

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO.2483
(TO BE ANSWERED ON 21.03.2025)

LAUNCH OF MAHA KUMBH SONGS

2483. SHRI RAMBHAI HARJIBHAI MOKARIYA:

DR. DINESH SHARMA:

DR. ANIL SUKHDEORAO BONDE:

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the significance of the Maha Kumbh songs launched by the Ministry of Information and Broadcasting;
- (b) the impact of the launch of these Maha Kumbh songs on tourism and cultural affinity during the Maha Kumbh Festival; and
- (c) whether there are any plans for additional cultural programmes or musical initiatives related to any important cultural event in the future?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (c): The Mahakumbh song had been launched by Doordarshan, to create awareness of the rich heritage and traditions associated with the Mahakumbh, which is one of the largest gatherings in the world. The aim was to promote the cultural and spiritual essence of the Mahakumbh Festival, highlight the unity and diversity of India's cultural fabric and serve as a medium to connect people globally with the festival's ethos.

The songs were played through various media platforms to highlight the festival's cultural significance to the country as well as to the global audience, encouraging cultural exchange and participation.

The plans are made for important cultural events on a case-to-case basis as per the programme requirements.