

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 3273  
TO BE ANSWERED ON 28.03.2025**

**Highlighting the significance of the Mahakumbh**

**3273. SHRI SATNAM SINGH SANDHU:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state;**

**(a) the details of steps being taken to highlight the rich cultural, spiritual, and historical significance of the Mahakumbh through documentaries, programs, and special features on national media platforms;**

**(b) whether the Ministry is planning to collaborate with cultural organizations, experts, and global media to produce and propagate content that showcases the cultural diversity and heritage associated with the Maha Kumbh, if so, the details thereof; and**

**(c) the details of steps taken by the Ministry to ensure the accuracy and reliability of information being broadcast by the global press?**

**ANSWER**

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

**(a) (1) Prasar Bharati**

- Prasar Bharati through its arms of Doordarshan, Akashvani and News channels, has taken following steps to highlight the rich cultural, spiritual, and historical significance of the Mahakumbh:**

- **The Kumbhvani channel of Akashvani, dedicated to Mahakumbh 2025 was launched in Prayagraj, Uttar Pradesh and specially designed documentaries, programmes & features were aired to cater to devotees & general audience.**
- **National as well as Regional Channels of Doordarshan and Prasar Bharati OTT Platform WAVES, did LIVE telecast of Amrit Snans and important Snans of Mahakumbh.**
- **Aarti from Sangam at Prayagraj was telecast by DD Bharati Channel as well as on Prasar Bharati OTT Platform WAVES.**
- **Special Mahakumbh songs, short films, and special programmes were telecast by various channels of Doordarshan Network to promote the festival's cultural significance.**
- **A TV series of 30 Episodes titled: 'Mahakumbh- Ek Adhyatmik Sangam Yatra' centred around Kumbh Stahls, Traditional Akharas History and activities at Mahakumbh 2025 was commissioned.**
- **DD India had also ensured global outreach with English-language reports from Prayagraj, airing daily updates, interviews, and a weekly program.**

## **(2) Press Information Bureau (PIB)**

- **PIB at national level issued over 111 press releases and backgrounders in Hindi, Urdu and multiple regional languages.**
- **A dedicated webpage was created on PIB Website to provide real-time updates, press releases, backgrounders, high-resolution photographs, and videos, giving insights into the various activities at Mahakumbh 2025.**

**(3) Central Bureau of Communication (CBC)**

- **CBC had organized a multimedia exhibition showcasing the flagship programmes, schemes and achievements of Central Government during the Mahakumbh.**

**(b) The media units of Ministry of Information and Broadcasting have done various programmes that have showcased the cultural diversity and heritage associated with Mahakumbh.**

**(c) PIB had published various backgrounders and press releases on Mahakumbh to ensure accurate information is available in the public domain for the press.**

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