

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.870
ANSWERED ON 23.07.2018**

FINANCIAL ASSISTANCE FOR KUMBH MELA

**870. SHRI ASHOK SHANKARRAO CHAVAN:
KUNWAR HARIBANSH SINGH:
SHRI SUDHEER GUPTA:
SHRI GAJANAN KIRTIKAR:
SHRI S.R. VIJAYAKUMAR:
SHRI T. RADHAKRISHNAN:
SHRI S. RAJENDRAN:
SHRI BIDYUT BARAN MAHATO:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has made arrangements for pilgrims who are expected to visit the 49 days Kumbh Mela to begin in January 2019 and if so, the details thereof;**
- (b) whether any proposal has been received from the State Government for financial and other assistance for organising the event smoothly;**
- (c) if so, the details thereof and the reaction of the Government thereto along with the assistance provided/being provided by the Government;**
- (d) whether the Government has any plan to advertise Kumbh Mela in the global market to attract foreign tourists and if so, the details thereof; and**
- (e) the further steps taken/being taken by the Government for smooth organising of Kumbh Mela?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a): Yes, Madam. As reported by the Government of Uttar Pradesh, following arrangements have been made for the pilgrims who are expected to visit the 49 day Kumbh Mela to begin in January, 2019:

- **Construction and widening of public roads**
- **Construction of parking spots at short distances from mela area**
- **Provision of shuttle buses for the convenience of pilgrims**
- **Digital signages at systematic points to ensure smooth flow of traffic**
- **Construction of toilets to maintain cleanliness and hygiene**
- **Setting up of LED lights in the mela area**
- **Erection of tents for the use of tourists**
- **Convention halls and pandals for serving as hub of cultural events**
- **Deployment of telecommunication services, banking services and water ATMs in the Mela area**
- **Setting up of integrated command and control centre including CCTV cameras for the security of tourists**

(b): No, Madam.

(c): Does not arise.

(d): Yes, Madam. The measures being taken by the Government to advertise Kumbh Mela in the global market to attract foreign tourists are as below:

- **Launch of 'Chalo Kumbh Chalo' campaign across the country**
- **Engagement of professional agency to design, develop and implement the branding and marketing campaigns for Kumbh, 2019**
- **Setting up of advertisements at major international airports of the country to attract foreign tourists**
- **Development of a designated area for flag hoisting for 192 countries visiting Kumbh Mela**
- **Organising the 'Pravasi Bharatiya Divas', 2019 in Varanasi to attract 'Pravasi Bharatiya Delegates' to visit Kumbh, 2019**

(e): Further steps being taken by the Government for smooth organising of Kumbh Mela are as below:

- **Drawing out of a detailed Movement and Parking Plan for convenient approach to and from parking areas**

- **Identification and development of holding areas for crowd control during the Mela period**
- **Deployment of digital signages in the Mela area to guide visitors towards places of interest and dissemination of crucial information by Government and law enforcement agencies**
- **Deployment of dustbins for solid waste management**
- **Engagement of Ganga Praharis and Swacchagrahis for helping gather community participation and awareness towards conservation of River Ganga.**
