

Media Advisory

Media persons including the media representatives of Uttar Pradesh and the national media representatives accredited by PIB (Government of India) or by various state governments, who possess authority letter of the concerning organization, identity card and other document of their identity are most welcome to avail themselves of the facilities provided at Media Centre, Kali Sadak, Parade, Kumbh Mela area. To obtain Mela Authority Entry Pass for media coverage, the media representatives can apply through PIB or Director, Information of the concerning state. For this purpose, application can be submitted in the prescribed pro forma to the contacts and email ids given on Kumbh Media-2019 page linked to website <https://kumbh.gov.in>, website of Information Department <http://information.up.nic.in>, website of Tourism Department <http://www.uptourism.gov.in> and nodal website of UP government <http://up.gov.in>. The applications can also be submitted in the above mentioned offices or to the controlling officers.

The event is an unparalleled display of Indian culture's harmony and all inclusive nature. Diverse Indian culture, elevated spiritual consciousness and festivity of Indian public life are identity of this mega event. The event aptly mirrors enthusiastic and festive celebration of the all inclusive Indian philosophy that has brought the world closer to its message of peace and immortality. The Information and Public Relations Department Uttar Pradesh cordially invites media persons in this incomparable event.

Press registration is exclusively for media persons officially accredited/ non-accredited, representing any print and electronic media houses. Do fill in the registration form in the media Pass Registration tab. Personnel can submit the online registration form or download the form and send it to the concerning officer mentioned below as well. Click here for the updated accredited media list. Once you are enrolled to our media list, you can reach the venue and collect your passes from the concerning officer.

Contact for Press / Media Registration

S.No.	Name	Phone No.	Email	Contact Address	Responsibility
1	Mr. Dinesh Kumar Gupta	+91-9716149249	mediainternationalkumbh2019@gmail.com	Uttar Pradesh State Information Centre, Chandralok Building, Janpath, New Delhi	International Media / National Media
2	Mr. Dinesh Kumar Garg	+91-9453005349	medianationalkumbh2019@gmail.com	Directorate of Information and Public Relations, Uttar Pradesh, 6, Park Road, Lucknow- 01, U.P.	National Media
3	Mr. Triloki Ram	+91-9453005348	mediastatekumbh2019@gmail.com	Deputy Director/ Officer in-charge, Media Centre, Secretariat, (Annexe), Lal Bahadur Shashtri Bhavan, Lucknow	State Media
4	Mr. Sayeed Sharib	+91-9415007698	mediastatekumbh2019@gmail.com	Media Centre, Secretariat, (Annexe), Lal Bahadur Shashtri Bhavan, Lucknow	State Media
5	Dr. Sanjay Rai	+91-9453005380	mediaregionalkumbh2019@gmail.com	District Information Office, Collectrate Campus, Prayagraj	Prayajraj (Local) media

Contact for Collection of Media Passes

S.No.	Name	Phone No.	Contact Address	Responsibility
1	Mr. Dinesh Kumar Gupta Director	+91-9716149249	Uttar Pradesh State Information Centre, Chandralok Building, Janpath, New Delhi	International Media / National Media
2	Mr. Prabhat Shukla Assistant Director	+91-7705801000	International Media Colony, Near Ganga Pandal, Triveni Road, Parade Ground, Sector-1, Kumbh Mela, Prayagraj.	International Media
3	Mr. Vinod Kumar Pandey Deputy Director	+91-9453005361	Media Centre, Kali Road, Parade Ground, Sector- 2 Kumbh Mela, Prayagraj, U.P.	National Media
4	Mr. Triloki Ram Deputy Director	+91-9453005348	Officer in-charge, Media Centre, Secretariat, (Shashtri Bhavan), Lal Bahadur Shashtri Bhavan, Lucknow, U.P.	State Media
5	Mr. Sayeed Sharib Information Officer	+91-9415007698	Media Centre, Secretariat, (Annexe), Lal Bahadur Shashtri Bhavan, Lucknow, U.P.	State Media
6	Mr. Indramani Pandey Information Officer	+91-9453005381	Media Centre, Kali Road, Parade Ground, Sector- 2 Kumbh Mela, Prayagraj, U.P.	Prayagraj Local media/ OB van workers

Contact for Accommodation

S.No.	Media	Name	Phone No.	Contact Address
1	International Media	Mr. Prabhat Shukla Assistant Director	+91-7705801000	International Media Colony, Near Ganga Pandal, Triveni Road, Parade Ground, Sector-1, Kumbh Mela, Prayagraj.
2	National Media	Mr. Vinod Kumar Pandey Deputy Director	+91-9453005361	Media Centre, Kali Road, Parade Ground, Sector- 2 Kumbh Mela, Prayagraj, U.P.
3	State Media	Mr. Vinod Kumar Pandey Deputy Director	+91-9453005361	Media Centre, Kali Road, Parade Ground, Sector- 2 Kumbh Mela, Prayagraj, U.P.
4	Prayagraj Local media/ OB van workers	Mr. Indramani Pandey Information Officer	+91-9415007698	Media Centre, Kali Road, Parade Ground, Sector- 2 Kumbh Mela, Prayagraj, U.P.

Colour Code-Media Pass

- International Media- RED
- National Media / OB van Operators - ORANGE
- Prayagraj Local Media- WHITE

Kumbh Mela

Kumbh Mela being organised in Uttar Pradesh at Prayagraj is the world's most massive and self-motivated congregation and vibrant pilgrimage. According to mythology, gods and demons came together to claim Ambrosia (Amrit) during churning of divine Ksheer Sagar and it was decided that the content skimmed out after sea churning would be divided among them. In the churning, mythological Mandarachal (mountain) was used as stirrer, while the King of Nags (cobras) was made stirrer's rope. It is said the sea churning by gods and demons continued for ten thousand years and subsequently, gems and a pot full of ambrosia were obtained. The concern, what would happen to the world when demons would drink ambrosia and become immortal, forced the gods to hide the ambrosia pot. For this, the gods and the demons fought with each other. During this fight, Jayent, the son of King of gods, Indra, kept

running away to eight places of the Heaven and thereafter on the earth hither and thither to hide the pot of ambrosia. According to the Puranas, during the fight, Jayant kept the Ambrosia pot at Haridwar, Prayag, Ujjain and Nashik and some drops of ambrosia splashed out at the ground and enriched these places with divine energy forever during a certain planetary position. Kumbh Melas are organised at these places.

Important Bathing Dates

Important bathing dates of the Prayagraj Kumbh-2019 are as under

- January 15, 2019 Makar Sankranti
- January 21, 2019 Paush Purnima
- February 04, 2019 Mauni Amavasya
- February 10, 2019 Basant Pachami
- February 19, 2019 Maghi Purnima
- March 04, 2019 Mahashivratri

Transportation

Prayagraj can easily be navigated from any part of the country by road, rail and domestic airways.

Media Centre

The Information & Public Relations Department, Uttar Pradesh will run an ultramodern and well equipped Media Centre & Studio as per the needs of media in current scenario on Kali Road within the Kumbh Mela area. Temporary and short term residential facilities and a food court to serve different vegetarian dishes are being set up for international, national and local media representatives in the Mela area. Besides, facilities like studio equipped with cameras, computers along with broadband connection, scanners, fax and photocopiers, important computer software and accommodation as per demand and availability would be provided on first come first serve basis at mela sites. No media organization will be allowed to setup temporary or permanent studio of any type or to shoot any commercial advertisement within the reserved media centre area. Elevated media platforms will be available for coverage at important places in addition to media centre. A social media hub will also function at the media centre for collecting breaking news.

Parking

- Vehicles of media representatives would be allowed up to media centre but cannot be parked there. Parking arrangements will be outside.
- Due to lack of space, it is requested to bring machines smaller in size like small and compact OB Vans or Live U.
- During the important bathing occasions, no media vehicle will even be allowed to stop or park itself on the road. Media vehicles would be allowed to go only up to the earmarked distance.

Catering and Accommodation

- The media persons would be provided a maximum three day short term accommodation in residential area of Media Centre. Checkout time will be 12:00 noon.
- Responsibility of ensuring safety of individual/institutional allottee's belongings will be of the concerning person/media persons.
- The department will not be responsible for any accident, illness or risk during transportation, stay and activity of media persons in mela period.
- Catering arrangement through Food Court of Media Centre will be chargeable at reasonable rates.
- Reservation can be made for regular residential and catering facilities by contacting local hotels/guesthouses. Detailed information in this regard can be had from the website of Tourism Department.

Do's & Don'ts

Media follows some or other code of conduct all over the world. You are requested to follow universal ethical values of media during coverage of Kumbh Mela. It may be possible that any of your much acclaimed news or photograph is praised by a section of the people; but in case any attempt is made to digitally edit that visual, such an attempt may mar or kill the importance of the particular incident or place. Today, when the whole world has become a global family, even a minor mistake may affect sentiments of a community or country. Some important points in this regard are given as under

Do's

- As a media representative, despite being not interested in using any of the facilities available in the Media Centre, nevertheless, you must get yourself registered with the Media Centre and obtain authority letter for touring mela area.
- Always keep your identity card with you.
- Kindly strictly follow the rules and regulations framed by Mela Administration from public convenience point of view. These rules and regulations are available on the website of Kumbh Mela.
- Kindly maintain the sanctity of holy places and never visit temples while wearing leather shoes or carrying leather bags.
- Kindly maintain amicable relations with fellow media persons. This will help you on many occasions.
- Kindly take care of your belongings and never entrust safety of your belongings to any strangers.
- Kindly park your vehicle only after checking the window, door, boot locks and light switches.
- You will get several opportunities to shoot or gather information that enthrall your readers or viewers. Kindly present your story after fully comprehending the real religious or symbolic background of the occasions, activities, persons, place and incidents that want to shoot or report. In such cases, never apply your pre conception otherwise you may become a subject of serious dispute unknowingly, specially, pay proper attention to local customs as well as issues of privacy while doing photo or video shoot.
- Keeping in view heavy demand of facilities during the Kumbh, it will be relevant to have a smaller coverage team.

Don'ts

- Use of alcohol and other intoxicants as well as meat based food is strictly prohibited in Kumbh Mela area, Prayagraj. You cannot bring these things after getting it prepared from your home or outside or in canned form.
- As per the orders of Hon'ble Allahabad High Court, use of polythene is strictly prohibited in the mela area.
- Don't litter hither and thither the waste like non degradable material, mineral water bottles, tin, empty tins of canned food and drink, synthetic bags etc. Use garbage baskets kept for this purpose at designated places.
- Use of detergent or any kind of soap is prohibited in the holy Ganga, Yamuna and point of Confluence.
- Don't exchange money, eatables etc with beggars and strangers in the mela area.
- Maintain decorum and customs, besides keeping a safe distance while doing photoshoot of various demonstrations and postures of saints and different sects.
- Don't make any effort to enter and cover the restricted places and areas.
- Photography is prohibited upto 100 metres from bathing places in confluence area and Ganga-Yamuna.
- Must keep Photo Identity Card issued by your organization/ department.

Important Websites

- www.up.gov.in
- www.kumbh.gov.in
- www.uptourism.gov.in
- www.information.up.nic.in