



Prayagraj Kumbh Mela, 2019

Declared by UNESCO as the
Intangible Cultural Heritage of Humanity

Organizing the world's largest event

15th Jan 2019 to 4th Mar 2019

Presentation by

Prayagraj Mela Authority, Uttar Pradesh





Overview of Kumbh Mela 2019



- **24 crore pilgrims** experienced a safe and memorable pilgrimage
- Set up over **3200 hectares** around the Sangam
- More than **5337 institutions set up camp** in the Mela
- **>15 Lakh Kalpvasis stayed for the entire duration**
- First-ever **Swachh Kumbh**
- **User-experience centric design thinking**, with innovative governance structure
- Secure and **Incident-free** Mela
- Flawless **transport and crowd management**
- **Digital Kumbh**
- Inclusive Kumbh – **Gender sensitive** and **senior-citizen friendly** planning
- **Focus on aesthetics** through Paint My City campaign
- **3 Guinness World Records** created
- Appreciated by Hon'ble **President of India**, Hon'ble **Prime Minister of India**, and Hon'ble **Vice-President of India**, Hon'ble **CM of UP**, among others
- International event; hosted **Heads of Missions of 70 countries**, **3200 Pravasi Bhartiya Diwas Delegates**, and **Delegates from 182 countries**

[VIDEO](#)



President of India
@rashtrapatisbhn

Follow

As the Kumbh Mela begins, greetings to fellow citizens and to pilgrims from across the world. The Kumbh is an important part of India's spiritual and cultural heritage. Appreciate efforts of the Union and Uttar Pradesh govts in this logistically massive exercise [#PresidentKovind](#)

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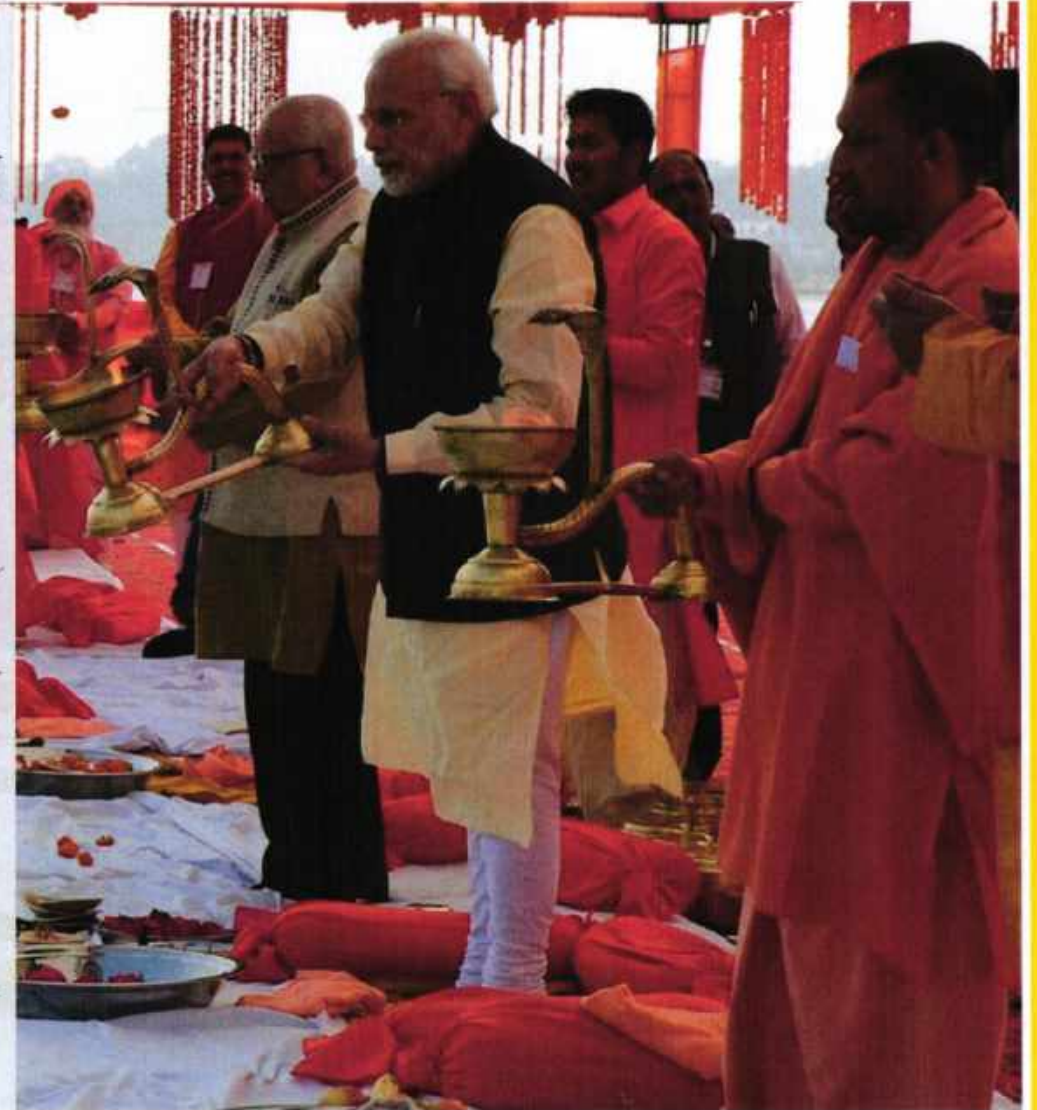
Accolades and Appreciation



“पहले जब मेला होता था तो खबरें सुनने को मिलती थीं की जमीन को लेकर अखाडों में लड़ाई हो रही है, पहले कौन सा अखाडा स्नान करेगा उसके लिए लड़ाई हो रही है, किसको तंबू लगाने के लिए कितनी जगह दी गई है और कहां दी गई है उसको लेकर लड़ाई हो रही है। इस बार सब ने मिलजुल के प्रयागराज कुंभ को सफल बनाया है।

पहले कुंभ का मेला होता था तो भ्रष्टाचार की बातें आती थीं, कमीशन की बातें आती थीं। मंत्री, अफसर, कांटेक्टर पैसा खा गए उसकी बातें आती थीं। इस बार कुंभ का मेला हुआ शान से माथा ऊंचा हो गया एक आरोप नहीं लगा। पहले कुंभ का मेला होता था तो चोरी होने के आरोप लगते थे पर इस बार चोरी मारधाड़ की कोई शिकायत कुंभ के मेले में नहीं आई। इस बार कुंभ का मेला दुनिया भर के अखबारों में छपा है। पहले नागा साधु को लेकर के छपता था पर इस बार कुंभ मेले की चर्चा सफाई को लेकर के हुई थी स्वच्छता को लेकर हुई है।

पहले लोग उत्तर प्रदेश के नाम पर सोचते थे कि वहां पर व्यवस्था हो ही नहीं सकती, लेकिन इसी उत्तर प्रदेश ने दुनिया को बता दिया कि यह प्रदेश ऐसा नहीं है।”





Governance Structure for Kumbh Mela 2019



Prayagraj Mela Authority

- GoUP set up an SPV, the Prayagraj Mela Authority, for overall planning and management and collaboration with 24 State Govt. Depts., 5 Central Govt. Depts., Army, Air Force, and other stakeholders



Design Thinking based Plans

- Design thinking based work plans prepared for enhancing user experience. More than 30 functional plans were made for components such as Sanitation, Security and Surveillance, Transportation and Crowd Management, Pilgrim Facilities, Disaster Management etc.



Apex Committee

- Apex Committee formed under the Chief Secretary of the State Government for sanctioning and monitoring works



Divisional Commissioner's Committee

- Committee for coordinating, supervision and overall management

797

Projects

4300 Cr

Direct Expenditure

64%

Spent on Permanent Works





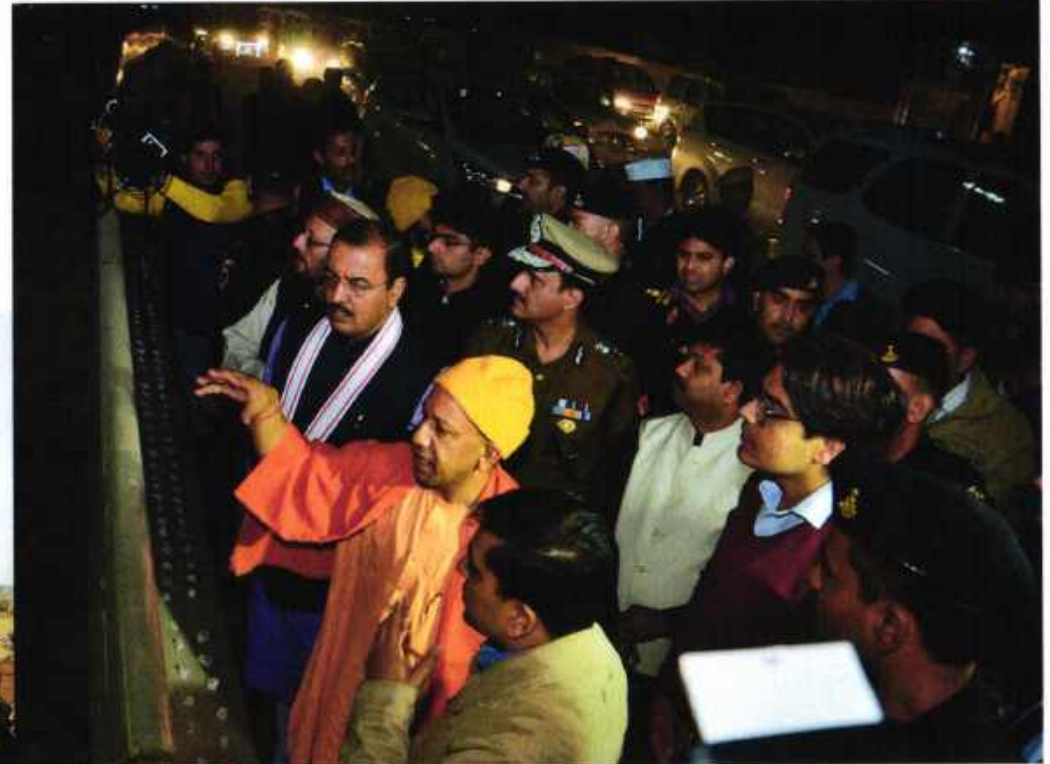
Governance Structure for Kumbh Mela 2019



Reviews led by Hon'ble Chief Minister of UP



Governance Structure for Kumbh Mela 2019



**On-field inspections by Hon'ble
Chief Minister of UP**



Governance Structure for Kumbh Mela 2019



On-field inspections by Chief Secretary of UP



Governance Structure for Kumbh Mela 2019



On-field inspections by Chief Secretary and DGP



Governance Structure for Kumbh Mela 2019



Meeting with Akhara Parishad



Project Management for Kumbh Mela 2019



Online Project Monitoring System

- PMIS portal designed where PERT & other details of the projects were monitored on real time basis



Third Party Inspection Agency

- Agency contracted by Mela Authority with 30 Resident Engineers to inspect works and undertake post audit of running bills and pre audit of final bills.

Well-defined project management and use of robust monitoring mechanisms resulted in:

- *Successful conduct of **massive inter-departmental coordination** (state & center),*
- *All **permanent infra works** being **completed well within time**, and*
- ***Saving of 15% of the sanctioned project costs; never heard of before!***





Project Management for Kumbh Mela 2019



Field inspections with TPIA to ensure quality of works



Project Management for Kumbh Mela 2019



Field inspections with TPIA to ensure quality of works



Project Management for Kumbh Mela 2019



Field inspections with TPIA to ensure quality of works



Prayagraj City Transformation



- Strengthening and widening of 264 roads in the city and those leading up to the mela area
- Redesigning, refurbishing and beautification work of 64 traffic junctions
- 9 ROBs constructed and 6 RUBs widened within 18 months
- New airport terminal built spread across 6400 sq. m.
- Infrastructure upgradation for police stations, public health, tourism, railways, electricity, and water supply
- Paint My City Campaign; more than 17 Lakh sq. ft. of street art work executed



New Airport Terminal built



Traffic Junction Development



Electricity Network Augmentation

~64% of expenditure was on permanent infrastructure improvement; leaving a lasting, positive legacy in Prayagraj



Street art created under Paint-my-City Campaign



Prayagraj City Transformation



30ft. Statue of Maharishi Bharadwaj



Prayagraj City Transformation



City transformation through permanent works



Prayagraj City Transformation



City transformation through permanent works



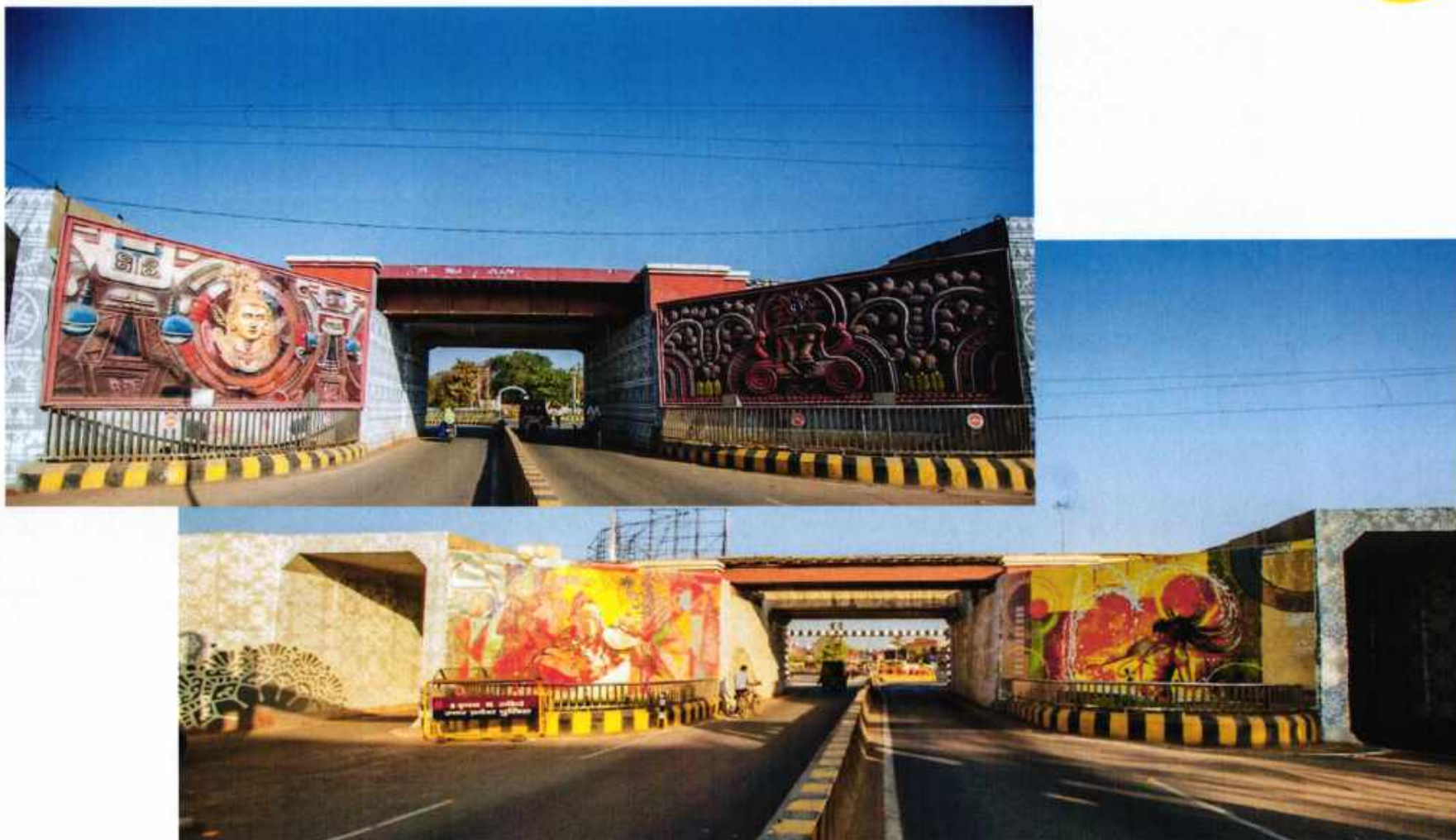
Prayagraj City Transformation



Newly developed ROBs



Prayagraj City Transformation



Newly developed ROBs



Prayagraj City Transformation



Ghat redevelopment



Prayagraj City Transformation



Ghat redevelopment



Prayagraj City Transformation



Newly developed airport terminal



Prayagraj City Transformation



Widened, strengthened, and beautified roads



Prayagraj City Transformation



Façade Lighting



Prayagraj City Transformation



Artwork on Traffic Junctions



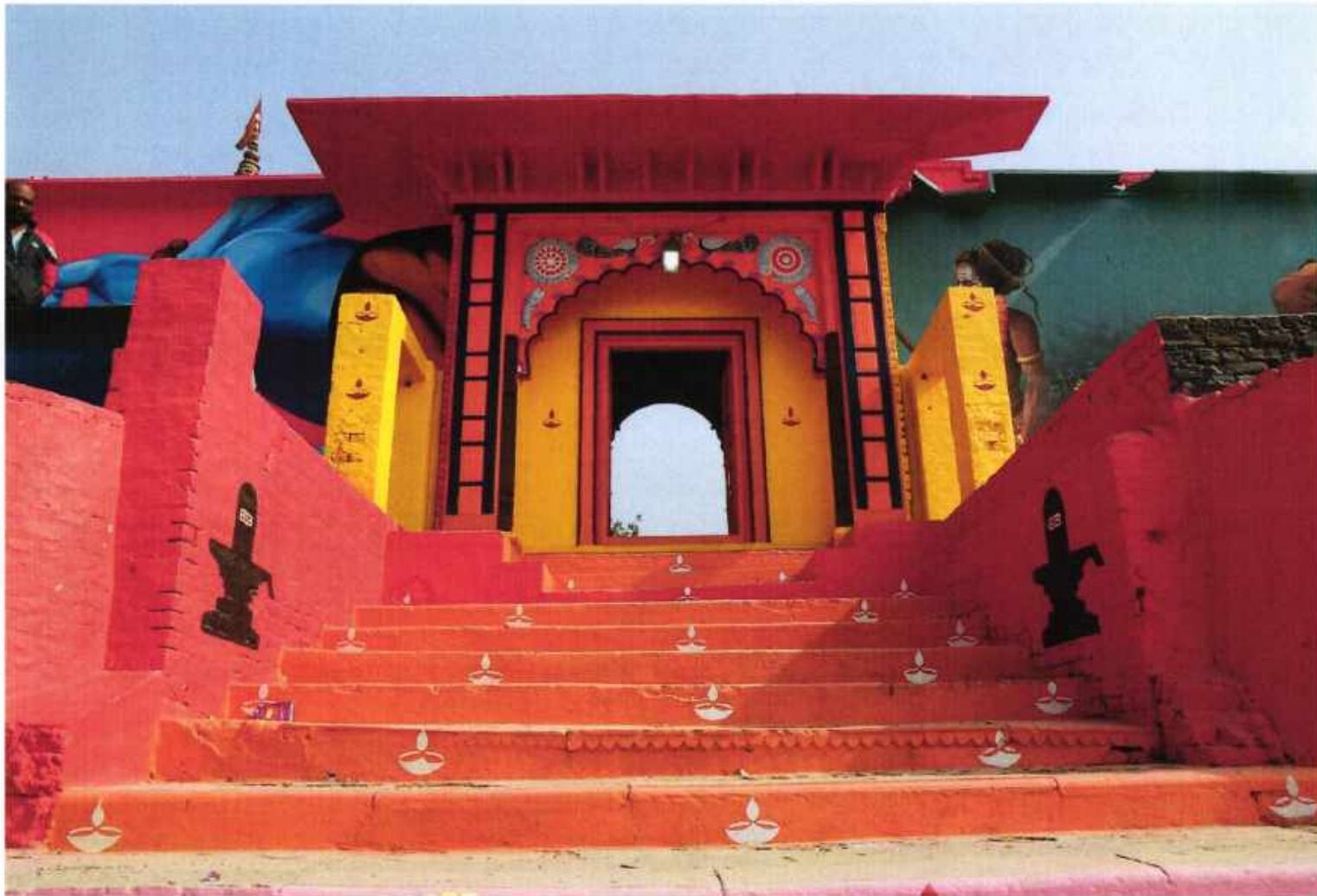
Prayagraj City Transformation



Paint My City Campaign



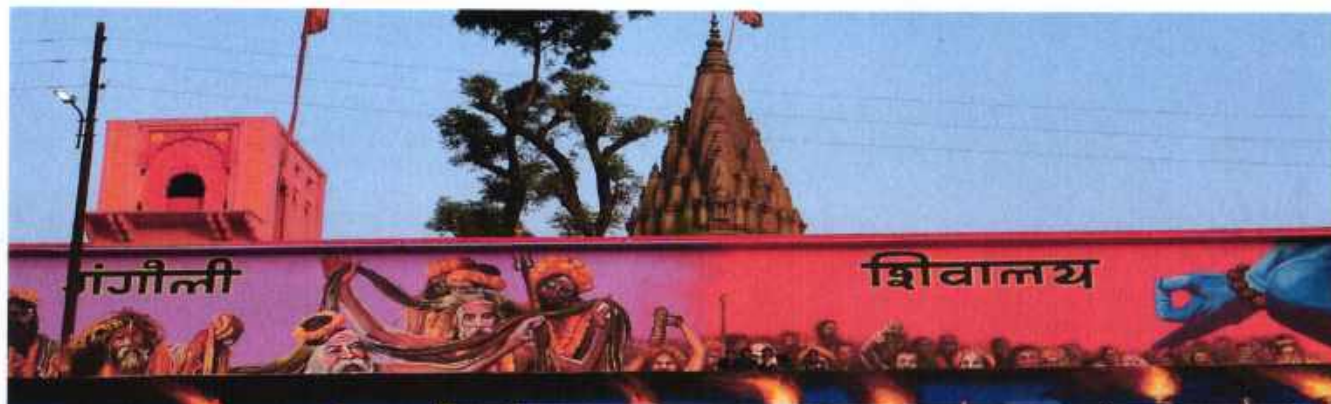
Prayagraj City Transformation



Paint My City Campaign



Prayagraj City Transformation



Paint My City Campaign



Prayagraj City Transformation



Paint My City Campaign



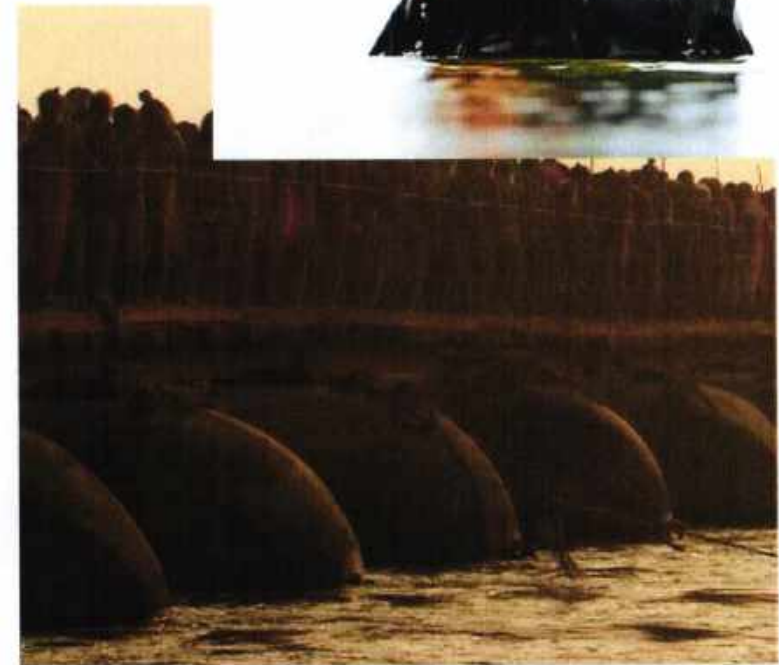
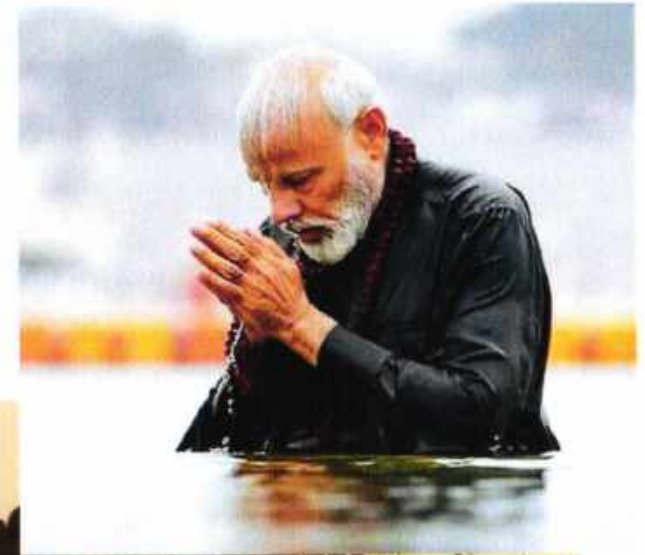
World's Largest Temporary City; set up in just 2 months



Kumbh Mela area was saturated with infrastructure and amenities for pilgrim experience enhancement:

- ~500 Km of temporary roads and 22 pontoon bridges
- ~47,000 LED lights, 1,180 Km LT lines, and 2.8 Lakh Camp connections with MCBs
- 8 Km of ghats were developed with changing rooms for female pilgrims
- 150 Km HDPE pipeline and 850 Km Drains
- 24X7 drinking water supply and Water ATMs
- Saturated with civil supplies, grocery shops, vending zones, milk booths, hotels, public accommodation etc.

*Kumbh 2019 was hosted in the **world's largest temporary city**, which **rivalled some of the biggest permanent cities in scale, grandeur, and access to civic amenities***





World's largest temporary city



Tented accommodations and tent city were developed for convenience of pilgrims



World's largest temporary city



Adequate changing rooms provided to ensure safety and convenience of female pilgrims



Swachh Kumbh; innovation in toilet design and operations



- More than 1,14,755 toilets installed in 2 months
- >20,000 dustbins with liner bags, 120 tippers and 40 compactors deployed for solid waste management
- ICT-based system deployed to monitor and ensure timely cleaning of toilets
- Proper onsite sludge management, cesspool operations and odour free Mela
- 7800+ sanitation workers employed and 1500+ Swacchagrahis engaged
- Dignified living conditions for all sanitation workers and digital/Aadhar-based payments
- Use of permanent and temporary STPs, bio-remediation etc. for clean Ganga

*First-ever **open defecation free**, **garbage free**, and **odour free** Kumbh due to use of **technology** and focus on **behavior change***



'Swachh Kumbh, Swachh Aabhaar' was a great platform to honour those great women and men who have worked tirelessly to keep the Kumbh at Prayagraj clean. Here are some glimpses from the programme. @PrayagrajKumbh





Swachh Kumbh



Hon'ble PM reviewing sanitation and waste management works



Swachh Kumbh



Chief Minister Yogi Adityanath, Uppala, at
Nagar Nigam's vehicle on October 14, 2019



Tippers and compactors for SWM



Swachh Kumbh



Sewage treatment plant



Swachh Kumbh



**Adequate toilets and urinals
provided across Mela area**



Swachh Kumbh



Regular cleaning of toilets done to ensure ODF Mela



Integrated Command and Control Center



- Project implemented in just 5 months
- 2 Command and Control Centres – one in Mela area and one in city
- 1000+ cameras installed for 24x7 surveillance
- Use of Artificial Intelligence for crowd management
- Unified helpline number, 1920, for all grievances, command and control, and disaster management
- 4 Viewing Centres and 40+ VMD
- Financial convergence with Smart City Project

*Infrastructure improvements
and a well-integrated ICCC
have made **Prayagraj** one of the
best Smart Cities in the country.*





Integrated Command and Control Center



Hon'ble PM inaugurating ICCC



Integrated Command and Control Center



Viewing Center



Integrated Command and Control Center



ICCC War Room



Integrated Command and Control Center



24X7 Helpline

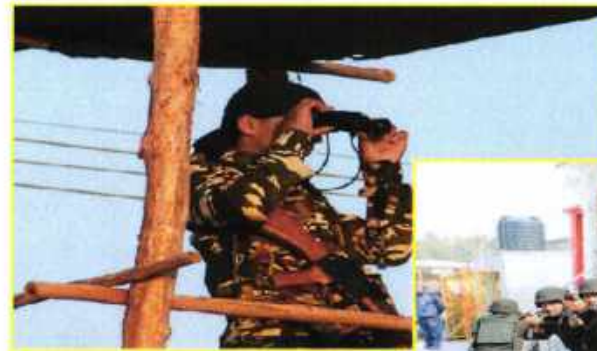


Secure Kumbh



- More than 50,000 police personnel and 8,000 volunteers were deployed to execute an in-depth three-tier security plan
- 1,378 fire officers and 1500 fire extinguishers were deployed. 63 high pressure mist bikes used for the first time
- Several innovations in water-safety were achieved; 10K life jackets distributed, rescue scooters and boats, river ambulance, 3Km reflective river line
- Coordinated disaster management planning with NDMA and SDMA. Application of Incident Response System (IRS)
- Seamless coordination with Army, Air Force, ATS, STF, NDRF, SDRF, GRP, IB, NSG and Home Guards etc.

*Comprehensive planning & usage of modern equipment led to the **first-ever incident-free Kumbh in 200 years***





Secure Kumbh





Secure Kumbh





Transportation Planning and Crowd Management



- Zone-wise traffic planning with different strategies for peak and non-peak days
- 90 fenced parking lots, spread over 1300 Ha complete with basic amenities were created with capacity to hold 3 lakh vehicles
- 500+ Shuttle buses were deployed, on which 63 lakh passenger trips occurred. E-rickshaws were deployed
- 1500+ signages were installed, ensuring effective path finding for pilgrims
- 12 Contingency plans for movement and traffic diversion were prepared

Guiding principles for mobility planning;

- Ensure pilgrims don't have to walk more than 5 Kms,
- Flush out vehicles 2-days before peak,
- Maintain no-vehicle zone for 2 days,
- Utilize holding areas to the max,

Vehicular jams and distance travelled on foot reduced to minimum, with zero incidents of stampede



[VIDEO 1](#)

[VIDEO 2](#)

[VIDEO 3](#)

[VIDEO 4](#)



Transportation Planning and Crowd Management



Signages for pilgrims



Transportation Planning and Crowd Management



Parking lot



-



The World's 1st Quad Camera Smartphone is #Designed4You
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👤 [Prof. Dr. Armin Schäfer](#), and 8 more are following this post

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Digital Kumbh



Digital lost and found centres



Digital Kumbh



QR-coded toilets for ICT-enabled monitoring of toilets



Digital Kumbh



Virtual-reality kiosks for pilgrims



Inclusive Kumbh; community and stakeholder engagement



- Capacity building and behaviour change trainings were carried out for police personnel, Swacchagrahis, tour guides, e-rickshaw drivers, boat operators, vendors, etc.
- Deep harmony was established with Akhara Parishad, Religious institutions, NGOs and other organizations during the planning phases and during Mela period
- Vaicharik Kumbh; intellectual conclave on socially relevant topics was held
- 8,000 Kumbh Sewa Mitras and Police Mitras were deployed in Ghat Management, Events, Lost and Found, Toilets Monitoring etc.
- Visitors from all sections of society and across the globe visited and enjoyed the Kumbh Mela

Completely transparent processes, regular stakeholder engagement and community participation resulted in the most inclusive Kumbh Mela ever





Inclusive Kumbh; community and stakeholder engagement



Community participation events



Inclusive Kumbh; community and stakeholder engagement



Community participation events



Inclusive Kumbh; community and stakeholder engagement



Volunteer participation



Cultural Kumbh



- All **13 Akharas**, **5,000+ religious bodies**, and other institutions **set up camp**, carried out **religious activities**, and operated **mass kitchens** etc. in the Mela
- **Sanskriti Gram and Kala Gram**
 - Exhibition on various aspects of Indian history and culture and sculptures from Indian states were set up
- **Ganga Pandal and Convention Halls**
 - One of a kind cultural hall to cater to Pilgrims with a capacity of 10,000 people
 - 500+ cultural programs with 5000+ artists were held in the 6 other Convention Halls built in the Mela area
- **10+ exhibitions** were setup by NMCG, ODOP, SBM and other Govt. Departments
- **Amusement zones** and tourist facilities for everyone

***Unprecedented number and scale of avenues
for traditional and cultural programs for
enhancing citizen experience***



SBM Exhibition



NMCG Exhibition



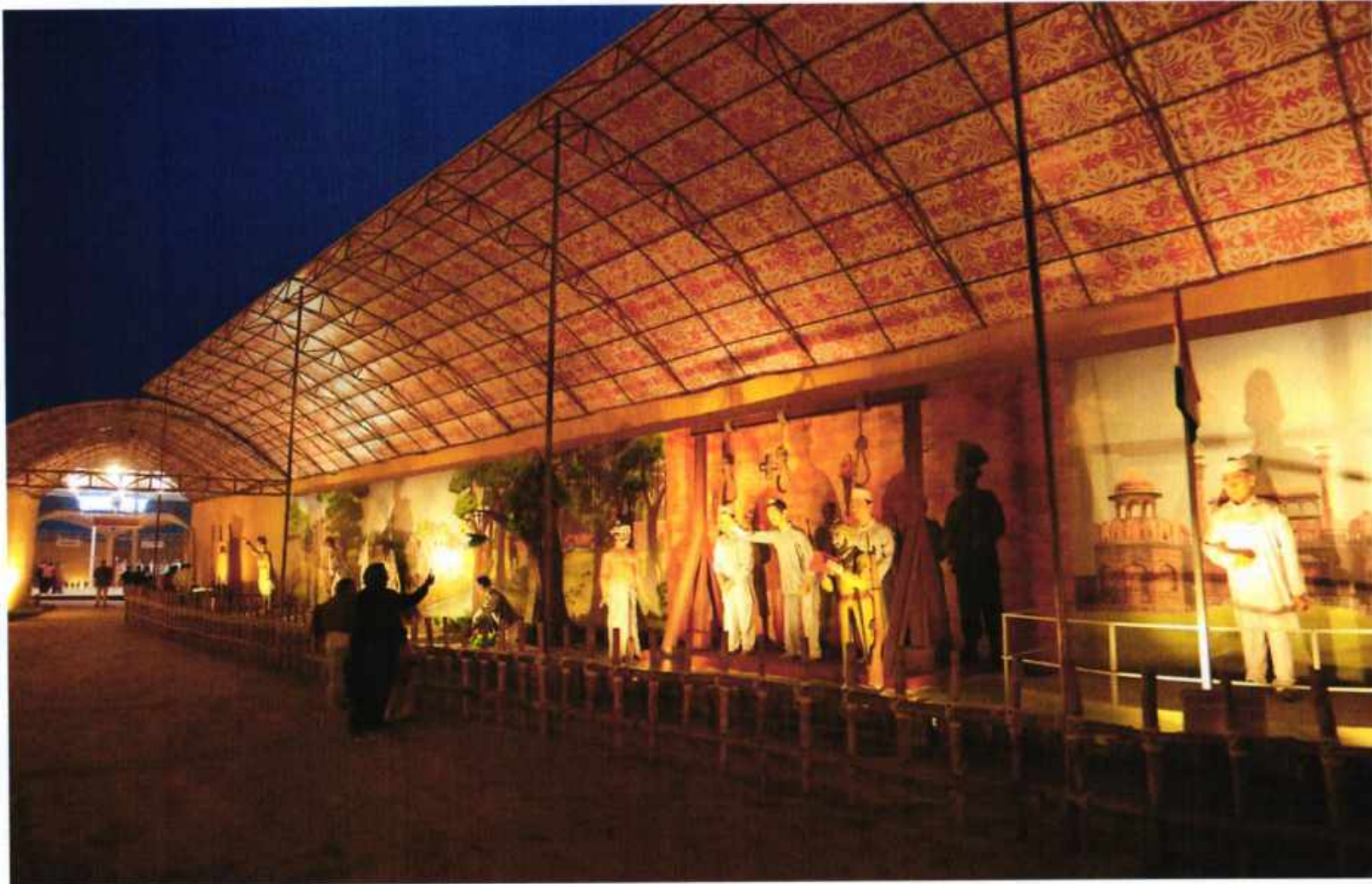
Cultural Kumbh



Sanskriti Gram



Cultural Kumbh



Kala Gram



Cultural Kumbh



Exhibitions



Cultural Kumbh



Performance by Hema Malini Ji at Ganga Pandal



Cultural Kumbh



Amusement Zone



Cultural Kumbh





Cultural Kumbh





Divya Kumbh Bhavya Kumbh