A Literature Review on Management of Mega Event- Maha Kumbh (Simhastha)

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Abstract:- **Application of innovative techniques for Event Management through Geo Spatial Database for effective and efficient management of Mega Events like Simhastha (Kumbh) requires unswerving efforts, sound management planning, managerial strategies coupled with timely implementations by the Central Government, State Governments, Local Administrations, concerning agencies and other stake holders. The Simhastha (Kumbh) is the greatest congregation of pilgrims and in accordance with the astrological cycles takes place every twelve years. It is expected that in the forthcoming Simhastha 2016 approximate 40 million pilgrims from nook and corner of the world, congregate on the banks of the Holy Kshipra in Ujjain (Avantika).This event requires the adequate management of housing, commutation (Transport Management), feeding and sanitation (Pollution Control & Health Management), security, Crowd Management, Crime Management, deployment of trained manpower involving millions of people. At the backdrop of this, the present paper makes an attempt to study the multifaceted dimensions of managing "Largest Event on the Planet" Simhastha Mahakumbh –2016 , going to be a big deal for the Republic of India, for the state of Madhya Pradesh, and of course for Ujjain City with the help of review of literature. This can be used to provide an overview and references on some of the conceptual and practical work undertaken in the area of Mega Events' Management. This may enable the planners, policy makers and administrator to identify and measure the key factors associated with experiencing, regulating, and managing mega events.**

Keywords- Event Management, Simhastha, Managerial Strategies, Public Administration, Manpower Deployment.

I. OBJECTIVES

- To understand the basic concept of Event Management.
- To study the multifaceted dimensions of Mega Event Management Like Simhasth (Kumbh) with the help of review of literature.

II. RESEARCH METHODOLOGY

This paper is based upon review of literature and secondary data collected from various websites, journals, magazines, newspapers and reference books. Literature review has shown prior research work done in this area.

III. CONCEPT OF MEGA EVENT SIMHASTHA (KUMBH)

Ujjain earlier known as Avantika is a sacred town situated on the banks of the river Shipra. It is about 190 km from Madhya Pradesh (India) State capital Bhopal. It lies at 230 11' N Latitude and 75^0 45' E Longitude (Survey of India toposheet No. 46M/16).

In the Last Simhastha 2004 approximate 18.3 millions pilgrims visited during the one month period. It is expected that in the forthcoming Simhastha 2016 approximate 40 millions pilgrims from every corner of the world, gather on the banks of the Holy Kshipra in Ujjain (Avantika). Their sole aim is to celebrate a religious festival and to take a holy dip in the water of the holy khsipra, which the faithful believe purify their souls and lead them to salvation. Simhastha, in accordance with the astrological cycles, takes place every twelve years. Pilgrims of every origin and background congregate for this festival. The millions of pilgrims will be there not only to bathe but also to watch, and sometimes to participate in grand processions, religious conferences, and initiation ceremonies, while worshipping at the hundreds of shrines at the site and seeking blessings from the tens of thousands of holy saints and sages.

Indian authorities prepare for this mega event, with a budget of billions of rupees. This event requires the management of housing, commutation (Transport Management), feeding and sanitation (Pollution Control & Health Management), security; crowd Management, Crime Management, and deployment of trained manpower involving millions of people.

Table-1
Noteworthy Research Contributions

Contributors	Year	Place	Contributions
Yadav Dharmendra Singh & Metha Dharmendra	**2014**	**India**	Suggested Three Event Management Multidimensional Models - **E** to **G** Model, **10 Es "M-Y"** MPE Model, **"MMF for MPE"** Integrated Model with Special Reference to Simhastha (Mahakumbha) Ujjain
Candace Brown, Stephanie Cheng, Leila Shayegan, et.al. and total of 50 faculty /student researchers.	**2013**	**India**	Final results of the studies are yet to be presented by the researchers, still as per the first available published report of the team, the physical structure of the settlements, including the hierarchy of residential sectors, the attribution of spaces for public amenities, the location and organization of infrastructures, and the proximity of these spaces to the Sangam, the confluence of the holy rivers.
Prabakaran V, Dr.Arthanariee A.M, Sivakumar M	**2011**	**India**	Suggested a simple and user friendly prototype for counting the number of people entering a particular area. The system had been developed by keeping in mind that successful counting of people entering an area as part of the development of full pledged Crowd Monitoring System.
Wim Heijman, Benjamin Jongenburger	**2011**	**NetherLand**	Pointed out that employment was created as a result of the World Cup. This sounds very positive but in reality it was very important that who actually pays for this employment. As the probable loss of the World Cup equals about 150 million, it was the Dutch taxpayer who paid for the employment.
Donald Getz	**2010**	**Canada**	Emerged Festival-unique theory. Methodologies should not be restrictive, and a single epistemological paradigm (such as quantitative positivism) was not predominated. Ontological progress has to be made in defining and linking key concepts, developing a common vocabulary, and scoping the discourses, themes and topics.
Anurupa B Singh, Suman Kumar, Ganesh Kumar	**2010**	**India**	Study revealed that Commonwealth games 2010 are lift Delhi as a world class city. Delhi established as a tourist destination as well as growth of related industries like hotel, public services, real estate, logistics, small shops and mega malls.
Ravindra Kumar Verma,Sangeeta Kumari,and R. K. Tiwary	**2009**	**India**	Found that the Satellite remote sensing with repetitive and synoptic viewing capabilities, as well as multispectral capabilities, was a powerful tool for mapping and monitoring the ecological changes in the urban core and in the peripheral land-use planning, will help to reduce unplanned urban sprawl and the associated loss of natural surrounding and biodiversity.
Karen A. Smith	**2008**	**New Zealand**	Found that information mix for events was characterised by the use of multiple channels by both organisers and visitors. Limited budgets, competition for audiences and a crowded market place create challenges for organisers deciding about promote and distribute information on their event. Varieties of factors influence the mix of channels chosen: the purpose of the marketing campaign, the target audience(s), the cost effectiveness of channels, and partnerships an event can be utilized.

Tom Baum, Leonie Lockstone	**2007**	**Australia**	Highlighted a tentative research framework agenda that is by no means inclusive in seeking to identify the wide range of potential avenues for investigation that the field of volunteering merits. Further research in the areas highlighted will be of value to mega sporting event organisers in maximising the value they can derive from effective use of volunteers.
Dr. Monika Vij	**2006**	**India**	Reveleaed that the GIS technology can further be used to do an extensive survey whereby a complete emergency plan with the help of network analysis can be made with the help of utility resource mapping.
Jie Jiang, Jun Chen and Gang Han	**2005**	**China**	The proposed method used in the research was Element ID (EID) and Future ID (FID) to link the cartographic elements, geographic features and social-economic information. The advantage of this method was that, it can meet both the requirements of feature-based modeling and cartography.
Kyushik Oh, Yeunwoo Jeong, Dongkun Lee, Wangkey Lee	**2004**	**South Korea**	Found that if developments already exceed carrying capacity of an area, strategies for improving its capacity such as developing or adopting better technologies for environmental treatment and pollution prevention/control in conjunction with supplying additional public facilities.
Mehta Dharmendra & Nageshwar Rao	**2005**	**India**	Studied Wide range of Service Sector Dimensions and variety of products offered for sale from MNCs to SSIs .
Salem Chakhar, Jean-Marc Martel	**2003**	**France**	Analyzed that the combination of GIS, multicriteria evaluation (MCE) functions and multicriteria aggregation procedure (MCAP) selection model in a single tool yields a new system that gathers the power of GIS in data management and presentation, the potentiality of MCA in spatial problems modeling and the efficiency of the MCAP selection model in selecting the aggregation procedure.
Amit Asthana	**2003**	**India**	Found that Tamil Nadu Forest Department had taken initiatives towards e-governance. The department's preparedness, special efforts taken namely establishment of Geometrics Centre, radio frequency link, development of customized software etc, huge infrastructure with modern hardware and software, trained personnel and Internet affordability showed that it has capitalized the potentials of modern technologies.
Derek Bond	**2000**	**UK**	Emphasized that to use GIS and spatial analysis effectively there was no need to invest heavily in expensive cartographic based GIS software, large amounts of data do not had to be stored locally, and easy to use interfaces for even complex operations such as GVi's (Geographic Visualizations) and KDD (Knowledge Discovery in Database) were now becoming readily available.
Chan, T.O. and Williamson, I.P.	**1999**	**Australia**	Three perspectives on the nature of GIS had been identified, *identification, technological* and *organizational*. The *identification* perspective described the uniqueness of GIS. The *technological* perspective described the tangible form and functional capabilities of GIS. The *organizational* perspective emphasizes the multi element nature of GIS, bringing to the fore the organizational environment that affects the introduction of the technology.

Source: Based on Review of Literature

IV. CONCLUDING REMARKS

The proposed review of literature may support mela administration, police and other involved agencies for Efficient planning and management, cost management, better data distribution & data handling to make Simhastha a convenient, successful, efficient and mishap free event. This review may also provide a road map for coming Simhastha 2016, and be helpful to the public administrators for efficient and effective decision making on most important issues like:-

A. Ease of Administration

1) Availability of information and report on services
2) Geo referential based information displays
3) Ease of information dissemination
4) Improved coordination between different departments
5) Alerts for improved monitoring and control
6) Traffic Management
7) Disaster Management
8) Security Arrangements
9) Solid Waste disposal Management

B. Automation of routine tasks

1) Reduction of drudgery
2) Making systems independent of persons

C. Citizen convenience

1) Convenient single window processing for Plot allotment and utilities registration
2) Availability of detailed and easy / convenient timely quick information and guidance to pilgrims
3) Clean environment for Snanparvas
4) Grievance redressal mechanism
5) Lost & Found

D. Management of Crowd and Shahi Snanparvas

1) Crowd flow management
2) Prevention of mishaps
3) Early warning signals for potential trouble spots
4) Quick reaction

E. Location of

1) Fire Tenders
2) Police Stations
3) Administrative offices
4) Electricity offices
5) Provisions Centres (Provisions for food etc.)

E-Government involves changing the entire system – targets, methods, processes, and practices – and modernizing the functioning of Government agencies. Govt. leaders in India are starting to realize that e-governance is the key to drive today's economy with an increased participation from citizens. Though the Governments have tried to improve the environment for e-government by introducing several new laws on electronic transactions, copyright protection, and information technology yet there is a great need for various tools and technology to improve the Management of such events.

Cities like Ujjain having the privilege to host Mega Public Event Simhastha (Mahakumbha) also enjoy the status of being selected as Heritage city, where in Mahakal Van Project Part 1 and Part 2, Rudra Sagar Vikas Yojna, Sapta Sagar Vikas Yojna Chaurasi (84) Mahadev Development project, Maharajwada Area Project, Annual Panchkrishi Parikrma Yatra, Mahakal Temple Computerisation, and other similar mega projects are either currently underway or being planned. Such projects / events also need more attention from the academia, environment specialists, and industry to explore their latent vibility.

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