Use of Information Technology in Simhastha 2016 in Ujjain

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Abstract*: Celebrated in a cycle of 12 years in four cities of India, attracted footfall of around 100 million in 2012 (at Allahabad) and another 80 million in 2016 (at Ujjain), the Kumbh Mela, the Great Religious Bathing Festival of India, is possibly the largest known conglomeration of humans on earth. Ujjain Simhastha 2016 is known as the most hi tech Kumbha in the history of Kumbha Melas. The study reveals the use of information technology in Simhastha Mela which was held in Ujjain 2016 and would help the planners and decision makers in planning and managing the Simhastha and as an opportunity to trigger the local and overall development*

Keywords: Simhastha Mela

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