

AWARD SPECIFIC FORM

OUTSTANDING PERFORMANCE IN CITIZEN CENTRIC SERVICE DELIVERY

1. Coverage – Geographical and Demographic

In 2013, from 14th January to 10th March, Allahabad hosted the biggest, holiest and the most sacred of all the Hindu events Kumbh Mela. Around 120 million people gathered on the banks of river Ganga to wash off their sins while thousand others bore witness to this efficacious event. After 12 long years the most awaited Kumbh Mela arrived again in one of the most auspicious and sacred cities of India- Allahabad. According to ancient Hindu scriptures Allahabad hold an important position as it possess the holy confluence, "Triveni Sangam", of the three sacred rivers of India- Ganga, Yamuna and the mythical Saraswati.

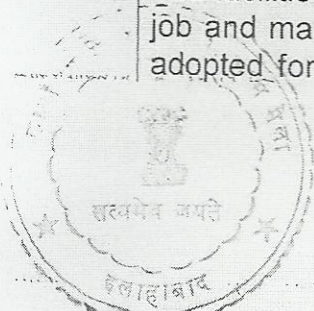
In 2013 Kumbh area distribution was done as below:

S.No.	Infrastructure	Unit	Kumbh-2013
1	Area	Hectare	1936.56
2	Sectors	No.	14
3	Parking Plots	No.	99

Nearly all past Kumbh events have experienced some or the other form of regretful incidents like stampede, clashed between sadhus and devotees etc. There were disputes in land and facility allotment. Usually 2 Million people always resides in Mela area in various camps, shelters and in NGO's (Sanstha). Management of such a huge event was not an easy task. Since more than 100 million people were expected to visit in 2013 Kumbh so there was an urgent need to take some steps for the people who get lost in Mela area. Thousands of thousand people/pilgrims lost due to forgetting their camps and routes. Even a lot of children and old women are not able to tell anything about themselves.).

2. Scope of Services/ Activities Covered

Since more than 100 million people were expected to visit in 2013 Kumbh so there was an urgent need to take some steps for the people who get lost in Mela area. To overcome this problem first time Online lost and found centres were established in each sector attached with Sector Magistrate office. Providing land and basic facilities to all and managing the information of land and facilities provided is very tedious job for Mela administration. To ease this job and manage efficiently computerized Land & Facility Management System adopted for allotment of land and facilities, By which Suvidha parchi (Facility



Slip) was generated and issued them and Facility Slip was also made online for public.

Before 2013, Kumbh events did not demonstrated the inclusion of IT enabled services due to unawareness and the uneasiness of the common people to understand and utilize them. But in this span of 12 years Indian Government and the society have experienced a huge and rapid growth in the need and consumption of IT Enabled Services. Even the common masses now seem to be highly influenced by the ease and benefits which IT services provide.

Kumbh, 2013 was a Sangam of technology and tradition. A well established and managed IT service centre not only helped the commoners to enjoy the event safely but, also reduced the management time and efforts. IT capabilities were used to give rise to facilities during Kumbh Mela.

The major areas of IT interference were:

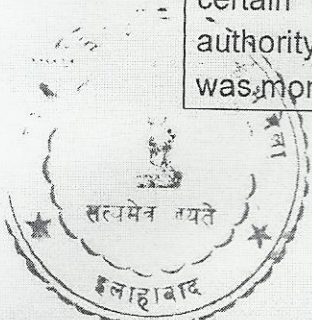
1. Review system of temporary and permanent work during Kumbh Mela.
2. Software based distribution of land and facilities during Kumbh Mela.
3. GPS based survey of Mela Area.
4. Online Lost and Found Centre (Khoya-Paya Kendra)

3. Stakeholder Consultation :

Pilgrims, Various saint community, Prayagwal (Teerth Purohit) as well as Kalpwasi and public at large was main stakeholders. Meladhikari taken their charge in December 2011 and getting their charge he has completed a base line study by meetings all stakeholders and by studying administrative report of kumbh mela 2001 and ardhkumbh 2007 as well as meetings of various groups of saint community as well as Advisory Committee and identifies core areas where needs to be tackle. There was basic core areas of problems as monitoring of temporary and permanent work during kumbh mela and distribution of land and facility to various groups of saint community, Prayagwal (Teerth Purohit) as well as Kalpwasi. Even the common masses now seem to be highly influenced by the ease and benefits which IT services provide

4. Citizen centricity and relevance :

Review system of temporary and permanent work during Kumbh Mela- This system was developed by NIC Allahabad. In this system total work of Kumbh Mela 2013 was divided into three phases and mile stones (Time schedule). In every phase there was a mile stone of each type of work and a certain time frame was allotted for its completion by the supervisory authority. Supervisory authority was nominated separately for each work and was monitored by Commissioner Allahabad Division Allahabad himself.



Software based distribution of land and facilities during Kumbh Mela- Through this software land and facility allotments were done during Kumbh 2013. 60KM2 area and facilities worth 15 crore rupees was allotted among around 3000 religious and social institutes. This software eased the work of land and facility allotment. It was unique idea to feed the records of last Kumbh and Ardh Kumbh which can be made base for the monitoring the success for the present year i.e. Kumbh 2013. This software made working of Mela administration transparent and easy for pilgrims, saint community as well as Kalpwasis.

GPS based survey of Mela Area-

Whole Mela area with all its 14 sectors, road networks, government offices, shops, police stations, fire stations, sansthas, pontoon bridges was surveyed through geo-tagging using an android application. All these places were made visible online. In these maps, details of the sector markets, sector offices, ration shops and important religious places were given. This technology was of great help to Mela officials and staff. Official and staff can get the proper location of every police station, bus station, fire station and other important places of the Mela area. Local visitors can get the exact route to their destination. This GIS helped foreign visitors a lot now they don't need any assistance from other. Their guide was going to be in their palm helping them to find their way.

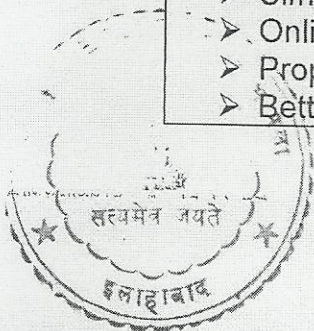
Online Lost and Found Centre (Khoya-Paya Kendra)

Software was developed in such a way that on a screen the person could see the picture of lost member and find him. The picture can be seen at the same time on the LED screen which was installed in the centre of computerized online Khoya Paya Kendra. This new system was also attached with public address system of the mela administration and police control room and names of lost people were made. There was unique data storage in this software and with this storage peoples can access these data lost and find a person from anywhere.

5. User Convenience :

IT capabilities used in Kumbh-2013 benefited all stakeholders a lot. Tourists and pilgrims from all over the world were influenced by the technologies that were used at Kumbh Mela, 2013

- 24 x 7 access to information
- Simplification of processes and ease of use
- Online presence of Mela area
- Proper work tracking
- Better coordination among departments



- Transparency in Land Allocation
- Transparency in Facility Allocation
- Proper Budget tracking
- Well managed Crowd Control System
- GPS navigation of Mela places

6. Cost to user :

This whole IT infrastructure didn't require any charge from tourists and pilgrims. Only motto of this infrastructure was to manage the event effectively and facilitate the people all over the world by providing them information about this holy event. Through this IT infrastructure Mela Administration wanted to establish base for coming Kumbh. Mela administration accomplished their work within timeline. Departments like Food and Civil Supplies, PWD, Electrical, Health, Transport, Railways did their tasks efficiently by the introduction of IT infrastructure. Common people from all over the world took advantage of IT services without paying any cost.

7. Citizen Charter :

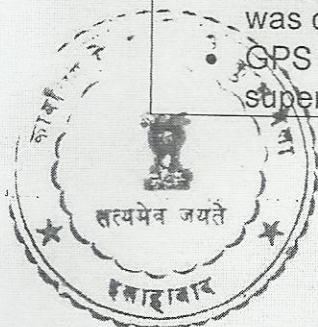
Citizen charter aimed to improve public services at Kumbh Mela:

- Making administration accountable and citizen friendly.
- Ensuring transparency and the right to information.
- Taking measures to cleanse and motivate civil service.
- Adopting a stakeholder approach.
- Saving time of both executant and the people.

8. Adherence to SLA:

The project has been pioneered by the State Government, Mela administration and all technical consultancies. Support has been provided by National Informatics Centre, U.P. State Unit. The official portal of Kumbh 2013 was launched by Chief Minister. Some major activities performed to complete the project are -

- Review system of temporary and permanent work during Kumbh Mela was designed and developed by NIC, Allahabad in one month.
- Software based distribution of land and facilities during Kumbh Mela was designed and developed by NIC, Allahabad in two months.
- GPS survey was conducted by local agency through UPECL under the supervision of Mela Administration.



- Online Lost and Found Centre (Khoya-Paya Kendra) was managed Datanet.pvt.ltd and NIC, Allahabad under supervision of Mela administration.

9. Problems Resolution & Query Handling:

NIC State and district Centre, Allahabad, provided all technical support and helped the project on 24x7 basis. The web portal (<http://kumbhmelaallahabad.gov.in>) provided all necessary information to all the stake-holders on real-time basis. Software developed by NIC, Allahabad was hosted on NIC server. The special project group at NIC, Allahabad handled all issues pertaining to technology and process flow.

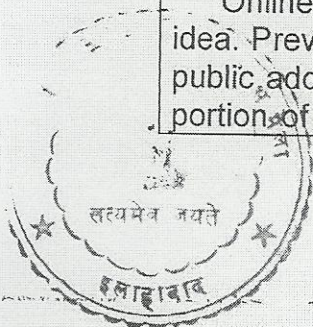
10. Privacy & Security Policy:

Software for distribution of land and facilities and Software Review system for temporary and permanent work was located at the NIC Server hence complete data security had been ensured as per NIC security frame-work. VPN accounts had been provided to NIC district centre, Allahabad for uploading the data on the server. The NIC security infrastructure included firewalls, Intrusion Detection Systems, Proxy Servers etc.

11. Innovation :

Before 2013 Kumbh there was not any defined system to review and track the construction/management at Kumbh. Whole management was done manually. During Kumbh, 2013 a software system was developed to keep track of all construction and management work. System led to proper time and resource management. Software for land and facility allotment brought transparency into land and facility allocation. An android application was built for the surveyors who can load the list of locations to be surveyed based on their login details. Using this application whole Mela area along with its infrastructure was geo tagged. Local visitors were benefited by GIS. They were able to get exact route to their destination. This GIS helped foreign visitors a lot they didn't needed any assistance from others. Their guide was in their palm helping them to find their way.

Online Lost and Found Centre (Khoya-Paya Kendra) was really a unique idea. Previous traditional system was only based on announcement through public address system and these announcements could be heard in limited portion of mela area. Mela administration thought to use IT capabilities by



establishing computerized online Khoya Paya Kendra in the entire mela area. The computerized online Khoya Paya Kendra was linked with the site of Allahabad.nic.in and the official website of Kumbh Mela, kumbhmelaallahabad.gov.in. LED screen was installed on each centre for the help of pilgrims who can see the picture of lost and found person which was scrolling continuously on the screen. Webcams were attached to the computerized centers through which the volunteers could click the photographs of lost people and can upload them along with the details.

12. e-Inclusion :

- IT infrastructure at Kumbh 2013 ensured 'No one will get lost in the Kumbh'
- Land and facility allotment software ensured transparent allocation of land and facilities among deferent stakeholders
- Review System Software provided Mela Administration a way to keep track on the different construction and management works.
- GPS surveyed integrated map facilitated foreigners and local visitors by providing them power of BPS navigation.

13. Sustainability :

All the software were developed on technologies like SQL Server 2008 and Visual Studio 2008. The security features were taken care of and training programs were conducted at different levels of the administration. Since softwares were developed by NIC and hosted on NIC infrastructure there was on maintenance or cost involved.

14. Number of users and services :

The total number of beneficiaries were:

S.No.	Stakeholders/Departments	No. Of People benefited (million approx)
1	Tourists and Pilgrims	120
2	Police	.035
3	PWD	.01
4	JAL Nigam	.002
5	Health and Sanitation	.02
6	Electrical	.015
7	Food and Civil Supplies	.02
8	Roadways	.02
9	Railways	.01
10	Irrigation	.005

