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## TTD Launches New Srivani Darshan Ticket Counter to Ease Pilgrim Rush

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In a move to streamline the pilgrimage experience and reduce long waiting hours, the Tirumala Tirupati Devasthanams (TTD) has inaugurated a new Srivani Darshan ticket counter near Annamaya Bhavan in Tirumala. The initiative is aimed at offering quicker access to devotees who opt for the Srivani Darshan scheme.

TTD Executive Officer J Syamala Rao inspected the newly opened centre and instructed officials to ensure that basic amenities such as drinking water, tea, coffee, and milk are available for devotees in queue. He also directed the installation of digital display boards to provide real-time information on ticket availability and scheduling.

The Srivani Darshan scheme, which allows devotees to contribute towards temple development in exchange for special darshan access, has grown in popularity in recent years. However, the increased demand has led to congestion and prolonged waiting periods, prompting TTD to enhance its ticketing infrastructure.

Officials said that the new facility will help decongest existing counters and improve crowd management, particularly during peak pilgrimage seasons. The centre will feature dedicated queue lines, clear signage, and additional staff to assist visitors, ensuring a more efficient and comfortable experience.

This development is part of a broader effort by the TTD to modernise its services, including leveraging digital tools and expanding infrastructure to manage the heavy influx of pilgrims at one of India's most visited religious destinations. The new Srivani Darshan counter is expected to be fully operational shortly.