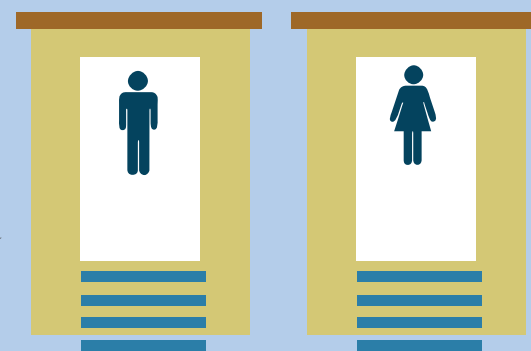
Effective solid waste management



Beautification of the city



Clean toilets for all



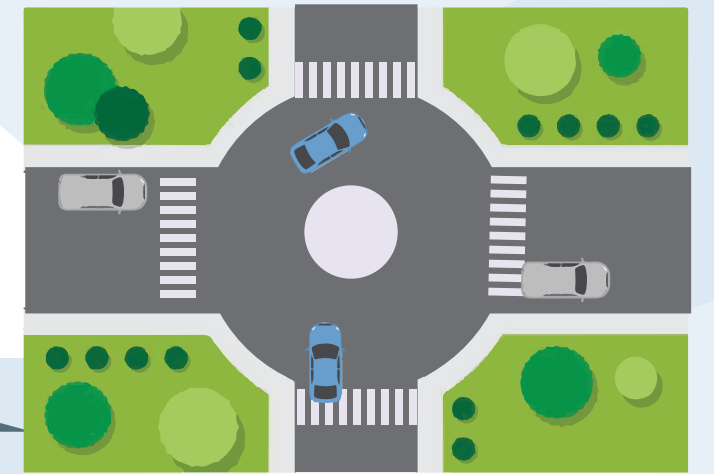
Development of ROBs and RUBs



Electrification of all roads



Development of traffic junctions



Ample drinking water at all the identified places



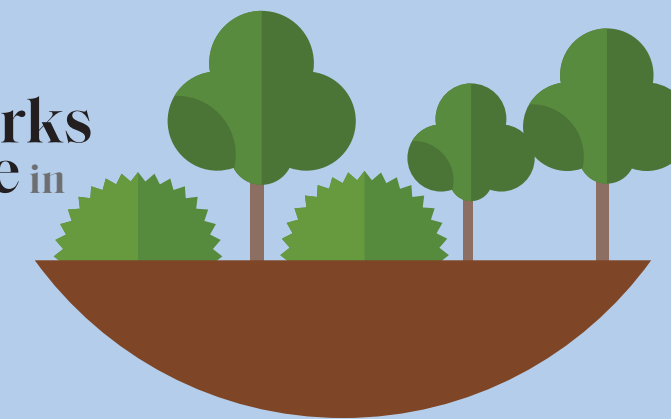
Tourist walks



Integrated command and control centre



Development of parks and green zone in the city

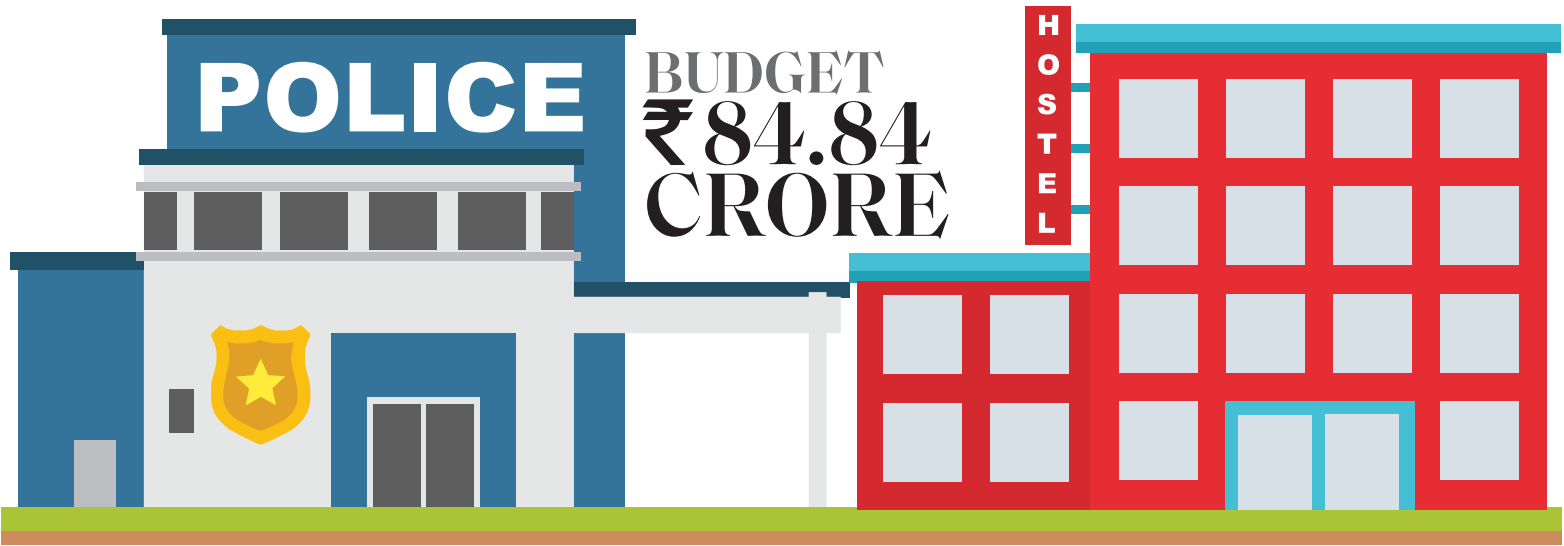


KEY CHALLENGES DURING DEVELOPMENT AND THEIR SOLUTION

Monitoring and coordination between departments concerned including Bridge Corporation, PWD, Nagar Nigam, Jal Nigam, Railway, Defence and Forest Departments posed the greatest challenge but with each one putting the best foot forward, NoCs could be procured from all agencies within the stipulated time frame, thereby easing the process of development.

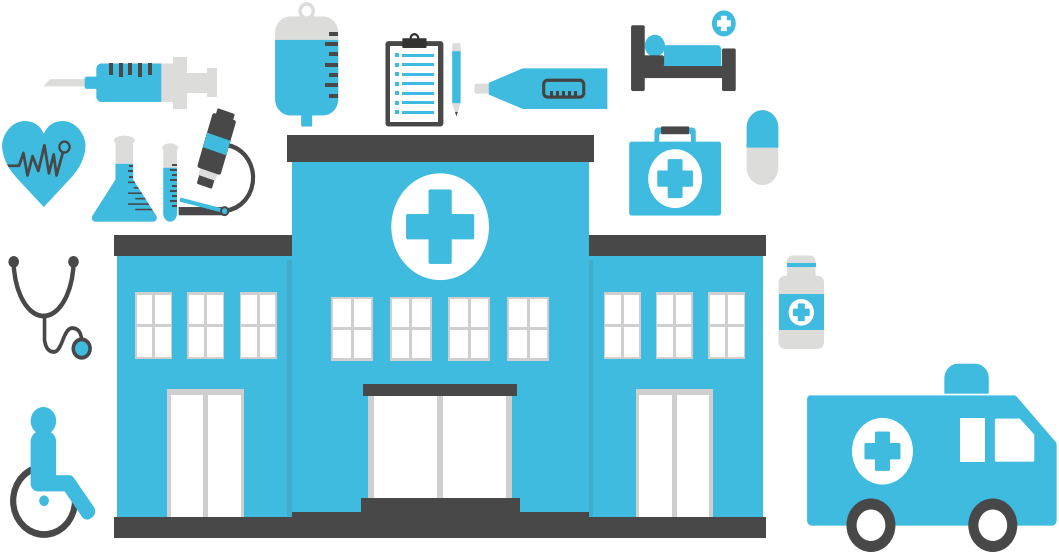
No doubt the administration faced serious space constraints while developing RoBs; but given the grand vision of Kumbh 2019, and each agency and individual giving his and her best, they could be developed at strategic locations within a record time of 11-15 months. RuBs could be developed within one-three months.

In order to permanently solve traffic issues, most roads were broadened up to 30 metres as per master plan. Encroachment was one of the biggest challenges, whose solution was achieved by arriving at a consensus with stakeholders. Special care was also taken while constructing footpaths: they were made adequately broad and attention was paid to every detail as per smart water drainage system. Areas with rainwater drainage problems were first identified, after which measures were taken to permanently solve the concern. Capping of open drains was also ensured. All drainage lines have been constructed at either end of roads, keeping in mind the possibility of future encroachment.



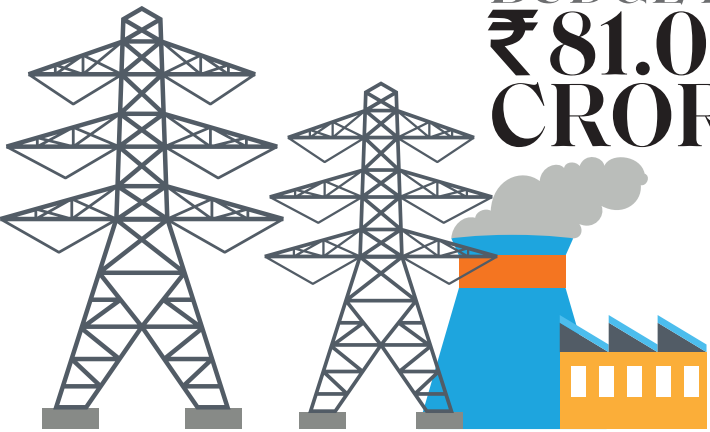
Construction, development and renovation work of multiple police stations and hostels

BUDGET ₹73.00 CRORE



Renovation at multiple hospitals / development of new wards and purchase/upgradation of medical equipment

BUDGET ₹81.00 CRORE



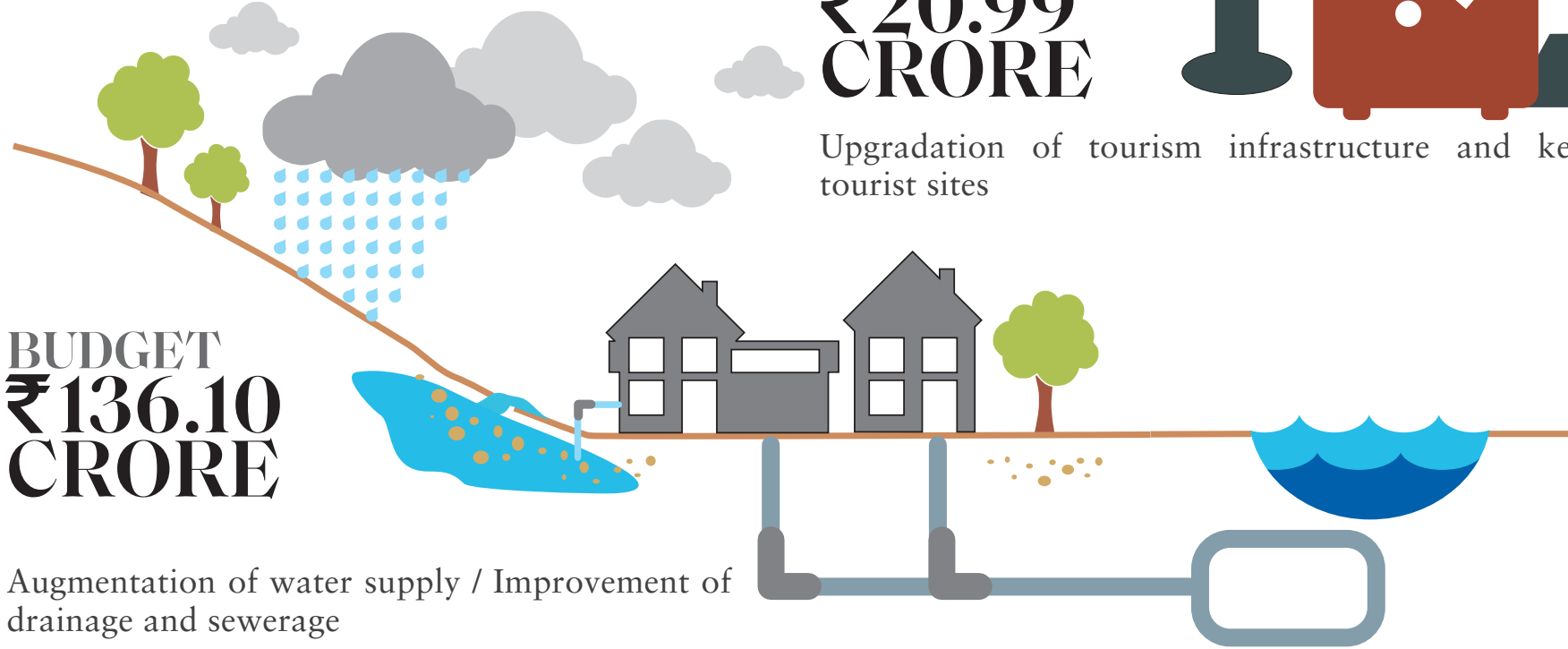
Upgradation and strengthening of existing power infrastructure

BUDGET ₹20.99 CRORE



Upgradation of tourism infrastructure and key tourist sites

BUDGET ₹136.10 CRORE



Augmentation of water supply / Improvement of drainage and sewerage

RAISING THE BAR

A celebration that is deeply rooted in devotion and faith and continuing since ancient times, Kumbh Mela is fascinating and unique. Its 2019 version in Prayagraj will take place for approximately 49 days and in a space spread over thousands of hectares around the Sangam area. It will become the greatest of temporary cities in the world.

Kumbh 2019 will raise the bar, promising pilgrims and tourists an enhanced experience, a divinely magnificent one that will be remembered for times to come. It will be an event that will finely blend tradition and modernity – a portrayal of rich cultural heritage with cutting-edge technology. A *divya* and *bhavya* Kumbh!

So, sometime in June/July 2017, soon after the primary plan was developed, an initial budget of ₹2,300 crore was envisaged. By then, some of the major projects had been identified, including the broadening and beautification of all roads that lead to the Sangam. At this stage, only those places where the gathering of pilgrims/*shraddhalus* would be the highest, were given focus.

Come August and there was total clarity on the projects that would need to be undertaken and work began in earnest. The Mela Authority was constituted by an act of legislature so that most work related to the Mela received undivided attention and dedication. As Prayagraj's name was already in the list of



The first focus areas were those places where the gathering of pilgrims would be the highest



cities to be developed into Smart Cities, it was decided that its development would be done according to Smart City protocols and guidelines.

On December 7, 2017, the Intergovernmental Committee for the Safeguarding of Intangible Cultural Heritage under UNESCO recognised Kumbh Mela, the largest peaceful congregation of pilgrims on earth, as an “Intangible Cultural Heritage of Humanity”.

This inscription on the representative list of Intangible Cultural Heritage of Humanity proved to be a turning point. It added to the fervour and confidence of everyone associated with the mega project. Enthusiasm grew palpable and the magnitude of work grew by leaps and bounds.

After the master plan was finalised, several mammoth projects were launched, among which the most significant were

FACING PAGE: In expectation of millions of pilgrims and tourists, building of permanent infrastructure and a temporary city has been carried out on a priority basis

ABOVE: Chief Minister Yogi Adityanath during an inspection visit to Kumbh Nagri

BHANU CHANDRA GOSWAMI

VC, PRAYAGRAJ DEVELOPMENT AUTHORITY

The story of Kumbh 2019 commenced with a comprehensive mobility plan. After the decision to make this Kumbh *divya* and *bhavya* was taken about one-and-a-half years ago, there was a need to develop a roadmap to understand the direction of permanent infrastructural development.

After taking inputs from citizens and consulting the UMTC report – a detailed document which defined parameters around which development work was required for transforming Sangam City into Smart City – tasks were identified, and execution begun.

The Prayagraj Development Authority played a major role in this development work. Approximately ₹150 crore was spent from its own kitty, besides the money allocated for Kumbh 2019.

The department developed 60 traffic junctions and executed anti-encroachment drives across the city. As the city had to be developed under the Smart City comprehensive plan, certain fundamental parameters were followed. While widening and developing roads, encroachment was removed, drains constructed and covered, pathways and green belts developed, electric lines shifted, and services dividers and LED electrification of roads completed.

Some important buildings situated on prominent roads have been identified and arrangements made for facade lighting during the entire Mela period. Landscaping has also been planned for Yamuna Bank, MG Road and Jhushi Road.

Over 5,000 flower pots with aesthetic combinations of flowers and plants will be used to beautify prominent locations during Kumbh and thereafter as well. Artwork on various themes will be installed in 45 roundabouts – Krishna's incarnation as *makhan chor*, *Samudra Manthan*, *Kamdhenu* and so on. Moreover, uniform colour schemes have also been planned for the façade of buildings on different roads. In a unique venture, 20 *shivlingas* depicting various *mudras* of Shiva are being crafted from abandoned pontoons for installation on MG Road. Spiral lighting on road poles, beautification of boat club in the Yamuna bank besides water activities are also part of the plan for Kumbh 2019.

Sanitation and anti-defacement drives are integral parts of the beautification plan. Nagar Nigam has been entrusted with the task to clean over 5,000 locations in the city and the ADA is monitoring each detail. In the anti-defacement drive, all billboards and banners will be removed from road junctions and adjoining areas. A 30-foot statue of Maharshi Bhardwaj will also be installed in Balson crossing.



The PWD and NHAI took charge of the humongous task of developing and widening roads leading to the city

MAHANT NARENDRA GIRI
PRESIDENT, AKHARA PARISHAD

Prayagraj Kumbh 2019 is going to be a *divya* Kumbh because for the first time the city of Prayagraj can boast of permanent infrastructure – all thanks to Chief Minister Yogi Adityanath. Encroachment has been removed and beautification of roads done with the overall focus on development. The authorities have been regularly consulting the Parishad and learning from our experience. Although time is a major constraint, we are hopeful that everything will be completed within the deadline.

Kumbh 2019 is going to be different. Although the traditions followed in the Mela are going to be the same – be it Shahi Snan or Peshwai – we would this time strive for a pollution-free Kumbh Mela. We are thus requesting everybody to use eco-friendly items. We have also planned to ban the use of polythene in the Mela area and make it a polythene-free zone. The Akhara Parishad is also planning to run a campaign wherein pilgrims will be asked to maintain cleanliness.

ABHILASHA GUPTA NANDI
MAYOR, PRAYAGRAJ

It was the vision of Prime Minister Narendra Modi and Chief Minister Yogi Adityanath that the city of Prayagraj which hosts Melas of international significance and is visited by millions of foreign tourists from across the globe should have world-class permanent infrastructure. Keeping that in mind, our team identified projects and forged ahead on the path of development. Construction of 10 ROBs in a record time of one-and-a-half years, for instance, is a big achievement. This has not only helped to ease traffic congestion but is also providing better connectivity between the city and the under-developed trans-Ganga and trans-Yamuna areas.

Another initiative has been beautification and widening of roads – for which to happen, illegal encroachment had to be removed. But strict and impartial action was taken and since it was for the cause of development, we did not budge from our stand.

Development of foot stations, development of toilets and removal of solid waste collection centres from within the city were some other major tasks. While constructing toilets we faced resistance since no one wanted any in the vicinity of their property and it took us a lot of effort and time to persuade them. Eventually we were able to develop 200 urinals, toilets and pink toilets for ladies. Keeping in mind that many destitute and poor villagers visit the Mela, we are developing ‘Rain Basera’ – temporary shelters for them during the Kumbh period. Permanent vending zones are also being developed such as one in Naini which will comprise 92 outlets and have basic amenities such as drinking water, toilets and parking areas.

Developing seven ghats along the riverfront has been part of conservation work



RAJIV CHAUDHRY

GENERAL MANAGER, NORTH CENTRAL RAILWAY

Indian Railways would be spending about ₹700 crore in various projects for Kumbh, of which around ₹650 crore would be utilised by December 2018. Our basic focus has been development of largely permanent station amenities such as footbridges, skywalks, widening of underpasses and construction and completion of various flyovers over railway. A new terminal is also being constructed at Prayag Ghat station, closer to the Mela area, with seven platforms. Other than this, new platforms have also been developed at Chheoki and Allahabad Junction. Permanent shelters with amenities such as food, water, ticket counters and infotainment for pilgrims have also been made within the station premises.

When pilgrims return to the station after Snan, they would assemble in enclosures and thereon be guided to special trains to avoid confusion, crowding or stampede. Pilgrims would be required to choose their shelters based on their destinations. To avoid overcrowding at these enclosures, arrangement for such holding areas have also been made at different stations of the city.

Kumbh Seva, a dedicated mobile application that will guide users about stations, routes and trains is being developed. It will display details of amenities, control rooms and hospitals, hotels and restaurants. Besides, signboards with pictograms have been developed to guide those who cannot read or write. Extensive use has been made of technology and social media platforms to disseminate information, advertise and reach out to the general public. Small films on Kumbh have also been created and posted on various social media platforms to build enthusiasm. About 1,600 coaches are being branded with ‘*Kumbh Chalo*’ message by vinyl wrapping their exteriors.

A separate app for Railway staff has also been developed on duty points, way to reach them using Google map, number of personnel at that point, the city’s geography and so on. Unique IDs will also be given to staff members to facilitate personnel deployment in an efficient manner. Volunteers would also be deployed who would chant ‘*Chalo Chalo*’ so that sites do not get overcrowded. The Motilal Nehru National Institute of Technology (MNNIT) has been engaged by us to design a simulation model to understand flow of passengers in our designated channels and congestions and bottlenecks therein. Apart from this, 4,000 Railway personnel in addition to 2,800 RPF and RPSF personnel will be deployed specially for Kumbh 2019. Altogether over 6,500 people would be deployed in the city’s railway stations.

All railway personnel on duty will be wearing distinctive vests marked Kumbh Rail Sewa so that needy pilgrims can approach them for any help whatsoever. There would be temporary ticket booking counters in the Mela area as always. Three trains fitted with suitable amenities to provide a happy travel experience will ferry the 3,000 Pravasi Bharatiyas who are expected to attend Kumbh 2019, from Prayagraj to Delhi.



Developing and upgrading stations and building road over bridges have been a critical aspect of creating permanent infrastructure

upgradation of nine railway stations, development of ten road overbridges (ROBs), expansion of six road under bridges (RUBs) and a new terminal at the Allahabad Civil Airport. The estimated cost of ten ROBs was ₹501.89 crore while nearly ₹298.35 crore has been spent strengthening and widening 34 roads and redesigning, refurbishing and beautification work at 64 traffic junctions by the Allahabad Development Authority.

The Public Works Department (PWD) has also undertaken the humongous task of developing 116 roads on a budget of ₹1,388.28 crore. The task of developing seven ghats along the

riverfront as part of conservation work has also been undertaken by the Irrigation Department with a budget of ₹47.61 crore.

Besides, upgradation and strengthening of existing power infrastructure and electricity system with a budget of ₹81.00 crore by the Uttar Pradesh Power Corporation (UPPCL), measures have been taken by the Uttar Pradesh Jal Nigam to augment the water supply system and improve drainage and sewerage on a budget of ₹136.10 crore. The Health Department has involved itself in the renovation of multiple hospitals and new wards have been built and medical equipment upgraded on a budget of ₹73.00 crore



TOP: Work in progress at the new terminal of the Allahabad Airport
 ABOVE: Chief Minister Yogi Adityanath signs a goodwill message for Netra Kumbh

MAKING OF KUMBH
 PRAYAGRAJ 2019

while the Police Department would be spending ₹84.84 crore in the construction, development and renovation of police stations and hostels.

Anticipating huge tourist and pilgrim movement, the Tourism and Culture Department has also built infrastructure and upgraded key tourist sites on a budget of ₹20.99 crore.

The National Highways Authority of India (NHAI) has rebuilt and upgraded the Allahabad-Pratapgarh highway, the Raebareli-Allahabad highway and the Varanasi-Allahabad highway while the Inland Waterways Authority of India has built jetties at five places and started point-to-point ferry services for pilgrims.

Considering that over 10 lakh foreign tourists and heads of mission of 192 countries are expected to visit the Mela area during Kumbh 2019, special arrangements have had to be made. So, premium tents have been developed on Public Private

SUNIL YADAV

DIRECTOR, ALLAHABAD CIVIL AIRPORT

Keeping the magnitude of 2019 Kumbh in mind and the expected number of national and foreign tourists, the airport of the city had to be reshaped to a great extent. A new state-of-the-art terminal building spread over 6,700 square metres has been built, with 12 check-in counters, two baggage conveyor belts, X-ray baggage machines – two for registered baggage and two for hand baggage – one reserved lounge, car parking for about 250 vehicles, modern security system, aerobridges, confectionery counters, child care and medical rooms have been built.

A new runway with CAT 1 lights is being developed for low-visibility aircraft landing. Once this is complete, even the 180-capacity Airbus A- 320 aircraft can land at Allahabad. Earlier, only 72-capacity ATR aircraft could land in the city airport.

Besides, more flights to and from Lucknow, Patna, Nagpur, Indore, and Bangalore have also been started. According to the Winter Schedule, 26 more flights (13 departures and 13 arrivals) to and from various places such as Gorakhpur, Mumbai, Raipur, Kolkata, Bhubaneswar, Pune and Jaipur will soon commence operations.

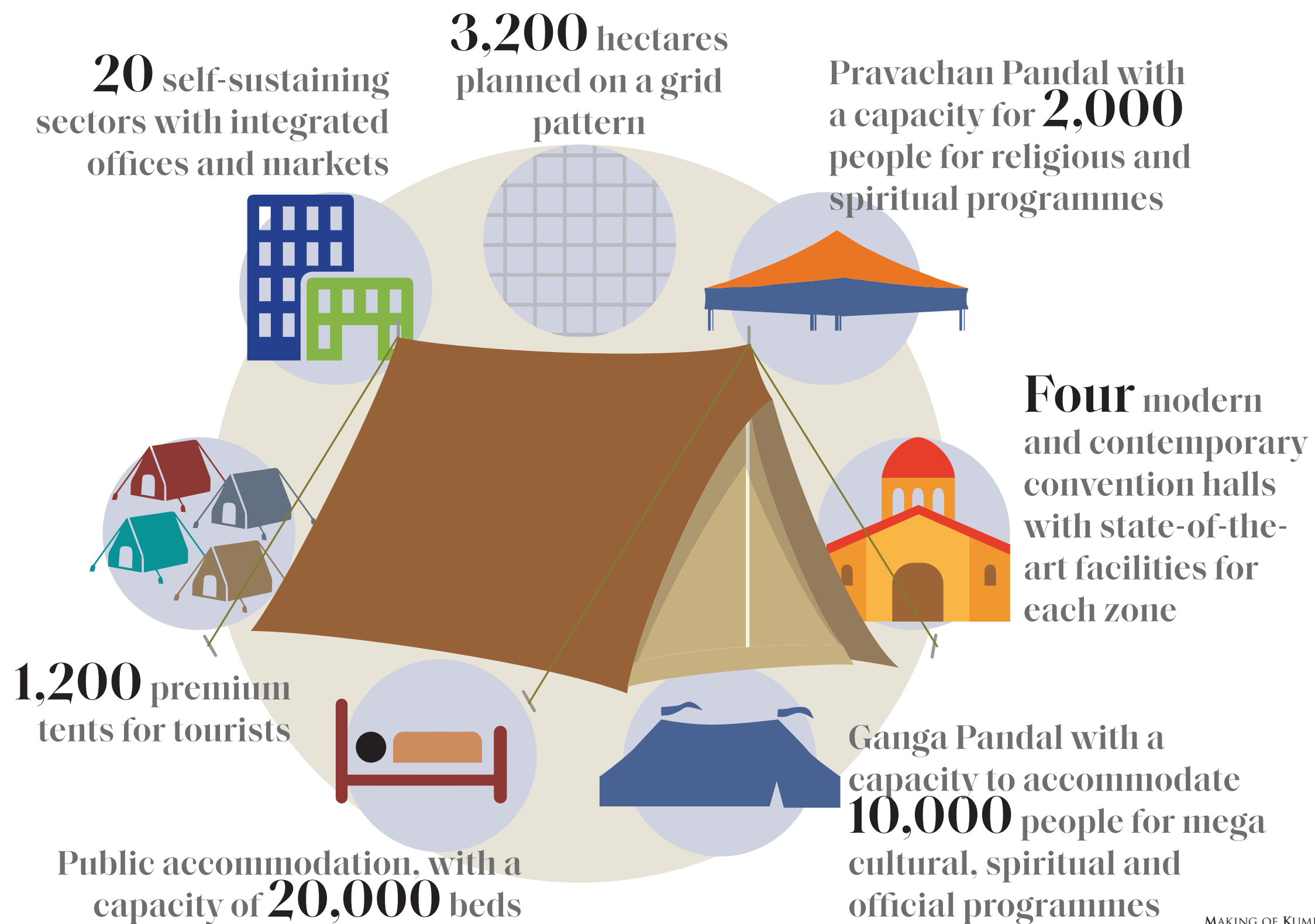
SATISH KUMAR

CHIEF ENGINEER, NAGAR NIGAM

Our biggest challenge was coordinating with different government agencies so that we could meet deadlines. The first was coordinating with Railways since most under-bridges are constructed by it although the budget allocation is made to Nagar Nigam. Then there was installation of pipelines by Ganga Pollution before we could build roads. Yet another challenge was to shift power poles from one point to another, which again required coordination with the Power Department. I am glad that continuous coordination and regular monitorings have ensured that stipulated deadlines were met.



KUMBH NAGRI, CITY OF TENTS





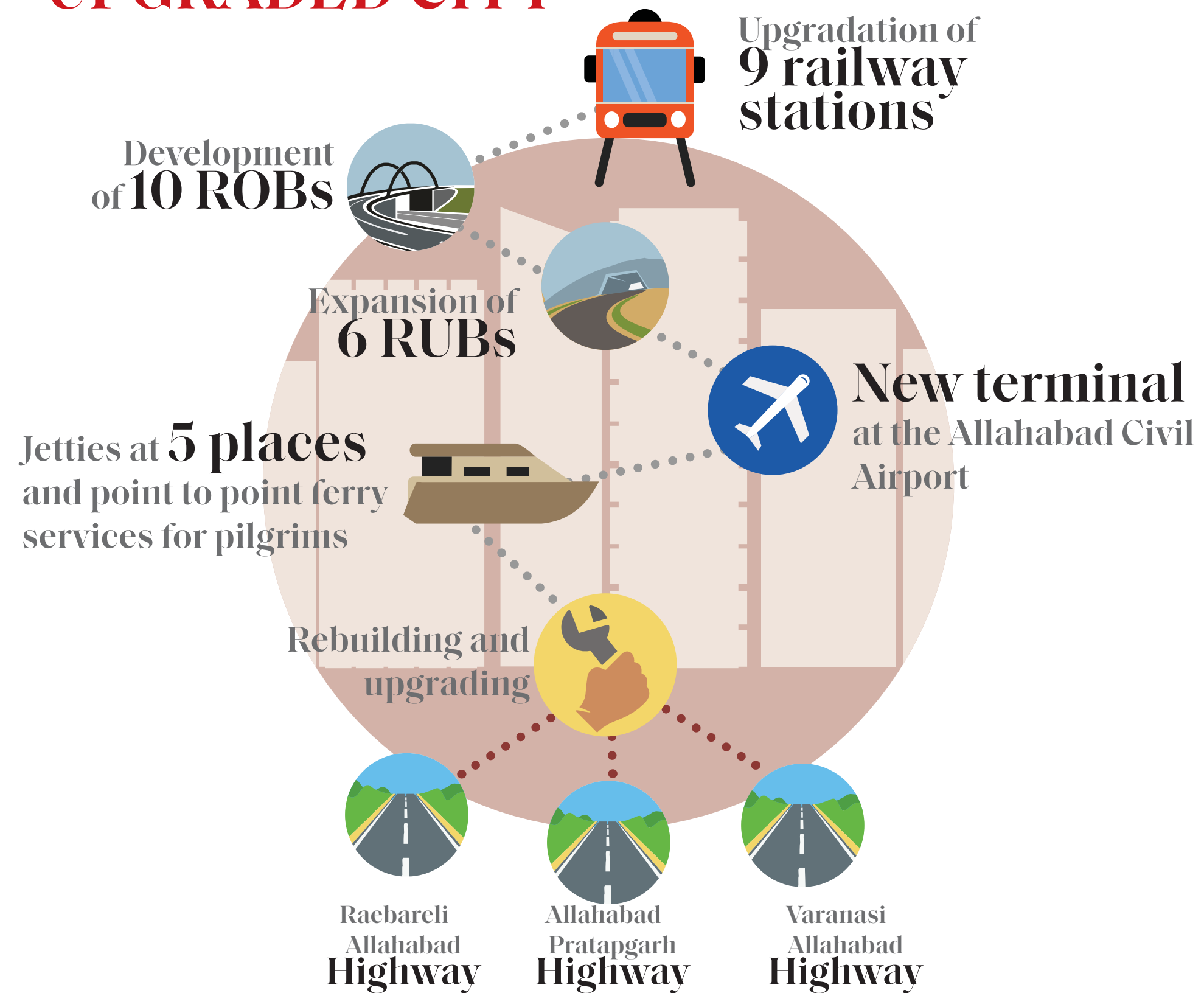
ABOVE AND TOP: Ganga Pandal with state-of-the-art facilities and arrangements for cultural, spiritual and official programmes can accommodate 10,000 people

Partnership (PPP) basis, besides public accommodation with a capacity of 20,000 beds and basic amenities.

The special Ganga Pandal, with state-of-the-art facilities and arrangements for cultural, spiritual and official programmes will accommodate 10,000 people, besides four convention halls with modern and contemporary decor to host cultural programmes, exhibitions and art gatherings. Since religious activities would be at the epicentre of Kumbh Mela, a Pravachan Hall for organising religious and spiritual programmes has also been developed.

To ensure that *kalpavasis* and visitors have a hassle-free and memorable stay at Prayagraj, the entire Mela area has been divided into 20 sectors – including six new ones – with basic amenities. After a computerised plot allotment system was developed, it was enhanced with geo-fencing and standardisation of all plots. Finally, urban planners were invited and the best of technologies to plan layouts.

UPGRADED CITY





AMITABHA

DIVISIONAL RAILWAY MANAGER, NORTH CENTRAL RAILWAY

Many stations of three different zones in the city have been developed for Kumbh 2019. A temporary Railway Office has been planned in the Mela area during the event, besides booking counters and information kiosks to ease travel of pilgrims and tourists. The Mela administration would also be kept up to speed on train movement.

To avoid cross movement and chaos on D-1 and D+3 days, with D being the main bathing day, entry into the Prayagraj junction would be from city side while Civil Lines would only be the exit point. There would also be a permanent Yatri Niwas for pilgrims to rest and freshen up.

Temporary guide signages will be up during the Mela period in the passenger areas at the railway stations. MNNIT Allahabad has been roped in by the department of railways for simulation of crowd movement during peak periods. A unified control room with CCTV cameras will also be in place for effective surveillance. Exclusive vinyl branding on Prayagraj Express is also underway.

ANIL DWIVEDI

ADDITIONAL DIVISIONAL RAILWAY MANAGER, NORTH CENTRAL RAILWAY

The biggest challenge was to bring the three zonal railways operating in the Allahabad area on one platform and working together for a common cause. However, coordination could take place at the ministerial and board levels and everything could be sorted out within a matter of days.

For the first time we have doubled the number of special trains for carrying passengers to and from Allahabad for Kumbh. On main bathing days as many as 800 trains would be run. About 100 rakes are being requisitioned to run these 800 trains and will have special messages displaying the culture of Allahabad and Kumbh Mela.

The logo of *Chalo Kumbh Chale* has also been displayed on special trains so as to advertise as well as assist people in recognising them. A special Pravasi Bharatiya event will also be organised on January 22 and 23 for NRIs. Seven Kumbh special trains are also being run from different parts of India to Allahabad.



Eight-lane road work in progress near Aerial in the run-up to Kumbh Mela



LEFT: Key tourist sites such as the Allahabad Fort have been upgraded in anticipation of huge tourist and pilgrim movement



LEFT: Chief Minister Yogi Adityanath and Deputy Chief Minister Keshav Prasad Maurya review Kumbh 2019 arrangements at Allahabad Fort

TÜV SÜD SOUTH ASIA PVT. LTD.

THIRD PARTY QUALITY MONITORING AGENCY (TPQMA)

As one of the world's leading consulting, testing, inspection and certification organizations, TÜV SÜD's focus has always been aligned to quality. As a completely independent and impartial service provider, with strong German heritage and world-class processes and systems, TÜV SÜD India has been rendering services for over two decades.

For the prestigious Kumbh 2019 project, we ensured that the right set-up was put in place for successful completion. We were entrusted to monitor and report on the quality of works executed, post-audit of running bills and pre-audit of final bills. So, a full-fledged dedicated laboratory for testing of various civil and mechanical materials was commissioned and an office was established. To facilitate adequate and timely monitoring of activities, we implemented a multi-layered hierarchy so that quality checks could be conducted at regular intervals. Mobile testing vans were stationed at sites and at times, our experts even worked night shifts to meet stipulated project timelines.

With phenomenal support of the Mela Authority, we could conduct quality training for all concerned stakeholders including departments like PWD and contractors in order to set out delivery expectations as per applicable IS codes and standards. In order to keep pace with deliverables, we raised the bar by conducting site visits late in the evening and night. We also wholeheartedly extended our support to implement the innovative Paint My City campaign.

It was a mammoth task. There were about 16 implementing agencies like ADA, NNA, PWD, UPPCL, UPJN, UP Bridge Corporation, etc. and about 100 contractors executing more than 550 jobs at a time – including but not limited to roads, bridges, water and sewage, power supply and so on.

It took a lot of planning and dedication to schedule our engineers. But probably the aura of Kumbh kept the team motivated to do its best. It is a matter of pride to be part of such a prestigious project. The Mela team also deserves kudos for making it possible to implement and incorporate our observations on quality deliverables. We are committed to making this event a landmark one.



Third Party Agency inspections have been crucial in adequate and timely monitoring of activities

SWACHH KUMBH, CLEAN KUMBH

Millions of people from across the world will gather in Prayagraj during the 49-day long Kumbh 2019, making sanitation the most critical of issues. From toilets to garbage management, from potable and clean water to vector control, and from disinfection to epidemiological analysis – each detail is of utmost importance. Each is also a colossal task.

In consonance with Swachh Kumbh, a significant guiding principle of Kumbh 2019, sanitation has been propelled to the top of the agenda, and a Swachh Kumbh pledge has been signed by Governor Ram Naik and Chief Minister Yogi Adityanath in the presence of Justice D B Bhosale, then Chief Justice of the Allahabad High Court and other dignitaries.

Sanitation has been divided into three segments: Swachh Kumbh, Sundar Kumbh and Behaviour Change to enhance pilgrim experience.

To ensure a Swachh Kumbh, over hundred thousand toilets, a robust ICT-based system to monitor and ensure timely cleanliness of toilets, proper on-site and off-site septage management, cesspool operation and odour management technologies have been incorporated to keep the Mela area clean. The effort has been to make the entire Mela area ODF.

Under Bhavya Kumbh, almost 20,000 dustbins with liner bags and 11,000 sanitation workers for street-sweeping and

solid waste management, along with 40 compactors and 120 tippers, have been deployed for timely, effective and efficient disposal of waste.

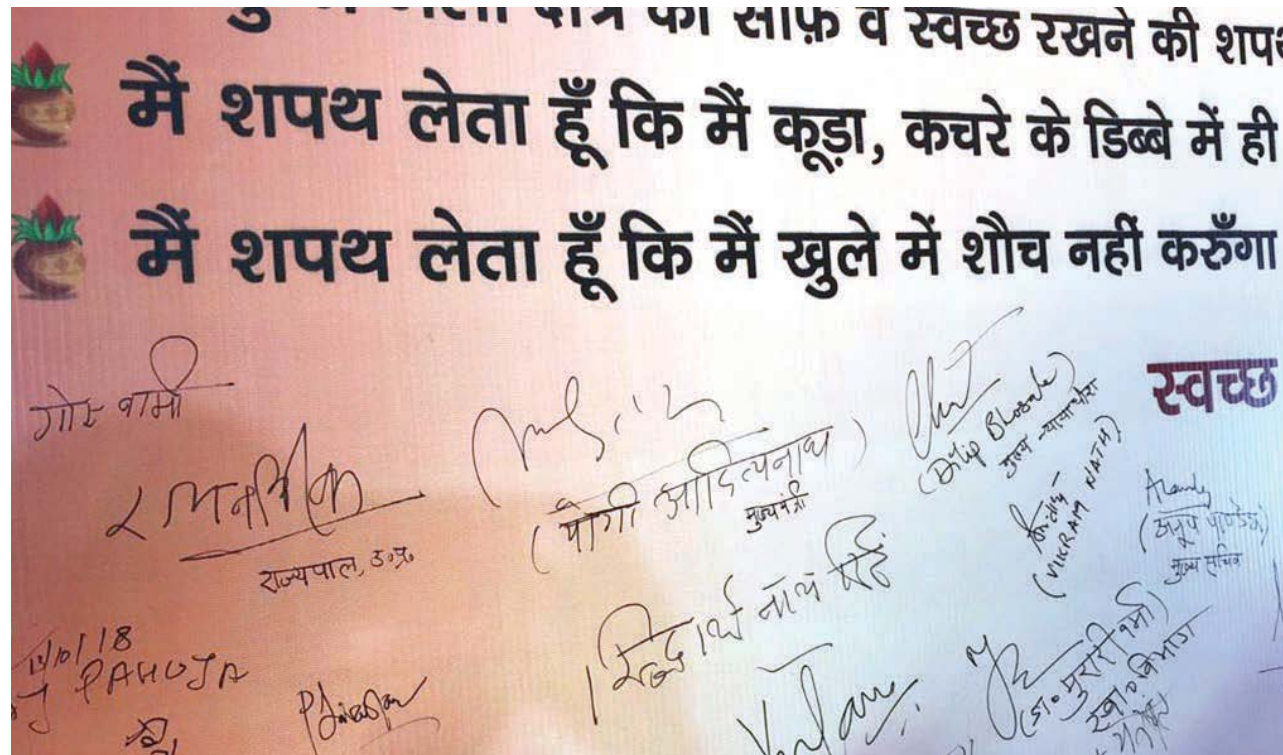
Furthermore, Bhavya Kumbh has been linked to the Paint My City campaign. LED vans, hoardings and banners are being deployed to deliver messages on public participation and contribution towards cleanliness. Since behavioural change holds the key to ensuring a Swachh and Sundar Kumbh, around 2,000 *swachhagrahis* – village-level volunteers under the Swachh Bharat Mission – have been employed to motivate people to use toilets and reduce open defecation (OD).

Also, understanding that no technology can succeed unless there is active human intervention, a number of team-building exercises have also been conducted in the Mela area. This is expected to go a long way in ensuring behaviour change in the direction of Swachh Kumbh.

In keeping with dignity of labour, this Kumbh shall, for the first time, witness establishment of residential facilities for sanitation workers, which include provision for food, schools and *anganwadi* centres. In order to minimise drudgery involved in sanitation activities and occupational hazards, use of modern cleaning equipment for toilet cleaning and waste handling has been introduced as well.



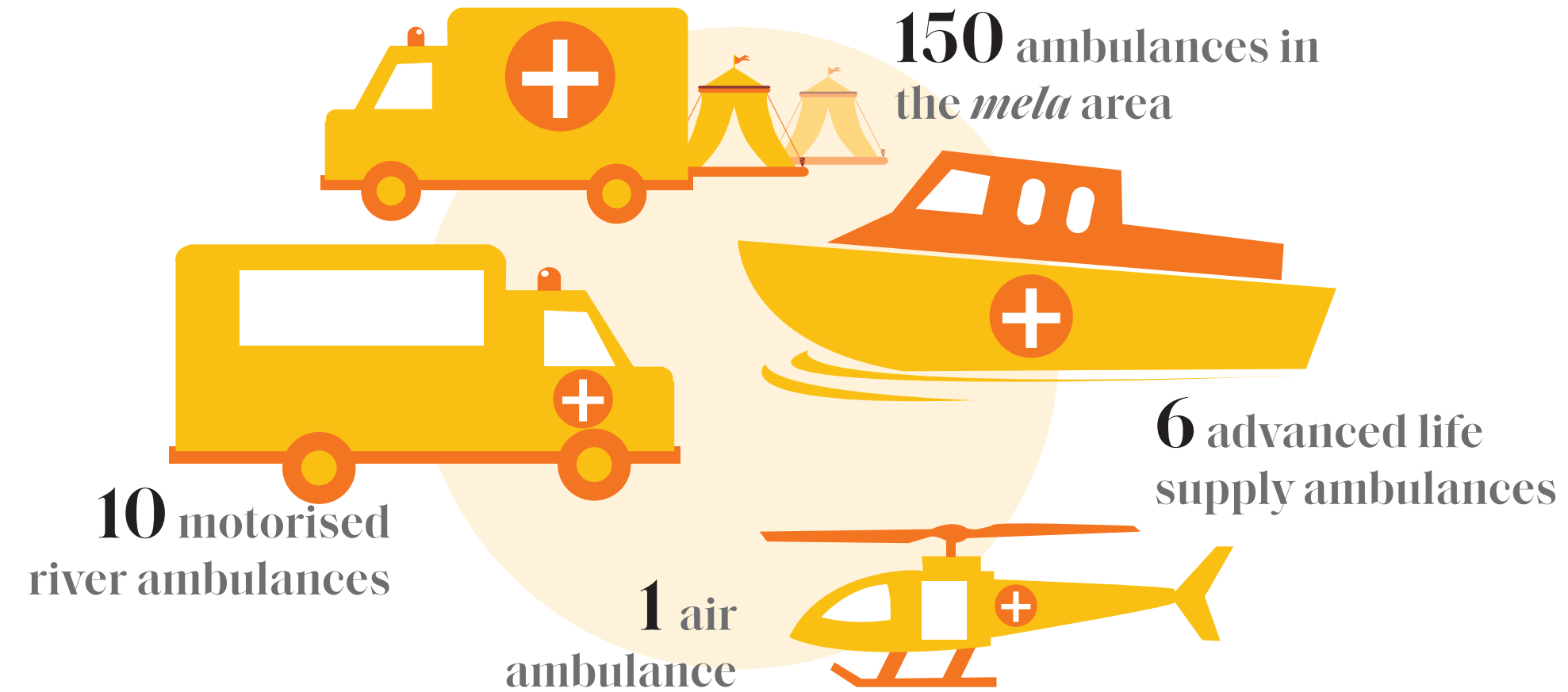
TOP: Uttar Pradesh Governor Ram Naik, Chief Minister Yogi Adityanath and other dignitaries during the launch of the Swachh Kumbh logo
BOTTOM LEFT AND RIGHT: Governor Ram Naik and Chief Minister Yogi Adityanath signing the Swachh Kumbh pledge



TOP LEFT AND RIGHT: The Swachh Kumbh pledge signed by dignitaries; Chief Minister Yogi Adityanath during a review of awareness programmes for a Swachh Kumbh
BOTTOM: A cross section of people taking the Swachh Kumbh pledge on World Toilet Day

People from all walks of life taking the Swachh Kumbh pledge on different occasions

SWAASTH CITY



RESPONSIVE CITY



DR A K PALIWAL

ADDITIONAL DIRECTOR, HEALTH AND FAMILY WELFARE

Mass gatherings can expose people to a range of health risks including stampedes and accidents, besides posing complex public challenges such as crowd control, management of health services and public security.

The Health Department's focus is on mitigating potential risk factors. The primary risk being water-borne diseases, measures have been taken for 24/7 supply of drinking water for over 20 lakh *kalpvasis* and crores of visitors. The figures speak for themselves – 5,000 drinking water stand posts, 200 water ATMs, 150 water tankers and 100 hand pumps! This is being ensured through a 900-km pipeline that has already been laid. The potability of water will be continuously safeguarded by water-testing.

To deal with emergencies, motorised river ambulances, advanced life supply ambulances, air ambulance and a 40-bed trauma care facility are also in place.

DRIVE AGAINST OPEN DEFECATION

Lack of sufficient toilets has been observed as an important reason for open defecation. Therefore, as a first step and in the manner of a pilot project, 5,000 community toilets were installed during Magh Mela 2018. This was substantially large in comparison to the number of toilets installed during earlier Melas. The pilot project was a success as widespread use of community toilets by visitors was observed, as was the consequent fall in cases of open defecation. This raised the benchmark and helped strengthen the case for provisioning sufficient toilets in the Kumbh.

The pilot project also involved showcasing of different technologies for superstructure and sub-structure of toilets. For the superstructure, Fibre Reinforced Plastic (FRP) and puff body

toilets were installed – which are comfortable to use as well as easy to clean. This was in contrast to the canvas or corrugated tin-wall structures of earlier Melas. The technology used in the substructure beneath the ground was for collection and disposal of faecal matter from toilets. The concept of collecting septage in septic tanks, effectively evacuating it from tanks and transporting it to treatment plants was also part of the pilot.

Learnings from the pilot project have been key inputs in planning toilet facilities for Kumbh 2019, in which 1,02,500 community toilets, including 20,000 urinals, are being provided in the Mela area. This is expected not only to reduce OD in a significant way but also increase the efficiency of sanitation workers.



THIS PAGE AND FACING PAGE:
Modern and user-friendly toilets and scientific septage disposal would be the differentia at Prayagraj Kumbh 2019

UJJWAL KUMAR

NAGAR AYUKT, PRAYAGRAJ

All works to ensure cleanliness, hygiene and availability of potable water has been executed by Nagar Nigam. Since all Kumbh pilgrims will be passing through the city, efficient management of community toilets and bathing areas is part of our plan. Sulabh areas have been developed as bathing areas.

Since open defecation is a social and environmental issue, we have ensured that there is no open or designated area for it. We are also expecting to benefit from the Community Laid Total Sanitation (CLTS) method that is already being run under Swachh Bharat Mission Gramin in most villages for five years now – in the form of a campaign to induce behavioural changes. *Swachhagrahis* will also be deployed in the Mela area to induce people to use toilets instead of defecating in the open. And, while the responsibility of sanitation in the Mela area lies with the Mela Authority, collection and disposal of solid waste will be managed by Nagar Nigam, which will also be deploying 40 compactors and 120 mini-tippers in the Mela area.

Street lights, potable water, clean roads and toilets are basic amenities that the Nagar Nigam is expected to provide and it is leaving no stone unturned in making these available to every pilgrim. Sanitation facilities have been developed even in the tiny by-lanes in the vicinity of the Mela grounds.



Chief Minister Yogi Adityanath flagging off
Nagar Nigam *safai* vehicles on October 14, 2018



Uttar Pradesh Chief Secretary Anup Chandra Pandey, Kumbh Mela Nodal Officer Dr Ashish Kumar Goel and Mela Adhikari Vijay Kiran Anand during inspection of installed toilets in the Mela area

CLEAN CITY

Coordination

between Mela
Administration, Health
Department, Nagar Nigam
and Panchayati Raj Vibhag

More than **11,000**
sanitation workers,
with **7000**
deployed round the
clock

More than
1,22,000
toilets



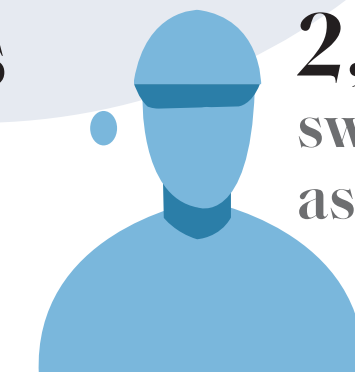
More than **20,000**
dustbins with
liner bags



Efficient collection
and transportation
of **solid waste**



40 compactors
and **120 tippers**
for disposal of
approximately **96**
metric tonnes of waste



2,000
swachhagrahis engaged
as foot soldiers

MAKING TOILET AVAILABILITY A NORM

Private vendors are being engaged for toilet establishment, as well as their operation and maintenance during the Mela period. Installation of 1,22,500 toilets is a mammoth task, given the short three-month duration and large scale of work. The Health Department, along with Jal Nigam, Electricity Department and PWD have been providing round-the-clock support. Even toilet sighting has not been without challenges. The Mela layout

planners, with inputs from sector magistrates and health officials, have worked hard to realise the ambitious objective of providing toilets at periodic intervals along all roads, at strategic locations like open defecation prone areas and along ghats.

The task has been an onerous one indeed in the light of competing demands on land and resistance to setting up toilets in close vicinity of camps – a legacy of the past when toilet complexes suffered from poor maintenance.



THIS PAGE AND FACING PAGE: Modern toilet technologies have been arranged in a systematic way to ensure that they are in tune with the principles of *swachhata*





THE MAKING OF A SUNDAR KUMBH

An effective solid waste management strategy was also piloted in one sector of Magh Mela 2018. Given the demonstrated efficacy of the system, it is being scaled up for Kumbh 2019. Cylindrical dustbins were observed to have a large footprint area, which makes transportation and storage difficult. Thus conical-shaped dustbins have been designed, deployed and tested. In fact, the revised design has proved to be a resounding success.

Waste collection in liner bags has had a similar outcome. Each bag is provided with a rope to tie up the bag once it is full, reducing instances of waste spillage on the ground. The same system has been adopted, albeit with a minor modification. Liner bags for Kumbh are being procured with built-in drawstrings to improve operationality.

Vehicles, including tipper vehicles and compactors, have been customised so that all transfers and transportation can be done without any spillage on ground – either of solid waste or liquid leachate. The same vehicles are being engaged for waste management during Kumbh.

A total of 120 tipper vehicles and 40 compactors shall be deployed throughout the 20 sectors. Each vehicle will ply along a designated route, for which colour-coded maps are being developed. Waste evacuation routes have also been identified after conducting real-time trials and building in a margin for peak-day traffic challenges. Vehicles will be enabled with a Vehicle Tracking System to allow for real time monitoring and tracking.





THIS PAGE AND FACING PAGE:
Tippers, liners and a seamless method
of collecting waste are expected to
ensure a Swachh Kumbh



MAKING SWACHH KUMBH A PEOPLE'S MOVEMENT

Swachhta being a priority during Kumbh Mela, the Swachh Kumbh pledge by the Governor and Chief Minister of Uttar Pradesh was also coupled with the launch of the Swachh Kumbh logo.

Widespread community engagement, team building, training and sensitisation activities have been undertaken in the run-up to the Mela, as an outreach initiative for touching a wide spectrum of implementation stakeholders and the community at large. These include, but are not limited to, school and college children, *safaikarmis*, vendor staff, departmental officers, village volunteer artists, religious leaders and more.

The Paint My City campaign was a valuable partner for spreading the *swachhta* message. Crowd sourcing for Swachh Kumbh logo and Swachh Kumbh Champ were some of the campaigns run by the Mela Authority to engage community participation and create awareness.

Use of branding has also proven to be an effective tool for disseminating information on the initiatives. Almost 2,000 village volunteers or *swachhagrahis* shall be stationed in the Mela campus as foot soldiers to trigger adoption of toilets and monitor sanitation facilities during the Mela.

'Namami Gange' and 'Ganga Conservation' exhibitions have been planned during the Mela period to promote community participation on conservation and cleanliness of River Ganga.



THIS PAGE AND FACING PAGE: Street plays, music, games and puppet shows are among the rich repertoire of activities being carried out to encourage community participation in making Swachh Kumbh a people's movement



SALONI GOEL

ENVIRONMENT AND KUMBH SANITATION CONSULTANT

The sanitation facilities in Kumbh Mela 2019 have been planned in a systematic and comprehensive way, using modern technological tools and with the overall objective of ‘Swachh Kumbh’ and pollution-free rivers.

The large number of toilets being provided in the Mela area will be distributed throughout the grounds – along roads and ghats and inside camps and vending zones. Particular attention is being paid to those areas that are prone to open defecation.

Toilet designs are user-friendly and sewage disposal will be provisioned through environment-friendly disposal facilities that already exist or have been specially arranged for the Mela.

The solid waste disposal system is based on ergonomic design of equipment for waste collection and transportation, seamless transfer and transportation of waste and choice architecture designed to encourage behaviour change and sound garbage disposal practices.

The system was piloted successfully during Magh Mela 2018 and is almost on the same level as the solid waste management methods of developed nations. It is designed to ensure that waste transfer and transportation from dustbins happen without coming into contact with human hands or the ground.

Operation and maintenance of these facilities during the Mela period will be done with the help of *swachhagrahis* or village volunteers under the Swachh Bharat Mission. They will be enabled with an ICT-based monitoring system, designed to collect and communicate feedback on a daily basis for corrective action.



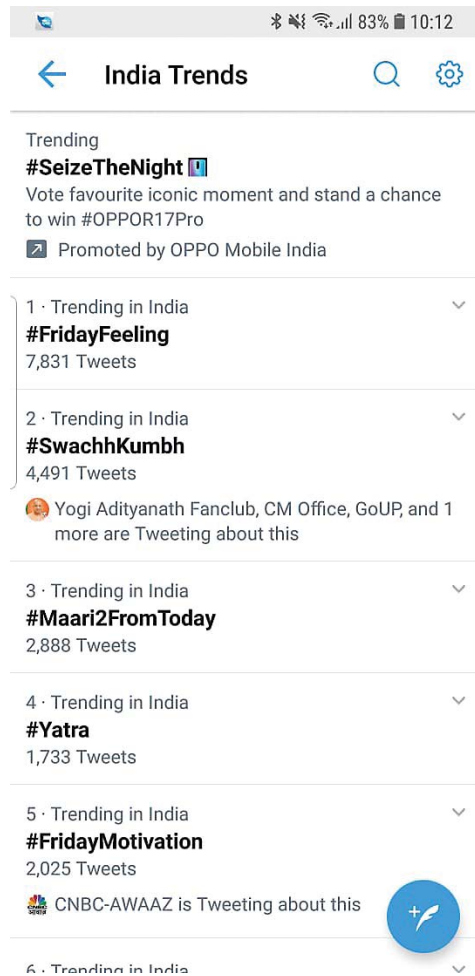
The Swachh Kumbh logo, which depicts sanitation activities during Kumbh Mela 2019, was launched by Uttar Pradesh Governor Ram Naik, Chief Minister Yogi Adityanath and Justice D B Bhosale, then Chief Justice of Allahabad High Court.

Maroon is the colour code for all Swachh Kumbh activities.
Swachh Bharat Mission and Namami Gange are donor partners.



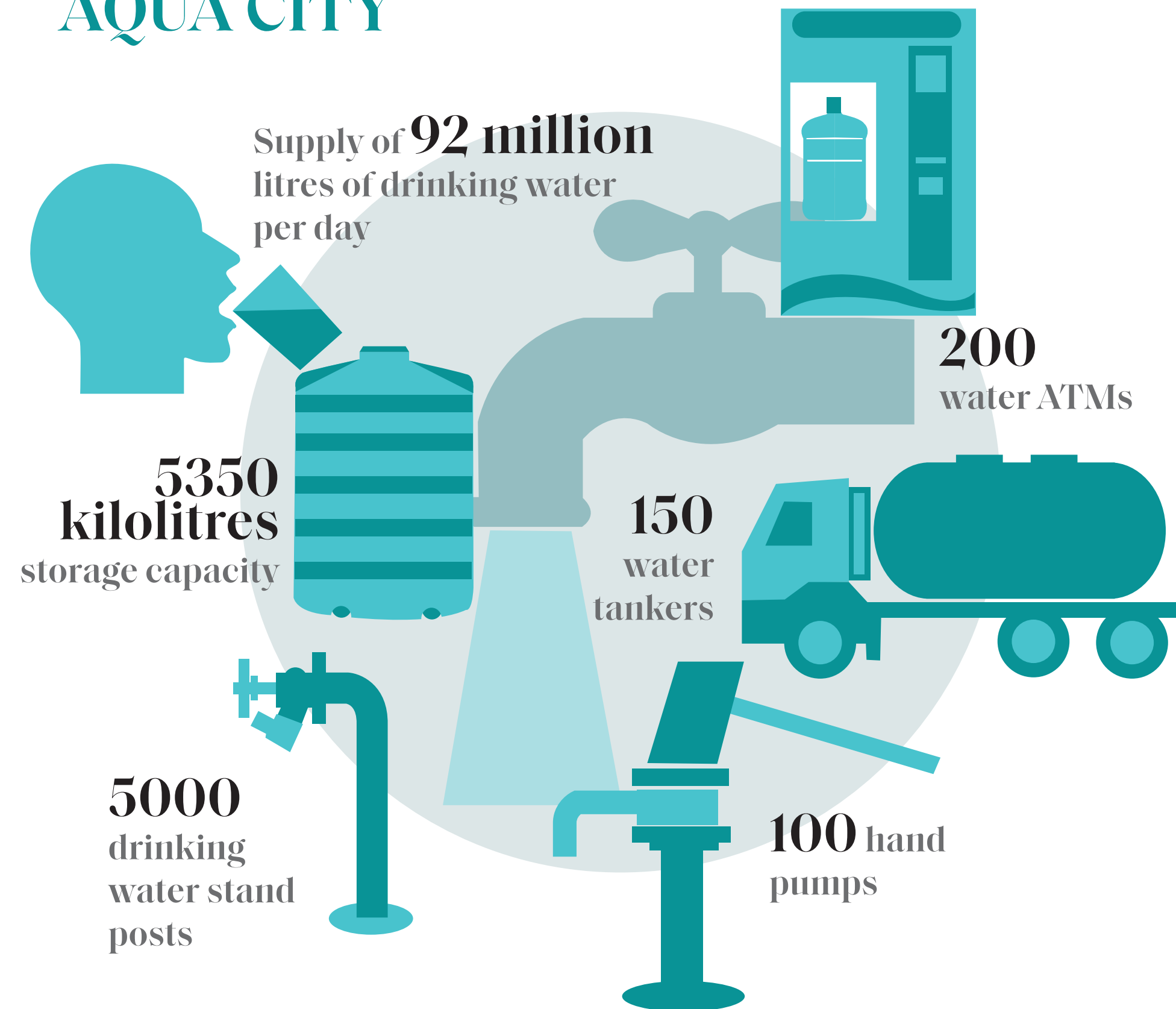
THIS PAGE AND FACING PAGE: Games and various community engagement exercises are being employed to mobilise people to get directly involved in cleanliness efforts



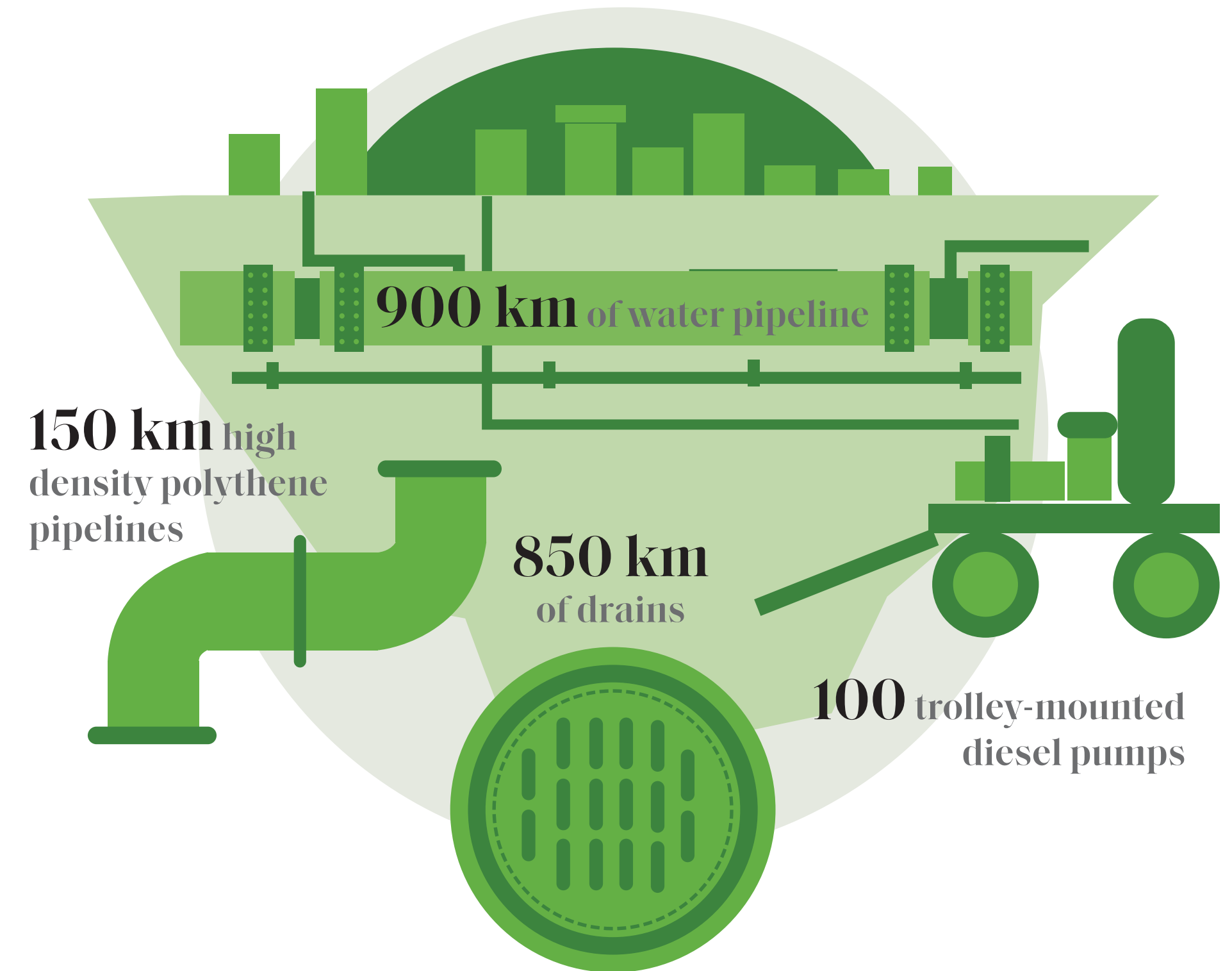


THIS PAGE AND FACING PAGE: Swachh Kumbh team-building exercises in the Mela area will not only achieve the goals of Swachh Kumbh and Nirmal Ganga but has also helped Swachh Kumbh be No 1 in Twitter India trends

AQUA CITY



CITY NETWORK



INTEGRATED COMMAND AND CONTROL CENTRE



ABOVE: Prime Minister Narendra Modi at the Kumbh Mela Integrated Command and Control Center
FACING PAGE: Prime Minister Narendra Modi unveiling the Smart City Prayagraj project in the presence of Uttar Pradesh Governor Ram Naik, Chief Minister Yogi Adityanath and other dignitaries

Prayagraj was chosen to be developed into a Smart City in the third round of selection of Smart City Mission. Among several initiatives identified to change this spiritual city into an ultra-modern one, was the establishment of an Integrated Command and Control Center (ICCC). The purpose of ICCC was not confined to managing operations during Kumbh 2019, but when functional on a full scale, to provide technological solutions to various facets of city's administration including monitoring security, traffic and other utilities.

Being developed with the total project cost of over ₹246 crore, the ICCC project has been divided into two phases. Considering the management challenge of Kumbh Mela 2019, Phase 1 which comprised integration of Kumbh Mela with the city area, was made operational in a record time of five months. Phase 2 will cover a wide range of citizen services and will be completed post-Kumbh Mela.

In Phase 1, the primary task has been installation of a CCTV surveillance system to support police operations in maintaining law and order. The system would produce real-time alert in case of an incident and inform radio police team and first responders on the field, thereby improving responsiveness and assistance to emergencies, including terrorist attacks. To deter, detect and deal with criminal activities, 1,103 CCTV cameras at 268 strategic locations – 442 in Kumbh Mela Area and 141 in Prayagraj Smart City area – have been installed.

Twenty-three traffic junctions have also been identified for installation of Adaptive Traffic Control System (ATCS) based traffic signals during Kumbh Mela in Phase 1. Placing 40 Variable Message Displays for dissemination of information related to traffic for Kumbh Mela was another step in that direction. After Kumbh Mela is over, 24 additional junctions would be installed and a centralised control would be ensured. Identification of traffic violation would happen at 18 strategic traffic junctions with Red Light Violation Detection (RLVD) systems that would empower traffic police with e-Challan handheld devices for on-spot fines.

Yet another important step was in the direction of solid waste management. Besides installing 500 GPS devices on sanitation vehicles for real-time monitoring of movement, 500 bulk generators and 20 sanitation vehicles have been installed with RFID readers to ensure the collection of waste. To ensure field attendance of



sanitation workers, Prayagraj Municipal Corporation has been provided with 100 Aadhar-enabled biometric attendance devices during Phase 1 of the project. After the Mela, an additional 500 bulk generators will be installed besides cameras at 50 vulnerable garbage points.

Installation of Crowd Management System to analyse crowd density during Kumbh Mela in Phase 1, Transit Management System for provisioning of convenient public transport services with 500 CCTV cameras for 250 city transport buses, Passenger Information System (PIS) for 20 bus shelters and three bus terminals with Automatic Fare Collection System (AFCS) for city bus services have also been envisioned for Phase 2.

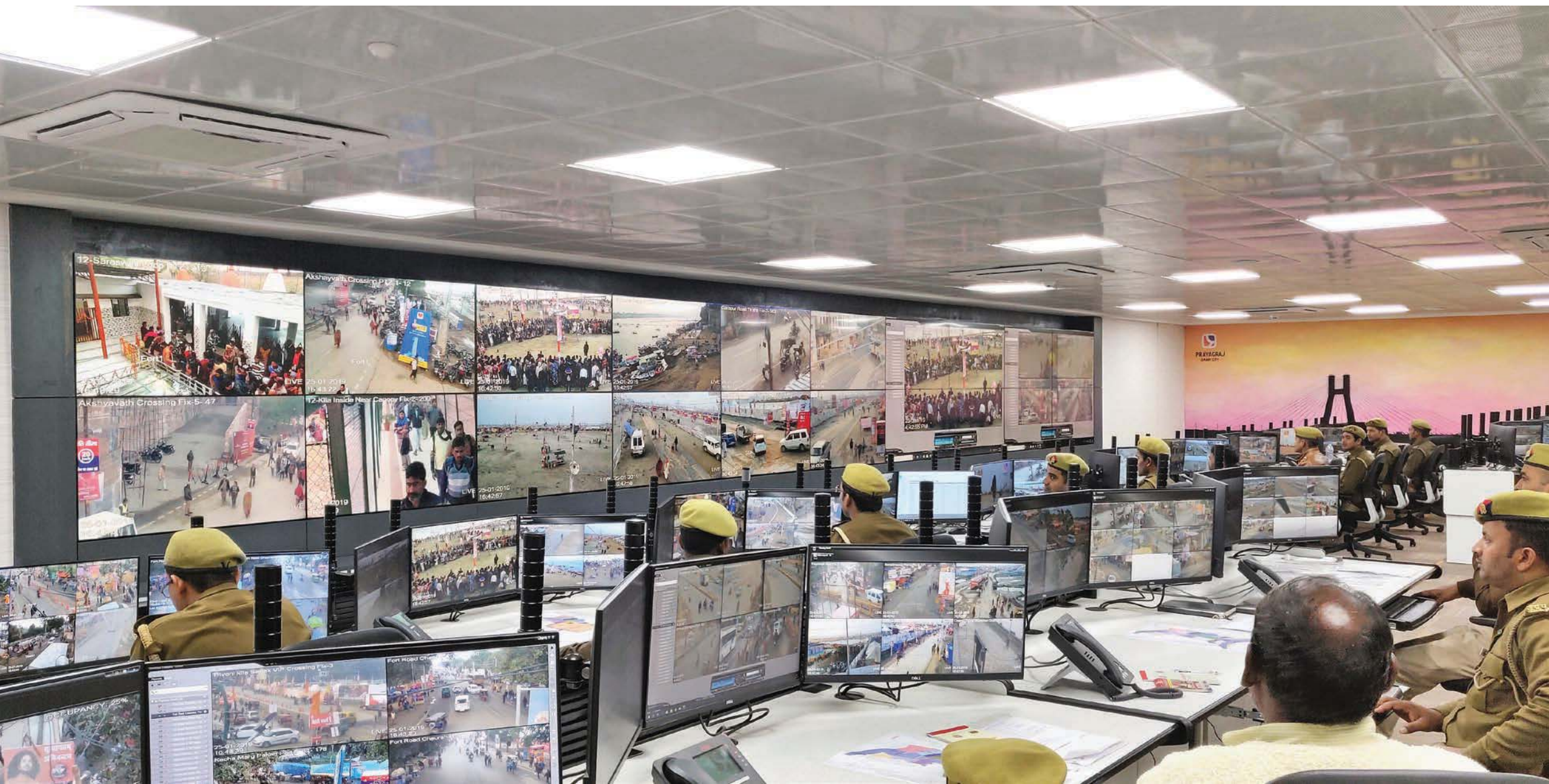
Ensuring holistic city operations from a single window monitoring perspective has resulted in a multitude of Smart Urban Solutions including smart parking and environmental sensors for 28 strategic locations.

Advanced Video Analytics with supportive Artificial Intelligence System for Solid Waste Management, Traffic Management and Citizens Safety, have also been planned for Phase-2 of ICCC project. A few of the key analytics that would air on CCTV cameras are parking violation, speeding vehicles, ‘vehicle of interest’ tracking, detection of graffiti and vandalism, debris and garbage, accidents, helmets, wrong turns, loitering, person collapsing, gesture recognition and behavioural biometry.

In Phase 1 two data centres – at Municipal Corporation Prayagraj and Kumbh Command and Control Center – have been established along with cloud-based Disaster Recovery Center managing Kumbh and Prayagraj city areas. After Kumbh Mela, there would be one data centre at ICCC, which would include migration of partial infrastructure of the Kumbh Command and Control Center. Besides, two dedicated and interconnected command and control centres, each manned by 20 operators, have also been established for Kumbh Mela and Prayagraj city operations.

A 30-operator contact center with Kumbh Mela helpline no ‘1920’ has also been set up at the Kumbh ICCC for enriching pilgrim experience.

Various services being provided to departments would be integrated and operated from a fully functional Integrated Command and Control Center (ICCC) in Phase 2 of the project – after Kumbh 2019 ends.



THIS PAGE AND FACING PAGE: According to Prime Minister Narendra Modi, the ICCC is a symbol of the amalgamation of modernity and tradition in Prayagraj

R SRINIVASAN

EXECUTIVE VICE PRESIDENT, L&T CONSTRUCTION

L&T Construction, the country's foremost builder of next-gen cities has partnered with the Uttar Pradesh Government in its mission to make Prayagraj Kumbh-ready with a range of smart facilities. As a master systems integrator, L&T's dedicated Smart World and Communication business was entrusted with the pressing mandate to deliver this project within a stringent timeline so that city administrators could seamlessly manage the mega religious convergence.

Building portals of connectivity was one of the first tasks that was undertaken with close to 350 km of optical fibre cable aligned across densely-populated habitats and commercial zones to establish the network backbone of a smart visison. To enable the Police to detect and deal with criminal activities, 1000+ cameras have been installed at more than 250+ locations throughout the city.

A unique feature of the Intelligent Traffic Management System that has been installed across 43 junctions is that it is adaptively driven and largely proactive – giving leads and feeds to administrators to facilitate alignment of traffic flow based on prevailing situation.

A dedicated helpline with round the clock operations will also address queries of pilgrims and locals and trigger instant responses for city administrators if any emergency situation arises. Key notices or messages of emergency or disaster, other than routine updates, can also be precisely communicated across the city through 40 variable messaging displays installed in strategic areas.

Taking support from Artificial Intelligence (AI) technology, L&T has also developed a first-of-its-kind global crowd management system that proactively interprets crowd dynamics and provides timely alerts by taking into account head count and people density at mega events.

Two state-of-the-art command and control centres, one in the Kumbh area and another for overall city surveillance serve as centralised decision-making hubs with state-of-the-art dashboards. They provide an integrated overview of smart features highlighting key performance indicators, situational awareness, incident management, integrated systems monitoring, generation of user-centric charts and data drill downs.

With Prayagraj's smart city initiatives going live for Kumbh Mela, there is many a gain for stakeholders. For the citizens and pilgrims, smart technology ensures safety while for city administrators it assures better implementation and mitigates likely risks. For L&T, it is all about integrating tomorrow's technology today!

More than 1,000 cameras have been installed at 250+ locations to make Prayagraj Kumbh-ready



THE SECURITY CORE

Achieving the overarching vision of Divya Kumbh, Bhavya Kumbh has been the *raison d'être* for everyone associated with this event. More so, for those who are responsible for the safety of all those who would come to Prayagraj to participate in this mega congregation. Forty police stations, 1,100-plus CCTV cameras, a computerised lost-and-found centre, deep water barricading and an integrated traffic management system – these are just some of the measures that the administration has had to put in place to ensure that everyone is safe and avert any disaster.

The number of people expected to visit Kumbh Mela in 2019 is staggering. Considering that it will be the ‘largest public gathering’ on earth, the significance of tight security measures cannot be downplayed.

Keeping this in mind, the administration has had to draw up an elaborate blueprint to ensure the safe conduct of the event. The plan focuses on addressing the needs of everyone who will be present – akharas, ascetics, *kalpvasis*, tourists and dignitaries. The overall strategy is simple: while focusing on the big picture is important, attention needs to be paid to the minutest of detail.



Kumbh 2019 security blueprint has been drawn up to focus on the protection of each individual and attention to the minutest detail



S N SABAT

ADDITIONAL DIRECTOR GENERAL OF POLICE, PRAYAGRAJ



Given that about 200 million are estimated to visit Prayagraj during Kumbh Mela 2019 – of which two million will stay in a city of tents – elaborate security arrangements, including traffic plans, have been drawn up for Prayagraj, the Kumbh Mela area and even adjoining districts. Several programmes that will ensure coordination between agencies engaged in Kumbh Mela work and traffic management, including crowd management on main bathing days and prevention of disaster or potential terrorist attack, have been put in place. Special emphasis will be on surveillance, water and fire safety, communication, disaster management and public convenience – with modern technology such as police emergency response system and two Integrated Command and Control Centres (ICCC) expected to ease challenges.

Traffic Management

A movement plan has been devised to meet traffic management challenges. Besides chalking out private vehicle and bus routes to the Mela area from the airport, holding areas and parking zones, 95 parking areas have been designated and developed within the radius of a kilometre from bathing ghats. Eighteen of them are also being developed as satellite towns with the capacity to accommodate 5.67 lakh vehicles. A national highways traffic plan for diversion, route plan for *shahi snans*, barricading plans as well as a Mela emergency route plan is also in place.

Several strategies for effective crowd management have been formulated such as easy access to bathing ghats spread 15 kilometres along the river bed, keeping Prayagraj 100 per cent vehicular traffic-free on peak days and as much as possible on non-peak days, separate movement plan for each of the four zones, reducing average travel on foot to two kilometres on non-peak days and 3.2 kilometres on peak days, separate entry and exit routes and syncing deployment plan of police personnel with communication, signage and movement plans.

Furthermore, special strategies have been laid down for peak days, which includes flushing out vehicles from the Mela area and the city, clearing of holding areas and vending zones, activating outlying parking lots and relocating shuttle bus depots two days prior to peak days. During these peak periods, the city area would be a No Vehicle Zone and extra manpower, including volunteers and civil society organisations, would lend assistance.

Components of Security Plan

A three-tier security plan has been formulated with Kumbh Mela area as the core area and adjoining areas – which includes Prayagraj city and a few outlying rural areas – as control areas. The Mela area will be divided into nine zones, each headed by an Additional SP rank officer. All 20 sectors of the Mela will be headed by an officer of the rank of Deputy Superintendent of Police. Forty police stations and 58 police outposts have been set up to cover the entire Mela area. Police outposts will be set up on both sides of 22 pontoon bridges as well as in the 18 satellite parking lots. Moreover, 21,000 civil police, 563 women police, 155 river police, six coys of SDRF/flood coy of PAC, two coys of NDRF, 775 fire service, two STF teams, three NSG commando teams,

26 coys of PAC, 80 coys of CAPE, 648 traffic police and 211 mounted police have been deployed for impeccable management of Kumbh 2019 security.

Special security measures for Akshayvat, drone monitoring, tyre-killers and baggage scanners are also in place. Installation of 1,137 CCTV cameras at 268 locations will help the two Integrated Command and Control Centres (ICCC) to monitor the entire Mela 24/7 by using four viewing centres and video analytics. The Additional Director General of Police, Allahabad Zone, IG Police, Allahabad Range and SSP Mela will monitor and review these aspects of security on a regular basis.

Since millions of people will gather for a holy dip in the Sangam, special provisions for river safety – water control room, floating jetties, rescue and speed boats, deep water barricading, reflecting river line, diving suits for police, private divers, remote control lifebuoys and life jackets – have been arranged. Life jackets will be mandatory during boat rides. To ensure safety, high-pressure trolley-mounted water mist fire extinguishers, 52 bikes with water and foam mist fire extinguishing systems, firefighting speed boats (first time in Kumbh) and portable water pumps will be deployed. LED vans will also be utilised for public awareness. Provisions have been made for air bags for lifting heavy objects in case of accidents.

Initiatives to aid the navigation of pilgrims in a simple and effective manner have also been taken – main routes entering Prayagraj have been numbered, sub-sectors within parking lots have been defined with colour codes, active zones have been introduced in satellite towns, coloured strips used on pedestrian routes and Variable Message Displays, maps and signs have been set up to channelise vehicular traffic. Video analytics for crowd management and detection of unidirectional/bidirectional/wrong way movements/restricted area movements and crowd density calculation at important locations will also be effectively used.

An innovative attempt has been made to blend tradition with technology by fully computerising the lost and found system. Fifteen centres with facilities to hold lost and found individuals have been set up in different sectors and interconnected with state-of-the-art communication system. Coordination with NGOs traditionally involved in such work, roping in police *mitras*, using LED screens for displaying lost and found details and creating a centralised digital lost and found system with 12 physical kiosks are some of the other ground-breaking steps taken this time. Details of police stations/outposts, parking, traffic movement on peak and non peak days, shuttle/railway/bus stand and senior officials deputed at the Kumbh Mela would also be available on the dedicated Mela website (Kumbhmelapolice.in).

Geo-mapping of the Mela area has been done and coordinates have been plotted on Google maps to assist police response vehicles (PRVs) during emergencies. UP Dial 100 will be of great help in creating alerts. Additional manpower will be deployed to work 24/7 and have been provided with 50 four-wheeler vehicles and 200 two-wheeler vehicles to meet any contingency.

However, the biggest challenge to bring everything to fruition is inter-agency coordination. Ensuring coordination between Kumbh Mela Police, Prayagraj District Police and Railway Police, in addition to other specialised forces such as ATS, STF, Special Intelligence, NSG, IB NTRO, NDRF and CISF on a day-to-day basis has been a Herculean task but with every agency putting its best foot forward, we are sanguine that Divya Kumbh, Bhavya Kumbh will also be a safe and secure Kumbh.



Security has been dealt with from three perspectives – traffic, general security and public amenities



A COLLABORATIVE EFFORT

The extensive blueprint required the collaboration of several agencies – GRP, Railway Police, RPF, Army, Roadways as well as other stakeholders. Also, given the vision and magnitude of the event, all agencies needed to put their best foot forward to ensure that Kumbh 2019 is incident-free.

The task was gargantuan, but each department and agency has energetically gone the extra mile to develop an efficient approach to the task at hand while at the same time ensuring seamless coordination. To facilitate better teamwork, discussions have been continuous and viewpoints of varied departments closely analysed. Previous Kumbh Melas were scrutinised as case studies to understand gaps. Several committees were also formed to address challenges. Finally, a consensus-based approach was adopted.

Officers with previous Kumbh Mela experience were appointed in different posts to assist in the smooth conduct of the festival. Special advisors were also roped in to make the event hassle-free and successful. Notable among them were:

- Appointment of CISF as an advisor for the security of the entire Mela
- Signing of an MOU with the Motilal Nehru National Institute of Technology for crowd analysis
- Enlisting the services of the GB Pant Institute of Social Sciences to understand the psychology of crowd and stipulations of pilgrims from various villages and to manage volunteers.



THIS PAGE AND FACING PAGE: Central and State security agencies have put their best foot forward to ensure a safe Kumbh 2019

MOHIT AGARWAL

INSPECTOR GENERAL OF POLICE, PRAYAGRAJ



In light of the fact that about 200 million pilgrims are expected to visit Prayagraj during Kumbh Mela 2019, we have made 360-degree security arrangements. Special strategies for effective crowd control and traffic management and surveillance have been formulated to avoid any kind of mishap. Special plans have also been laid out for smooth management of the event during peak days – including advance flushing out of vehicles from the Mela and city areas to avoid traffic congestion on the main bathing days, activation of parking lots in outlying areas to contain traffic flow and relocation of shuttle bus depots prior to peak days.

We would also be using state-of-the-art technology including geo-mapping of the Mela area (for better navigation and reducing response time of police vehicles in case of an incident), use of remote control lifebuoys to save pilgrims from drowning in case a boat capsizes (these lifebuoys can reach the place of incident at a faster speed) and utilising drone cameras for better surveillance. We have also digitalised and centralised Lost and Found centres, arranged for special LED screens to display the images of lost citizens, dedicated PA announce systems in tandem with these LED screens and organised a system for content monitoring on social media. In case of any disaster, temporary blockage on all social media networking sites will also be done.

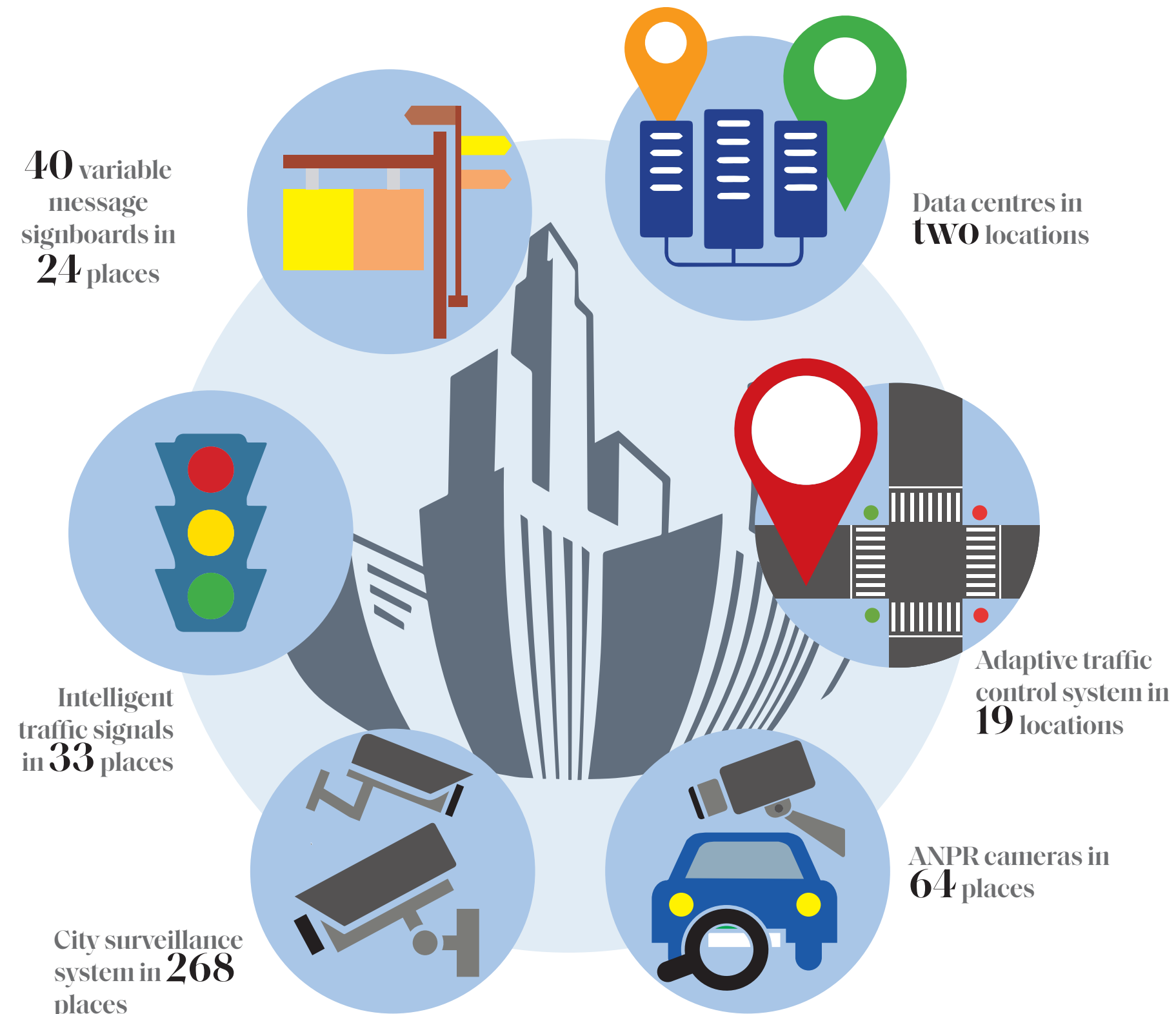
For the first time, all-terrain-vehicles, water scooters for patrolling and rescue operations, high pressure trolley mounted water mist fire extinguishers, bikes along with water and foam mist fire extinguishing systems, fire fighting speed boat along with portable water pump, air bags for lifting heavy objects during accidents and high speed water mist motorcycles for fire fighting would also be used to ensure fool proof security.

Apart from deploying all types of police and para-military forces, we would also deploy two ATS commando teams, seven sniper teams, 363 intelligence personnel, 30 anti-sabotage teams, 13 BDDS teams and 17 dog squad teams. Moreover, a separate website for security purposes has also been developed. Complaints ranging from lost and found to registration of e-FIR to identifying the location of the nearest police station or the nearest parking place – everything will be made available here. The idea is to ensure that pilgrims do not face any problem in procuring information. A separate mobile application which will be linked with this website has also been developed for better services.

SECURE CITY



INTELLIGENT CITY



Prevention of terrorist activity being a priority, detection has been a critical measure

PERMANENT INFRASTRUCTURE

Upgrading existing infrastructure and building new ones have been a focus area and four police lines including 40 police stations, three women police stations and 62 police outposts have been specially constructed to ensure safety and security of *kalpvasis* and others visiting the Mela. Permanent hostels for gazetted and non-gazetted officers, including constables and head constables, have been built.

This is for the first time that permanent construction of this magnitude is being carried out as this was never done in any of the previous Kumbh Melas. All of these have made optimal use of space – the tin barracks to be used as accommodation of police personnel reducing per square feet area per person. As compared to traditional EP tents, these would even provide more comfort to security personnel.

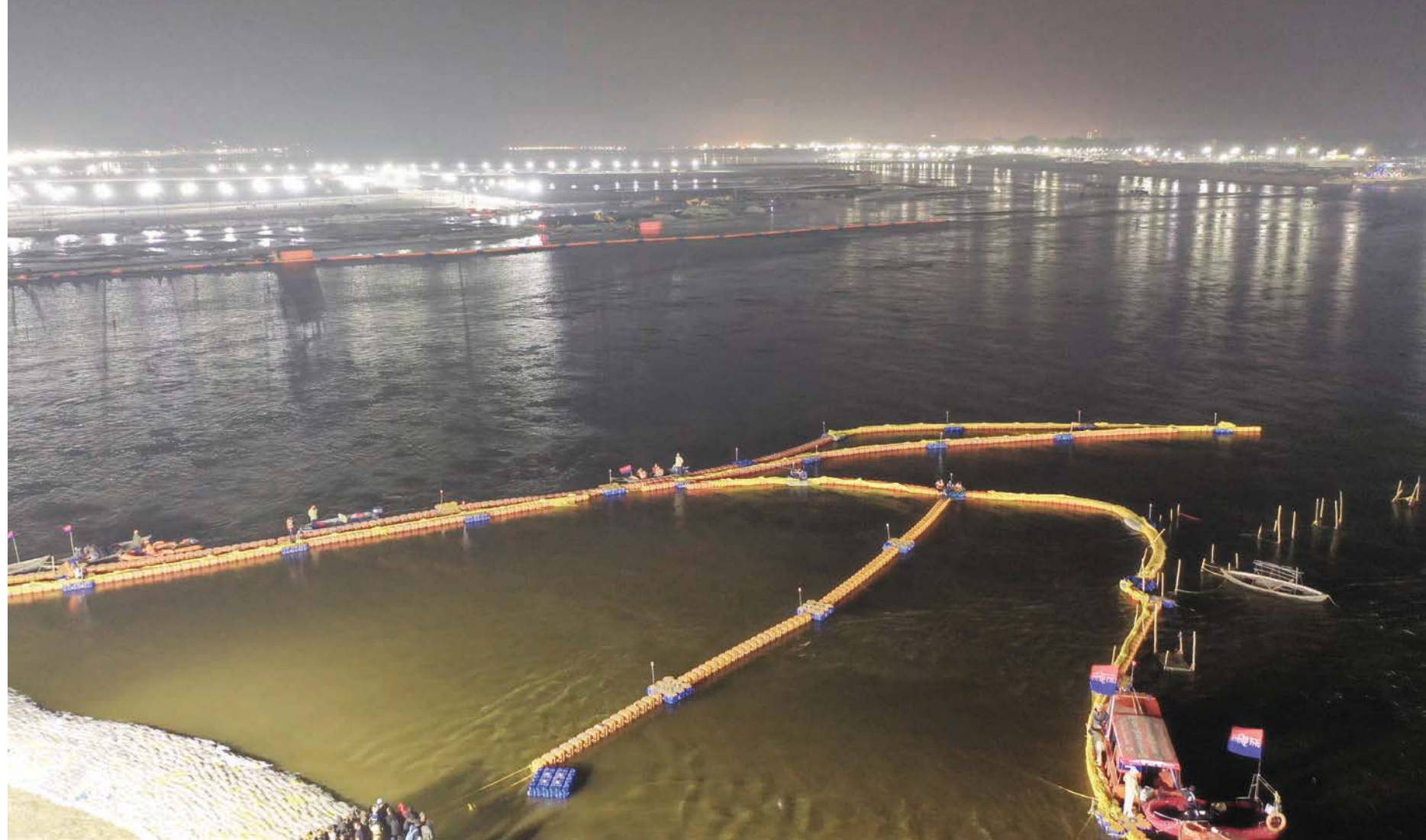
SAFETY FOREMOST

On ground, security and intelligence agencies have been working closely with the Police Department and arrangements are being monitored at Police Headquarters.

It has been planned that almost 9,000 police personnel from various departments – fire, radio, jal, traffic, women police officers, mounted and motor transport police – will be deployed during the Mela period. Keeping VIP movement in mind, spotters and snipers from the Central and State forces would also be deployed at sensitive points. Preventing any kind of terrorist attack is a priority and detection being a critical measure, tyre killers have been put in place at eight sites. Besides, 20 big baggage scanners along with explosive detectors, multi-zone door frame metal detectors (DFMDs) and three big and ten small drones are also to be deployed.



THIS PAGE AND FACING:
Spotters and snipers at sensitive
points as well as women police
personnel will ensure safety of
pilgrims and tourists



Safety concerns at Kumbh Mela 2019 include many issues, chief among which is the potential risk of accidents along the Sangam and in the waters. Learning from previous Kumbhs and in expectation of larger numbers of pilgrims and tourists at Kumbh 2019, a wide range of projects such as deep-water barricading, floating riverlines, high-end equipment such as wireless radio sets, fibre jetties, body-worn cameras and drone cameras have been planned for effective disaster management.

Special barricades using thermoplastic floating blocks have been erected with nets beneath them to prevent pilgrims from venturing into deep waters and drowning. Further, arrangements have also been made to help policemen stand on barricade lines in the river to stop pilgrims from moving further.

Reflective riverlines with the help of thermoplastic floating blocks and solar energy have also been created – to prevent boats from colliding with each other and capsizing and also to check boatmen from transgressing into other riverlines.

Other special arrangements to ensure water safety include floating jetties, modern water control room for monitoring water activities, Oscar lights for uninterrupted light supply, diving suits for 100-plus divers and remote-control lifebuoys in case of an emergency. More than ten river ambulances are also being deployed for rescue and relief operations in the Sangam area.

Following reconnaissance and survey of the Mela area and learning from previous Kumbh Melas, a three-stage protection system has been designed to cater to any fire contingency. For preliminary level challenges and for the first time, as many as 55 Motorbike Firefighting Systems (MBFFS) would be deployed as part of fire-safety measures in and around the Mela premises.

In case of any incident of fire, reaching the spot the soonest is critical, especially since vehicles would be driving through the crowded Mela area and lakhs of pilgrims. These bikes, equipped with nine litres of water along with compressed air foam, will not just reach out to the remotest of areas in the minimum possible



THIS PAGE AND FACING PAGE: From thermoplastic floating blocks as barricades to 100-plus divers and hi-end boats, a wide range of projects have been put in place to ensure safety in the waters



LEFT AND ABOVE: Besides regular mock drills, a three-stage fire-protection structure has been designed to deal with fire contingencies during Kumbh 2019

time, but will also be used to extinguish the fire at the initial stage and prevent it from spreading.

In the eventuality of the fire spreading, jeeps equipped with 450 litres of water and 50 litres of foam and water mist technology will be used. At the third stage, motor fire engines with advanced rescue tenders would be deployed. Precautionary measures are also been taken and 4,000 fire hydrants have been installed at various places in the Mela area so that fire in any area can be doused easily. In addition, 40 firefighting centres, along with 15 fire outposts and 40 watch towers have been planned.

HOLISTIC PERSPECTIVE

An integral part of policing plan is a modern Integrated Command and Control Centre (ICCC). It has been envisaged that supported by around 1,100+ CCTV cameras, the centre would serve as the hub for crowd management and surveillance services.

Established in two places – MCR ICCC at Police Lines in the city and Kumbh ICCC in the Sangam area – these centres will make use of video analytics for effective crowd management. Experts from the field have been consulted to make the system as strong and effective as possible.

K P SINGH

DEPUTY INSPECTOR GENERAL OF POLICE, KUMBH MELA



In view of the large number of pilgrims expected in Kumbh Mela 2019, two strategies have been formulated. First, to expand the Mela in terms of space and second, to stretch it in terms of time by making people believe that all 49 days of the Mela period (January 15-March 4) is pious as any peak day. After discussions with various Mela stakeholders including sadhus, *mahamandaleshwars*, *akharas* and *mahants*, we hope to dilute the belief that *punya* of Sangam *snan* can be obtained only by taking a holy dip at the Sangam nose. It is being instilled in the minds of pilgrims that they can obtain the same *punya* by taking a dip on all 49 days of Kumbh Mela at any Ganga ghat within a 15 kilometre stretch of the Sangam nose. This is expected to prevent overcrowding on the main bathing days.

Besides, to make Kumbh 2019 as *surakshit* as possible and meet any kind of exigency/disaster during the Mela, a multi-tiered security strategy is being implemented. While river security will be managed by Jal Police along with the flood company of the Provincial Armed Constabulary (PAC) and National Disaster Relief Force (NDRF), fire security will be taken care of by the Fire Department along with the Jal Nigam by augmenting fire hydrants at proper intervals in the Mela area. However, for surveillance and communication – the most important aspect of security – monitoring of the area will be done from the Integrated Command and Control Centre (ICCC) established in the Kumbh Mela area and monitoring of the city will be done from Modern Control Room Command and Control Centre (MCR-CCC), established at Police Lines, Prayagraj.

Specialised forces of the National Disaster Relief Units (NDRF), National Security Guard (NSG), State Disaster Unit (SDRF) and Bomb Disposal and Anti-mines units with dog squads will also be deployed at strategic points in the Mela and city areas. The security architecture has been formulated keeping the Kumbh Mela area as the core area and the adjoining areas as control areas. The entire Mela area has been divided into 10 zones and 20 sectors and altogether 40 police stations and 58 police outposts have been formed. Looking at the humongous number of people expected to arrive in Prayagraj during Kumbh Mela, we have also created one police outpost each on both sides of the 22 pontoon bridges. Moreover, 21,000 civil police, 563 women police, 155 river police, 6 flood coy of PAC, 2 coys of SDRF, 775 fire service personnel, two STF teams, three NSG commando teams, 26 coys of PAC, 80 coys of CAPE, 648 traffic police and 211 mounted police have also been deployed for flawless security management of Kumbh Mela.

Two types of traffic plans – one for normal days and other for the main bathing days, have also been chalked out. Emergency traffic diversion plans for Mela and city areas have also been prepared to avoid congestion at Sangam nose on the six main bathing days. Watchtowers for pedestrian traffic management at prominent junctions, e-rickshaw and shuttle bus facility, 1,176 signages to guide people to their destinations, variable message displays in over 100 places to update pilgrims, cranes for towing away illegally parked vehicles, barricading for *akharas* and *shahi snan*, security of Akshayvat, Hanuman Mandir and uni-directional movement of pedestrian and vehicles have also been put in place. Barricaded hold-ups to streamline crowd flow, mobile barricades and folding barricades at different junctions and roads for traffic regulation in Mela area have also been planned. Proper communication channels have been established to ensure coordination on a day-to-day basis between different police forces – Kumbh Mela Police, Prayagraj District Police, Railway Police, ATS, STF, Special Intelligence, NSG, IB, NTRO, NDRF and CAPE. This will all go to ensure that the safety of pilgrims and visitors are safeguarded and swift action taken in times of need.

NITIN TIWARI

SENIOR SUPERINTENDENT OF POLICE, PRAYAGRAJ



Maintaining a balance between religious sentiments and roadside development during the anti-encroachment drives was difficult. However, this could be sorted out amicably because we involved all stakeholders and consulted them regularly. We also held discussions with the local people on the development of a Khoya Paya Kendra and traffic management in the road tributaries leading to the Sangam. For this purpose, an integrated command centre has also been established and will be constantly monitored by us.



Regular mock drills test the efficacy of safety measures in place for Kumbh 2019



ABOVE: New vehicles and high-end equipment are being put in place to ensure safety for all

With over 12 crore people expected to visit the Kumbh Mela, preparing a traffic management plan has been a great challenge – albeit one of utmost importance. To tackle the issue, all roads leading to the Mela area have been identified, widened, refurbished and entry and exit points constructed, besides developing parking lots to ease congestion on 30 important roads.

When a statistical analysis revealed that the number of vehicles in 2019 would be twice as many as that of Kumbh 2013, 1,300 hectares of land was identified for parking nearly five lakh vehicles and since February 2018, the Traffic Advisory Committee has been carrying out monthly reviews to ensure proper implementation.

Since tracking the movement of vehicles as well as visitors is as important as managing them, a detailed movement and parking plan has been developed to ensure comfortable approach to and from the Mela area. Of 95 parking areas, 18 have been planned to be virtual satellite towns – equipped with amenities such as cloakrooms, vending zones, medical facilities, adequate and proper electricity, toilets and drinking water facilities. To monitor and manage pilgrims, LED signage screens, watch towers and a public address system have also been strategically placed.

An Integrated Traffic Management System (ITMS) consisting of 40 variable message signboards in 24 places, along with Intelligent Traffic Signals in 33 places, have also been put in place. Moreover, to make the surveillance system even more effective, City Surveillance System in 268 places and ANPR cameras in 64 places have also been deployed. Adaptive Traffic Control System in 19 locations and data centres in two locations have also been established. Eight-five holding areas for crowd control have also been chalked out for the Mela period.

The D-2 and D+2 bathing days of Kumbh Mela have always been the two most important days in which traffic movement is crucial. For these two days of Kumbh 2019, the movement of private and government buses will be monitored and regulated to other bus stands.

In fact, a large number of buses would be shifted to peripheral areas to avoid traffic congestion within the city. For the first time, apart from a traditional lost-and-found centre, 15 computerised ones, equipped with the most modern of communication technologies and interconnected with each other – including LED screens to project photos of those lost – have been put in place within the Mela area.



A combination of traditional policing and modern technology is expected to ensure the safety of pilgrims and tourists

THE PAINT MY CITY CAMPAIGN

The streets of some major tourist cities are canvases that offer colour and art to everyday life. Created on buildings, street walls and other surfaces that draw public gaze, street art is today a socially respected accent for public places. Composed mostly to convey messages, they complement the architectural elements of a given space and make it a beautiful one.

It is precisely this philosophy that prompted the Prayagraj Mela Authority to envision, initiate and implement the Paint My City campaign – a vision and effort to beautify the city before Kumbh 2019, the time when pilgrims and tourists from across the world gather to witness the largest religious gathering of humanity.

Expectedly, it would not only be the best way to make art accessible to all, it would also be a superlative way to enliven and adorn the ambience of Kumbh 2019 and, thereon, put Sangam city on the international map of tourism.

Kumbh is a time when pilgrims come to absolve themselves of sins and seek peace of mind and happiness. An aesthetic ambience, highlighting the mythological and astrological significance of the event, would not only visually recreate familiar stories but also accentuate pilgrimage experience. Besides reflecting the spirit of Kumbh Mela, the campaign would also prevent defiling of walls and motivate pilgrims to maintain cleanliness.

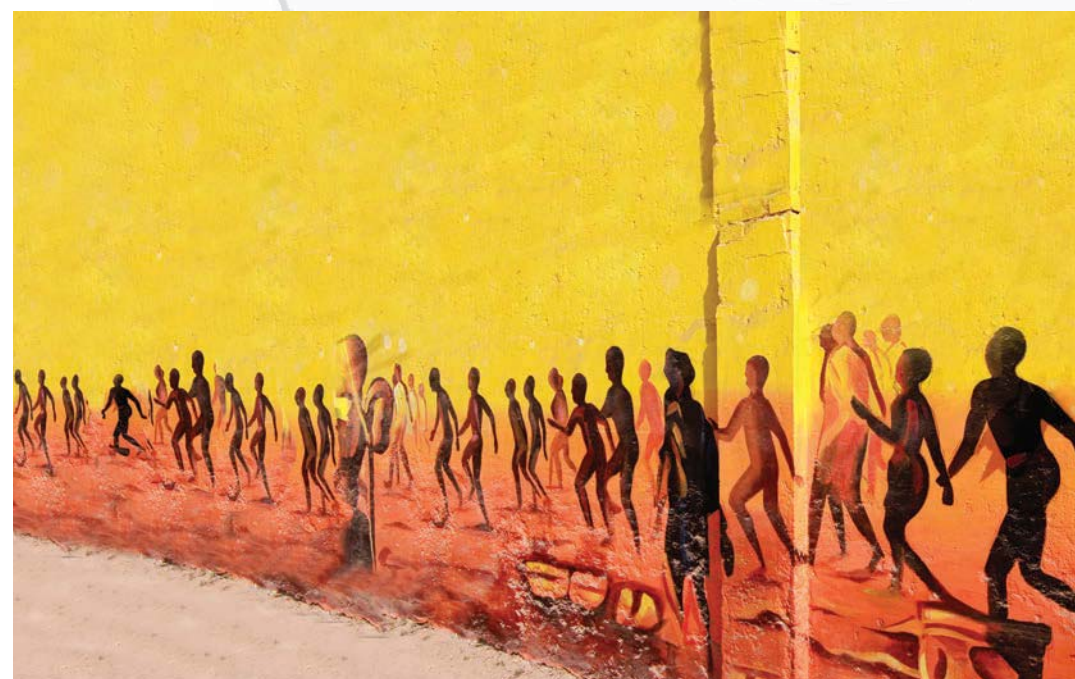


The then Chief Secretary Rajiv Kumar launching the Paint My City campaign with deft colourful strokes on a street wall near the Sangam on October 7, 2017

Street art projects on more than **20 lakh** square feet area across Prayagraj



On December 3, 2018
#PaintMyCity was
No. 3 on Twitter's
top India trends



Over **500** artists,
6 agencies,
professionals and
student volunteers
were involved in making the
city a walking art gallery



Paint My City is a campaign that was launched with the vision to beautify Prayagraj before Kumbh 2019

When the campaign first started as a pilot project, students were roped in to see how the walls would look if painted with aesthetic designs. Across several schools, students participated with enthusiasm, setting the tone for the actual project. The magnitude of work was immense and thus professional artists from across the country were invited to present their concepts, before a decision was finally taken.

The street art projects hence include, but are not limited to religious, spiritual and scientific connotation of Kumbh, mythological background of Kumbh, cultural diversity and heritage of Uttar Pradesh and Prayagraj and social awareness and public service messages.



MAKING OF KUMBH
PRAYAGRAJ 2019



THIS PAGE AND FACING PAGE: Street art depicting Sangam city and the mythological and spiritual connotation of Kumbh adorns Prayagraj



MAKING OF KUMBH
PRAYAGRAJ 2019



ABOVE AND RIGHT: Artists have metamorphosed the discoloured and lifeless streetside walls of Bargad Ghat into a space that is as pretty as a picture

TOP LEFT AND RIGHT: The wall of Prayagraj's new airport terminal before and after the Paint My City campaign



The entire length of the bare boundary wall of Naini Central Prison has come alive with 25 art panels that depict the history of Kumbh





THIS PAGE AND FACING PAGE: Paint My City campaign has been run on prominent buildings and locations, including railway stations, in Prayagraj

The campaign has been run near prominent thoroughfares, on strategic buildings, college campuses, organisations, offices, boats, e-rickshaws, flyovers, bus stops, railway stations, prison walls and more – seamlessly and aesthetically showcasing the heritage of Prayagraj and Kumbh and the cultural diversity of Uttar Pradesh. The visual messages, designed with utmost care, are subtle, beautiful and awe-inspiring – all at once.

Prominent thoroughfares, especially those that branch out to the airport, the railway stations and important bus stops from the Mela area, have come alive with paintings on various themes.



VIVEK SINGH

PHOTOGRAPHY ENTHUSIAST AND DEPUTY RMO, KUMBH MELA, PRAYAGRAJ

Nowhere does the central theme of Divya Kumbh, Bhavya Kumbh manifest itself more magnificently than in the Paint My City campaign. A brainchild of the nodal officer of Kumbh Mela, Dr Ashish Kumar Goel, the Paint My City campaign portrays the best of Indian art, culture, religion and history and is the most-talked-about campaign across all social media platforms. We have roped in five professional agencies and also engaged local artists to transform Kumbh city into a visual delight.

VISHAL SRIVASTAVA

DIRECTOR AND CURATOR, IN-SOL AGENCY

Kumbh is the world's largest religious festival and Kumbh 2019 is potentially bigger since more than 100 countries are expected to participate in the event. IN-SOL, one of the agencies executing Street Art under the Paint My City project of the Mela Authority, is doing an artwork on the single largest wall in the city. It has even approached the *Guinness Book of World Records* to register it as the largest religious wall mural painting in the world.

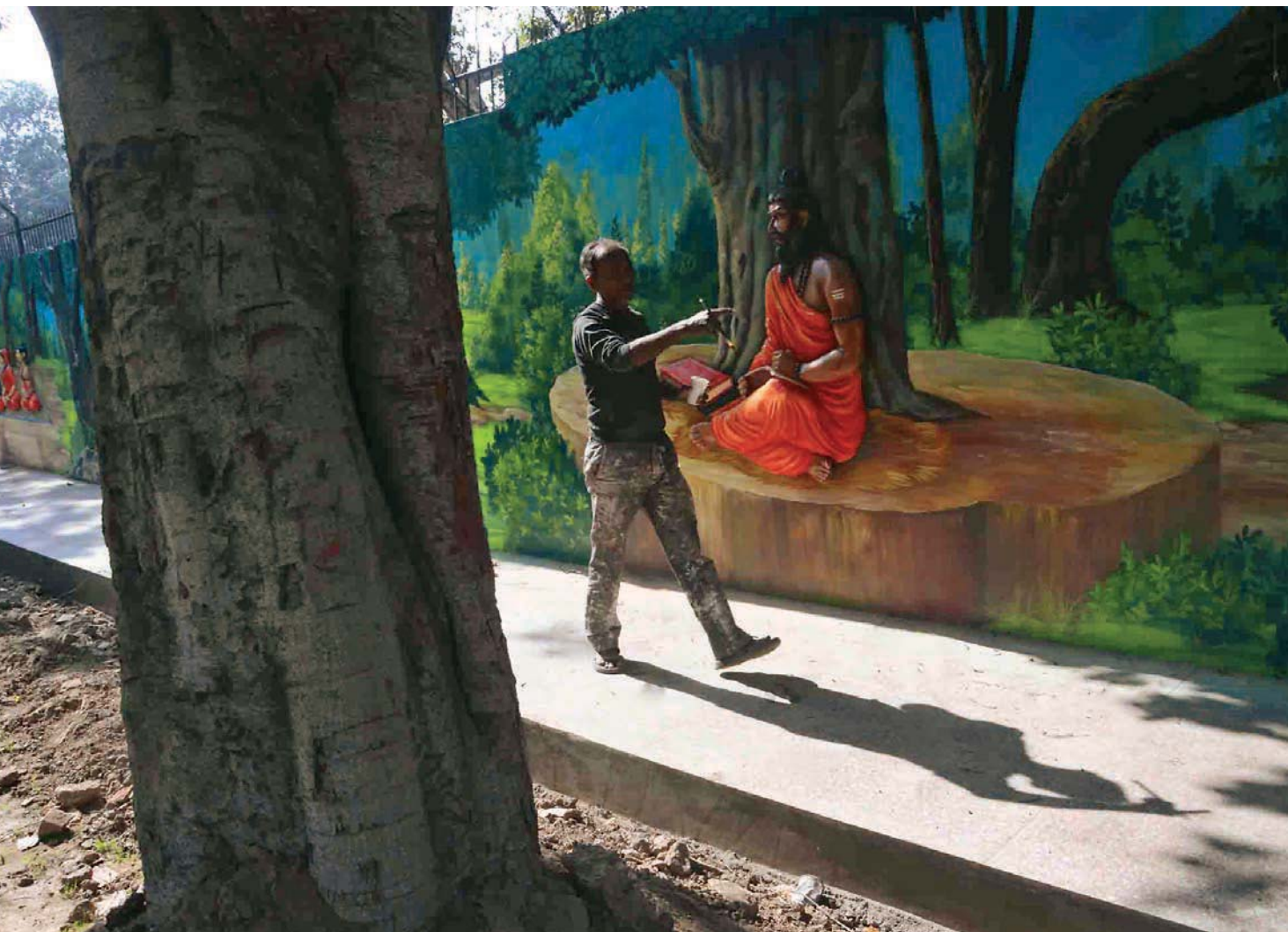
The story behind the Kumbh, from the *dev-danav yudh* to the dropping of *amrit* (nectar) at four places, has been narrated with more than 25 beautiful art panels on the boundary wall of Central Jail, Naini. This single piece of art scrolls down a length of 3,000 feet and an average height of 23 feet.

A wonderful initiative by the Uttar Pradesh Government and the Mela Authority, Paint My City has given Prayagraj an all-new look before Kumbh. No doubt we faced some challenges such as continuous rains at the start of the project, vacating space in front of the walls so that painters could paint and even spitting on the art work, but the zealously of the Mela Authority ensured that the campaign was a success.

The major challenge of the project was management of multiple sites and completing such a huge project within a short duration. Such projects need large teams of individuals who can manage quick transitions and I am proud that with a positive team spirit and by decentralising work we could do a good job.



Artists give creative expression to the mythological significance of Kumbh, one of the significant themes of the Paint My City campaign



THIS PAGE AND FACING: Over 500 professional artists have joined hands to visually recreate familiar Kumbh stories and put Sangam city on the international tourism map

Today, Prayagraj is a beautiful city, completely transformed and lively with artistic paintings, plants and flowers across its length and breadth. Each nook and corner seems to welcome one and all. And, much after Kumbh 2019 is over, Paint My City will continue to live in the minds of all who would see and experience the amazing and wondrous art. It will leave behind an everlasting legacy of aesthetics on various city sites.





A new-age Kumbh Mela pilgrim portrayed on the wall of the Sir Sunder Lal Hostel building of Allahabad University

MAKING MAGNIFICENT EXPERIENCES

Prayagraj assumes a new character during Kumbh Mela, as hordes of pilgrims pour in to share its spiritual and religious aura. A temporary township complete with civic facilities takes shape, marking a confluence of a different kind – the government, local authorities and security agencies joining hands to ensure a peaceful visit for ascetics, tourists and pilgrims alike.

A mesmerising festival, with crowds, displays, stalls and many expressions of tradition, faith and spirituality, Kumbh Mela presents a wonderful opportunity to showcase Tirthraj Prayagraj, famed for its spiritual aura since time immemorial. Its vast Mela grounds exude a magnetic energy during this period – a space where one can witness ardent devotion to the divine and a profound spiritual culture that is still alive in India.

So even as millions gear up to immerse themselves in the spirit of Kumbh Mela 2019, Prayagraj puts the final touches to its preparations to host the mega event. Most parts of the city and its periphery have already been given a facelift and security measures put in place to ensure a safe sojourn for pilgrims and tourists.





PRETTY PRAYAGRAJ

Considering that Kumbh 2019 would be the perfect event and place to exhibit Prayagraj, a massive beautification and permanent infrastructure drive involving various government departments has had to be put into motion. Apart from infrastructural development, facilities which can improve pilgrim experience and enhance visual appeal in the Mela area has been taken up.

Increasing the ornamental value of the Mela was significant and innovative and friendly architectural concepts have been created. Besides, the remarkable Paint My City campaign which has made the city artistically attractive, 25-plus temporary thematic gates are being set up to mark approach roads and entrance to various sectors in the Mela area. Each gate will be designed in a way that while expressing individual identity, it will also display local culture and tradition. Also, to enhance the divinity of the event and create an awe-inspiring experience



TOP AND ABOVE: Thematic gates and street art have been created to enhance the ornamental value of Prayagraj



The 32 feet tall statue of Rishi Bharadwaj near Bharadwaj Park is expected to be one of the main attractions for Kumbh 2019 pilgrims



THIS PAGE AND FACING PAGE: Chief Minister Yogi Adityanath experiences various infrastructural amenities that have been developed to ensure an enhanced pilgrim experience at Kumbh 2019





ABOVE AND LEFT: Developing user-friendly amenities and beautifying the city's parks has been one of the major initiatives in the run-up to Kumbh 2019



for pilgrims, patrons and domestic and international tourists, a sound-and-light laser show on the walls of Allahabad Fort have been put in place.

As many as 29 parks, including Chandrashekhar Azad Park, Sumitranandan Pant Park, PD Tandon Park, Khusró Bagh, Triveni Pushp and Yamuna Bank Road have been developed by the Allahabad Development Authority and Nagar Nigam. Attractions at the Chandrashekhar Azad Park, for instance, includes a gym and acupressure facilities, a guava orchard and a Titli park for children.

A 2000-square-metre garden of seasonal flowers and a flower exhibition area spread across 3,600 square metres have also been set up. Flowerpots – 32,000 earthen and 2,500 cement ones – have been placed along the roads and as many as 5,000 square metres in the Mela area have been carpeted. A lake being developed in around 65 acres of land in Kanihar, is also likely to be a big draw.

In keeping with the 'social' reality of the times, 20 selfie points have been identified as well!



Road Over Bridges, modern streetlights and beautification of prominent junctions have created aesthetically pleasing permanent infrastructure in Prayagraj



CHALO KUMBH CHALE

The authorities have left no stone unturned to spread word about Kumbh 2019. *Chalo Kumbh Chale* advertisements, along with the UP Tourism slogan *UP Nahin Dekha to India Nahin Dekha*, are up at major international airports of the country to attract foreign tourists. In Prayagraj, railway rakes, city buses, pontoon bridges and CNG rickshaws say it all.

Grandeur and divinity being the two significant concepts, and in the backdrop of UNESCO declaring Kumbh as an ‘Intangible Cultural Heritage of Humanity’, the Government has made arrangements to host 5,000 Pravasi Bharatiya delegates who would be arriving from Varanasi in January 2019. A designated area for flag hoisting has also been developed for Heads of Mission of 70 countries who would visit Prayagraj during Kumbh 2019.





TOP AND LEFT: Moments of the launch of the Sangam Walk trail that has been curated for pilgrims and tourists

AWANISH KUMAR AWASTHI

ADDITIONAL CHIEF SECRETARY AND DIRECTOR GENERAL, DEPARTMENT OF TOURISM



Kumbh is an event where pilgrims come uninvited. It is an urge that they feel from within. But this time after Chief Minister Yogi Adityanath shared his vision of transforming Kumbh into ‘Divya Kumbh, Bhavya Kumbh’ and the UNESCO declared it an “Intangible Cultural Heritage of Humanity”, it has become even bigger. At Kumbh 2019 we are thus expecting a much larger gathering – not just of Indians but also foreigners.

Several initiatives to make this Kumbh *divya* and *bhavya* have been taken for the first time by the Tourism Department which includes sound-and-light and laser shows, electrification of both the Yamuna and Shastri bridges during the Mela period and establishment of a Sanskriti Gram to depict the cultural heritage of Kumbh and Prayagraj. Arrangements to bring Pravasi Bharatiyas attending the Pravasi Bharatiya Divas 2019 in Varanasi to Prayagraj, along with heads of various missions, have also been made.

To educate pilgrims about the religious, spiritual and scientific aspects of Kumbh Mela, we have undertaken various campaigns. Of them, the Paint My City campaign is one of the most significant. Paintings near prominent roads, buildings, colleges, organisations, offices, boats, e-rickshaws, flyovers, bus stops and railway stations are showcasing the different aspects of Kumbh. Besides, developing a tent city, theme gates, tourist walks and Shringverpur, arrangements have also been made for over 200 cultural events by the best of artistes. Extensive use of social media, websites and other tech platforms are also expected to assist pilgrims in a better way.

We want pilgrims and tourists to go back with memories of magnificent experiences. We want them to understand and appreciate the historical, mythological and scientific significance of Prayagraj and are, therefore, leaving no stone unturned to make their stay here one of the most memorable of their lifetime.



THIS PAGE AND FACING PAGE: Architectural lighting of historical buildings and landmarks and sculptural art at prominent junctions have given Prayagraj a whole new look

FACETS OF HISTORY AND CULTURE

A land made holy by the confluence of the Ganga, the Yamuna and the mythical Saraswati, Prayagraj is a treasure trove for pilgrims, history enthusiasts and those wanting to explore its ancient temples and monuments. Other than Triveni Sangam which is top on the list of must-visit places, Prayagraj also boasts of famed temples and a number of colonial period buildings.

Attending the Kumbh Mela is an opportunity to know the city's various facets and the Tourism Department has planned trails around four themes – historical buildings, places of religious and mythological significance around the main temples, food hubs in the city and adjoining areas and the Sangam area along with important places in the Mela periphery.

Of them, the most significant and germane of course is the Sangam Walk which will start at Shankar Viman Mandapam and trail through Bade Hanumanji Temple, Patalpuri Mandir, Akshayvat, Allahabad Fort and Ram Ghat.

Facade lights adorn prominent buildings such as Allahabad University, the Collectorate, Mayo Hall, Senate Hall, Shastri Bridge and Naini Bridge. The beautification process has also involved special electrification at 32 junctions highlighting signboards and the embellishment of 15 prominent junctions that lie on the approach to the Mela area with sculptures, murals and greenery.

Special emphasis was also placed on developing popular temples and Prayag Panchkoshi Parikrama which covers Dwadash

SUHAAS L Y

DISTRICT MAGISTRATE, PRAYAGRAJ

As the focus of Kumbh 2019 was on permanent development of infrastructure, a number of strict decisions were taken and implemented from the very beginning. The first, of course, was the anti-encroachment drive. No doubt this affected a number of people from all walks of life, but we could win everyone's confidence by being impartial.

During the beautification process, the activities of every department were closely monitored so that deadlines could be met. Wherever possible, private partners have been roped in. Various organisations have voluntarily promised to make arrangements – be it organising *bhandaras*, transportation or even architectural lighting and beautification of their premises. And while many of these organisations would be contributing towards the event in a commercial way, we have been able to create an atmosphere where earning profit is only complementary to the larger purpose of enhancing pilgrim and tourist experience.

Managing movement of vehicles and human traffic have always been one of the biggest challenges. A number of case study models were thus evaluated to get a better perspective. For instance, while trying to understand traffic flow on Mauni Amavasya 2013, it was realised that the number of vehicles to ferry pilgrims out of the city had been considerably less than expected. This was because buses could not reach terminals on time due to traffic snarls and massive crowds. Often, in such scenarios, theories and calculations go for a toss; which is why, this time, a detailed and strict plan has been drawn up. A number of buses would be made road-ready a couple of days in advance during Snan days to move people out of the city. A number of well-equipped parking places – virtually satellite towns – have been developed to accommodate as many as five lakh vehicles. It has also been realised that crowd-holding areas will need to provide amusement/entertainment to divert attention and keep people within the area.

Coordination with Railways is on at the highest level since pilgrims and tourists usually arrive and depart by train. Based on the learnings from Magh Mela 2018 and Kumbh 2013, contingency plans have also been put in place.



River cruises have been arranged for scenic experiences during Kumbh 2019

Madhavs and other important temples including Veni Madhav, Asi Madhav, Chakra Madhav, Gada Madhav, Manohar Madhav, Bindu Madhav, Anant Madhav, Akshaywat and Patalpuri.

In an effort to revive the religious and mythological significance of these places, the Akhara Parishad, along with the Mela Development Authority, has even developed a road map for pilgrims.

Considering that Kumbh 2019 would be the perfect platform to exhibit India’s cultural heritage, the Mela will feature five cultural *pandals* that will host a series of daily cultural events – ranging from musical performances to traditional and folk dances. While all major events will be held in the mega structure of Ganga Pandal, the Pravachan Pandal and four convention centres equipped with state-of-the-art facilities will host various spiritual events.

Spiral lighting and kiosks have been used to decorate the 1,200 pillars on the approach road to the Mela area and an anti-defacement drive had been launched earlier to remove unwanted advertisements.

Since tourist walks have being planned around heritage, cuisine and shrines and over 200 cultural events featuring popular artistes are on the cards, the Mela Authority has engaged and mobilised volunteers to aid these activities. And, to ensure that the volunteers present the best image of Prayagraj and India, capacity-building workshops and training are being conducted for all stakeholders, including tour operators, e-rickshaw drivers, boat operators and vendors.

PILGRIMS FIRST, ALWAYS

Despite its religious focus, Kumbh Mela holds the spirit of all popular fairs, and vendors – chosen through an online stall allotment system – will expectedly set up umpteen designated stalls for food, grocery, clothes, utensils and more. In the main city, five marketplaces – which will be used as parking lots during the day – have been identified as night-vending zones, including those near St. Joseph’s College and Boys High School.

Ensuring civil supplies to *kalpvasis* is one of the most important duties of the administration and ration cards have been issued to ensure fair, adequate and timely supply of necessary food items. Permits have also been issued, for providing access to civil supplies, to akharas and religious organisations.



THIS PAGE AND FACING PAGE: Besides LED and high mast lights to ensure the safety of pilgrims and tourists, art exhibition areas and attractive *pandals* have also been set up for an enhanced pilgrim experience



RADHEY SHYAM SAXENA

GENERAL MANAGER, JAL SANSTHAN

Jal Sansthan has planned 100 hand pumps and 150 temporary water stand posts in the city during the Mela period. Of the total budget, the department has installed five new tube wells and 13 rebores. Altogether, 28 tube wells for Kumbh 2019 have been installed, besides a pumping station which has also been renovated at Daraganj.

Extensive damage that was caused to water and sewer pipelines in the city in the process of broadening and beautification of roads and installing of power / telephone cables and LPG gas pipelines, could be repaired within 25 days. It was a mammoth task since we had to also ensure uninterrupted water supply to citizens. Happily, all could be managed within the stipulated time frame.

Jal Sansthan engineers have been working in close coordination with different teams involved in the beautification of roads so that in case water and sewer pipelines suffer damage, they can be immediately repaired.



Broadening of roads and pedestrian walks have been an integral part of creating permanent city infrastructure



ABOVE: The MNNIT flyover during construction; FACING PAGE: Permanent infrastructure such as the flyover near Allahabad High Court will ease pilgrim navigation during Kumbh Mela

The Tourism Department has played an integral role in putting together amenities that will ensure a magnificent experience for pilgrims visiting Kumbh 2019. From strengthening and widening of approach roads to augmentation of power lines to beautification of 168 old bus shelters and building 19 new ones using state-of-the-art technology, it has done the whole shebang to prettify the city.

Roads have been strengthened and widened and cleared of debris and silt while road over bridges in prominent places, including Nani, Rambagh, CMP Baghambari Gaddi and Sobatiya Bagh, have been spruced up. Over 1,25,000 chequered plates for construction of 600 km roads and 1,795 pontoons for developing 22 bridges have been used to make the Mela area the most livable temporary place ever.

To enhance pilgrim experience and ease navigation of tourists and pilgrims, over 2,000 signboards have been installed across the city – at parking lots, bus stops, railway stations, prominent roads and crossings and in the Mela area.

The safety of pilgrims and tourists being of utmost importance and to prevent accidents due to poor visibility during the winter season, 1,200 LED light poles and 115 high mast lights have been installed on many of the city's main roads – MG Road, Hewitt Road, Leader Road, Stanley Road, PD Road, Nawab Yusuf Road, Jawaharlal Nehru Road, Chauphatka, Maharana Pratap Crossing, Eklavya Crossing, MNNIT Crossing and Dhobi Ghat.



S K SRIVASTAVA

CHIEF ENGINEER, PUBLIC WORKS DEPARTMENT

In broadening and beautification of roads, shifting of poles from the existing places was one of the biggest challenges that the department faced. Besides, removing some of the trees was not as easy as anticipated since some fell within Reserve Forest Area and Defence Department and permission was required from the Government of India and Ministry of Defence. No doubt it was a time-consuming process, but given excellent coordination, everything was procured in record time.

The second big challenge came in the form of re-laying sewer lines prior to constructing roads. But even that could be managed in the most efficient manner. In case of beautification and broadening of roads, we could manage to circumvent religious structures without hurting the sentiments of stakeholders.

G C DUBEY

CHIEF ENGINEER, JAL NIGAM

Ensuring the health and hygiene of supply of drinking water 24/7, Jal Nigam has been responsible for watering chequered plates on roads and routes and disposal of used water in the Mela area, besides prevention of discharge of sewage water into the Ganga.

For the Kumbh Mela, special focus has been given to providing ample drinking water to nearby villages since the Mela today has expanded to include these hamlets as well.

Approximately 900 km of pipeline have been laid to provide drinking water. Care has also been taken to ensure that all 64 waste discharge drains in Prayagraj are connected to STP so that no untreated water is discharged into the rivers. Wherever treatment facilities are not available, on-site treatment facilities are being installed.



Water and sewer pipelines have been upgraded to ensure seamless service during Kumbh Mela

Pontoon bridges, parking areas, Panchkoshi Parikrama Marg and the Dwadash Madhavs have been electrified, besides arrangements to set up MCBs in electrical connections of camps with the help of 40,700 LED lights, 175 high mast lights, 105 km hypertension lines, 1,030 km LT lines, 54 temporary substations and 2,80,000 cam connections.

SECURITY MATTERS

A comprehensive emergency plan has been drawn up and the requisite manpower, including civil police, traffic police and homeguards have been deployed. Besides this, fire stations, equipped with modern and innovative firefighting tools and fire outposts have also been put in place. Forty watch towers would closely monitor the crowds and in case of exigency, an integrated command and control centre will disseminate information to all departments concerned. Special evacuation plans have also been integrated with the design of each ghat.

High-risk areas for stampede are also proposed to be monitored through CCTV cameras and emergency equipment. Lost-and-found centres equipped with public address systems, LED screens, computer systems and trained staff will also be

available. Besides, digital registration of lost pilgrims at these centres, their details will be shared on social media – Facebook and Twitter.

HELPING HAND

Banks and financial institutions have been roped in to ensure services to pilgrims and 2,000 ATMs, three forex counters, and 20 bank branches have been established within the Mela premises.

Telecom operators have been engaged to ensure seamless connectivity and with 34 mobile towers, 2000+ free Wi-Fi zones and 20 mobile recharge counters, pilgrims and tourists are sure to receive uninterrupted service.

Four media centres, equipped with modern technology, have also been established within the Mela area to assist journalists from India and abroad.

Financial contributions have been invited from philanthropists and corporations under the CSR scheme as also physical and non-physical aid. Advertisements have already been published in local as well as national newspapers and a number of private players have shown interest to contribute in the best possible manner.



Special evacuation plans have been integrated with the design of ghats and the entire Sangam area to secure the lives of pilgrims and tourists



THE FIRST SHOW - HEADS OF MISSION VISIT

Setting a matchless precedent, Heads of Mission of 70 nations, accompanied by Minister of State (MoS), General (Retd) V K Singh and Uttar Pradesh Health Minister Siddharth Nath Singh, visited Prayagraj and Kumbh Mela area on December 15, 2018 – a month before the official commencement of the mega religious event.

Special arrangements were made for the dignitaries who arrived on a day-long visit to witness Kumbh 2019 preparations. Hundreds of students lined the road leading to the Mela area, waving flags in a traditional gesture of welcome. At the event venue in the Mela area, the Mission Heads visited a unique exhibition on Kumbh Mela projects, showcasing the Making of Kumbh 2019. This was followed by a cultural event and a documentary presentation on Making of Kumbh.

The team of officials in charge of Kumbh Mela 2019 took the opportunity to apprise the Mission Heads of the amenities

that would be provided to visitors and pilgrims during the mega event. Special emphasis was given to inform them on the initiatives taken to make Kumbh 2019 ODF (open defecation free), including the installation of 1,22,500 mobile toilets.

The diplomats were felicitated with shawls and then taken for a boat ride in the Sangam. Thereon, the group headed to Arail Ghat, the venue for the flag-hoisting ceremony. Sending out a message of unity and peace, the 70 diplomats hoisted flags of their respective nations – creating history on the banks of the Sangam.

Uttar Pradesh Minister for Health, Sidharth Nath Singh, enlightened the guests on the rich cultural heritage and harmony that Prayagraj and Kumbh Mela symbolises. Expressing appreciation for arrangements for Kumbh 2019, the Mission Heads said that such an event would not only boost tourism but also build cross-cultural bridges among different nations.



Heads of Mission of over 70 countries participating in the main event showcasing the making of Kumbh 2019



THIS PAGE ABOVE AND RIGHT: Union Minister of State for External Affairs, General (Dr) V K Singh (Retd), addresses the Heads of Mission; Sidharth Nath Singh, Minister of Medical and Health, Uttar Pradesh with Heads of Mission during a tour of an exhibition of Kumbh Mela projects

FACING PAGE: Flag hoisting of various countries by their respective Heads of Mission in the Sangam area





Diplomats visiting Prayagraj and Kumbh Mela area were accorded a warm welcome with marigold garlands and saffron shawls and taken around an exhibition of Kumbh Mela projects.



HANS DANNENBERG CASTELLANOS

DEAN OF DIPLOMATIC CORPS

As the dean of Diplomatic Corps, I am grateful for the opportunity given to Heads of Mission to come and experience Kumbh Mela preparations. We now can share our experiences with our citizens who would be visiting India during Kumbh 2019. All facilities are in place to make this Kumbh a grand and magnificent event. All 159 ambassadors are grateful to Prime Minister Narendra Modi, India's Ministry of External Affairs and the Uttar Pradesh Government for arranging this visit. The diplomatic community is impressed by the detailed way in which the visit has been organised.

DANIEL CHUBURU

AMBASSADOR OF ARGENTINE REPUBLIC

I am very impressed by the preparations for Kumbh 2019 and the efforts taken by the Governments of India and Uttar Pradesh to arrange this visit. The preparations indicate the massive scale and magnificence with which Kumbh 2019 has been visualised. I also think that the millions of people who will visit the Mela will get all facilities and services that they need.

MATTHIAS RADOSZTICS

CHARGE D'AFFAIRES, REPUBLIC OF AUSTRIA

We are very grateful to the Government of India and the Uttar Pradesh Government for showing us the preparations that have been made for Kumbh 2019. It is truly great and we will encourage our citizens to visit the Mela.

NADIR PATEL

HIGH COMMISSIONER OF CANADA

The level of detail and organisation that has gone into preparations for Kumbh Mela 2019 is truly impressive. The challenges with respect to safety and security are enormous, but the plans that have been drawn up are remarkable. I loved the two-wheeler fire bikes as well as other equipment that will ensure safety on land and water. From security cameras to counter-terrorism units and commandos, everything is quite amazing. We expect many Canadians to visit the Kumbh Mela as we have a large Indian diaspora in Canada. We are working from the consular perspective in that direction. Congratulations to the organisers, the UP Police in particular, for such a great arrangement.

PANOS KALOGEROPOULOS

AMBASSADOR OF GREECE / HELLENIC REPUBLIC

I am thrilled by the event and by the knowledge of the number of people that are expected to visit Kumbh 2019. The preparations by the State and Central authorities for the event appear perfect. It will truly be a magnificent event in the lap of nature. I wish all visitors and the organisers a wonderful experience.

ARMANDO VIVANCO CASTELLANOS

AMBASSADOR OF UNITED MEXICAN STATES

How does one handle a gathering of people whose number is equivalent to the population of a country? In Mexico we have about 120 million people; and here at Kumbh almost the same number of people are expected to visit within a span of 50 days! I am truly impressed. The flag ceremony has been splendid and the fact that we could all hoist our flags in the Mela grounds here is significant. We will surely publicise this event through social media so that Mexicans can see their flag in the place that will host what is known as the largest peaceful gathering of humanity.

MOHAMED MALIKI

AMBASSADOR OF KINGDOM OF MOROCCO

Seeing is believing; no matter how much one has read about Kumbh Mela, one needs to come and see things on ground, including the engagement of authorities in preparing for a mega event of this stature. I am awed and would like to thank India's Ministry of External Affairs for arranging this lovely visit. I am sure this will be a successful event, both logistically and programme-wise. The idea of hoisting flags of many countries is brilliant and exemplifies it as a global happening. I am overwhelmed by the eminence of the event and congratulate everyone for allowing us to come and view its preparations. The clean and peaceful atmosphere of the place and the boat ride, surrounded by flocks of Siberian birds, have been great experiences.

BHARAT KUMAR REGMI

CHARGE D' AFFAIRES, EMBASSY OF FEDERAL DEMOCRATIC REPUBLIC OF NEPAL

We must thank the Ministry of External Affairs, Government of India and the Government of Uttar Pradesh for organising this visit. Nepal and India share good bilateral relations and many Nepalese people travel to India. We extend special gratitude for all concerns.



Heads of Mission engaged in a presentation on the making of Kumbh 2019 and a cultural programme





Diplomats on their way to Arail Ghat, the venue for the flag-hoisting ceremony



ADNAN M A ABUALHAYJAA

AMBASSADOR OF STATE OF PALESTINE

It has been a great visit. We have had some wonderful experiences and learnt about the heritage of the area. Hospitality and security have been excellent. The diplomatic corps are happy with this visit. The most memorable experience has been of the scores of schoolchildren waving and welcoming us to Prayagraj and the Kumbh Mela area.

KALUPAGE AUSTIN FERNANDO

HIGH COMMISSIONER OF DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA

The visit to the Kumbh complex has been great for several reasons. In my country, about 10 per cent of the population are Hindus and Kumbh Mela commands much regard. In fact, many of them would also be visiting Kumbh 2019. We now have a fair idea about the preparations and facilities made by the Government for the Mela. This visit has given us the opportunity to understand how the entire organisation of the Mela is a leap forward from the previous Kumbhs and how it will host 120 million people within a span of less than three months. I have already asked officials here to provide me with detailed information so that I can make a summary and send it to the Minister of Hindu Affairs in Sri Lanka. The Minister can, in turn, discuss this with organisations, temples and religious leaders and arrange for pilgrims to visit Kumbh 2019. It was a very nice experience and I must thank the State Government, India's Minister of External Affairs, the Dean of Diplomatic Corps and other officials who made it a splendid visit.

NEJMEDDINE LAKHAL

AMBASSADOR OF TUNISIA

It has been a great experience and I am glad we made it. We are touched by the warm welcome and hospitality extended since our arrival in Prayagraj and we would like to thank India's Ministry of External Affairs, the Government of Uttar Pradesh and everyone involved in organising this trip.

RUBEN BENITEZ PALMA

CHARGE D'AFFAIRES, REPUBLIC OF PARAGUAY

I really liked this place. In fact, I would like to stay here. The people and their hospitality has been very nice. One feels different here. The landscape is incredible. But overall, the people here are most precious.

KENNETH IAN JUSTER

AMBASSADOR OF UNITED STATES OF AMERICA

This has been an amazing experience. I am enormously impressed by the preparations that are being made for Kumbh Mela 2019 and I think it will be a magnificent celebration, a spiritual event of great meaning and importance. I hope to be able to visit Prayagraj during Kumbh Mela itself. I thank the Prime Minister of India for arranging this visit. It really has been very special, with several memorable moments. Travelling into Prayagraj by bus and having schoolchildren celebrate our visit through many miles has been an extremely moving experience.



Heads of Mission enjoy a boat ride on River Ganges during their Kumbh Mela visit

AN AUSPICIOUS BEGINNING

On December 16, 2018, a month prior to the commencement of Divya Kumbh, Bhavya Kumbh, Prime Minister Narendra Modi graced Prayagraj to review Mela preparations. It was perhaps apt that his first stop was the ultra-modern Integrated Command and Control Center (ICCC), an exemplar of Kumbh 2019's essence of a technologically-enhanced traditional Mela. The ICCC is also the first in north India under the Smart City project.

The Prime Minister's next stop was Sangam Puja – a formal Ganga puja that traditionally precedes the beginning of Kumbh Mela and has till date been carried out by representatives of Akhadas and other organisations. For the first time in the history of Kumbh, the Ganga Puja ceremony of Divya Kumbh Bhavya Kumbh was carried out by Prime Minister Modi. He also met representatives of various religious and spiritual organisations and attended a photo session at a special photo point developed in Arail Ghat with Divya Kumbh Bhavya Kumbh logo as the backdrop.

The Prime Minister also accorded time to the Swachha Kumbh exhibition that was organised to demonstrate the various measures employed to make Kumbh 2019 a swachha one. Innovative and technological solutions have been introduced on a large scale to make Kumbh 2019 Zero Open Defecation and this was ably exhibited through the show. Since swacchata holds great

significance in Prime Minister Modi's policies, he was apprised of various schemes that have been put in place for a Swachh Kumbh, including 1,22,500 toilets that have been constructed in the Mela for the mega event. The concept of how septic tanks in river bank areas would preclude septage from seeping into the river and how suction machines would suck out septage and transport it to the nearest sewage treatment plant was also demonstrated in the exhibition. The Prime Minister was particularly impressed with how use of ICT in toilets would help in better maintenance and feedback.

The third stop of the Prime Minister's visit was Akshay Vat, where Modi did a parikrama, offered prayers and observed arrangements that would be offered to visiting pilgrims. During the visit the PM also decided to open Akshay Vat for public darshan.

Soon after, the Prime Minister presided over a public meeting where apart from viewing a documentary on Making of Kumbh, he also walked around a special exhibition of Kumbh projects and the Paint My City campaign. Thereafter, he unveiled 366 projects worth Rs 4,066 crore and released the coffee table book, *Making of Kumbh, Prayagraj 2019*.

Finally, on his way back to Delhi, the Prime Minister inaugurated the new terminal of Prayagraj Airport.



Prime Minister Narendra Modi unveiling the new Prayagraj Airport terminal on December 16, 2018



Prime Minister Narendra Modi, Uttar Pradesh Governor Ram Naik and Chief Minister Yogi Adityanath at Akshayvat

ABOVE AND RIGHT: Prime Minister Narendra Modi, Uttar Pradesh Governor Ram Naik and Chief Minister Yogi Adityanath at the Swachh Kumbh exhibition; Twitter Top Trend #PMInPrayagraj on December 16, 2018



Prime Minister Narendra Modi with Uttar Pradesh Governor Ram Naik, Chief Minister Yogi Adityanath and Deputy Chief Minister Keshav Prasad Maurya at the selfie point of Kumbh 2019



ABOVE AND LEFT: Prime Minister Narendra Modi, Uttar Pradesh Governor Ram Naik and Chief Minister Yogi Adityanath during the Ganga Pujan ceremony



