



Digital Transformation of Mahakumbh

Why in News?

The Uttar Pradesh government is going to use **the [Artificial Intelligence \(AI\)-enabled cameras](#), [Radio Frequency Identification \(RFID\) wristbands](#) and **mobile app** tracking to track the headcount of pilgrims at [the Mahakumbh 2025](#).**

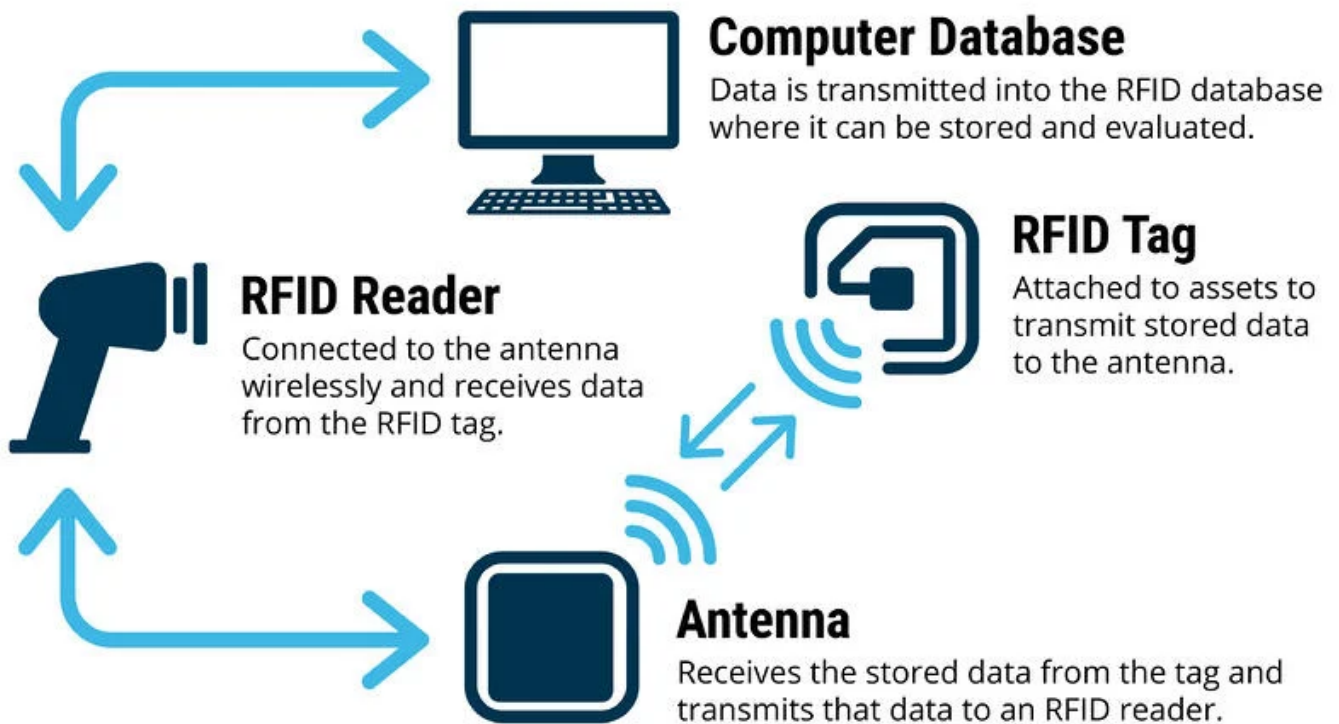
Key Points

- **Overview of Mahakumbh 2025:**
 - The government anticipates a footfall of approximately 450 million devotees during the Mahakumbh, a [UNESCO-recognized Intangible Cultural Heritage of Humanity](#).
 - It is the **world's largest peaceful congregation**, where pilgrims take a sacred dip in the river.
- **Digital Transformation of Mahakumbh:**
 - **Digital and AI-Based Initiatives:**
 - Launch of a **dedicated website and app** for event information.
 - **AI-powered chatbot** available in **11 languages**.
 - **QR code-based passes** for people and vehicles.
 - Multilingual **digital lost-and-found centres** for visitors.
 - **ICT and Monitoring Systems:**
 - **ICT monitoring** for cleanliness and tent accommodations.
 - **Software for land and facility allocation** and multilingual digital signage.
 - Automated ration supply system and [drone-based surveillance](#) and [disaster management](#).
 - **Real-time monitoring software** for 530 projects and an inventory tracking system.
 - Integration of all **event locations on [Google Maps](#)**.
- **Infrastructure and Facilities:**
 - **Ghats for Devotees:**
 - 35 permanent ghats and nine **new ghats constructed** to facilitate bathing.
 - **Aerial flower showers** planned across all 44 ghats, covering a 12-km area.
 - **Enhanced Visitor Experience:**
 - **Multilingual digital signage** and other technological aids to enhance crowd management and convenience.

Radio Frequency Identification (RFID)

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Basic RFID System



- RFID is a **type of passive wireless technology** that allows for tracking or matching of an item or individual.
- **The system has two basic parts: Tags and Readers.**
 - The **reader gives off radio waves and gets signals back from the RFID tag**, while the **tag uses radio waves to communicate** its identity and other information.
 - A **tag can be read from up to several feet away** and does not need to be within the direct line-of-sight of the reader to be tracked.
- The technology has been **approved since before the 1970s** but has become much more **prevalent in recent years** due to its usages in things like global supply chain management and pet microchipping.

UNESCO's List of Intangible Cultural Heritage (ICH)

UNESCO's ICH List recognizes various cultural practices & traditions that are passed down through generations.

Features of Intangible Cultural Heritage

Traditional,
Contemporary
and Living

Inclusive
(recognizes and
respects
diversity)

Representative
(reflects the
traditional
practices)

Community
based

Two Types
of List
Under ICH

Representative
List of ICH
of Humanity

List of ICH in
Need of Urgent
Safeguarding

5 Domains of ICH (UNESCO's 2003 Convention)

- Oral Traditions & Expressions (Including Language);
- Performing Arts;
- Social Practices, Rituals & Festive Events;
- Knowledge & Practices Concerning Nature & The Universe;
- Traditional Craftsmanship

| S.No | ICH of India | Year of Inscription | Description |
|------|---|---------------------|---|
| 1 | Garba of Gujarat | 2023 | Traditional dance from Gujarat performed during Navratri |
| 2 | Durga Puja in Kolkata | 2021 | Grand Hindu festival with elaborate rituals & Durga's artistic displays |
| 3 | Kumbh Mela | 2017 | Hindu pilgrimage & festival → Largest peaceful congregation on earth |
| 4 | Nowruz | 2016 | Parsi New Year |
| 5 | Yoga | 2016 | Ancient Indian practice uniting mind, body, & spirit |
| 6 | Traditional Brass & Copper Craft of Utensil Making Among the Thatheras of Jandiala Guru, Punjab | 2014 | An Oral tradition passed onto generations of Thathera community |
| 7 | Sankirtana | 2013 | Storytelling of Krishna with singing, drumming, & dancing Region → In Manipur |
| 8 | Buddhist Chanting of Ladakh | 2012 | Sacred Buddhist recitation in Ladakh monasteries |
| 9 | Mudiyettu | 2010 | Dance drama of goddess Kali's battle with demon Darika Region → Kerala |
| 10 | Kalbela Folk Songs & Dances of Rajasthan | 2010 | Known for fluid, snake-like movements |
| 11 | Chhau Dance | 2010 | Tribal martial art dance blending folk traditions of eastern India |
| 12 | Ramman | 2009 | Religious Festival & Ritual Theatre of The Garhwal Himalayas |
| 13 | Ramlila | 2008 | The Traditional Performance of The Ramayana |
| 14 | Tradition of Vedic Chanting | 2008 | Oral tradition preserving Vedic chants with precision |
| 15 | Kutiyattam, Sanskrit Theatre | 2008 | Ancient theatre → merging rituals & drama Region → Kerala |

All these elements of ICH from India are included in UNESCO'S List of the Intangible Cultural Heritage of Humanity.



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