



UTTAR PRADESH TOURISM

presents

TRAVEL TRAILS

A Strategy Case Study Competition
Indian Institute of Management Lucknow

The UP Tourism Directorate, established in 1974, looks after preparation and execution of schemes to promote tourism. These include organising commercial activities, maintenance and promotion of the history and tradition of Uttar Pradesh. This helps in enhancing involvement of private sector to develop facilities in the state and promoting the art and craft of the state among other things.

Among the most important heritage and cultural rich cities that UP Tourism promotes, is the city of Allahabad, which is now known as Prayagraj. It's the mythological history according to which, when Lord Brahma was done with creating the world, offered his first sacrifice here in Prayagraj. Hence the justification of its new name Prayag, meaning the Place of Sacrifice. The place also holds a special significance according to the Hindu scriptures for holding the confluence of three of the most sacred rivers of India: Ganga, Yamuna, and Saraswati at Triveni Sangam, which becomes the nucleus of all celebrations of Kumbh Mela.

KUMBH MELA

Introduction – Kumbh

The Kumbh Mela (the festival of the sacred pitcher) is anchored in Hindu mythology. It is the largest public gathering and collective act of faith, anywhere in the world. The Mela draws tens of millions of pilgrims over the course of approximately 55 auspicious days to bathe in the sacred river. Kumbh Mela, in Hinduism, is a religious pilgrimage that is celebrated four times over a course of 12 years. The geographical location of Kumbh Mela spans over four locations in India and the Mela site keeps rotating between one of the four pilgrimage places on four sacred rivers as listed below:

- Haridwar on the Ganges in Uttarakhand
- Ujjain on the Shipra in Madhya Pradesh
- Nashik on the Godavari in Maharashtra
- Prayag (Allahabad) at the confluence of the Ganges, the Yamuna, and the mythical Saraswati in UP

Mythological & Astrological Importance of Kumbh

The Kumbh Mela has been inscribed on the list of “Intangible Cultural Heritage of Humanity” by UNESCO in 2017.

The origin of Kumbh Mela was transcribed by the 8th-century philosopher Shankara. The founding myth of the Kumbh Mela points out to the Puranas (compilation of ancient legends). It recounts how Gods and demons fought over the sacred pitcher (Kumbh) of Amrit (nectar of immortality) called the Ratna of Samudra Manthan. It is widely believed that Lord Vishnu (disguised as the enchantress ‘Mohini’) whisked the Kumbh out of the grasp of the covetous demons who had tried to claim it. As he took it heavenwards, a few drops of the precious nectar fell on the four sacred sites we know as Haridwar, Ujjain, Nashik and Prayag.

The Kumbh Mela at Prayag is widely considered as the most significant among all the Kumbh festivals held at other locations. It is considered as the source of light and knowledge. It is believed that Prajapati Brahma performed Ashvamedha Yajna at Dashashvamedha Ghat situated at the confluence of the Ganga and Yamuna and created the universe due to which it is the most famous and significant among all other Kumbh festivals.

The location for Kumbh Mela is decided according to the position of moon, sun and Jupiter in that particular time span. The aura absorption of these energies is so high that it creates a subtle link into heaven above and extends straight up to our Ancestors in the Ethers. It's like a Cosmic Ladder.

Apart from its primary bathing rituals, the social aspect of the festival also revolves around the various Yajnas, the chanting of Vedic Mantras, elucidations, traditional dances, devotional songs, programs based on mythical stories, and prayers. Religious assemblies are held where doctrines are debated, standardized and conducted by renowned saints and sages. A prominent part of the festival is the act of donations to the poor and helpless, to the saints, and to cows. Donations range from basic food and clothing to even precious metals.

The welfare of all beings, sharing of noble thoughts and maintaining good relationships with all the beings across the world is the core message prevalent during the Kumbh festival. Kumbh has been spiritually uniting the people of India and across the world since time immemorial and will continue doing so for years to come.

Prayagraj Kumbh 2019

The Kumbh 2019 will be organised in Allahabad (now known as Prayagraj) at the famed confluence of rivers Ganga, Yamuna and fabled Saraswati commencing from January 15th, 2019 to march 4th, 2019.

To make Kumbh 2019 an event of unparalleled grandeur, the Government of Uttar Pradesh has undertaken multiple measures for ensuring the efficient running of the Mela. Unprecedented sustainable construction work is being done. Construction of flyovers, railway under bridges, road widening in the city and beautification of major intersections are few highlights of the massive construction and upgradation tasks being undertaken to make Allahabad ready for Kumbh 2019. All the departments of the Government are carrying out development works. These includes key infrastructure requirements like roads, trains and airways connectivity to the city, systematic and smooth traffic management, planned Mela area and its connectivity to the main places, etc.

Swachh Kumbh Campaign

Reports of high levels of pollution in the river after Kumbh in the past were very widely researched and examined. Officials even reported that pollutants content in the water bodies after such events rises as high as 100 times that of the normal content.

Moreover, with an expected footfall of more than 100 million tourists for taking the holy dip on the auspicious occasion, waste management and ensuring clean air and water becomes a matter of utmost importance for the government.

The Government of Uttar Pradesh aim to achieve environmental sustainability during and after the advent of Kumbh 2019. Efforts to green the Kumbh Mela form a key part of the city's proposed plan. Among the ambitious goals recently unveiled by the State government is the elimination of plastic-based products during the festival. As a part of initiative, they launched "Swachh Kumbh" campaign to mobilise people to come out and get directly involved with cleanliness efforts in their day-to-day life and in their immediate surrounding. The Campaign will run from October 15, 2018 till March 4, 2019.

CASE

Key Aspects of the case:-

1. A plan to be integrated with the “Clean Ganga initiative” of the Central Government to ensure simultaneous cleaning of the river from solid waste dumped into it during the festival;
2. To ensure proper sanitation, clean drinking water and garbage management for over 100 million tourists during the festival;
3. To include and encourage youth to join the Government for their initiative of “Swachh Kumbh”; and
4. Provide us scientific explanation of why Kumbh is held and how youth can be attracted towards it.

Deliverable from Participants:-

With less than 2 month to the festival, create a detailed strategy plan to assist the Uttar Pradesh Tourism Board along with the Government of India and the Government of Uttar Pradesh for all the above mentioned agendas.

Submission Guidelines

Round 1:

1. **A 1-page executive summary** has to be submitted. Use of tables, etc. is allowed.
2. Additional information from online and offline sources can be used to solve your case and is encouraged in order to make your plan more implementable.
3. Font style to be used is **Arial** and **font size** should be **10**.
4. The submission should be a **PDF** file.
5. The document has to be uploaded on the Dare2compete website.
6. The deadline for submission is **2300 hrs, Nov 2, 2018**

Naming convention to be followed: <Team Name>_<College Name>_Travel Trails_R1

Round 2 (on campus final round – top 8 teams):

1. The final presentation will be a Power-point deck (.pdf/.ppt/.pptx)
2. The presentation should not be more than 8-10 slides.
3. Further details will be informed in due course.

Additional Information

Sources-

1. <https://allahabad.nic.in/event/prayag-kumbh-mela-2019/>
2. <https://kumbh.gov.in/en>