

Sacred Context and Seva Alignment

Divine Commencement: Rath Yatra Procession Begins







Faith, Service, and Sustainability: Aligned with SDGs



- § SDG 2: Zero Hunger
 - 2.12 lakh meals served across Rath Yatra days
 - Fresh, sattvic meals (no onion/garlic)
 - No one left hungry pilgrims, sanitation workers, police,
 volunteers, health workers
- E SDG 3: Good Health and Well-being
 - Bottled water & ORS prevented dehydration and illness
 - Hygienic food service with gloves, caps, and uniforms
 - Support extended to sanitation teams and frontline workers
- SDG 6: Clean Water & Sanitation
 - Clean drinking water served with every meal
 - 。 💹 Volunteers guided plate disposal

- SDG 12: Responsible Consumption
 - 。 🥶 Biodegradable plates only zero plastic use
 - 。 🚷 No single-use plastic policy enforced
- SDG 11: Sustainable Cities & Communities
 - trowd managed via megaphones & walkie-talkies
 - 。 📍 *Safe, decentralised meal zones* across Puri
- SDG 17: Partnerships for the Goals
 - Multi-stakeholder collaboration RF + IRCS + Police + Puri
 Municipality + Temple & District Admin + Media + NGOs
 - Coordinated service delivery across the city
 - One Reliance Seva spirit in unified action

Sacred Harmony: Devotees and the Chariot March







Puri Rath Yatra 2025 – Key Dates & Ritual Timeline for Seva Coordination



- Duration of Rath Yatra 2025:
 - Start Date: 26 June 2025 (Thursday) Rath Yatra / Gundicha Yatra
 - End Date: 8 July 2025 (Tuesday) Niladri Bije
 - Total Duration: 13 consecutive days
- Key Ritual Events & Seva Coordination Windows:
 - o **27 June (Thursday): Rath Yatra / Gundicha Yatra |** The deities Lord Jagannath, Lord Balabhadra, and Devi Subhadra commence their grand procession from the Shri Jagannath Temple to Gundicha Temple.
 - 27 June to 4 July: Adapa Mandap Darshan | Darshan period at Gundicha Temple; major window for sustained Seva Services and public footfall.
 - o **5 July (Saturday): Bahuda Yatra** | *Return journey of the deities to the main temple; high movement and crowd control day.*
 - 6 July (Sunday): Suna Besha | Golden ornament appearance of the deities on chariots at the Lion's Gate; significant visual, spiritual, and media milestone.
 - o 7 July (Monday): Adhara Pana | Offering of sweet herbal drinks on the chariots; part of sacred tradition and devotional culmination.
 - o **8 July (Tuesday): Niladri Bije** | Re-entry of the deities into the sanctum sanctorum, marking the conclusion of Rath Yatra.



Anna Seva: Hot Meals and Hydration

Connecting Tradition with Seva – Anna Seva at Puri Rath Yatra 2025



- Anna Daan in Puri is a sacred tradition, deeply rooted in Jagannath culture and daily rituals of temple kitchens and community mathas.
- Reliance Foundation's Anna Seva reimagined this age-old practice through modern, inclusive outreach during Rath Yatra 2025.
- Free, **hygienic**, and **nutritious meals** were served with dignity to lakhs of pilgrims and local residents.
- The initiative honoured Odisha's spiritual heritage while reinforcing the ethos of respectful public service.



Anna Seva - Meal Distribution at Bholanath High School







Anna Seva for Frontline Forces – Supporting Police during Rath Yatra 2025



- Special Anna Seva for police personnel was organised at Bholanath High School by Reliance Foundation.
- Police and IRB teams were seen queuing for freshly prepared, hygienic meals, showcasing discipline and gratitude.
- The Coconut Grove catering team delivered service with efficiency and care, aligned with frontline duty hours.
- Prominent **Reliance Foundation branding** near the **police booth** reaffirmed visibility and institutional commitment.



Anna Seva for Pilgrims – Scale, Hygiene and Coordination in Action



- Pilgrims queued peacefully for meals at Bholanath High School; meals were prepared in large, clean vessels by trained staff.
- The Coconut Grove team ensured hygiene by wearing caps, gloves, and masks, maintaining a high standard of service.
- Sanitation workers, walkie-talkie coordination, and megaphone announcements aided crowd and cleanliness management.
- RF-branded transport vehicles, hand fans, and stocked groceries highlighted comfort, logistics, and scale of the Seva effort.



Inclusive Impact and Thematic Expression of Anna Seva – 26 to 28 June 2025



- Over 2.12 lakh meals were served in just three days across multiple Anna Seva locations in Puri.
- Beneficiaries included pilgrims, police forces (IRB, CRPF), sanitation workers, media professionals, street vendors, fisherfolk, and
 Reliance employees.
- Visual themes showcased: Unified Seva Identity, Children's Inclusion, Kitchen Hygiene, Transport & Logistics, Waste Management, and
 Cultural Context.
- Every meal served reflected the **spirit of Seva**, upholding **inclusivity, dignity**, and **devotion**.



Anna Seva Distribution - Unified Identity







Anna Seva - Children's Inclusion







Anna Seva - Spiritual & Cultural Context







Anna Seva - Service to Police & Security Forces







Anna Seva - Branding and Thematic Elements







Anna Seva - Kitchen & Hygiene Practices







Anna Seva - Food Preparation in Central Kitchen







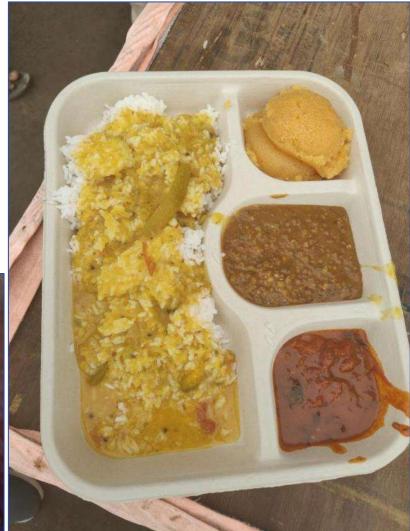
Anna Seva During Rath Yatra: Inclusive Service at Scale



- Over 2.12 lakh meals served between 26–28 June 2025 across Bholanath High School and Media House.
- Daily menus included Dal, Rice, Chhole, Dalma, Veg Pumpkin, Tomato Chutney, Seera, and
 Gulab Jamun.
- Served on biodegradable plates, aligned with no plastic use and sustainable practices.
- Offered in two shifts—lunch (1100–1600 hrs) and dinner (1800–2300 hrs)—ensuring all-day coverage.







Serving with Dignity: Who Benefitted from Anna Seva



- Pilgrims from across India, including Andhra Pradesh, Odisha, West Bengal, Maharashtra, Jharkhand, and Chhattisgarh.
- Police personnel, sevayats, municipal workers, media staff, and doctors received hygienic meals.
- Sanitation staff, fisherfolk, street vendors, students, and spiritual volunteers were included.
- Supported Reliance employees and families, reinforcing the spirit of One Reliance Seva.



Anna Seva - Operational Excellence and Hygiene in Focus



- Meals accompanied by sealed bottled water to address diarrhoea and cholera concerns.
- All staff wore 'We Care' T-shirts, gloves, and cooking caps, ensuring professional hygiene standards.
- Use of megaphones and walkie-talkies enabled real-time crowd management and inventory coordination.
- Volunteers guided plate disposal and cleanliness, ensuring respectful, hygienic service environments.









Volunteer Mobilisation & Coordination

One Reliance Volunteer Seva: Unity and Dedication at Rath Yatra 2025



 A 25-member volunteer team from Reliance Digital, RIL Corporate Services, Reliance Retail, and Reliance Trends demonstrated selfless service during the Yatra.

Key Contributions:

- Sorted 4,000+ T-shirts and packed over 60,000 goody bags for frontline teams and pilgrims
- Goody bags included nimbu pani sachets, ORS, and biscuits to provide refreshment in extreme heat
- Supported distribution at 80+ police booths and managed 3,000 garbage bags for sanitation

bigital Seva and Commitment:

- Volunteers operated from two large Puri Municipality shop spaces without fans or water, reflecting exceptional discipline and commitment
- Enabled real-time IVRS and digital feedback collection from pilgrims and personnel

ground Coordination and Leadership:

- On-ground coordination led by: Mr. Somnath Patti, Mr. Joy Soy, Mr. Abhrijit Das, Mr. Nitesh Prajapati, Mr. Mohammad Aslam, and Mr. Senthilkumaran (Reliance Foundation)
- RIL Business Teams guidance by Ms. Sasmita Jana (RIL Corporate Services) strengthened One Reliance Seva values of unity,
 compassion, and humility
- Seva in Action: Demonstrated operational excellence and ground-level coordination | Embodied the spirit of One Reliance through seamless
 teamwork and heartfelt service

One Reliance Volunteer Seva: Unity and Dedication at Rath Yatra 2025

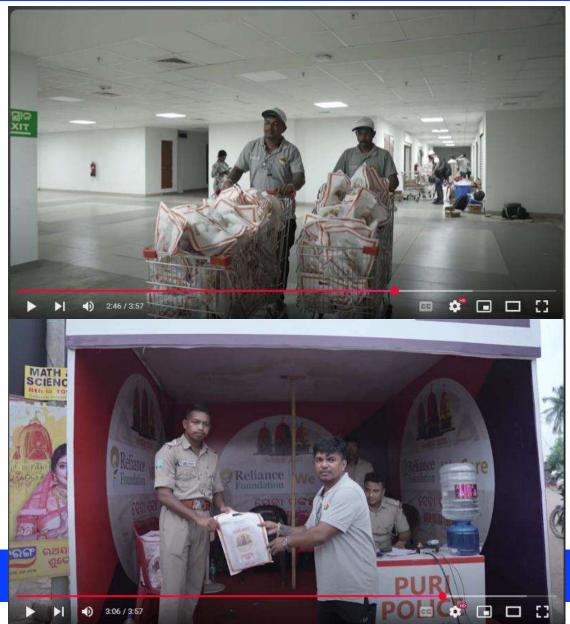






Loading and Distribution of Goody Bags







Final Dispatch Trucks with "We Care" Branding









Feedback and Public Response

Anna Seva - Nationwide Pilgrim Feedback Drive on Anna Seva - Rath Yatra 2025



- A four-question digital feedback form was deployed across Anna Seva sites to ensure simplicity and anonymity.
- https://forms.zohopublic.in/reliancefoundation1/form/RelianceFoundationAnnaSevaFeedbackForm/formperma/01ae5j2DdWg0XPdFxW25v6_KF7TA34PNY_MKG84PNFU
- One Reliance volunteers facilitated real-time feedback collection using mobile devices during food distribution.
- A total of 997 responses were received, with highest participation from Odisha (611), followed by West Bengal (136), Andhra Pradesh (90), and Chhattisgarh (74).
- The initiative enabled immediate ground insights while preserving participant dignity and encouraging authentic responses.



Anna Seva - Voices from Across India: Insights on Food Quality and Quantity



- Food Quality Feedback: 77% rated it "Good", 19%
 "Average", and only 2% marked "Needs Improvement".
- Quantity Feedback: 86% found the food "Fully sufficient",
 12% said "Just enough", and <1% felt it was "Not enough".
- Geographic spread covered over 10 states, including strong district-level representation from Puri, Kolkata, Visakhapatnam, Raipur, Ranchi, Varanasi, Mumbai, and Patna.
- The feedback reflects Anna Seva's inclusive reach,
 devotional spirit, and scope for continuous
 improvement for future gatherings.





Responders - 10 States - 48 Districts

Food Quality Feedback

Good – ~77% Average – ~19% Needs Improvement – 2%

Food Quantity Sufficiency

Fully sufficient ~86% Just enough ~12% Not enough <<1%

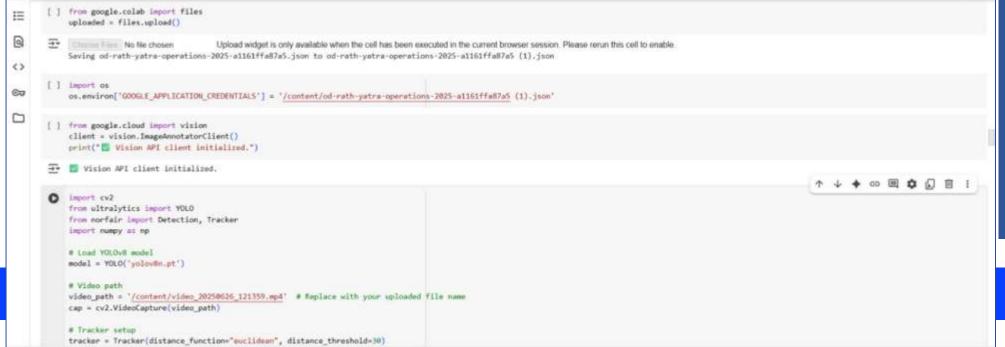


Technology Integration: GIS and AI

Al-Based Crowd Counting for Seva Events – Tools and Methodology



- o In-house solution developed by the **Reliance Foundation Platform & Applications team** using Python-based Al tools.
- Core tools used:
 - Google Cloud Vision AI Video analysis API
 - Google Colab Code execution and scripting
 - YOLOv8 Detects people in real time
 - Norfair Tracks individuals using unique IDs
 - OpenCV Processes video frame by frame
- Enables accurate crowd size estimation by detecting unique individuals in each frame and avoiding duplication.



The Python-based AI system accurately tracked individuals in both daylight and low-light conditions, enabling real-time, low-cost, and non-intrusive crowd monitoring throughout the Seva services.

Test Results and Real-Time Impact – Puri Rath Yatra 2025



Video 1 (42 sec, 1,276 frames):

https://www.youtube.com/watch?v=CqIMWJiVWBM

- 317 unique people counted
- Consistent detection: 17–19 people per frame in mid-segment
- 16 people detected in final frame showcasing stable tracking
- Video 2 (19 sec, 576 frames):

https://www.youtube.com/watch?v=1wif8zv5XyQ

- 185 unique people counted
- 13 people per frame in final moments
- Performed effectively under evening/low-light conditions
- Tool demonstrated accurate crowd mapping at Seva sites helping refine:
 - Volunteer positioning
 - Seva counters allocation
 - Real-time congestion detection

Left Panel – Video 1 (Daytime)	Right Panel – Video 2 (Evening/Low-Light)
Timestamp: ~41–42 sec (Frame 1276)	Timestamp: ~18–19 sec (Frame 576)
Shows ~16 people detected	Shows ~13 people detected
Bright, clear lighting	Artificial lighting (evening)



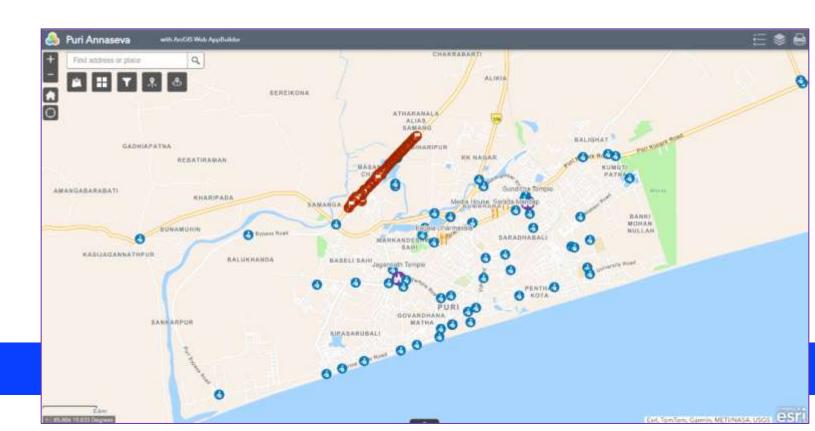


Objective: To **visually demonstrate** how the in-house AI system performed **accurate**, **frame-by-frame people detection** in two very different Seva event conditions—one in **daylight** and one in **low-light (evening)**—highlighting its **versatility**, **stability**, and **applicability** in real-world, large-scale events like **Puri Rath Yatra 2025**

GIS-Enabled Monitoring and Visual Coordination – Rath Yatra 2025



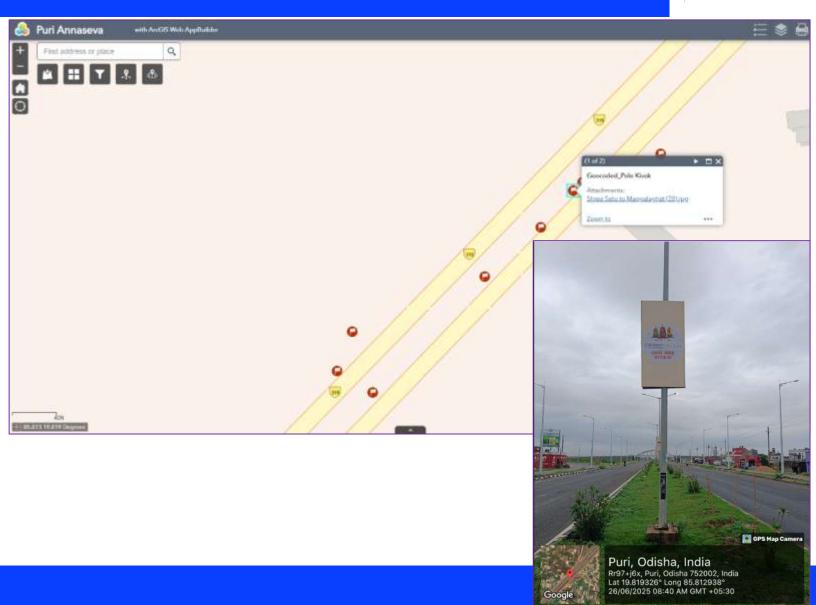
- A GIS-based dashboard was developed using ArcGIS to support real-time monitoring and centralised service planning.
- Dashboard Link: https://rfgis2025.maps.arcgis.com/apps/webappviewer/index.html?id=f45642d61f824e32be0d0656985b4de9
- The dashboard displays all mapped **Anna Seva locations** and **Reliance Foundation-branded Police Aid Booths**, tagged by **site and date**.
- Teams uploaded **geo-tagged photographs** using a **standardised site-coding format**, ensuring **accuracy, transparency**, and **timely corrections**.
- The Basemap Gallery allows users to switch to "Imagery Hybrid" view for satellite-based visualisation of service points.



Visual Storytelling, Coordination, and Impact via GIS

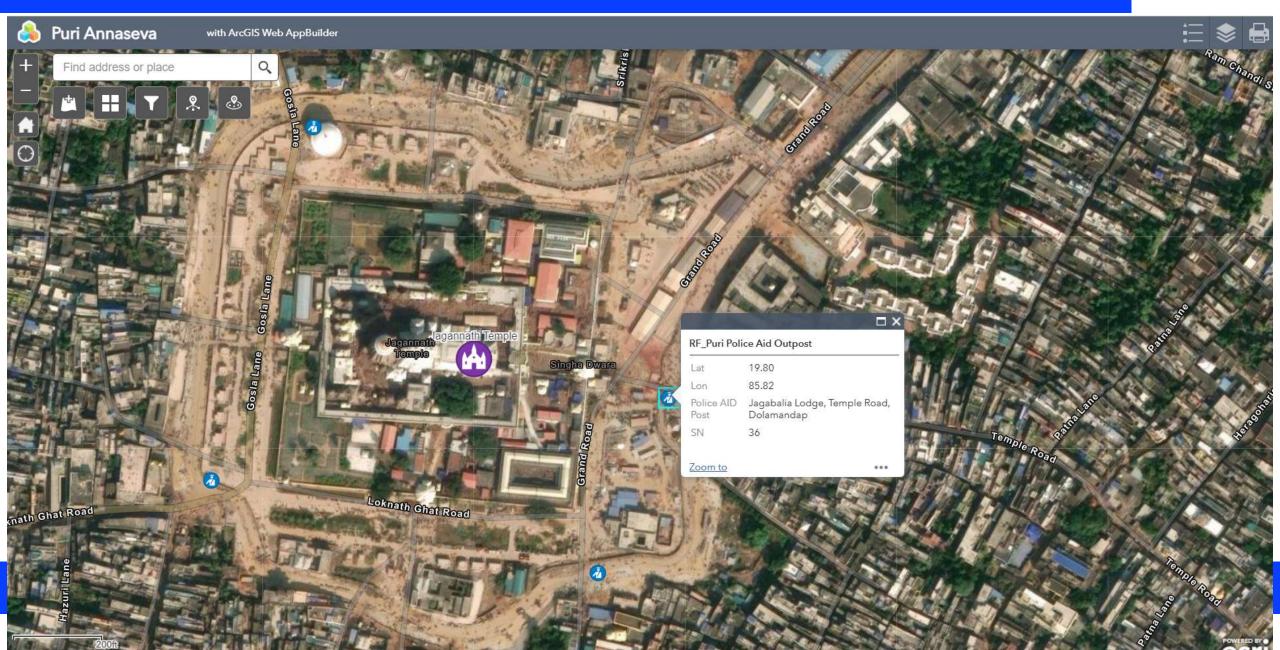


- GIS dashboard supports live tracking, visual implementation status, and smart planning using geographic and crowd-flow insights.
- Currently mapped: 86 Police Booths | 130
 Bulletin Boards (Lingipur ↔ Maltipatpur) | 591
 Pole Kiosks
- Embedded photographs per point transform data into visual stories, aiding field appreciation, post-event audits, and stakeholder engagement.
- All mapped images are geo-tagged, named by site code, and stored via Jio Cloud or PPT decks.
- Platform enables faster troubleshooting, gap detection, and cross-stakeholder alignment during the Seva operations.



Live GIS Satellite Monitoring of Seva Points – Anna Seva & Aid Booths







Support to Police and Frontline Forces

Essential Support to Police Personnel: Raincoats, Safety Jackets & Sanitation Kits



- On 24th June 2025, Reliance Foundation handed over critical police support materials under Puri Rath Yatra 2025 Seva Services.
- Handover at Reserve Police Camp Ground in presence of:
 - Shri Chittaranjan Mohanty Reserve Inspector
 - Shri Sudhir Pradhan SCO
 - Ms. Sasmita Jana Corporate Services, RIL

Items Supplied:

- 3,500 Raincoats
- 300 Co-branded Fluorescent Safety Jackets (Reliance Foundation + Odisha Police)
- 500 Buckets and Mugs (provided by Reliance Retail)

Additional Handovers (25th June):

Raincoats and jackets formally handed to Shri Vinit Agrawal (IPS), Superintendent of Police, Puri

Purpose and Impact:

- Raincoats and jackets enhance safety, visibility, and comfort during monsoon, night patrols, traffic management, and crowd control
- Buckets and mugs aid sanitation and hygiene at temporary camps and high-footfall zones
- Complements broader RF support including police booths and food services

Distribution of Raincoats, Safety Jackets, Buckets and Mugs to Police Personnel – Puri Rath Yatra 2025





Unloading of Plastic Buckets at Reserve Police Camp for On-Ground Distribution





RF-Branded Bucket Inside Police Facility Restrooms







Night-time Dispatch and Sorting of Raincoats and Safety Jackets for Handover to Police Personnel





Safety Gear Support to Police Personnel





Critical Seva Support to Security Forces During Rath Yatra 2025 Mock Drill



- On 25 June 2025, Reliance Foundation supported the large-scale mock drill at Reserve Police Camp Parade Ground, Puri, conducted by the Indian Army, BSF, CRPF, IRB, and Odisha Police (DG, IG, SP, RI & other senior officials).
- In response to a request from the Reserve Inspector, **fresh snacks** (samosas, sweets, batata vadas) were served to **over 2,500 personnel** present making Reliance Foundation the **only organisation providing refreshments** on-site.
- Each participant also received a **700 ml "Independence" branded bottled water** from Reliance Retail addressing critical hydration needs during hot weather and limited camp water access.
- 10,000 bottles were mobilised and distributed across five key camp locations, including Hemlata School, Ghanshyam School, and Bhanjnagar Camp, despite late-night logistical challenges on 24 June.
- The food was prepared and served by the Coconut Grove team, with full cleanup done post-distribution to maintain hygiene and venue readiness.

"We Care" Volunteers Serving Snacks to Police and Paramilitary Personnel





Police Personnel Drinking "Independence" Bottled Water







Post-Service Cleanup by RF Volunteers





Positioning of Snack and Water Distribution during Rath Yatra Mock Drill: A Critical Support to Indian Army and Odisha Police







Joint Partnership Models – Indian Red Cross Society (IRCS)

Adaptive Seva Strategy through Partnership with Indian Red Cross – Rath Yatra 2025



- Post stampede incident near Gundicha Temple, administrative restructuring delayed planned Seva Services.
- Reliance Foundation activated a decentralised, field-level engagement strategy to sustain outreach.
- Strategic partnership with Indian Red Cross Society (IRCS), Puri, enabled service continuity amid uncertainty.
- IRCS Seva Camp near Gundicha Temple was jointly supported by St. John's Ambulance, Fire Services, and Puri Municipality.
- IRCS volunteers provided water, snacks, first aid, and assisted elderly pilgrims with seamless field presence.





Joint Seva Delivery and Legacy of Reliance-Red Cross Collaboration



- On 1 July 2025, Reliance Foundation handed over 2,000 RF-branded goody bags to IRCS for frontline teams.
- Distribution reached police forces, fire & ambulance units, sanitation workers, sevayats, NGOs, and municipal ward staff.
- Coordination led by Ms. Geetanjali Panda (IRCS) and Reliance Foundation team (Joy, Abhrajit, Somnath, Senthil, Nitesh, M. Aslam).
- Reflects a historic synergy— Shri Mukesh Ambani ji, Chairman, Reliance Industries Limited: 2003–2005 global Red Cross leadership and RF-IRCS collaborations since 2010.
- Reinforces One Reliance Seva values of agility, dignity, and purpose-driven service for upcoming Yatra days (5–8 July).







Joint partnership model for distributing sanitation gear and garbage bags in coordination with the municipality, along with co-branded T-shirts for volunteers from the temple administration and district administration

Strengthening Rath Yatra Operations: Gear Support for Volunteers, Administration & Sanitation Workers



• As part of the One Reliance initiative, Reliance Foundation distributed safety and volunteer gear in partnership with district and police authorities.

Volunteer Gear Distribution – 24 June 2025

- 3,000 co-branded T-shirts and caps handed over to: Dr. Saratchandra Mohapatra (ADM, Puri Municipality), Shri Chandan Babu (Volunteer & Crowd Management Officer)
- Distribution details: 1,000 navy blue collared T-shirts senior volunteers | 2,000 pastel yellow round-neck T-shirts general volunteers
- All items featured: RF + District co-branding, Rath Yatra icon, and "VOLUNTEER" mark for easy identification

✓ Sanitation Worker Uniforms

- 750 military green T-shirts and caps handed over to Shri Abhimanyu Behera (Executive Officer, Puri Municipality)
- Ceremony held at the Health Office Conference Hall with officials present
- Gear promotes dignity, unity, and visibility of sanitation workforce during high-footfall operations

Collaborative Governance Model

- Exemplifies public-private coordination for smooth Rath Yatra operations
- Role-specific provisioning ensured through colour codes and size planning
- Reinforces RF's commitment to respectful, efficient, and high-visibility Seva delivery

Volunteer Gear Distribution – Showcasing All T-Shirts and Caps





Sanitation Worker Uniform Distribution – Display of Full Gear Set and Group Photograph with Sanitation Workers and One Reliance Team





Engagement with Sanitation Workers – Interaction and Feedback Collection on Uniform Distribution and Seva Experience







Cleanliness and Waste Management

Clean Puri, Healthy Pilgrimage: Reliance Foundation's Sanitation Support at Rath Yatra 2025



- Reliance Foundation contributed **3,000 custom-branded "Clean Puri" garbage bags** to the **Puri Municipality**, reinforcing its commitment to health and sanitation during **Puri Rath Yatra 2025**.
- o The handover was conducted in the presence of:
 - Mr. Vinay Dash Additional Secretary
 - Mr. Saroj Swain Joint Secretary, Tourism (and former Executive Officer, Puri Municipality)
 - Mr. Abhimanyu Behera Executive Officer
- This initiative addressed the **critical need for waste management** amidst **lakhs of pilgrims**, aligning with the **civic and spiritual ethos** of the Yatra.
- The "Clean Puri" bags served both functional and symbolic purposes—encouraging citizens and pilgrims to participate in maintaining hygiene across sacred spaces.
- Mr. Vinay Dash, Additional Secretary praised the effort as "remarkable, timely, and essential for sustainable cleanliness."

Supporting Cleanliness at Puri Rath Yatra 2025









Media Documentation and Visual Highlights

Branded Visibility & Thematic Presence: Reliance Foundation Anna Seva at Bahuda Yatra 2025



- Reliance Foundation Anna Seva site strategically located in front of Gundicha Temple during the sacred Bahuda Yatra on 2nd July 2025.
- o Live television coverage prominently captured the Anna Seva branding and the Police Aid Booth placed opposite the seva zone.
- Ensured strong public visibility and thematic alignment with the spiritual and service essence of the Return Car Festival of Lord Jagannath.
- Select on-ground visuals documented in-house for communication and documentation
- https://www.youtube.com/watch?v=s5gKayXI-F8



Seva in Motion: Visual Highlights of Reliance Foundation at Puri Rath Yatra 2025



- This compilation of draft and slideshow videos captures multi-faceted Seva services delivered by Reliance Foundation during Puri Rath Yatra 2025, reflecting a deep commitment to community welfare and faith-based service delivery.
- Visuals include:
 - Anna Seva to pilgrims, sanitation workers, and frontline teams
 - Mock drills and refreshment distribution to over 2,500 police personnel
 - Volunteer support, branding visibility, and coordination efforts
 - Representation from Odisha, West Bengal, Telangana, and other regions
- Video Links (Internal Viewing)
- Comprehensive Glimpses of One Reliance Seva at Rath Yatra 2025 https://youtu.be/Db4H-pHSWBo
- One Reliance Seva Visual Overview Part 1 https://youtu.be/F7TngOz7P8Q
- One Reliance Seva Visual Overview Part 2 https://www.youtube.com/watch?v=u4Uqtrlt5HE
- Anna Seva in Action: Meal Service at Bholanath High School https://www.youtube.com/watch?v=R-Fddu19IhU
- Refreshment Seva During Mock Drill for Police Forces https://youtu.be/_wRsLR7ma88?si=ttsePQE-VgwcHZVF

Refreshment Seva During Mock Drill for Police Forces





Mock Drill by Police Personnel







Strategic Branding and Cultural Integration

Strategic Branding Visibility – Grand Road Hoardings During Rath Yatra 2025



- Reliance Foundation achieved high-impact visibility during Rath Yatra 2025 with "WE CARE" branded hoardings placed at strategic locations along the Grand Road, including:
 - Media Square
 - Wall Mural Zone
 - Anna Seva Site near Gundicha Temple
- These locations were passed by all three chariots of Lord Jagannath, Lord Balabhadra, and Devi Subhadra, ensuring organic and cultural integration of branding into the sacred procession route.
- During the **live broadcast** of the Yatra by multiple national and regional news channels, including **Doordarshan** and **OTV**, the **Reliance**Foundation hoardings were clearly visible—without any commercial insertion, as part of the event's natural visuals.
- Example: Live Coverage Link (OTV): https://www.youtube.com/live/p5yCMXDM0jY
- Timestamps: 55:40–55:58 and 1:02:23–1:02:31
- Branding was most prominent during the Rath of Subhadra Devi, which passed in front of the hoardings—showcasing subtle, dignified, and message-aligned visibility of the One Reliance Seva identity.

Strategic Branding and Civic Visibility – One Reliance Seva at Rath Yatra 2025



- ¶ Grand Road Visibility: Reliance Foundation's "WE CARE" hoardings placed at Media Square, Wall Mural Zone, and Anna Seva site near Gundicha Temple ensured strategic cultural integration along the sacred chariot route.
- Live National Exposure: Branding captured naturally in live broadcasts on channels like Doordarshan and OTV
 - https://www.youtube.com/live/p5yCMXDM0jY
 - Timestamps: 55:40–55:58 and 1:02:23–1:02:31
- Branded Civic Infrastructure: 87+ Police Aid Booths co-branded with Odisha Police and Reliance Foundation established across key
 crowd zones, strengthening safety and Seva visibility.
- City-Wide Hoardings: Pole kiosks, bulletin boards, and driveway signboards installed along Lingipur–Maltipatpur and beach road enhanced identity, guidance, and public assurance.
- Hydration and Civic Support: Over 6,00,000 water bottles distributed through Anna Seva counters and an additional 10,000 bottles served to frontline police personnel post mock drill at Parade Ground.
- Cultural Alignment: Branding designs included Jagannath motifs, ensuring faith-based resonance, non-commercial dignity, and community connect with the One Reliance Seva model.

Hoardings









Pole Kiosks















Police Aid Booths













Drive-Way





Comprehensive Seva Infrastructure and Branding – Puri Rath Yatra 2025



- Prominent display of Reliance Foundation-branded driveway signboards, bulletin boards, and highway-facing assets for public guidance.
- Footage includes **Jagannath Temple**, **devotee flow**, and the **chariot construction**, framing Seva within the spiritual and cultural context.
- Construction of **Police Aid Booths** was documented, reinforcing visibility of **Seva-linked civic infrastructure**.
- Mock drill conducted by police personnel for crowd control and safety preparedness.
- 700 water bottles distributed post-drill as part of Reliance Foundation's hydration support for frontline forces.
- https://www.youtube.com/watch?v=c1qDJU4LUrM

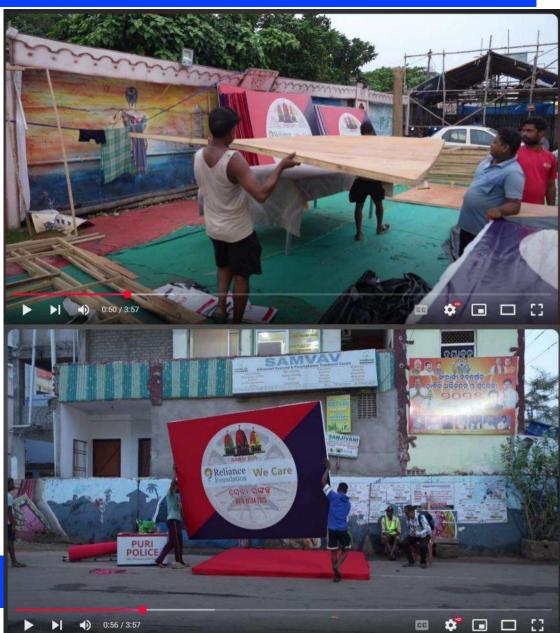




Construction of Police Aid Booth









Media Coverage: Print, Digital, Broadcast



Print & Digital News Portals – English Language

• [Digital News | English] ANI News

https://www.aninews.in/news/business/reliance-launches-multi-pronged-efforts-to-enrich-puri-rath-yatra-experience-for-lakhs-of-devotees20250626172932

• [Digital News | English] Prameya News

https://www.prameyanews.com/reliance-launches-multipronged-efforts-to-enrich-rath-yatra-experience

[Digital News | English] OdishaRay

https://odisharay.com/pages/single_page.php?id=49017

[Digital News | English] Kalinga Voice

https://kalingavoice.com/business/reliance-launches-multi-pronged-efforts-to-enrich-rath-yatra-experience-for-lakhs-of-devotees/

• [Print + Digital | English] Tribune India

https://www.tribuneindia.com/news/business/reliance-launches-multi-pronged-efforts-to-enrich-puri-rath-yatra-experience-for-lakhs-of-devotees/amp

• [Print + Digital | English] New Indian Express

https://share.google/BkjEONPMJdnbsHRpV

• [TV + Web | English] IBC24

https://www.ibc24.in/country/reliance-foundation-will-provide-food-service-to-lakhs-of-devotees-during-jagannath-puri-rath-yatra-3134989.html

[Digital News | English] Bharat Express

https://bharatexpress.com/india/reliance-foundation-launches-multi-pronged-efforts-to-enrich-rath-yatra-2025-experience-523775/amp

• [Wire Agency | English] UNI India

https://www.uniindia.com/news/east/religion-odisha-rath-yatra-ril/3499981.html



Print & Digital News Portals – English Language

• [Digital News | English] Sambad English

https://sambadenglish.com/latest-news/reliance-industries-launches-a-host-of-services-for-devotees-during-rath-yatra-9440504

• [Digital News | English] Argus News

https://argusnews.in/odisha/reliance-efforts-to-enrich-rath-yatra-experience-for-lakhs-of-devotees

[Business TV + Web | English] CNBC TV18

https://share.google/suXDOBROxJOJkhuEB

[Development News | English] Devdiscourse

https://www.devdiscourse.com/article/business/3482820-reliance-foundation-paves-the-way-for-a-seamless-rath-yatra-experience-in-puri?amp

• [Business Portal | English] BizNext India

https://www.biznextindia.com/the-responsible-corporate/reliance-launches-multi-pronged-efforts-to-enrich-rath-yatra-experience-for-lakhs-of-devotees/

• [Print + Digital | English] Lokmat Times

https://www.lokmattimes.com/business/reliance-launches-multi-pronged-efforts-to-enrich-puri-rath-yatra-experience-for-lakhs-of-devotees/

• [Web Magazine | English] Firstpost

https://www.firstpost.com/india/reliance-launches-multi-pronged-efforts-to-enrich-rath-yatra-experience-for-lakhs-of-devotees-13900815.html/amp

• [News Portal | English] Udaipur Kiran

https://udaipurkiran.com/tag/rath-yatra-2025/#google vignette



Print & Digital News Portals – English Language

[Digital Aggregator | English] LatestLY

https://www.latestly.com/agency-news/business-news-reliance-launches-multi-pronged-efforts-to-enrich-puri-rath-yatra-experience-for-lakhs-of-devotees-6954812.html/amp

• [Digital News | English] Shasak Prashasak

https://shasakprashasak.com/index.php/state/48708-2025-06-26-16-46-23

Print & Digital News Portals – Hindi Language

• [Digital News | Hindi] NewsTrack

https://newstrack.com/amp/india/reliance-foundation-will-provide-food-service-during-jagannath-puri-rath-yatra-521648

Print & Digital News Portals – Odia Language

[Digital News | Odia] KNews Odisha

https://knewsodisha.com/state/anna-seva-by-reliance-foundation-in-puri-ratha-jatra-720991

• [TV News | Odia] Nandighosha TV

https://nandighoshatv.com/reliance-cooperate-in-rathayatara/

• [Digital News | Odia] Samikhsya (Odia)

https://thesamikhsya.com/odia/breaking-news/238877/

• [Local News Portal | Odia] Sakala Khabar

https://www.sakalakhabar.com/reliance-184/



Print & Digital News Portals – Odia Language

• [TV News | Odia] Prameya News7

https://www.prameyanews7.com/reliance-launches-multi-pronged-efforts-to-enrich-rath-yatra-experience-for-lakhs-of-devotees--

Electronic Media (TV and Video Platforms)

[TV | Odia] News18 Odia – Anna Seva & Safety
 https://youtu.be/gtW4ru03iac?si=fFAlakPG-Jv nEhs

[TV | Hindi] News18 – 26th June Seva
 https://youtu.be/x4 Z6tGUXr0?si=Fr 6WdAZLABHeq0T

[TV | Odia] News18 – Mock Drill Coverage
 https://youtu.be/tkxNznA USk?si=yM u1F2i7G5E72Sh

[TV | Bengali] News18 Bangla
 https://www.youtube.com/watch?v=chM5bXWCTvc

• [TV | Tamil] News18 Tamilnadu

https://tamil.news18.com/videos/tamil-nadu/shree-jagannatha-temple-rath-yatra-food-provided-to-devotees-on-behalf-of-reliance-foundation-n18s-1842770.html

• [TV | Regional] News7 (YouTube)

https://youtu.be/xM6RjODrHWE?si=qFaNuV3ssqlSt112

https://youtu.be/PL46Z9aIEJQ?si=rU6AtePpdk4cYs7Z



Electronic Media (TV and Video Platforms)

- News18 National Seva Coverage & Maha Kumbh Linkage
 - https://youtu.be/gtW4ru03iac?si=ijLnZ72z0KqKETQC
- News18 Anna Seva (Evening Coverage, 26 June)
 - https://youtu.be/x4_Z6tGUXr0?si=Fr_6WdAZLABHeq0T
- News18 Police Mock Drill Seva Coverage
 - https://youtu.be/tkxNznA USk?si=yM u1F2i7G5E72Sh
- News18 Bangla Bengali Report on Anna Seva & Safety
 - https://www.youtube.com/watch?v=chM5bXWCTvc
- News18 Tamil Food Service to Devotees
 - Mttps://tamil.news18.com/videos/tamil-nadu/shree-jagannatha-temple-rath-yatra-food-provided-to-devotees-on-behalf-of-reliance-foundation-n18s-1842770.html

YouTube Shorts - Fast Visual Coverage

- [YouTube Shorts | English-Hindi] ANI News
 - https://youtube.com/shorts/ST6ou3Zuy-8?si=n6XEU8Kdx4zZP8r8
- [YouTube Shorts | Hindi] TV7Bharat
 - https://www.youtube.com/shorts/btQkUgq0-ow
- [YouTube Shorts | Tamil] News18 Tamilnadu
 - https://www.youtube.com/shorts/JxksdKG4wi4



YouTube Shorts - Fast Visual Coverage

- ANI News (Short Visual on RF Seva)
 - https://youtube.com/shorts/ST6ou3Zuy-8?si=n6XEU8Kdx4zZP8r8
- TV7 Bharat
 - https://www.youtube.com/shorts/btQkUgq0-ow
- News18 Tamilnadu
 - https://www.youtube.com/shorts/JxksdKG4wi4

Instagram Coverage – Youth Reach

- [Instagram | Odia-English] Odisha Index
 https://www.instagram.com/p/DLY6LsLzjtx/?igsh=d3NkcnZzZ2R1em5k
- Odisha Index Visual Highlights Reel
 - <u>https://www.instagram.com/p/DLY6LsLzjtx/?igsh=d3NkcnZzZ2R1em5k</u>

■ Influencer and Grassroots Engagement – X (Formerly Twitter)

- [Influencer | Bilingual] Manas Muduli
 https://x.com/manas muduli/status/1938604490216923310
- [Influencer | Visual] Odisha Index (X)
 https://x.com/the_odishaindex/status/1938512395632316598



Influencer and Grassroots Engagement – X (Formerly Twitter)

- [News Platform | Hindi-English] PTI News
 https://x.com/PTI News/status/1938200695142027678
- Manas Muduli Bilingual Tweet on RF Seva
 - https://x.com/manas_muduli/status/1938604490216923310
- Odisha Index RF Coverage During Yatra
 - https://x.com/the_odishaindex/status/1938512395632316598
 - https://x.com/the odishaindex/status/1938512401504272486
- Girija Shankar Dash
 - https://x.com/girijashankard1/status/1938282593348415612



Reliance launches multi-pronged efforts to enrich Rath Yatra experience for lakhs of devotees



Bhuhaneswar, (ENS): As from the Jagannath divine. We are committed goes hungry Odisha goars up for the Temple to the Gundicha to enriching the experience .

visitors enjoy a safe,

estivat in Puri draws Jagannath,

Honouring the spirit of initiatives, ranging from sanitisers at food stails, collaboration with the Foundation, with its journey smoother, safer and characteristicWe more constortable,"said with the municipality, and Carespirit, is proud to Shri Anast M Ambani, support this 13-day sacred Executive journey with meaningful. Reliance

> "Seva is deeply moted in Key highlights of Management: Reliance's 'We Care' philosophy, and the *

of visitors through various. Installing contactless Reliance food to safety, making their supplying garbage bugs for

A n n a municipal and police opportunity to serve Seva Reliance Foundation authorities to guide devetoes in Pari is truly a is serving hot, wholosome devotees with clear Messing. We believe that by meals to takhs of devotors direction boards and majestic procession of serving pilgrims and andpolice personnel atsix markers, personnel during the Rath key locations along the smooth navigation for Yara, we are serving the yarraroune, ensuring no one visitors from afar

ଲକ୍ଷ ଲକ୍ଷ ଶ୍ରଦ୍ଧାଳୁମାନଙ୍କ ପାଇଁ ରଥଯାତ୍ରା ଅନୁଭୂତିକୁ ସମୃଦ୍ଧ କରିବା ନିମନ୍ତେ ରିଲାଏନ୍ଲ ପକ୍ଷରୁ ବହୁବିଧ ପ୍ରୟାସ

- ଅନୁ ସେବା ମାଧ୍ୟମରେ ଲକ୍ଷ ଲକ୍ଷ ଦର୍ଶନାର୍ଥୀଙ୍କୁ ପୃଷ୍ଟିକର ଏବଂ ଗରମ ଭୋଜନ ବିତରଣ
- ୧୦୦ ପୋଲିସ ସହାୟତା ପୋଷ୍ଟ ସ୍ଥାପନ କରାଯାଇଛି ଯାହା କର୍ତ୍ତବ୍ୟରତ ପୋଲିସ କର୍ମଚାରୀଙ୍କୁ ଆଶ୍ୱୟ ପ୍ରଦାନ କରିବ
- ଭିଡ ପରିଚାଳନାରେ ସହାୟତା ପାଇଁ ୪,୦୦୦ ର ଅଧକ ସେହାସେବୀ ନିୟୋକିତ

ଲିମିଟେଡ, ଜିଲା ପଶାସନ ସହିତ ସହକାଗିତାରେ ଦର୍ଶନାର୍ଥୀମାନଙ୍କୁ ସ୍ୱଗମ, ସ୍ୱରକ୍ଷିତ ଏବଂ ପରିପୂର୍ଣ

ପୁରୀରେ ପ୍ରତିବର୍ଷ ଅନୃଷ୍ଠିତ ହେଉଥିବା ବିଶ୍ୱପ୍ରସିଦ୍ଧ ରଥଯାତ୍ରା ଲକ୍ଷ ଲକ୍ଷ ଶ୍ରଦ୍ଧାନୁଙ୍କୁ ଅ ାକର୍ଷିତ କରିଥାଏ ଯେଉଁମାନେ ଶୀଳଗନାଥ ମନ୍ଦିରରୁ ଗୁଷିଚା ମନ୍ଦିର ଯାଏଁ ମହାପ୍ରଭୁ ଜଗନ୍ନାଥ, ବଳଭବ ଏବଂ ଦେବୀ ସଭଦାଙ୍କ ଏହି ଅନନ୍ୟ ଭୋଳନ ପରିବେଷଣ ଳରଛି ଏବଂ କୌଣସି ଯାତ୍ରା ଦେଖିବା ପାଇଁ ଏକାଠି ହୁଅନ୍ତି ।

ସେବାର ଭାବନାକୁ ସମ୍ମାନ ଜଣାଇ, ରିଲାଏନ୍ ପାରଞ୍ଚେସନ, ଏହାର ଓି କେୟାର ଜାବନା ସହିତ ବିବିଧ ଅର୍ଥପୂର୍ଣ ସୋଗଦାନ ଜରିଆରେ ଏହି ୧୩ ଦିନ ବ୍ୟାପୀ ପବିତ୍ର ଯାତ୍ରାରେ ସହଯୋଗ କର୍ଥ୍ୟବାର୍ ଗୌରବାନ୍ତି ମନେକର୍ଛି ।

ଗଭୀର ଭାବରେ ଅବାନିହିତ ହୋଇରହିଛି ଏବଂ ପୂରୀରେ ଉକ୍ତଗଣଙ୍କର ସେବା କରିବାର ଏହି ସ୍ୱଯୋଗ ବାଞ୍ଚବରେ ଏକ ଆଶୀର୍ବାଦ । ଆମେ ବିଶ୍ୱାସ କରୁଛୁ ଯେ ରଥଯାତ୍ରା ସମୟରେ ଶ୍ରଦ୍ଧାଳୁ ଏବଂ କର୍ତ୍ତବ୍ୟରତ ସମୟ କର୍ମଚାରୀଙ୍କ ସେବା

ଭ୍ରବନେଶ୍ୱର: ଓଡ଼ିଶା ପବିତ୍ର ରଥଯାତା ପାଇଁ କରି ଆମେ ଇଶ୍ୱରଙ୍କ ସେବା କରୁଛ । ଭୋଳନ ପ୍ରସ୍ତତ ହେଉଥିବା ବେଳେ, ରିଲାଏନ୍ ଇଣ୍ଡକ୍ଲିକ୍ ଠାରୁ ସ୍ୱରକ୍ଷା ଯାଏଁ ବିଭିନ୍ ପଦକ୍ଷେପ ମାଧ୍ୟମରେ ଶ୍ରଦ୍ଧାନ୍ତ ଓ ଦର୍ଶନାର୍ଥୀମାନଙ୍କ ଅନୁଭତିକ୍ ସ୍ୱଗମ, ନିରାପଦ ଓ ଆରାମଦାୟକ କରି ସମୁଦ୍ଧ କରିବାକୁ ଯାତ୍ରାର ଅନୁଭୂତି ସୁନିଷ୍ଠିତ କରିବା ପାଇଁ ବିବିଧ ଆମେ ପ୍ରତିବଦ୍ଧ ରହିନ୍ଦ୍ର' ବୋଲି ରିଲାଏନ୍ ପଦକ୍ଷେପ ମାଧ୍ୟମରେ ବ୍ୟାପଳ ପ୍ରୟାସ ଆରମ୍ଭ ଇଣଷ୍ଟିକ୍ ଲିମିଟେଡର କାର୍ଯ୍ୟନିର୍ବାହୀ ନିର୍ଦ୍ଦେଶକ ଶ୍ରୀ ଅନତ ଏମ୍ ଅୟାନୀ କହିଛତି।

> ରିଲାଏନ୍ର ସେବା ପ୍ରୟାସର ପ୍ରମୁଖ ଅଂଶ: ଅନ୍ନ ସେବା: ରିଲାଏନ୍ ଫାଉଷେସନ୍ ଯାତ୍ରା ମାର୍ଗରେ ଛଅଟି ପ୍ରମଖ ସ୍ଥାନରେ ଲକ୍ଷ ଲକ୍ଷ ଭଲ୍ଲ ଏବଂ ପୋଲିସ କର୍ମଚାରୀଙ୍କୁ ପୃଷ୍ଟିକର ଗରମ ବ୍ୟକ୍ତି ଭୋକରେ ନଯିବା ସୁନିଷିତ କରୁଛି।

ପରିଜନ୍ମତା: ଖାଦ୍ୟ ଷଳରୁଡିକରେ କଞ୍ଜାଇଲେସ ସାନିଟାଇଳର ସହ ପୌରପାଳିକା ସହିତ ସହଭାଗିତାରେ ପରିଷାର ପରିଚ୍ଛନ୍ତା ସନିର୍ଣ୍ଣିତ କରିବା ପାଇଁ ସତନ୍ତ ବ୍ୟାଗ ଯୋଗାଇ ଦିଅ ।ଯାଇଛି ଏବଂ ପୋଲିସ ଶିବିରଗୁଡ଼ିକୁ ପରିଛନ୍ତ। 'ରିଲାଏନ୍ତର ଓ କେୟାର ଦର୍ଶନରେ ସେବା ଓ ପରିମଳ ସବିଧା ଉପଳକ୍ଷ କରାଯାଇଛି ।

ଭିଡ଼ ପରିଚାଳନା: ପୌରପାଳିକା ଏବଂ ପେ ାଲିସ କର୍ଜପକ୍ଷଙ୍କ ସହିତ ମିଳିତ ସହଭାଗିତାରେ ଶ୍ୱଦ୍ଧାନ ଓ ଦର୍ଶନାର୍ଥୀମାନଙ୍କ ମାର୍ଗଦର୍ଶନ ଏବଂ ସ୍ତରମ ଯାତ୍ରା ପାଇଁ ଦୂରରୁ ସଞ୍ଚ ଦେଖାଯାଉଥିବା ମାର୍ଗଦର୍ଶକ ବୋର୍ଡ ଏବଂ ଦିଗସ୍ତକ ପ୍ରାପନ



ସ୍କେଛାସେବୀ ସହାୟତା: ଚିହ୍ନିତ ୟୁନିଫର୍ମ ବା ପୋଷାକ ମାଧ୍ୟମରେ ସହକରେ ସଚିତ ହୋଇପ ାରୁଥିବା ୪,୦୦୦ରୁ ଅଧିକ ସ୍କେଳସେବୀ ଭିଡ଼ ପରିଚାଳନା ସହାୟତା ଏବଂ ଗ୍ରୀଷ ପ୍ରବାହରେ ଉତ୍ରମାନଙ୍କ ଆବଶ୍ୟକ ପାନୀୟ ଜଳ ଉପରହ କରାଇବା ପାଇଁ ରହିଥିବା ଜଳ ପଏଷ୍ଟ୍ରଡିକର

ଗରମରୁ ଆଶ୍ୱୱି: ଶ୍ରହାଳୁ ଏବଂ ଦ ର୍ଶନାର୍ଥୀମାନଙ୍କୁ ଗରମର ଆଶ୍ୱୱି ପ୍ରଦାନ କରିବା ପାଇଁ, ପରିବେଶ ଅନୁକୃକ ସାମଗ୍ରୀରେ ତିଅ ାରି ଦେଜ ଲକ୍ଷର ଅଧିକ ହାଡପଙ୍ଖା ବିତରଣ

ପୋଲିସ ସହାୟତା: କର୍ଭବ୍ୟରତ ସେ ।ଉ ଏକ ସୁଯୋଗ ଆଣିଦେଇଛି।

ାଲିସ କର୍ମଚାରୀଙ୍କ ପାଇଁ ୧୦୦ ଟି ପୋଲିସ ସହାୟତା ପୋଷ ଏବଂ ଆଶ୍ରୟସ୍ଥକ ସ୍ଥାପନ କରାଯାଇଛି ଯାହା ସହାୟତା ଆବଶ୍ୟକ କର୍ଥବା ଶ୍ରଦ୍ଧାଳୁମାନଙ୍କ ପାଇଁ ସହଜ ଓ ସ୍ୱରମ ସହାୟତା ସାନ ପଦାନ କରଛି ।

ପାଣିପାଗ ପ୍ରଷ୍କୃତି: ବର୍ଷା ଉତ୍କୁ ଦୃଷିରେ ରଖ ପୋଲିସ କର୍ମଚାରୀମାନଙ୍କୁ ୩,୫୦୦ ରେନକୋଟ୍ ବିଡରଣ କରାଯାଇଛି । ଏଥି ସହିତ ଲକ୍ଷ ଲକ୍ଷ ଦର୍ଶନାର୍ଥୀଙ୍କୁ ସେବା ଯୋଗାଉଥିବା ସେହାସ୍ତୀ, ପୌର କର୍ମଚାରୀ ଏବଂ ପୋଲିସ କର୍ମଚାରୀଙ୍କୁ ରିଫ୍ଲେସମେଷ କିଟ୍ ମଧ୍ୟ ପ୍ରଦାନ

ଚଳିତ ବର୍ଷ ପ୍ରାରୟରେ ମହାକୃଷ ୨୦୨୫ ରେ ପ୍ରୟାଗରାଜ ଠାରେ ରିଲାଏନ୍ ଲକ୍ଷ ଲକ୍ଷ ଦ ର୍ଶନାର୍ଥୀଙ୍କ ଭୋଳନଠାର ଆରମ୍ଭ କରି ସାସ୍ୟ. ପରିବହନ ସେବା ସମେତ ବିବିଧ ପଦକ୍ଷେପ ଜରିଆରେ ସେବା ପଦାନ କରିଥଲା । ଆଧାନ୍ତିକ କାର୍ଯ୍ୟକ୍ରମରେ ଜନ ସମୁଦାୟକୁ ସହାୟତା କରି ସମୟଙ୍କୁ ଏକ ସୁରକ୍ଷିତ, ସୁସ୍ଥ ଅନୁଭୂତି ପ୍ରଦ ାନ କରିବାନେଇ ଶିଲାଏନ୍ ଦୃଢ ପ୍ରତିବଦ୍ଧତା ପ୍ରଦର୍ଶିତ କରିଆସିଛି । ଚଳିତବର୍ଷ ଶ୍ରୀକ୍ଷେତ୍ରରେ ରଥଯାତାରେ କାର୍ଯ୍ୟକାରୀ କରାଯାଉଥବା ବିବିଧ ପ୍ରୟାସ ମାନବତା ଓ ଈଶ୍ୱରଙ୍କ ସେବା କରିବାର ଅ

Reliance joins hands with Puri district administration launches multipronged efforts to enrich Rath Yatra experience for lakhs of devotees TCT,28/6, Bhubaneswar(By Ab-

hishek Mohanty: During the grand Rath Yatra, Reliance Industries Limited, in close collaboration with the district administration, launched a comprehensive series of efforts to ensure that visitors enjoy a safe. comfortable, and enriching journey. The annual chariot festival in Puri draws lakhs of devotees who gather to witness the majestic procession of Lord Jagannath, Balabhadra, and Subhadra from the Jagannath Temple to the Gundicha Temple. Honouring the spirit of seva, Reliance Foundation, with its characteristic 'We Care' spirit, is proud to support this 13-day sacred journey with meaningful contributions. "Seva is deeply rooted in Reliance's 'We Care' philosophy, and the opportunity to serve devotees in Puri is truly a blessing. We believe that by serving pilgrims and personnel during the Rath Yatra, we are serving the divine. We are committed to enriching the experience of visitors through various initiatives, ranging from food to safety, making their journey smoother, safer and more comfortable,' said Anant M Ambani, Executive Director, Reliance Indus-Limited.Reliance Foundation served hot, wholesome meals to lakhs of devotees and police personnel at six key

locations along the yatra route,



uted over 1.5 lakh eco-friendly

hand fans to help pilgrims beat

the heat. Total 100 police aid

posts were set up with shelters

for on-duty personnel, offering accessible help points for devotees. Keeping the rainy season in mind, 3,500 raincoats were distributed among police staff. Volunteers, municipal staff, and police personnel were provided with refreshment kits. Earlier this year, during Maha Kumbh 2025, Reliance had engaged in service for several lakhs of visitors in Prayagraj with initiatives from meals to health to transport services. With a strong commitment to supporting communities during spiritual events, Reliance has been demonstrating a deep commitment to ensure a safe, healthy, experience for all. The activities during this year's Rath Yatra at Shri Kshetra are yet another opportunity to serve humanity and the divine.

Common Times Bhubaneswar

Odishri Khabar Reliance launches multi-pronged initiatives to enrich Rath Yatra experience of lakhs of devotees

Indian Era



ଶ୍ରଦ୍ଧାଳଙ୍କ ସେବାରେ ରିଲାଏନ୍ସର ଚାରି ହଜାର ସ୍ପେଚ୍ଛାସେବୀ

ପୁରୀ,୨୮।୬: ରିଲାଏନ୍ ଫାଉଞ୍ଚେସନ ପକ୍ଷରୁ ପୁରୀ ରଥଯାତ୍ରାରେ ୪ ହଜାର ସ୍ୱେଚ୍ଛାସେବୀ ନିୟୋଜିତ ହୋଇଛନ୍ତି । ଭକ୍ତଙ୍କ ସେବା ହିଁ ଉଗବାନଙ୍କ ସେବା ବୋଲି ଏହି ଅବସରରେ ରିଲାଏନ୍ଲ ଇଣ୍ଡକ୍ତିକ୍ ଲିମିଟେଡ୍ର କାର୍ଯ୍ୟନିର୍ବାହୀ ନିର୍ଦେଶକ ଅନନ୍ତ ଅମ୍ବାନୀ କହିଛନ୍ତି । ଫାଉଣ୍ଡେସନ ପକ୍ଷରୁ ୬ ସ୍ଥାନରେ ପୃଷ୍ଟିକର ଓ ଗରମ ଭୋଜନ ପରିବେଷଣ କରାଯାଉଛି । ପୌରପାଳିକା ସହଯୋଗରେ ସାନିଟାଇଜର ଓ ବର୍ଚ୍ଚ୍ୟ ସଂଗ୍ରହ ବ୍ୟାଗ ଯୋଗାଇ ଦିଆଯାଉଛି । ଭିଡ଼ ପରିଚାଳନା ଓ ସହଜ ଯାତ୍ରା ପାଇଁ



ଦ୍ୱରରୁ ଦେଖାଯାଉଥିବା ଏକାଧିକ ମାର୍ଗଦର୍ଶକ ବୋର୍ଡ ଓ ଦିଗସ୍ୱଚକ ସ୍ଥାପନ କରାଯାଇଛି । ଏଥସହିତ ୟନିଫର୍ମ ପିନ୍ଧା ୪୦୦୦ ସେଛାସେବୀ ଭିଡ ପରିଚାଳନା ଓ ପାନୀୟ ଜଳ ଯୋଗାଣରେ ନିୟୋଜିତ ହୋଇଛନ୍ତି । ଦେଡ ଲକ୍ଷ ପରିବେଶ ଅନୁକଳ ହାତ ପଞ୍ଜା ବିତରଣ କରାଯାଇଛି । କର୍ତ୍ତବ୍ୟରତ ଆରକ୍ଷୀ କର୍ମଚାରୀଙ୍କ ପାଇଁ ୧୦୦ ପ୍ରଲିସ ସହାୟତା କେନ୍ଦ୍ର ଓ ଆଶ୍ୱୟ ସ୍ଥଳ ନିର୍ମାଣ କରାଯିବା ସହିତ ୩୫୦୦ ରେନ୍ନକୋଟ ବିତରଣ କରାଯାଇଛି । ସ୍ତେଚ୍ଛାସେବୀ, ପୌର କର୍ମଚାରୀ ଓ ପ୍ରଲିସ କର୍ମଚାରୀଙ୍କୁ ରିଫ୍ରେଖମେଣ୍ଟ କିଟ୍ ପ୍ରଦାନ କରାଯାଇଥିବା ରିଲାଏନ୍ସ ଫାଉଣ୍ଡେସନ ପକ୍ଷର ପ୍ରକାଶ କରାଯାଇଛି ।

Samaja _ All Editions _ 4000 Reliance volunteers helping devotees at Rath Yatra

2025

भुवनेश्वर

रिलायंस ने भी रथयात्रा में की अन्न सेवा

एक लाख भक्तों को भोजन वितरित किया, ९ तक जारी रहेगी सेवा

नवभारत रिपोर्टर। पुरी।

प्रयागराज में महाकुंभ मेले के दौरान लाखों लोगों की सेवा करने के बाद, रिलायंस ने ओडिशा के पूरी में भगवान जगन्नाध की रथ यात्रा में भक्तों के अनुभव को समृद्ध करने के लिए बहुआयामी प्रयास शरू किए हैं। व्यापारिक समृह ने एक बयान में यह जानकारी दी। शक्रवार को रथयात्रा के पहले दिन कंपनी ने अपनी अन्न सेवा के भोजन वितरित किया। यह सेवा आठ जुलाई को नीलादी बिजे तक जारी रहेगी, जिस दिन भगवान जगन्नाध और उनके भाई-बहन 12वीं शताब्दी के मंदिर में वापस आएंगे। रिलायंस इंडस्टीज लिमिटेड (आरआईएल) ने परी जिला प्रशासन के साथ मिलकर आगंतकों को सुरक्षित, आरामदायक और समृद्ध यात्रा सनिश्चित करने के लिए प्रयासों की एक

व्यापक श्रृंखला पेश की है। वार्षिक रथयात्रा में लाखों श्रद्धाल आते हैं जो जगन्नाथ मंदिर से गृंडिचा मंदिर तक भगवान जगन्नाथ, बलभद्र और सभद्रा की भव्य शोभायात्रा देखने के लिए एकत्रित

रिलायंस इंडस्टीज लिमिटेड र कार्यकारी निदेशक अनंत एम अंबानी ने बयान में कहा कि सेवा, रिलायंस के बी केयर दर्शन में गहराई से निहित है और परी माध्यम से लगभग एक लाख भक्तों को में भक्तों की सेवा करने का अवसर वास्तव में एक आशीर्वाद है। हमारा मानना है कि रथ यात्रा के दौरान तीधयात्रियों और कर्मियों की सेवा करके हम ईश्वर की सेवा कर रहे हैं। अन्न सेवा के अलाव रिलायंस ने खाद्य स्टालों पर संपर्क रहित सैनिटाइजर भी लगाए हैं, नगर पालिका के सहयोग से सफाई के लिए कचरा बैग की आपूर्ति की है और पुलिस शिविरों में स्वच्छता सविधाएं प्रदान की हैं।

1.5 लाख से अधिक हाथपंखे वितरित किए

समृह ने तीथयीत्रियों को गर्मी से बचने में मदद करने के लिए 1.5 लाख से अधिक पर्यावरण अनुकुल हाथ पंखे भी वितरित किए। बरसात के मौसम को ध्यान में रखते हुए पुलिस कमचौरियों के बीच 3,500 रेनकोट भी वितरित किए गए हैं। स्वयंसेवकों, नगर निगम कमचरियों और पुलिस कमियों को जलपान किट प्रदान की जाएगी।

Navabharat All Odisha Editions

रिलायंस फाउंडेशन की ओर से कराया जा रहा भोजन

जासं, भुवनेश्वर : ओडिशा की पावन नगरी परी में होने वाली जगन्नाथ रथ यात्रा में जटने वाले लाखी श्रद्धालुओं के लिए रिलायंस इंडस्ट्रीज ने अन्न सेवा किया। यात्रा मैं कोई भी भखा न रहे इसके लिए रिलायंस फाउंडेशन यात्रा मार्ग के छह प्रमुख स्थानों पर लाखों भक्तों और पुलिस कर्मियों को गर्म, पौष्टिक भोजन कराया। बताते वलें कि रिलायंस फाउंडेशन का अन्न सेवा प्रोग्राम को दुनिया का सबसे बड़ा अन्न सेवा कार्यक्रम माना जाता है। कपनी श्रद्धालुओं की सेवा, सुरक्षा व सहायता के व्यापक इंतजाम किए इस तेरह दिवसीय भव्य रथ यात्रा में लाखों श्रद्धाल देश के कोने कोने से पुरी पहुंचते है। ऐसे में भीड़ प्रबंधन और भगदड़ को रोकना एक बड़ी चुनौती होती है। रिलायंस, स्थानीय प्रशासन, नगर पालिका और पुलिस अधिकारियों के साथ मिलकर स्पष्ट दिशा निर्देश बोर्ड लगाया, ताकि भक्त एक स्थान सं दूसरे स्थान पर सुरक्षित आ जा सकें।

पुलिसकर्मियाँ के लिए 100 सहायता चौकियां, भीड को संभालने के लिए 4,000 से अधिक स्वयंसेवक रहे तैनात भीड़ प्रबंधन के लिए 4,000 से अधिक प्रशिक्षित स्वयंसेवकों को तैनात किया। इयूटी पर तैनात पुलिस कर्मियों के लिए 100 पुलिस सहायता चौकियां या बुथ स्थापित किए। जिनकी मदद सं श्रद्धालुओं को तेजी से सहायता पहुंचाई जा सकेगी। रिलायंस द्वारा पुरी में शुरू किए गए विभिन्न सेवा कार्यों पर बोलते हुए रिलायंस इंडस्ट्रीज लिमिटेड के कार्यकारी निदेशक अनंत एम अंबानी ने कहा कि सेवा कार्य, रिलायंस के 'वी केयर' दर्शन में गहराई से जुड़ा है। पुरी में भक्तों की सेवा करने का अवसर वास्तव में एक आशीर्वाद है। रथ यात्रा के दौरान तीर्थयात्रियों और कर्मियों की सेवा, ईश्वर की सेवा है। हम आगंतुकों की सुगम, सुरक्षित और आरामदायक यात्रा के लिए प्रतिबद्ध हैं।

Dainik Jagran Bhubaneswar









Reliance offers 'Anna Seva' in Puri Rath Yatra

PURI, JUN 28

AFTER serving lakhs of people during the Maha Prayagraj, Reliance has launched multi-pronged



efforts to enrich the experience of devotees in Lord Jagannath's Rath Yatra in Odisha's Puri, the business group said in a statement.

On the first day of the Rath Yatra on Friday, the company distributed hot meals to about one lakh devotees through its 'Anna Seva', and the service will continue till July 8 on 'Naladri Bije', the day on which Lord Jagannath and his siblings will return to the 12th-century shrine.

Reliance Industries Limited in close collaboration with the district administration of Puri has launched a comprehensive series of efforts to ensure that visitors enjoy a safe, comfortable, and enriching journey. The annual Rath yatra draws lakhs of devotees who gather to witness the majestic procession of Lord Jagannath, Balabhadra, and Subhadra from the Jagannath Temple to the Gundicha Temple. P3

Reliance offers 'Anna Seva' in Puri Rath Yatra

PBD BUREAU/PTI

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AFTER serving lakhs of people during the Maha Kumbh Mela in Prayagraj, Reliance has launched multi-pronged efforts to enrich the experience of devotees Lord Jagannath's Rath Yatra in Odisha's Puri, the business group said in a state-

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draws lakhs of devotees who gather to witness the majestic procession of Lord Jagannath, Balabhadra. Subhadra from Jagannath Temple to the Gundicha Temple.

Seva is deeply rooted in Reliance's 'We Care' philosophy, and opportunity to serve devotees in Puri is truly a blessing. We believe that by serving pilgrims and personnel during the Rath Yatra, we are serving the divine," Anant M Ambani, Executive Director. Reliance Industries Limited, said in a statement

Apart from 'Anna The annual Rath yatra Seva', Reliance has also

installed contactless sanitisers at food stalls, supplying garbage bags for cleanliness in collaboration with the municipality, and extending sanitation amenities to police camps.

Over 4,000 trained volunteers, wearing identifiable uniforms, are also managing crowds and overseeing water points to keep devotees hydrated in the hot and humid weather. They also distributed over 1.5 lakh eco-friendly hand fans to help pilgrims beat the heat.

"Keeping the rainy season in mind, 3,500 raincoats have also been distributed among police staff. Volunteers, municipal staff, and police per-

sonnel will be provided with refreshment kits," the official said.

Another agency. got Chaipani engaged in strengthening on-ground civic infrastructure in collaboration with local authorities to ensure a safer and seamless experience for devotees.

The administration. with Chaaipani as its onground brand activation partner, has developed shaded rest areas, hydration kiosks, public sanitation units, and multilingual helpdesks at highdensity points with the support of top corporates, a company statement said.

These measures aim to address critical issues such as heat exhaustion, lack of rest zones, and information gaps for first-time pilgrims, the company statement said.

"We see this not as an advertising opportunity, but as a moment where brands can step in as contributors to the public good," the founder of Chaaipani, Shruti Chaturvedi, said.

ଲକ୍ଷ ଲକ୍ଷ ଶ୍ରଦ୍ଧାଳୁମାନଙ୍କ ପାଇଁ ରଥଯାତ୍ରା ଅନୁଭୃତିକୁ ସମୂଦ୍ଧ କରିବା ନିମନ୍ତେ ରିଲାଏନ୍ ପକ୍ଷରୁ ବହୁବିଧ ପ୍ରୟାସ



යක් යුතුව අතෙදුන් අතෙද, ශිකතද . මම්කත්දය දී සෙසක් පතිවෙස අතත . යම්කුදන මුල්ව මෙන යක් ලෙස ଇଞ୍ଚଳ୍କ ଜିନିଟେଡ, ତିଲ୍ଲ ପ୍ରଥମଣ ବହିତ । ହଳର ବାଦରେ ଅବାର୍ମିତ ସେଲଗହିଛି । ତାର ସେପଲ ଦିଆଗଲ୍ଲି ଏକଂ ସେଥିର ସହଲାଗିତାରେ ବର୍ଣନର୍ଥାମନଙ୍କୁ ମୁସମ, ଏବଂ ପୁରୀରେ ଲଲ୍ଲଗଣଙ୍କର ସେବା ଅପିଗପୁରିକୁ ଅନିଲମ୍ବର ଓ ପରିମକ ସୁମିଧା ඉහරිය වේ පරිපුර් සමුත පදවුම්. සම්පත වේ ඉහරය අතුවගේ වේ. සහස සහසමේ සිදු පරිසාගේ ඉතිර වෙත යක් වර්ය යනයා. පාණරට පාණ මලය ලෙද දන වෙතෙවන ලෝ සමය ඉතිරල ମଧ୍ୟରେ ବାଦଳ ପ୍ରଭାବ ଅରଣ କରିଛି । ଉତ୍ତରତ୍ୱା ବାମୟରେ ପ୍ରକାନ୍ତି ଏବଂ ଗହିତ ମିହିତ ଉଚ୍ଚଳପିକରେ ଶ୍ରମକୃ । gorcu gilionii regilio reago: adonar ana arteraz ran eli odratimos radodo ver gan oddie ostali es es dedd. Sou odos con eddi celen. Sol de dod es costadon ଅନ୍ତର୍ଜ କରିଥାଏ ସେଥିବାରେ ଖୁକରତ୍ୱଥ । ଠାଣ୍ଟ ବୁରଞ୍ଜା ସାଏଁ ବିଭିନ୍ନ ସମଶ୍ରୟ । ମର୍ବଦର୍ଶକ ବୋର୍ଡ ଏବଂ ବିଗରୁକ ପ୍ରାସନ ମସିରକୁ କୁଷିମ ମସିର ପାଏଁ ମହାନୁକୁ ମଧ୍ୟମରେ ଶ୍ରହାକୁ ଓ ବର୍ଣଚାର୍ଥମୟନଙ୍କ କରାଯାଇଥି (ବ୍ରେଥସେବ) ସହାରତ: ଜଗନ୍ତା, କଳଳ ଏକ ଦେବା ପୁରତ୍ରଙ୍ଗ । ଅନୁକୃତିକୁ । ଗୁଣମା, ନିରାସଦ । । ମିକ୍ଲିକ ସୁନିଫର୍ମ ରା ସେଖନ ମଧ୍ୟମରେ මේ සහපා කතු දෙනුව සක් මෙරි. සුසුපත්තම මේ සලා සේවල සහපා කළුවෙස අරිම දෙනුවෙනුලු ම कुछ । दयका काकाम् वर्तार प्रदेशक दिवस प्रकार वर्तार वर्तार प्रकार ४,००० वृत्तार द्वार वर्तार वर्तार वर्तार वर् କଥର ନିଳ୍ୟତ ଫରକ୍ଷରର, ଏହାର ଜିମିଟେଲେ ଲଣ୍ଡାନିଶିହା ନିର୍ଦ୍ଦେଶ ଖ ପରିବାହନା ଗଳାଯାଉ ଏବଂ ଶ୍ରୀଷ୍ଟ de se se con ago dos sobre de se su mora elega de sobre d ରେଉପର କରିଥାରେ ଏହି ଏହା ଦିନ ସେହା ପ୍ରଥମର ସ୍ୱମଧ୍ୟ ଅନ୍ତ ସେହା କଳ ଉପରେ କଲାଇବା ପାଇଁ ଉଦିହଳା ବ୍ୟସା ସହିତ୍ର ଯାତ୍ରାସେ ବହସୋଗ ଜିଲାଏକ୍ ସାରବେଷକ ସାତ୍ରା ମାର୍ଗସେ କଳ ସଂଗଲ୍ଲେଡିକର କଠାରେ କରିବେ ।

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Strategic Learning and Positioning

Mapping Seva, Enabling Systems – A Strategic Tech-Enabled Approach to Multi-Stakeholder **Faith-Based Public Service Delivery**



EYE ON THE PIE

Shuchi Bansal

The lowdown on advertising, marketing and media consumption cends

RIL / RF - Current Seva Strategy and Suggestions

To advertise at religious events, companies and brands must stick to cultural notes

ackaged water brand Bisleri is involved in waste management along the Jagannath Rath Yatra route in Puri, Odisha, that starts on Friday (June 27). Electrical equipment company Polycab is managing watch towers on the beaches in the coastal town. Adani's ACC Cement is providing free drinking water while pharmaceutical firm Cipla is offering foot massage to pilgrims walking with Lord Jagannath's chariot. The annual Rath Yatra is a nine-day affair concluding with the deities returning to the Jagannath temple. Last year, nearly 20 lakh people participated in the pageant.

The roaring success of the Maha Kumbh mela held at Prayagraj in January is driving brands to large scale events like the Puri Rath Yatra to target millions of devotees. "Religious events have grown in scale -- not just in terms of sheer attendance, but also in how professionally they are organised, often with active government support. The commercial potential of drawing such large crowds combined with extensive media coverage, has not gone unnoticed by brands," said Samit Sinha, managing partner, Alchemist Brand Consulting.

Beyond the guaranteed visibility, associating with such gatherings offers brands an opportunity to tap into the emotional resonance and cultural significance these events evoke, Sinha said.

Shruti Chaturvedi, founder

of branding agency Chaaipaani that's tied-up with the Puri district administration to facilitate sponsorship and brand deals, said there's increased interest from companies as branding opportunities are more structured this year. "We focused on partnerships for public amenities and not traditional billboards," Chaturvedi said.

Gaps in Maha Kumbh's sanitation infrastructure led Chaturvedi to secure brand partnerships for utilities like biotoilets (with maintenance, she claimed), resting stations, hydration points, provision of umbrellas etc. for the Yatra. Among companies and brands flocking Puri are Campa, Coca-

FROM FOOT MASSAGES TO WASTE CLEAN-UPS. COMPANIES FIND VALUE IN EVENTS LIKE RATH YATRA

Cola, Swiggy, Delhivery, Adani group and Reliance Foundation, among others.

The Puri rush is understandable, "Brands associate with a cause, people and emotions. The gathering is huge and people come in a celebratory mood conducive to targeting," Chaturvedi said.

Historically, village fairs religious or commercial were an answer to rural distribution problems of FMCG companies which found it expensive to reach the rural consumer. These events drew crowds from distant villages and consumer goods companies and distributors put up stalls to sell their products or offer samples.

Over the years, these events scaled and brands introduced activations for salience and

recall, said Jitender Dabas, CEO, Cheil X, "Now, it is fashionable to be present at big religious congregations for the Fear of Missing Out (FOMO). That said, they are critical to catch a captive audience at one place since audience fragmentation is real. But brands must not participate for the sake of participating, or be exploitative," Dabas said. "It's best for brands present at such gatherings to avoid religious overtones and associations. We are living in difficult times and there's polarization. Brands should not get caught in controversies," he added.

Samit Sinha said there aren't any rules preventing brands from associating with religious events. "Consider West Bengal-and Kolkata in particular-where brands have had a strong and visible presence during Durga Puja for decades. Although the festival centres around Hindu deities, what stands out is its broad, secular appeal across Bengalis of various religions and castes. Similarly, every region has its own festivals and traditions that, while rooted in religion, are often celebrated as cultural milestones," he said. However, brands must focus on the cultural dimensions of these events, rather than making overtly religious associations, Sinha added.

Brand experts expect media spends on spiritual, religious and cultural events to rise. Chaturvedi said marketing budgets allocated by brands to such mass gatherings are increasing as online advertising gets cluttered. Such associations with events build stronger brand recall and integrate brands more effectively with people's lives compared to traditional advertising, she said.

Clearly, this isn't a fleeting trend. "As these events continue to expand in scale and sophistication, we're likely to see increasing brand involvement over time," Sinha said, adding, while digital reach and interactivity continue to grow, there will always be a need for physical on-ground presence to establish a more direct and intimate connection with con-

UNDERSTANDING THE CULTURAL AND STRATEGIC RELEVANCE-OF SEVA



Faith Based Events as Catalysts for Meaningful **Brand Engagement**

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Strategic Shift: From Brand Visibility to Cultural Alignment



- Brands must now engage authentically in faith-based events; superficial marketing risks alienating communities.
- One Reliance Seva reflects this shift—emphasising a humble, service-first identity.
- o It moves beyond advertising, aligning instead with spiritual values and community emotions.
- o This approach is **supported by communication experts** advocating for purpose-led, emotionally resonant outreach.
- o It reinforces Reliance Foundation's role as a trusted Seva partner, not merely a sponsor.

Pilgrim Feedback on Anna Seva – Listening to the Ground



- A digital feedback form was deployed by Reliance Foundation &
 One Reliance volunteers at food distribution points.
- Form had 4 simple, anonymous questions, ensuring privacy and ease of response.
- Feedback was collected via mobile devices during live service delivery.
 - 997 responses received from 10+ states and multiple districts
 - Highest participation: Odisha (611), followed by West Bengal (136), Andhra Pradesh (90), and Chhattisgarh (74)
 - Food Quality: 77% Good | 19% Average | 2% Needs
 Improvement
 - **Food Quantity**: 86% Fully Sufficient | 12% Just Enough | <1% Not EnoughInsight: Strong satisfaction, with minor cues for **service fine-tuning**.
- Reinforces One Reliance Seva commitment to data-driven, dignified service.



One Reliance Seva – Systems for Inclusive, Tech-Powered Service



- o **Integrated delivery model** involving: Reliance Industries Limited (various wings), Reliance Foundation, Reliance Retail, Jio, Jio Marcomm, and RIL Corporate Services.
- Key services provided: Anna Seva, Goody Bags (Nimbu Pani, ORS, Biscuits), Garbage Bags,
 Police Aid Booths, highway signboards, branded hoardings, and multi-departmental government coordination.
- o **Tech-enabled crowd control**: Walkie-talkies, GIS dashboards, and real-time monitoring.
- Future suggestions:
 - Pilgrim enrolment via Seva Saathi Booths using QR codes, missed calls, and WhatsApp.
 - Service data mapping to dashboards and war rooms for dynamic resource allocation.
- Partnership ecosystem: Trusted collaboration with NGOs, District & Temple Administration,
 Police, Municipality, IRCS, and service vendors.
- Compliance: Fully aligned with CSR (Companies Act) and ESG (BRSR) frameworks.



Seva with Safety, Intelligence, and National Alignment Future-Ready Enhancements for One Reliance Seva



- o The stampede near Gundicha Temple highlighted the urgent need for structured crowd-risk protocols and tech-enabled preparedness.
- Operational Verticals (Suggestion):
- o irrepresentation of the security Barricade planning, crowd flow routing, emergency drills | Led by ex-defence professionals with experience in crowd control
- o 🖺 **Health & Safety Teams -** First-aid kiosks, mobile medical units | Deployment of **HSE protocols** in high-footfall areas
- o 📝 Jio Surveillance Systems Use of drones, GIS heatmaps, and real-time crowd density tracking
- In Loss Prevention Unit Predictive analytics, decongestion models, and incident triage simulations
- Strategic Value: A model combining compassion, compliance, and command—creating a replicable governance framework for India's faithbased mega-gatherings.
- Mass Gathering Resilience and Response Preparedness:
- Rath Yatra Seva operations already reflect emergency response best practices: Crowd control mechanisms | Hydration and food stations | Walkie-talkie communication | Multi-site coordination systems
- o **Organisational Strengths**: RF's past disaster response in cyclones, floods, and COVID-19. | RIL's Security & Loss Prevention teams include exparamilitary and defence experts. | IPL safety experience (2012–2025) demonstrates long-standing culture of proactive safety planning.
- Opportunity Ahead: Pilot resilience demonstration models in partnership with Police, NDRF, and Home Guard at future Seva points.



Conclusion: Learnings and Vision

Lessons Learned: Scalable, Inclusive, Tech-Enabled Seva Models (Puri Rath Yatra 2025 as a Field-Tested Prototype)



- Live Operational Prototype Puri Rath Yatra Seva served as a real-time, field-tested model for scalable, faith-based and civic gatherings, offering proof of concept for integrated, dignified service delivery.
- Integrated Multi-Stakeholder Execution Seamless coordination between Reliance Foundation, Retail, Jio, and Corporate Services enabled smooth provisioning of hot meals, hydration, safety kits, signage, and logistics, in close collaboration with the district administration, police, temple authorities, and NGOs.
- Tech-Enabled Civic Seva Use of GIS dashboards, Al-powered crowd counting, walkie-talkies, and mobile feedback forms strengthened on-ground governance, enabling real-time situational awareness and dynamic resource allocation.
- Mobile Feedback-Driven Adaptation Feedback from 997+ pilgrims through mobile-enabled forms helped inform mid-course corrections, strengthen trust, and improve service responsiveness with embedded dignity.
- Strategic Positioning for Future Mega Events The Puri Seva model showcases Reliance Foundation's capability to lead coordinated Seva efforts in large-scale gatherings like the Maha Kumbh, combining public service delivery, brand credibility, and alignment with SDGs and ESG frameworks.
- Future-Ready, Tech-Social Model The Seva systems at Puri represent a replicable, culturally respectful, and digitally enabled governance model—positioning Reliance as a technology-driven social responder in the space of mass gathering resilience.