

10. Rath yatra

Purpose The purpose of this document is to outline the process of organising Ratha Yatra according to the standards of ISKCON.

	ACTIVITY GROUP		ACTIVITY
10.1	Pre-event preparation		
		10.1.1	Decisions on Event
		10.1.2	Permissions
		10.1.3	Fund raising and Finance
		10.1.4	Publicity
		10.1.5	Pandal planning
		10.1.6	Prasadam planning
10.2	Event preparation		
		10.2.1	Pandal & Ground
		10.2.2	Prasadam
		10.2.3	Deity department
		10.2.4	Procession
10.3	Post-event wind-up		
		10.3.1	Wind-up activities

Process KPIs

	Key Performance Indicator	Measure	Permissible Value
1	Increase in the no.of prasadam plates distributed	%	>10%

RASCI Matrix at Activity Group Level

	Activity	Responsible	Accountable	Sponsor	Consult	Inform
10.1	Pre-event preparation	Overall co-ordinators	Overall co-ordinators		Overall co-ordinators	Overall co-ordinators
10.2	Event preparation	Overall co-ordinators	Overall co-ordinators		Overall co-ordinators	Overall co-ordinators
10.3	Post-event wind-up	Overall co-ordinators	Overall co-ordinators		Overall co-ordinators	Overall co-ordinators

Escalation Matrix

	Level 1	Level 2
Role	OvM	MD
Resolution Time	1 Day	1Day

Activity Group 10.1 Pre-event preparation

Sr. No	Activity	Owner
10.1.1	Decision on Event	Organising committee
	Well in advance the date of ratha yatra, venue, route of procession and other things should be decided	

Activity Flow

Task Information

		<u>By When</u>	<u>By Who</u>
10.1.1.1	Fix the date of Ratha Yatra	2 months before the event	Org. committee
10.1.1.2	Decide the venue for pandal	2 months before the event	Org. committee
10.1.1.3	Decide the route for the ratha yatra procession	2 months before the event	Org. committee
10.1.1.4	Decide on the budget of the ratha yatra based on previous fund raising experience	2 months before the event	Org. committee
10.1.1.5	Form teams for different activities co-ordination	2 months before the event	Org. committee

Rules

Guidelines

Exceptions – What to do if...

Job Aids

Sr. No	Activity	Owner
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10.1.2 Permissions

Organising committee

Ratha yatra being public event there are lot of legal permissions required, these should be planned well in advance



Activity Flow



Task Information

		<u>By When</u>	<u>By Who</u>
10.1.2.1	Prepare letters for police requisition	1 month before the event	Co-ordinator
10.1.2.2	Submit request letters in the police stations connected in the route of procession	1 month before the event	Co-ordinator
10.1.2.3	Request letter to RTO to be submitted	1 month before the event	Co-ordinator
10.1.2.4	Get hoarding permissions from concerned dept.	1 month before the event	Co-ordinator
10.1.2.5	Get Sound system permission from the concerned dept.	1 month before the event	Co-ordinator
10.1.2.6	Trees in the route of processions if coming in way should be trimmed by proper communication	1 week before the event	Co-ordinator
10.1.2.7	Get Rath parking permissions	1 week before the event	Co-ordinator
10.1.2.8	Road no-parking request should be considered	1 week before the event	Co-ordinator



Rules



Guidelines



Exceptions – What to do if...



Job Aids

Sr. No	Activity	Owner
10.1.3	Fund raising and Finance	Organising committee
	The funds are important in conducting the event successfully and for smooth co-ordination of all activities	

Activity Flow/Organisational Structure

Task Information

		<u>By When</u>	<u>By Who</u>
10.1.3.1	Handover finance responsibility to the team	2 months before the event	Org. committee
10.1.3.2	Form teams for different regions for collecting funds	2 months before the event	Org. committee
10.1.3.3	Appeal brochures should be made for funds	2 months before the event	Co-ordinator
10.1.3.4	Website links should be provided for online funds	2 months before the event	Co-ordinator
10.1.3.5	Conduct PPT presentations for fund raising	2 months before the event	Co-ordinator
10.1.3.6	Make special Aarati coupons for donors	2 months before the event	Co-ordinator
10.1.3.7	Collect cheques and submit to the temple connected	When required	Co-ordinator
10.1.3.8	Generate 80G certificates for the donors with the help of temple	When required	Co-ordinator

Rules



Guidelines



Exceptions – What to do if...



Job Aids

Sr. No	Activity	Owner
10.1.4	Publicity	Organising committee
	The proper publicity should be conducted for successfully organising any event, it should be thoughtful and attractive to pull more people for receiving Lord Jagannath's mercy	

Activity Flow/Organisational Structure

Task Information

		<u>By When</u>	<u>By Who</u>
10.1.4.1	Design, print and distribute invitation card	2 months before the event	Co-ordinator
10.1.4.2	Put-up hoardings at strategic points of the city	2 weeks before the event	Co-ordinator
10.1.4.3	Give news paper ads for the event	2 to 3 days before the event	Co-ordinator
10.1.4.4	Give BEST bus ads for the event	1 week before the event	Co-ordinator
10.1.4.5	Design and Distribute pamphlets of the event	1 week before the event	Co-ordinator
10.1.4.6	Announce in near by temple	1 week before the event	Co-ordinator
10.1.4.7	Put-up details of the event in the temple notice boards	1 week before the event	Co-ordinator
10.1.4.8	Create website for the event and spread the link through mails	2 months before the event	Co-ordinator
10.1.4.9	Advertise through temple websites	2 weeks before the event	Co-ordinator

Rules

Guidelines

Exceptions – What to do if...

Job Aids

Sr. No	Activity	Owner
10.1.5	Pandal planning	Organising committee

Decision on pandal setup, decoration, lighting, sound, stalls should be planned well in advance

Activity Flow

Task Information

		<u>By When</u>	<u>By Who</u>
10.1.5.1	Plan the pandal site map	2 weeks before the event	Org. committee
10.1.5.2	Plan the stage theme	2 weeks before the event	Org. committee
10.1.5.3	Plan the lighting arrangement for the entire area	2 weeks before the event	Org. committee
10.1.5.4	Plan the sound system arrangement for the entire event	2 weeks before the event	Org. committee
10.1.5.5	Design the hundi for collecting public offerings	2 weeks before the event	Org. committee
10.1.5.6	Form team for stalls co-ordination	1 week before the event	Org. committee
10.1.5.7	Form VIP reception and escort team	1 week before the event	Org. committee
10.1.5.8	Form Pandal security team	1 week before the event	Org. committee
10.1.5.9	Form Pandal crowd control team	1 week before the event	Org. committee
10.1.5.10	Co-ordinator for media coverage	1 week before the event	Org. committee
10.1.5.11	Co-ordinator for photo shooting and video	1 week before the event	Org. committee
10.1.5.12	Co-ordinator for medical services	1 week before the event	Org. committee
10.1.5.13	Co-ordinator for event schedule monitoring	2 weeks before the event	Org. committee
10.1.5.14	Form team for prasadam place co-ordination	1 week before the event	Org. committee

**Rules****Guidelines****Exceptions – What to do if...****Job Aids**

Sr. No	Activity	Owner
10.1.6	Prasadam Plannig	OvM
	The prasadam distribution to the public is one of important aspect of our event, it should be properly planned by considering the following points	

**Activity Flow****Task Information**

		<u>By When</u>	<u>By Who</u>
10.1.6.1	Estimating the no. of food plates	2 weeks before the event	Org. committee
10.1.6.2	Decide the Menu for lunch and dinner	2 weeks before the event	Org. committee
10.1.6.3	Estimate the cost and raise the funds	2 weeks before the event	Org. committee
10.1.6.4	Decide the cooking manpower	2 weeks before the event	Org. committee
10.1.6.5	Plan the ingredient procurement	2 weeks before the event	Co-ordinator
10.1.6.6	Plan the Kitchen setup with utensils	2 weeks before the event	Co-ordinator

10.1.6.7	Fix the person for cooking monitoring	1 week before the event	Org. committee
10.1.6.8	Form team for Transfer and refilling	1 week before the event	Org. committee
10.1.6.9	Form team for serving	1 week before the event	Org. committee
10.1.6.10	Form team for seating directions	1 week before the event	Org. committee
10.1.6.11	Form team Dustbin management	1 week before the event	Org. committee
10.1.6.12	Form team for water management	1 week before the event	Org. committee
10.1.6.13	Form team for ad-hoc cleaning requirement	1 week before the event	Org. committee



Rules



Guidelines



Exceptions – What to do if...



Job Aids

Activity Group 10.2 Event Preparations

Sr. No	Activity	Owner
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10.2.1 Pandal and Ground Co-ordinators

The plan of pandal site map should be executed on the day before procession, all other activities related to the ground should be put in to action as per plan on the day of event

Activity Flow

Task Information

		<u>By When</u>	<u>By Who</u>
10.2.1.1	Set-up the pandal as per the site-map	1 day before the event	Co-ordinator
10.2.1.2	Set-up the stage as per the decided theme	9AM on the day of event	Co-ordinator
10.2.1.3	Execute the lighting arrangements for the entire ground	12PM on the day of event	Co-ordinator
10.2.1.4	Put-up the speakers and monitor the sound system arrangement	12PM on the day of event	Co-ordinator
10.2.1.5	Put-up hundi	12PM on the day of event	Co-ordinator
10.2.1.6	Allocate the stalls for different sponsors and devotees	On the day of event	Co-ordinator
10.2.1.7	Receive and escort the VIPs	On the day of event	Co-ordinator
10.2.1.8	Receive and escort the Senior devotees	On the day of event	Co-ordinator
10.2.1.9	Put-up security check at the entrance	On the day of event	Co-ordinator
10.2.1.10	Guide the general public for darshan and events	On the day of event	Co-ordinator
10.2.1.11	Attend to the media coverage	On the day of event	Co-ordinator
10.2.1.12	Co-ordinate photo shooting and video	On the day of event	Co-ordinator
10.2.1.13	Put-up medical services	On the day of event	Co-ordinator
10.2.1.14	Organise the events as per schedule	On the day of event	Co-ordinator

**Rules****Guidelines****Exceptions – What to do if...****Job Aids**

Sr. No	Activity	Owner
10.2.2	Prasadam	Co-ordinators
	The prasadam should be managed to cook on time and served sumptuously to all the people attending the event following the below guide lines	

**Activity Flow****Task Information**

		<u>By When</u>	<u>By Who</u>
10.2.2.1	Set-up the kitchen with all utensils	On the day of event	Co-ordinator
10.2.2.2	All the ingredients and accessories should be shifted on time	On the day of event	Co-ordinator
10.2.2.3	The cooks should be available on time and the start the preparations well in advance	As per requirement	Cooks
10.2.2.4	Person should monitor the cooking of different items	On the day of event	Co-ordinator
10.2.2.5	The bhoga should be offered to the deities	As per requirement	Pujari
10.2.2.6	Transfer the prasadam to the serving utensils	As per requirement	Co-ordinator
10.2.2.7	Move the prasadam to the serving counters	As per requirement	Co-ordinator
10.2.2.8	Start the serving on time as per authority's instruction	As per requirement	Co-ordinator
10.2.2.9	Drinking water arrangements should be made in advance	On the day of event	Co-ordinator
10.2.2.10	Place the dust-bins as per the earlier plan	On the day of event	Co-ordinator

10.2.2.11	Empty the dust-bins when required	As per requirement	Co-ordinator
10.2.2.12	Prasadam should be refilled and sent to the serving counters as per need	As per requirement	Co-ordinator

Rules

Guidelines

Exceptions – What to do if...

Job Aids

Sr. No	Activity	Owner
10.2.3	Deity Department	Co-ordinators
	The heart of this event is the procession of deities for the benefit of mass public. The deities should be decorated with full devotion by the expert devotees	

Activity Flow

Task Information

		<u>By When</u>	<u>By Who</u>
10.2.3.1	Purchase flowers and other accessories required for decoration	On the day of event	Co-ordinator
10.2.3.2	Bring the deity dress on time	On the day of event	Co-ordinator
10.2.3.3	Make the garlands for the deities	On the day of event	Volunteers
10.2.3.4	Start the deity dressing on time	On the day of event	Pujari
10.2.3.5	Make the arati plates for different offerings	As per requirement	Pujari
10.2.3.6	Deities should be escorted to the rath and to the pandal with attention	As per requirement	Co-ordinator

10.2.3.7	Cook the bhoga for the offering	As per requirement	Bhoga cook
10.2.3.8	Set-up the bhoga pots for offering	As per requirement	Co-ordinator
10.2.3.9	Offer the bhoga to the deities	As per requirement	Pujari
10.2.3.10	Make the pujaris available based on the requirement	As per requirement	Co-ordinator
10.2.3.11	Collect the special arati coupons and allow them from arati	As per requirement	Co-ordinator
10.2.3.12	Escort the deities back to the temple or BACE after the event	As per requirement	Co-ordinator

Rules

Guidelines

Exceptions – What to do if...

Job Aids

Sr. No	Activity	Owner
10.2.4	Procession This event is basically the pulling of ratha where the Lord of the universe Jagannath is seated on the chariot. This should be properly monitored and executed	Co-ordinators

Activity Flow

Task Information

		<u>By When</u>	<u>By Who</u>
10.2.4.1	Make the Rath as per plan	As per requirement	Co-ordinator
10.2.4.2	Decorate the Rath with flowers and other decorative	As per requirement	Co-ordinator
10.2.4.3	Put-on a pujari on rath for deity care	As per requirement	Co-ordinator
10.2.4.4	Appoint a person for rath direction monitoring and speed control as per plan	As per requirement	Co-ordinator

10.2.4.5	Decorate the roads of procession with rangoli	As per requirement	Co-ordinator
10.2.4.6	Arrange the sound system as per the requirement by guidance	As per requirement	Co-ordinator
10.2.4.7	Make available the kirtan party on time	As per requirement	Co-ordinator
10.2.4.8	Monitor the aratis at different places of procession	As per requirement	Co-ordinator
10.2.4.9	Put the crowd control team in action	As per requirement	Co-ordinator
10.2.4.10	Distribute the Srila prabhupada books during procession	As per requirement	Co-ordinator
10.2.4.11	Distribute prasadam pouches during procession	As per requirement	Co-ordinator
10.2.4.12	Perform the jala seva during procession	As per requirement	Co-ordinator

**Rules****Guidelines****Exceptions – What to do if...****Job Aids**
Activity Group **10.3 Post event wind-up**

Sr. No	Activity	Owner
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10.3.1 Wind-up activities Co-ordinators

After the event completion all the set-up accessories should be properly returned to the respective places

**Activity Flow**

**Task Information**

		<i>By When</i>	<i>By Who</i>
10.3.1.1	Distribute the prasadam in case of excessive	As per requirement	Co-ordinator
10.3.1.2	Pandal should be dismantled and the accessories should be returned	As per requirement	Co-ordinator
10.3.1.3	Monitor and execute the vessel cleaning	As per requirement	Co-ordinator
10.3.1.4	Disposing the garbage from the pandal	As per requirement	Co-ordinator
10.3.1.5	Shift the vessels to the respective places	As per requirement	Co-ordinator
10.3.1.6	Rath dismantling and wind-up	As per requirement	Co-ordinator
10.3.1.7	Send-off to the guests with gifts	As per requirement	Co-ordinator
10.3.1.8	Thanks giving to Police and RTO departments with prasadam	As per requirement	Co-ordinator
10.3.1.9	Clearing the pending receipts and 80G certificates to donors	As per requirement	Co-ordinator
10.3.1.10	Collect the feedback of the event for improvement	As per requirement	Co-ordinator

**Rules****Guidelines****Exceptions – What to do if...****Job Aids**