

# Recent Advances in Management & Technology

*Chief Editor*  
**Prof. D. B. Singh**

*Editors*  
**Dr. Sanjay K. Singh**  
**Dr. Vinita Kalra**



## Contents

<i>Message</i>	<i>v-v</i>
<i>Foreword</i>	<i>vii-vii</i>
<i>Acknowledgement</i>	<i>viii-viii</i>
<i>List of Contributors</i>	<i>xiii-xvi</i>
1. <b>Enhancing Professional Communication Through Virtual Learning and Blended Formats</b> <i>Himanshu Kumar Upadhyay &amp; Dr. Pragya Singh</i>	1-11
2. <b>A Competitive Analysis of Top Two Big E-Tailers: Flipkart and Amazon</b> <i>Dr. Sofia Khan</i>	12-19
3. <b>Green HRM: The Perspectives and Concerns</b> <i>Dr. D B Singh &amp; Niharika Singh</i>	20-24
4. <b>Current Relationship Between Electronic Commerce and Mexican SMEs Theoretical Analysis under the Vision Based on the Industry</b> <i>José G. Vargas-Hernández &amp; David Iván Pérez Rosas</i>	25-34
5. <b>Impact of Government Investment in Infrastructure in Kumbh on Local Businesses, Unorganized Segments &amp; Public: A Case Study on Sankrit Tour Zone (A Major Travel Company of Kumbh 2019)</b> <i>Pooja Singh</i>	35-44
6. <b>Economic and Social Impact of Legalized Gambling in India</b> <i>Adarsh Rai &amp; Dr. Krishna Murari</i>	45-52
7. <b>Exploring the Role of Technology and Innovative Practices of Recruitment and Information Sharing: A Systematic Review</b> <i>Roma Trigunait, Smruti Smaraki Sarangi &amp; Taruna</i>	53-63
8. <b>Determinants of Online Shopping Behaviour vis-à-vis Indian and Chinese Consumers</b> <i>Kumar Ambarish Narayan</i>	64-71
9. <b>Financial Appraisal of Regional Rural Banks in India</b> <i>Kishan Jee &amp; Satish Chandra Tiwari</i>	72-79
10. <b>Entrepreneurship in the Era of Cutting Edge Competition and its Repercussions</b> <i>Asseroatham Achary, Dr. Amit Kr. Pandey, Dr. Jaya Yadav &amp; Mayank Khanna</i>	80-83
11. <b>Green HRM: A Commitment to Environmental Sustainability</b> <i>Swapnil Gupta &amp; P.S. Badal</i>	84-88
12. <b>Effects of Career Planning and Development on Employee's Performance: A Case Study of Equity Bank Rwanda Public Limited Company</b> <i>Seth Shyirakera Munyanziza &amp; Prof. Singh Satyendra Narayan</i>	89-97

## Impact of Government Investment in Infrastructure in Kumbh on Local Businesses, Unorganized Segments & Public: A Case Study on Sankrit Tour Zone (A Major Travel Company of Kumbh 2019)

Pooja Singh\*

### Abstract

Kumbh Mela is world's largest human gathering of faith. It is living wonder of world where many new records were made and old broken. It is true example of grand management, massive infrastructure and policing (huge crowd management & security). According to Hindu belief, it is said that drops of nectar fell from Kumbh (vessel) carried by Gods after the churning of sea. Bath during Kumbh in this holy water became auspicious with the belief that it will clean a person of all wrong deeds or sins and give access to heaven after death.

**Keywords:** Kumbh Mela, Motor boat & river cruise, tour products, Prayagraj Mela Authority (PMA), Sankrit Tour Zone(STZ), Prayagraj Boat Ticketing counter (PBTC).

### Objectives of the Study

- To throw light on the challenges faced by the government while organizing this grand Kumbh as well as their impact on the people of Prayagraj in socio-economic terms..
- To study the Motor boat & river cruise facility in Kumbh Mela & its impact on business growth.
- To Explain and Evaluate different experiential tour products in Kumbh with the help of a case study.
- To study how one business can do optimum utilisation of available resources to create high end product by just putting manpower.

### Introduction of Government Proposal on Infrastructure

In kumbh, government has invested more than 4000 crores (approx.) of funds, so from the eyes of people. One could have a lot of facilities in kumbh. But from the eyes of economist, management and commerce students, it can be evaluated in two terms that how productive it is or its just for the service of people, because the Government always has two types of goals.

1. Investment goal to provide service to people (for positive impact on their life) as the huge amount invested by the government for development of the whole city either it by paint my city to paint the building and walls, road construction or by infrastructure development.
2. Investment goal with motive to generate income
  - i. Government receive back its funds through different sources for example by leasing land to private parties for tent city, parking, others different activities like circus and shops.

\* Research Scholar, Faculty of Management Studies, Mahatama Gandhi Kashi Vidyapith University, Varanasi.



- ii. By tax collection.
- iii. By providing space for advertisement and branding to Multi-national companies.
- iv. Many small, medium and large company invested around the Kumbh considering the expected visit of people. They generated many jobs, created income for themselves as private parties investment around the major investment of kumbh generated for citizen.
- v. In same series different private parties have created income around the major investment by government in Kumbh. One of the example is Sankrit Tour Zone Pvt Ltd, a tour & travel company which created job and generated income by using infrastructure provided by government in kumbh to different participants like Akharas, Nagas, Aghors.

Hence, it proved that in Kumbh there was good circulation of fund at all level. So, Kumbh is very important to government from all the angles because every Kumbh is very special events for the respective state government to sustain brand value of The KUMBH. People PAN India visit Kumbh irrespective of caste, religion and economic background. This unite the whole country in one thread.

### Introduction of Kumbh Mela

Kumbh Mela is the largest gathering of devotees to take bath in a holy or sacred river. It is a mass Hindu pilgrimage of faith which is known worldwide as an interesting and colorful fair in India. It has gained International fame as "The world's most massive act of faith". One can experience whole India during Kumbh Mela at one place all together. It is one place where exchange of culture, tradition, religious view can be seen.

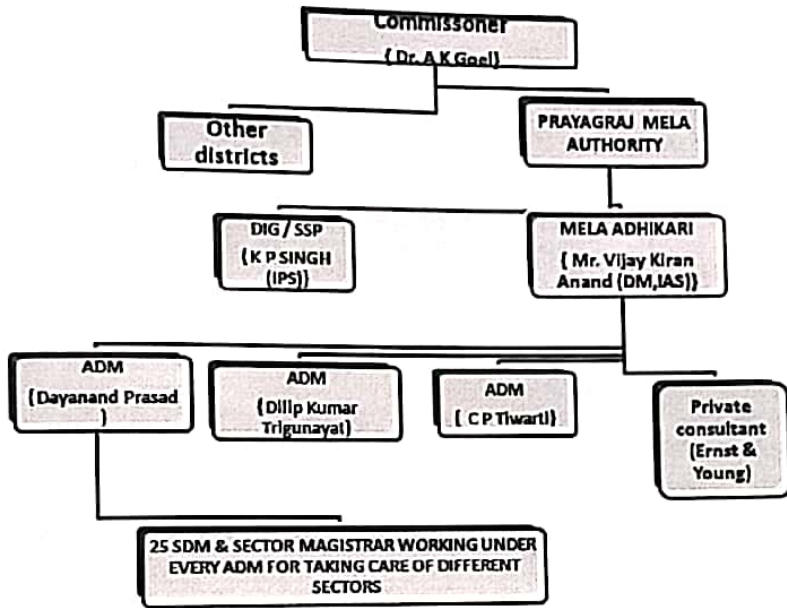
Second, Kumbh Mela is world's living wonder and there is different reason for that, before going to explain this, lets see why it is living wonder of world, now there are seven Non-living wonder of world like The Taj Mahal, The Statue of liberty etc they all are made-up of non-living materials they don't have life, they tell you story about the past and history, where in Kumbh, it speaks about present and future.

People come to Kumbh Mela even there is millions and millions of people come to take bath for other different reason, but all of them by visiting want to get blessings for their better future. Kumbh Mela is ideal place for almost every living person for example:- A religious person who comes for their faith, Management students and management practioners can come for case studies Media for coverage of grand event, Photographer for photography tour and tourist for this event where any expected figure of visitors can become wrong. Architect, Social worker and Law management agencies can learn how such events are successfully managed for centuries. Organiser do not have any control in the function of Kumbh Mela except to sahi snan as no one is given any invitation to come to Kumbh and any expected figure could go wrong as visitors arrival can increase anytime as there is no entry rules and invitation. A variety of participants come to Kumbh like akharas, aghora, nagas, this kumbh for them is like a festivals.

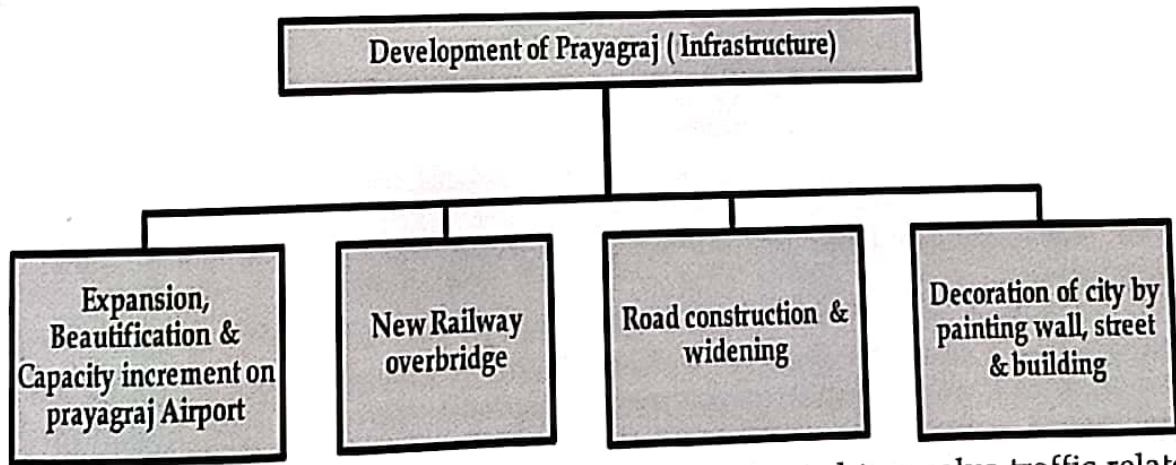
This paper throws light on the challenges faced by the Government while organizing this Grand KUMBH as well as their Impact on the people of Prayagraj in Socio-Economic terms



Administrative Hierarchy of Prayagraj Mela Authority(PMA), Kumbh 2019

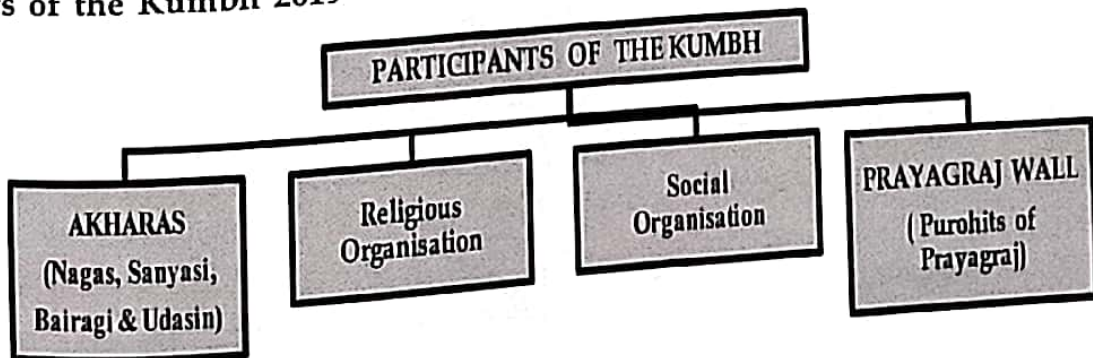


Development of Prayagraj city by Kumbh : Facilities for the Participants of Kumbh



1. **Railway Over bridge** : Many over bridges are constructed to resolve traffic related issues while entering from different cities.
2. **Road construction & widening** : Road widening by breaking unauthorized building ex-stanley Road, Kaushambi road, Jhusi - Varanasi road & many other sites.
3. **Decoration of city** : By painting wall, street building with the stories of Indian culture.
4. **Prayagraj Airport** : Expansion, Beautification & Capacity increment on Prayagraj Airport.
5. **Others** : More than 200 projects completed in & around Prayagraj which got positive impact on the life of people of Prayagraj & visitor of Kumbh Mela.

Participants of the Kumbh 2019



**Different Facilities Provided to the Participants by Prayagraj Mela Authority (PMA) Kumbh Mela 2019.**

1. Land allotment in Kumbh Mela ground.
2. Boundry wall by wood and tin covering.
3. Developing the whole areas under the boundary wall by tent, camps, toilet, Yagya, religious lecture camps for devotees and other basic facilities ( limited to certain persons).
4. V.I.P Vehicle pass for easy movements of their dignitaries without security obstacle.
5. 24 Hours Police security.
6. Providing water supply and swakshta volunteers to maintain the usability of the facilities properly.
7. Wood (jalau) for burning in cold weather.

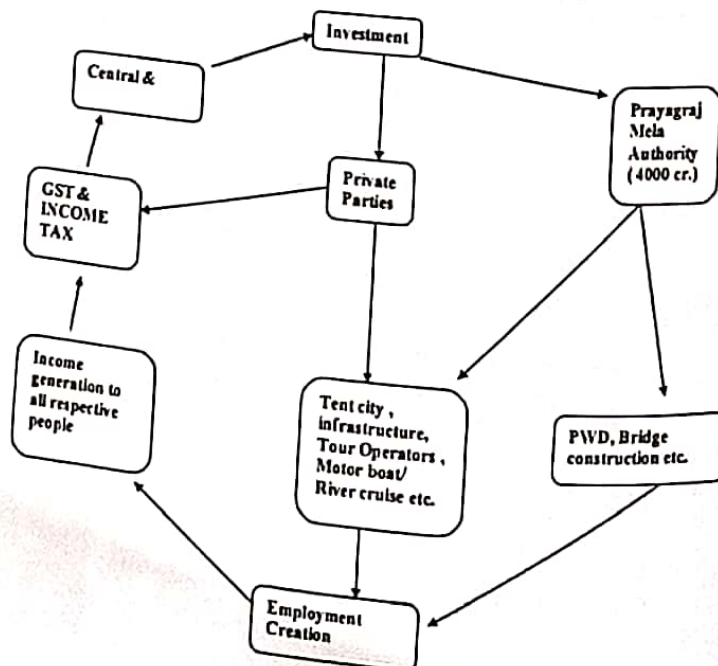
**Employment Generation as well as Income for Government and Other Private Parties**

1. PWD (public works department).
2. Manufacturing & assembling of Pontoon bridges.
3. Tent city (Vedic corporation, Indraprastham, Aagman India etc.)
4. Laloo ji & sons provided maximum infrastructure service to the participants and other private parties in Kumbh Mela based on PMA work orders (largest tent manufacturing & infrastructure management company in Asia).
5. Others Private Parties which were involved in commercial part as B2G (Business to Government) as vendor of PMA or dealing directly B2C (Business to Customer) segment.

Maximum of the above companies employed their workers for the whole year but they work for few months in the year based on different similar event availability, so from this they generate that much of income to fulfill all their required need to successfully survive in the forth-coming future.

Various tent city, PWD, Event Management organization and many more others organizations were working in the Kumbh for their respective benefits. They generated employment in various areas like worker of PWD, transport department, hospitality purpose, tour guide etc. This but also these organization makes a high inclination in the path of their Business growth as well as a massive income flows in the pockets of the people in the form of salary.

**Perfect Circulation of Income: to the People, for the People & by the People.**





### Major Challenges Faced by PMA while Organizing this Grand event as per the conversation with Mela Adhikari (Mr. Vijay Kiran Anand, DM, IAS)

1. Inter departmental coordination for organizing Kumbh Mela by PMA.
2. Effective & Efficient interaction with different stakeholders of Kumbh Mela.
3. Proper management of huge Traffic and Parking system.
4. Ensuring effective Crowd Management(Planned movements & Emergency evacuation plan).

### Approximate Budget of Kumbh 2019 by the Government

4000 crores as per Government records.

### Approximate Number of Visitors in Kumbh 2019

Expected visitors were 12 cores & actual number of vistors got doubled to 24 in Kumbh 2019.

### Literature Review

Verma ( 2013) Suggested that airlines, hotels, tour operators and Uttar Pradesh in general are likely to reap a windfall during the Maha Kumbh Mela in the state with the government likely to see its coffers swelling by Rs 12,000 crore, according to the reports of ASSOCHAM. The unorganized sector also stands to gain substantially from the Maha Kumbh, says the Associated Chambers of Commerce and Industry of India Uttar Pradesh Tourism and the Railways shared a revenue bonanza of a whopping Rs 1,500 crore along with airports and private hospitals by offering attractive tours and medical tourism packages to the foreign and domestic visitors thronging the region. The overall business worth of the Kumbh Mela was analyzed to be Rs 15,000 crores.

### Research Design / Methodology

- Types of Research : Descriptive Research ;
- Type of universe : Kumbh 2019 of Prayagraj Mela Area ( 3200 hectare).
- Sources of Data : Data Collected from both primary and secondary sources ( questionnaire, case study, observations, direct conversation with the officers of PMA & research paper etc ).
- Sampling Unit: Indian and foreign tourist and devotees .
- Size of the Sample : 200 Respondents ( 50 Customer of experiential tour product & 150 Visitors of Khumbh ).
- Sample Location: PMA Office, different tent city & Quila ghat of Kumbh Mela 2019 .
- Sampling Procedures: Simple Random Sampling.

### Opportunities for Tourism Sector by a Special Case Study of STZ ( Sankrit Tour Zone) a Major Travel Company of Kumbh 2019.

*(Least Investment and Huge Return Said by Mr. Abhishek Sankrit, MD of STZ)*

In this case study, few questions were asked personally by MD of STZ. Those are mentioned :

#### a) Reason to Be the Part of this Great Event.

1. Mass gathering with availability of different class of customer.
2. To enlighten tourist about the real facts of Kumbh.
3. Effort to promote India as responsible citizen.
4. Spiritual reason to be connected with Kumbh Mela.

#### b) Marketing Strategies

1. Two different Brands for Kumbh Mela 2019 has been created to reach to different categories of customer base :



- a) Kumbh Experiences : For premium Customer.
- b) Prayagraj Boat Ticketing Counter (PBTC) : For regular visitors of Kumbh mela.
2. Promotional activity during ITB (International Travel Bazaar) Berlin in the month of March 2018.
  3. Promotional activity during UPTM (UP Travel mart) Lucknow in the month of August 2018.
  4. Promotional activity during ITM (India Travel Market) Chennai, Hyderabad & other places within the country between march to october 2018.
  5. Promotional activity by exhibiting in WTM (World Travel Market) London in the month of November 2018.
- c) Risk- Return Ratio to grab the opportunity of this events.
1. Kumbh Experiences : Return is fifteen times of the Investment.
  2. Prayagraj Boat Ticketing : Return is three times of the Investment.
- d) Motives of the different Participants of Kumbh (explain few special participants).
1. Akharas & Nagas : They came to Kumbh to perform important rituals to induct new sanyases, Nagas & Bairagi in Kumbh only.
  2. Religious organization : a) Devotees came to take bathe. b) Giving religious lectures.
  3. Social organization : a) Hemwati Nandan Bhauguna smriti samiti came to help women and child to find their family or vice-versa. b) Narayan sewa sansthan to help differently abled people in Kumbh.
- e) Innovative & Expertise products in Kumbh (experiential & well- organized river cruise system).
1. Kumbh Experience : Closure experience of Akaras, Nagas, Aghore package charges Rs. 2500 for each & shahi Shnan with akharas.
  2. Prayagraj Boat Ticketing Counter (PBTC):
    - a) Motor Boat service : Different types of facility to different customer from five different ghat : Quila ghat, New Naini, Old Naini, Boat club, Arail VIP Flag point ghat. Different charges from different ghats as per the distance and service availed by the customer.
    - b) River cruise service : Evening dinner cruise facility with cultural programmes and dinner on cruise for more than two hours. As per Mr. Sankrit, similar services are available in Dhow cruise Dubai, Singapore & Danube Europe. It was once of it kind facility was started in India by STZ in consultation of PMA.

Motives of PMA for bringing professional travel company for motor boat service in Kumbh as per the conversation with different officers of PMA.

- a) To convert unorganized motor boat to organized & transparent motor boat facility with least involvement of PMA, so, for that PMA decided to start official licensed only motor boat ticketing counter with (PBTC) Prayagraj Boat Ticketing Counter in association with 20 boat's owner ( a unit of Sankrit Tour Zone).
- b) STZ is a expert of Tourism Industry, they manage things channel-wise upto the customer satisfaction by arranging a proper ticketing facilities. Fixed and transparent ticket rates as per PMA guidelines for every customer was kept.
- c) These tickets were also available online on [www.prayagrajboatticketing.com](http://www.prayagrajboatticketing.com). Here visitors had option to reserve their seat at fixed price by using credit, debit or Netbanking. All tickets were electronically generated, so there was a transparency in system.
- d) On the next door, a Huge number of unorganized hand boats was running with uncontrolled ticket price but, due to the existence of organized / licensed motor boat facility. Hand boat got a price cap which was lower to organized motor boat counters, this was done by hand boat owners by default to attract more customer.



- e) All motor boat of PBTC were following proper safety norms and provided lifejackets to their passengers (which was not applied by all hand boats) and not carried passengers more than their capacity.
- f) PBTC itself employed more than 60 employees under STZ, consequently they supported the family of those 60 employees too, which will be approx more than 200 people.
- g) Here the goal of PMA was achieved without putting too much boundation on unorganized segments of boat owners. This was only possible by creating parallel, transparent and professional facility.

**Data Analysis and Interpretation by Questionnaire**

A) Questionnaire for Premium customer of Kumbh Mela : 50 Respondents

Q1. Personal information :

a) Age group :

Items	Age group
<30	0
30-40	5
40-55	40
> 55	5

b) Gender :

Items	Gender
Male	26
Female	24

c) Marital status :

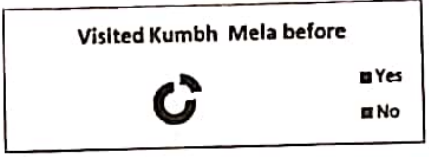
Items	Gender
Marned	45
Unmarned	5

d) Nationality

Items	Nationality
Indian	19
Outsider	31

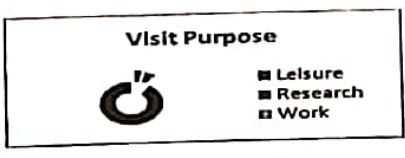
Q2. Have you visited Kumbh Mela before?

Items	Nationality
Yes	11
No	39



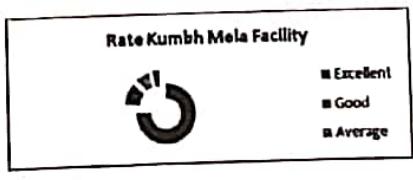
Q3. What is the purpose of your visit

Items	Visit purpose
Leisure	02
Research	0
Work	03
Pilgrims	45



Q4. How do you rate the Kumbh based on facilities, Infrastructure, cleanliness, recreation activities, Bathing facilities & any other facts?

ITEMS	Rate Kumbh Mela Facility
Excellent	38
Good	6
Average	4
Poor	2



Q5. Did you take any kind of Expert Tour in the Kumbh? If yes, then share some more information in comments option.

Items	Expert tour
Yes	50
No	0





Q6. Do you find this tour worthiness for you?

Items	Expert tour
Yes	50
No	0



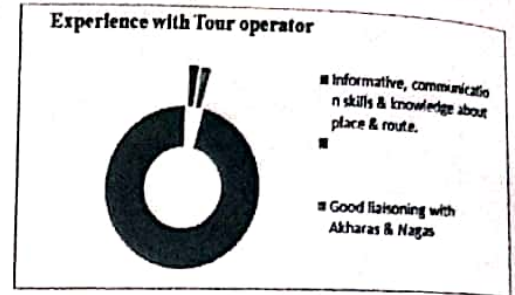
Q7. Did this tour enlighten your knowledge-base & gave you any special experience? If Yes, share your experience with us in the comments option.

Items	Expert tour
Yes	50
No	0



Q8. How was your experience with your tour operator ?

Items	Experience with Tour operator
Informative, communication skills & knowledge about place & route.	1
Good liaisoning with Akharas & Nagas	1
Both a & b	48
None of these	0



B) Questionnaire for visitors of Kumbh Mela : 150 Respondents

Q1. Personal information :

a) Age group :

Items	Age group
<30	15
30-40	27
40-55	90
> 55	15

b) Gender :

Items	Gender
Male	52
Female	98

c) Marital status :

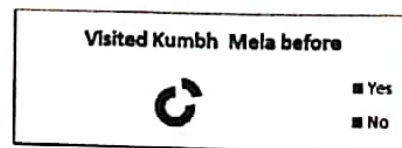
Items	Gender
Married	120
Unmarried	30
Others	0

d) Nationality

Items	Nationality
Indian	141
outsider	09

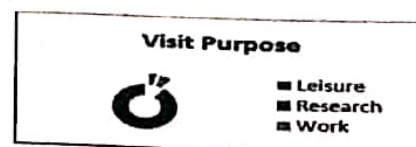
Q2. Have you visited Kumbh Mela before?

Items	Nationality
Yes	47
No	103



Q3. What is the purpose of your visit?

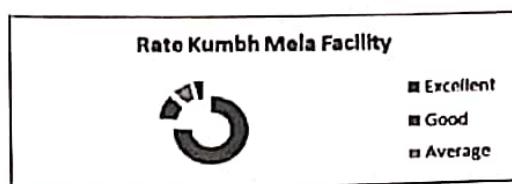
Items	Visit Purpose
Leisure	21
Research	0
Work	9
Pilgrims	120





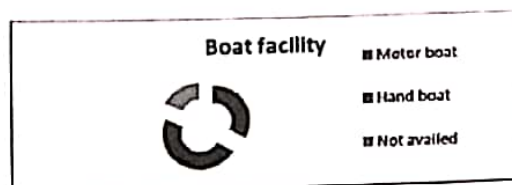
Q4. How do you rate the Kumbh based on facilities, Infrastructure, cleanliness, recreation activities, Bathing facilities & any other facts?

Items	Rate Kumbh Mela Facility
Excellent	114
Good	18
Average	12
Poor	6



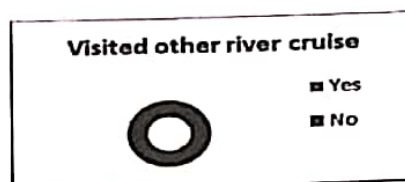
Q5. Did you take boating facility? If yes, then which one have you chosen, give your comments also as per Your experience in comments options?

Items	Boat Facility
Motor boat	50
Hand boat	73
Not availed	27



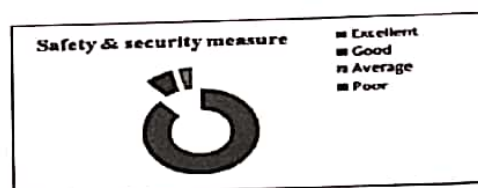
Q6. Have you visited any other tourist destination with river cruise facility?

Items	Other river cruise
Yes	50
No	00



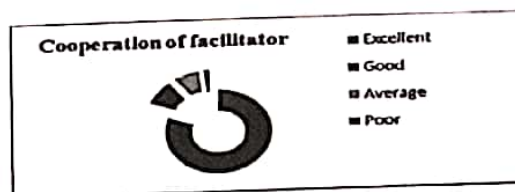
Q7. Rate the safety & security measure which are available at motor boat & river cruise?

Items	Safety & Security Measure
Excellent	44
Good	03
Average	02
Poor	00



Q8. Rate the cooperation of facilitator of motor boat & river cruise (Sankrit Tour Zone) with you?

ITEMS	Cooperation of Facilitator
Excellent	42
Good	05
Average	04
Poor	01



## Findings

Based on questionnaire analysis.

- As per premium customer, the findings are :
  - Maximum customers visited for the Pilgrim purpose. Premium customers rated 'excellent' for the better services.
  - All the customers took services of 'expert tour' and maximum of them chose STZ. They considered those services of expert tour fruitful.
  - Kumbh experiences by STZ increase tourist's knowledge base and gave excellence grade to STZ for their very informative experiential tour.



2. As per Visitors of the Kumbh Mela, the findings are:

- a) 65% male and 35 % female came in the Kumbh Mela. 68 % visitor arrived first time Kumbh Mela 2019 & 80 % are for pilgrims purposes.
- b) 76 % visitors rated 'excellent' for the better services. Only 33% visitors took motor boat facility & none of them took this river cruise facility earlier. Out of this, 88 % rated 'excellent' for safety and security measure.
- c) 84 % visitors rated with 'excellence' about cooperation of facilitator (STZ) with them.

Some experiences shared by customers : As given in questionnaire

1. Premium customer : "This tour gave us access to huge knowledge of subject which was wonderfully executed by Kumbh Experiences team. Their liaisoning with Nagas was highly appreciated."
2. Customer of Motor boat & river cruise : "I took motor boat where I've got printed tickets and life jackets, which was surprising for me in this area. Boat man was helpful and waited till I took bath at sangam."

### Conclusion

While working on this topic, I found events like Kumbh is very challenging but at the same time if there is leadership of innovative thought like Mela Adhikari then new ways can be created. It was all possible by huge hard work of whole PMA team (different officers), private vendors (STZ & others) and stakeholders. Amazing example of interdepartmental coordination can be studied from here. Extra-ordinary crowd management here is matter of research for the whole world. 24 crores (240 million) people attended event without any major issues (causality, accidents).

### References

1. Research paper on " Mass gathering event management : a case study of Mhakumbh 2013, Allahabad conducted and published by Bihar state disaster management authority".
2. Research paper on "GSD: Urban India project on Kumbh Mela".



## About The Book

To meet the challenges of the twenty-first century, the organizations need to achieve greater flexibility and seamless integration such that they can respond not only to customer demands in a shorter timeframe in terms of volume and variety but also to the welfare of the society. New technologies and the ever increasing competitive pressures are forcing organizations to re-examine the way they do the business. This book reports on the recent trends in the process improvements, technological advancements, innovations in the field of management and explores the success stories of the organizations adopting innovative management practices and technologies.

It is the fervent hope of the contributors that the valuable information included in the various papers compiled in this book will inspire and encourage all the people who are interested in applying recent management practices in the Indian environment especially in technology.

This book will give an insight to the management professionals, business executives, academicians and students to acquaint themselves with the scope of recent advances in the field of management and technology and also provide a general direction for the development in these areas. This book will be beneficial to all the stakeholders.

## About The Editors



**Dr. Dharm Bir Singh** is currently working as Director at Rajarshi School of Management & Technology, Varanasi. He has two and half decades of Academic and Techno-Managerial Experience to his credit. He is B. Tech. (Electronic & Telecommunication), MBA, M.Tech. & Ph. D. from Allahabad University. He is an active member of AIMA, Computer Society of India (CSI) and Global Institute of Flexible Manufacturing Technology (GIFT). He is life fellow of Institution of Engineers (IE) and Institution of Electronics & Telecom Engineers (IETE). He has authored two books and edited 3 books. He has written around 60 papers in various magazines, journals and proceedings of seminars/conferences particularly in the field of Marketing. He has worked as Director with leading institutes such as Lord Krishna Group of Institutes, Ghaziabad, GNIT, Greater Noida, NIET Greater Noida and GNA – IMT Phagwara, Punjab. Before joining RSMT as a Director, he was working as Group Director with IEC Group of Institutions, Greater Noida (NCR).



**Dr. Sanjay Kumar Singh** is currently working as a Associate Professor, Department of Computer Science, Rajarshi School of Management and Technology, Varanasi, India. He received his Ph.D. from the Department of Computer Science & Engineering, Indian Institute of Technology (BHU), Varanasi, during the year 2016. Apart from this he has done B.E. (CS), M.Tech (CSE), PGDM (MKTG & IT) and Polytechnic (CT). He has authored and co-authored more than 20 research publications in reputed peer reviewed National and International journals and conferences. His research interest is currently focused on computer vision and image processing.



**Dr. Vinita Kalra**, a National Doctoral Fellow is currently serving as Associate Professor at Department of Management Studies, Rajarshi School of Management & Technology, Varanasi, India. She is MBA (Finance) and Ph.D. in Microfinance from Banaras Hindu University. She has presented research papers at premium management institutions of India including IIM Ahmadabad, IIM Bangalore, IIM Lucknow and IFMR Chennai and also authored about 25 research papers/articles published in various national and international journals of repute and authored/edited 5 books. Her recent book is published by Cambridge Scholars Publishers UK. Her area of interests include Microfinance, Behavioural Finance, and Security Analysis.



**Bharti Publications, New Delhi**

E-mail: [info@bhartipublications.com](mailto:info@bhartipublications.com) • [bhartipublications@gmail.com](mailto:bhartipublications@gmail.com)

[www.bhartipublications.com](http://www.bhartipublications.com)

ISBN 978-93-86608-94-9



Price- Rs. 1180/-