People Crowd Management: A Case Study with Special Reference to Khumbhmela, India

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ABSTRACT

People crowd management can be defined as the process of controlling and monitoring individuals. People crowd management situations can be divided into various categories, including: "Lawful" or "Unlawful" and "Planned Events" or "Spontaneous Events". These include many different kinds of events such as rallies, marches/parades, sports events, labour disputes, parties/social gatherings, disasters, entertainment events, political events, or community celebrations. People crowd management Solutions are determined to provide a great service, especially their onsite support- it is real assets to our nation. People crowd management is one of the important skills which are hidden in every individual. There is slight difference between people crowd management and human resource management because people crowd management is based on no rules and regulation it is inner quality of the human being which help him to manage the crowd and human resource management is based on the rules and regulations. The basic objective of people crowd management is to monitor people and environment in large gathering to access the importance for developing models and strategies to achieve target of managing the people in the crowd so that the resource which available are been utilized up to maximum extent. People can be managed through the speech as well as by motivating them to cooperate and flow in same stream line. In order to explain the people crowd management we have taken the case study based on khumbhmela. As we are been well versed with the khumbh which is celebrated after the 10 years of interval the pilgrims across the world assembles near the holy world reach Allahabad to perform religious rituals which shows that how efficiently the people belonging to different states , religion , perception and cast come under the one roof . The Government Volunteers as well as various NGO'S are actively participating in managing the crowd which was assembled in Allahabad near Sangam. From this Incident we get the inspiration that how we can manage ourselves and others so that the resource available to the public are been fully utilized.

Key Word: People crowd management, Organization, Khumbhmela, and Government.

1. INTRODUCTION

People management can be successful only when the effective models and strategies are been followed in order to avoid the crucial circumstances due which crisis are

been avoided (Mc Pheat). As not only in the field of management importance of people management has been recognized but in the informal sector also people management plays an important role. Crowds occur frequently, usually without serious problems. Occasionally venue inadequacies and deficient crowd management result in injuries and rampant. Extreme crowding results in individual loss of control, and both psychological and physiological problems (Fruin, 2002). People Empowerment can be a very effective tool within the field of people management. This technique can be used to involve employees in any improvement program within an organization. In 1981, 24 Greek soccer fans were killed in the Athens stadium as a capacity crowd of 45,000 attempted to leave shortly before the end of the match. The fans in the front ranks found the exit gates were locked, but those in the rear continued to press forward. In 1982, 340 people were reported killed at a match in Moscow's Lenin Stadium (Fruin, 1981). It shows that if the people are not properly managed then this can be lead to the disasters which will be uncontrollable and can affect the national peace of the country. In India a huge crowd can gather for any reason, anywhere and anytime. May be it for demonstration against the authority, religious or spiritual gatherings, road accidents or a film shoot, and due to social and cultural gathering which includes marriage ceremony also there is need to control crowd gathers immediately as soon as the event takes place so that the

resource can be utilized. But there are sometimes when such gatherings and crowd result in some of the gruesome and deadly incidents. Some of the famous incidents are:

One of the deadliest fires in the history of Indian cinema broke out at Uphaar Cinema in Delhi on June 13 1997. Around 59 people died and 103 were seriously injured in the subsequent stampede that took place after the fire.

One of the worst cases of human stampede took place at the scenic fort of Mehrangarh at Jodhpur. Around 249 people were killed and 400 were injured when the pilgrims went to visit the temple dedicated to goddess Chamunda Devi on the first day of Navratri. The stampede occurred due to the rumor of supposed collapse of a wall.

Another incident that took place in the same year was the stampede at the famous hilltop temple of Naina Devi in Himachal Pradesh. The incident claimed the life of around 145 devotees and left around 230 injured. Rumors of landslide triggered the stampede and around 5000 people started running down the temple.

A recent stampede on March 6, 2010 took the life of nearly 60 people and left 25 injured at the Ram Janaki Temple at Uttar Pradesh which is managed by Jagadguru Kripaluji Maharaj. The incident took place when all the devotees were gathered in the temple for ritual, feast and free distribution of clothes.

As we can see that due to lack of people management in Subrimala Mandir ,Pullumedu in Idukki district of Kerala, triggering a stampede on 15 January 2011 there was at least 90 pilgrims returning from Sabarimala Ayyappa temple were killed and about 100 injured tonight when a jeep ploughed through the devotees in a narrow forest stretch at. We can avoid this disaster by constructing the new over bridge behind the temple to reduce the crowding of pilgrims when they approach the temple (zee news.com, 11 NOV 2010). The people management techniques are usually required in several industries and many places, such as: clubs, banks, railway stations, bus stations, airports, government offices, theaters, theme parks, retail stores, tourist attractions, stadiums and sports venues, festivals, concerts, casinos, parking garages, cruise ships and museums or galleries and gathering assembles due to the political convention speeches. There are four key aspects of people management (GCCC, January 2006).

Figure 1: Aspect of People Management.

People management means the way to inspire people at work, or for any mission, which appeal to their spiritual core, and stimulate them. People management also states that how the people of different country how effectively one can communicate with the group of people and manage the diversity in their thoughts as well as by building understanding you will develop ongoing, productive relationships with all of your people, which will give you an enormous return on the efforts you put in. people management involves different skills on the basis of which people belonging to different casts , religion etc can be effectively managed under one roof.

Human or manmade disasters generally occur due to lack of awareness, lack of sensitivity, inefficient management and ignorance towards safety measures. There are many such incidents that take place at the Kumbh Mela, at busy railway stations and bus stands, at cinema halls, at sport events and other public places.

1.1 Importance of people management

Firstly, because people in the crowd tend to follow or run other people due to some kind of rumor without giving any second thought.

Secondly, individuals within the crowd also take it for granted that it is other's responsibility to manage any inconvenience.

Thirdly, big gatherings make actions slower and more complicated and lastly, huge crowd in small and closed places make communication slower and movement complicated.

Huge crowd is always a source of accidents. There is a need for effective planning mechanisms in order to deal with such events. The innocent lives of many can be saved through proper crowd management. Crowd control i.e. controlling the people to prevent any type of disorder or prevention of possible riots is also important. In such situations it is also important to keep the crowd calm and under control. Crowd control may be part of a People management plan, or occur as an unplanned reaction to a group problem. In order to solve the problem of managing the people we can have crowd management centers.

Figure 2: Crowd Management Centers Control these Areas.

Crowd behavior means normal crowd (people) dynamics, crowd characteristics means demographic data, facility and design means parking facility, transportation etc. India is a nation with around 1.1 billion population and religion is the heart and soul of Indians. There are number of holy places where people go in large numbers especially during special occasions or festivals. Bartronics limited has developed and implemented Crowd Management Solution to effectively Control and manage the large number of people gathering in Congregations, Religious Pilgrimages and sports events etc. with the help of equipment like Barcode Printer, Scanners/ Readers, Back-end Software, Networking we can easily manage the huge crowd of people efficiently (Kenny, et .al ; 2001).

In such times there are mammoth sized gatherings, it is required for the police and local administration to access

and anticipate the approximate number of people visiting and make proper arrangements. The police maker , administration and organizers are needed to work out on all the details about the event, number of people, the space available, proper entry and exit arrangements, emergency exit, volunteers for guiding the crowd, fire extinguishers and also keep medical aid at hand. There should also be arrangements for food, water and shed in case of raining and snowy terrain (Crowd management station, 2004).

The number one benefit of information technology is that in it empowers people to do what they want to do. It lets people be creative, productive and learn things they didn't think they could learn before, and so in a sense it is all about potential. Ineffective people management leads to crowd disasters in which people are seriously injured or even killed due to crushing or trampling, are not restricted to emergencies such as fires, to condition of crowd violence such incidents occurred at place of religious gathering, railway station, political conventions in malls (cinema halls), cultural and social religious gathering, and schools or colleges.
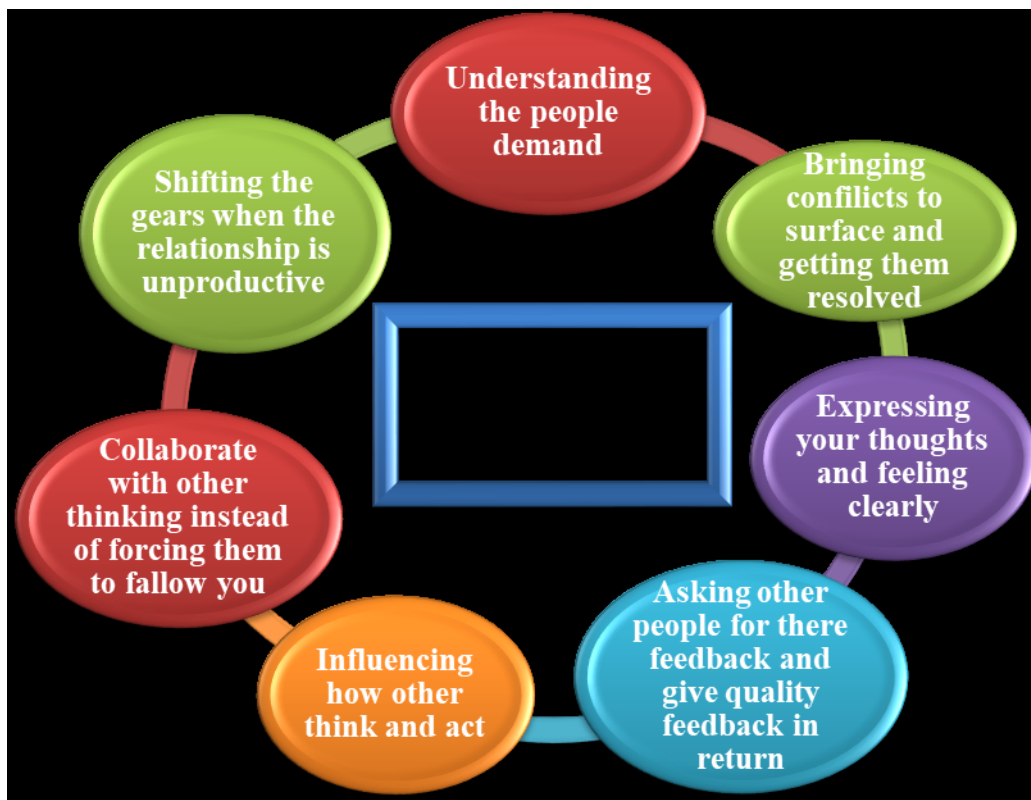

Figure 3: Essential Requirements for People Management

2. OBJECTIVE OF THE STUDY

1. Identifying the Importance and developing the suggestive Model for People Management.

2. Understanding how the government volunteers are been engaged in managing people came for Khumbhmela since the people from different states with different beliefs gather under one roof near Ganga, Yamuna and Saraswati.

3. Identify the solution regarding , address issues, generate new ideas, monitor throughput of work or review how we are working together as a team in order to manage the crowd of people .

4. Suggesting the Strategies constraint on which people management objectives can be achieved.

2.1 Rationale of study

1. Same theory will be applicable for controlling other disasters.

2. To take prevention in political parties and rallies.

We can observe that word people management sounds easy but it is challenging and for managing the crowd of the people skills is an important essence which is required for managing the crowd. People can be managed effectively by fallowing the various factors.
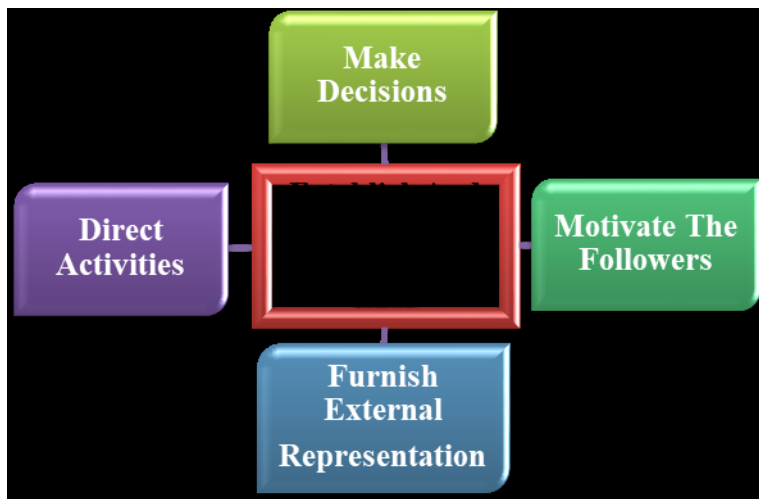

Figure 4: Factors involve in people management.

In order to effectively perform the task of people management strategies must be adopted so that people diversified in nature, castes, perception, occupation and belief can be convinced to fallow the same thoughts and perception (manage people, 2011). People management specifically deals and throws light on managing self, managing people, managing work, managing relations and managing situation. Efficient people management and control is a determinant of the quality of human experience

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and in these environmental setting, and critical safety
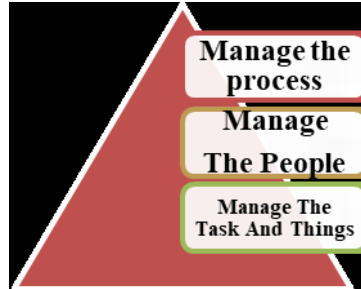
condition.

Figure 5: Strategies of people management

To meet the challenges of the future, we will rely on our ability to attract, develop, and mobilize the capabilities of our existing people, as well as our ability to attract talented future employees, particularly in critical areas (GCCC January 2006).
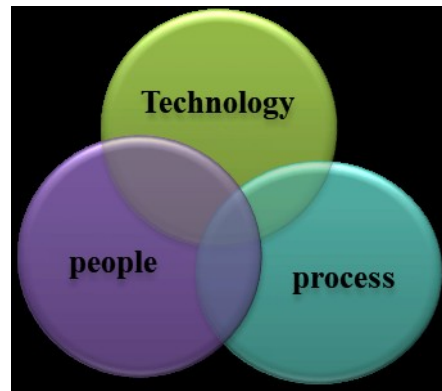

Figure 6: People Management Makes the Environment Conducive

people mangemnet system depends upon the technology which is used as well as the process which is been involved in controlling the people whether it is case of railway station or sport stadium with the help of cctv,alarms, telephone and control pannel we can eaisly detect where is the need of contol and accordingly policies for controlling the people can be effecitvely drafted out.people mangemnet system also effects the environment which effect social benefit policies as well as cost effective plicies.

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                    People management
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   Social benefit policies      Cost effective policies
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Social benefit policies

- Provide food to the people in the religious gathering
- Establish camps for medical facilities
- Provide proper facility for entry and exit.
- Provide blanket and provide them with proper equipment of fire extinguishers and etc.
- Parking facilities for 2 wheeler and 4 wheeler

Cost effective policies

- Bridge which is to be constructed must be of good quality but expenses should be controlled
- Parachute should be small and according to the height of building.
- Fire alarm should be there within the building so that people is not been troubled.

Optimum level

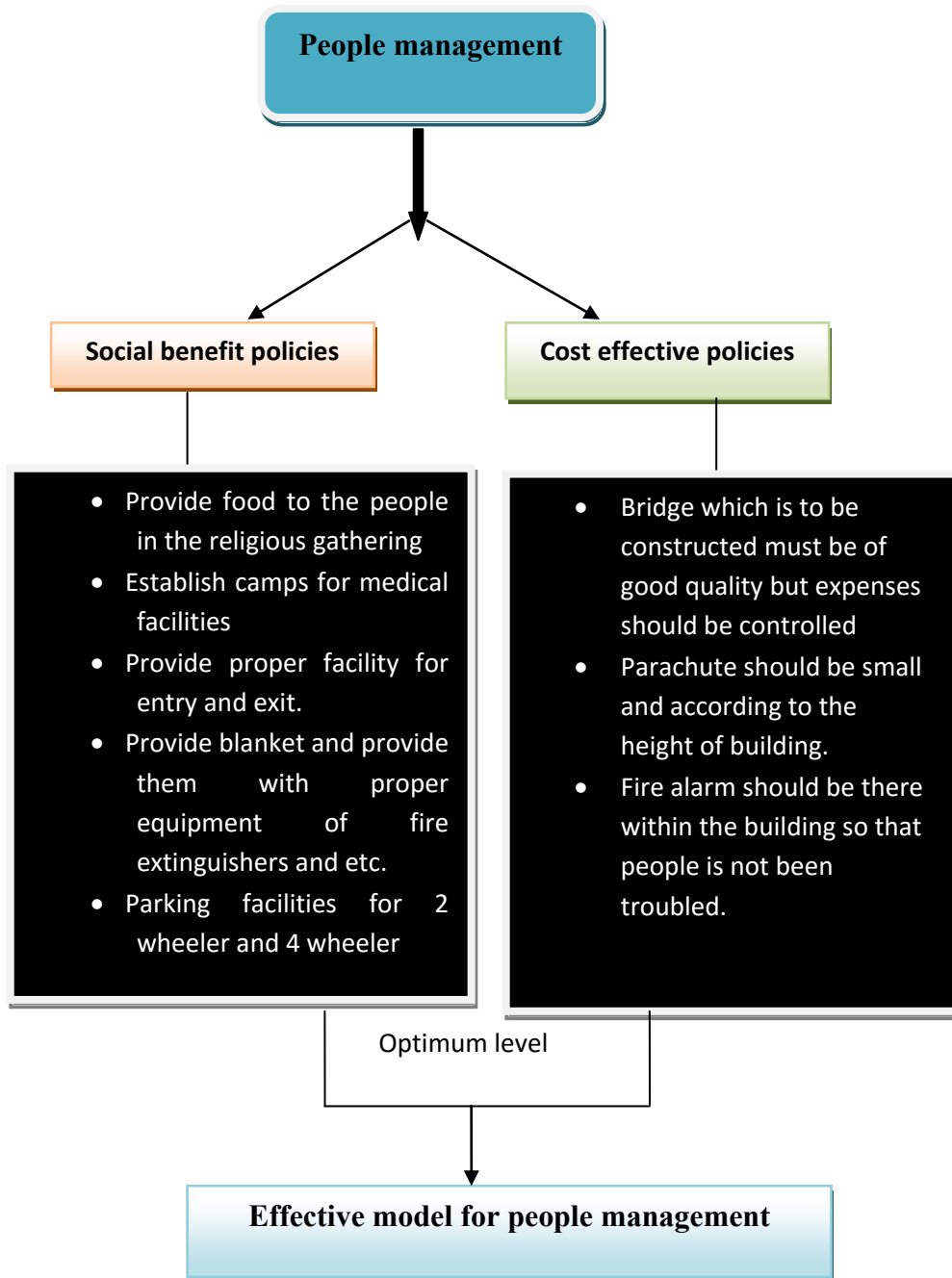**Effective model for people management**

Figure 7: People Management Model

People management policies should be fallowed for controlling the people in the social gathering will leads to the formulation of the social benefit policies and cost effective polices and helps in drafting the effective model for people management.

People management policies can be fallowed where the number of people is more than 5000 so the policies should be made according to that people should be managed there should be restriction on the religious places regarding the number of pilgrims. There is a limit to the number of pilgrims the route to the hill and shrine itself can accommodate. there must be provision of ticket and the path of visit to temple must be designed in such a way so that pilgrims can be managed effectively example which can be seen in this case is Balaji Temple the route to temple is designed in such a way so that crowd can be control and managed properly.

The primary element involved in crowd disasters has been determined from personnel experiences, analysis of crowd incidents and basic traffic flow principles .This strategy can be adopted in order to manage the huge crowd of people and protect the life and the property from incurring any losses.
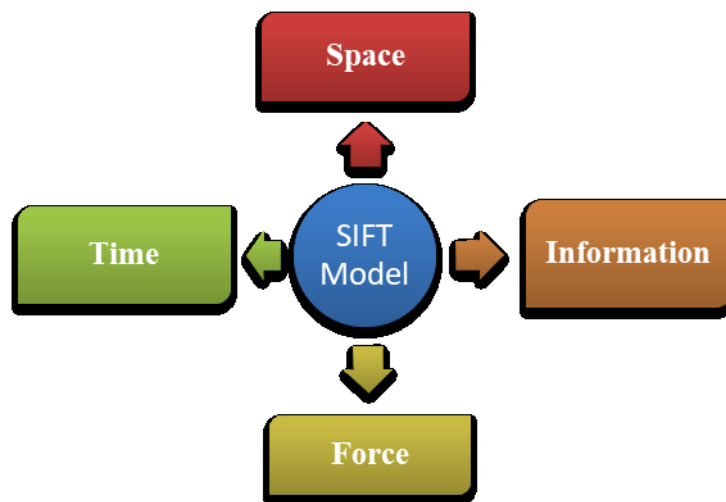

Figure 8: SIFT Model of feasibility adopted for managing the people

SPACE (S) involved in the crowd incident, standing area, physical facilities - stairs, corridors, escalators; INFORMATION (I) upon which the crowd acts or reacts, real or perceived, true or false; FORCE (F) of the crowd, or crowd pressure; TIME (T) duration of incident, event scheduling, facility processing rates The crowd incident model and its derivative guidelines show that many crowd disasters could have been avoided by simple advance planning and management techniques. Reliable real-time communication between those responsible for crowd management, and authoritative communication with the crowd, is also critical elements in defusing a potentially lethal crowd incident. These strategies are also the least costly means of preventing crowd disasters.

3. A Case Study with Special Reference to Khumbhmela held at Allahabad

- **Location:** Allahabad

- **Time:** January& February (after every 12 years)

- **Duration:** 6 weeks

- **How to reach:** Roads and Railways up to Allahabad and airport at Varanasi, 135 kms.

The Kumbh Mela is a religious occasion, which has almost always had festive cultural dimensions. The Kumbh Mela is organized after a gap of every 12 years at a few selected Riverbanks considered sacred in India. The confluence of the mighty Ganga (Ganges) and the Yamuna at Allahabad called the Sangam is one of these (Bhattacharya 1956). Six years before and six years after each Kumbh Mela, the Ardh Kumbh (Half Kumbh) is also organized at all these sites. During the Melas, millions of people from different parts of the country, including the southern states, but mainly from the northern parts of India come to take a ritual dip in the waters of the river Ganga and stay at Allahabad to perform religious rituals. Millions

of people gathered around the river Ganga therefore facilities which are been provided by the government must be equally utilized therefore with the help of effective cooperation and coordination we can successfully perform the task of people management (David, The world most massive act of faith). In this way we can say with the effective people management we are able to handle the crowd of millions of people which gather near Ganga so that people from different countries are provided with best facilities. People management is important essences which are required for handling the problem and lack of people management leads problem such as the sheer popularity and importance of the festival has led in itself to problems. In 1954 at Allahabad many hundred pilgrims were trampled to death, and in 2003 thirty-nine pilgrims died at Nasik. The massive temporary population explosion causes public health problems such as cholera at Haridwar in 1892 (Khumbh mela history, 2011). Apart from these the people faced traffic problem the food were not equally distributed and parking problem are been also faced by the people.

Year's	No. of pilgrims paid homage to pious Ganga
1955	6 million people visited
1977	10 million people visited
1989	15 million people visited
2001	60 million people visited
2007	70 million people visited

Table 1: Displays data pilgrims visited from 1995 to 2007 at khumbhmela

Source: An Extra Report on Kumbha Mela, 2001 (Knapp)

4. SUGGESTION

Our various benevolent services which should be provide by the government as well as citizen of the responsible country in order to control the crowd at Kumbh Mela Includes:

- Proper medical mobile van with generated and other essential amenities such as nursing staff, doctor and ambulance facility.

- Lost and found services would be situated at a top place of crowd.

- Proper training would be provided to special polices force to control the mela traffic and which teaches Fire drills, effective escape procedures; and first aid, saving lives.

- Volunteering would be provided by common people to help pilgrims at the bathing ghats.

- Fooding and lodging shall available for needy pilgrims and volunteers.

- Proper layout of melas or rallies would be placed at different entrances .

- There would be restriction on noise producing equipment.

- Proper drinking and refreshment facility would be provided to mass.

- Crowd area should be "No fire zone area" and also fire fighting services would be available

- There should be proper videography and recording facility to cover all individuals.

- Besides of these a special training would be provided to all pilgrims and individuals to save the lives of themselves and others during any kind of disasters , definitely it is not an easier task but we can distribute some booklets or video films to pilgrims and participant at entrance with the help of supporting staff.

Government is been carrying on such humanitarian services for years together. People management helps in controlling the other disasters which can occur due to ineffective management and inconvenience which can be faced by the people which occurs due to the rumors and results in the great loss of the life and property of the human being.

Figure 9: Building with swing like slopes to counter disaster.

With help of effective people management we can be able to control the other disaster which occurs due to misunderstanding or rumors which leads results in huge loss of life and property. for example in a huge building kind of slopes provision should be there so that in case of some mishappening like terrorist attack people can be in a safer mode for instances if we see the picture above it clearly depict that people residing in the different floor if run from the same stairs then it may results into serious injurious therefore if there is provision of slopes then people can easily protect themselves and with that there must availability of sand at the end of slopes so that people are not been injured badly. We can provide facility of parachute to each person residing in the multi stored building where they can immediately fly and parachute can be in a hemispherical shape and it must be designed by considering height of building so that the people living in

the building can be safe and at the time of some disasters they can manage themselves properly. In this we can say that people management plays an important role in controlling the disasters and helps in protecting the life of the people.

5. CONCLUSION

People management is a module aims to help participants identity there likely future roles as people managers in an organizations and their contribution to the achievement of the organizations objectives. The course on people management consists of 5 modules that provide a comprehensive picture of people decision that are vital in all organizations. In a same way people management is important for organizing every event in order to make successful even in case of khumbhmela where millions

of people from different parts of the countries including the southern states, but mainly from the northern part of India come to take a ritual dip in the water of the river Ganga and stay at Allahabad to perform religious rituals.

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