

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO-345
ANSWERED ON- 06/02/2025

PROMOTION OF KUMBH MELA IN THE COUNTRY

345. DR. MEDHA VISHRAM KULKARNI

Will the Minister of CULTURE be pleased to state:

- (a) whether Government is planning to promote Kumbh Mela as a major cultural and spiritual event in the country;
- (b) if so, the details of the initiatives proposed for its promotion at national and international levels;
- (c) whether Government is collaborating with State Governments and other stakeholders for the development of infrastructure and facilities for the Kumbh Mela; and
- (d) if so, the details of such collaborations and the funds allocated for the same?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d) Kumbh Mela, 2025 is being organized at Prayagraj, Uttar Pradesh from 13.01.2025 to 26.02.2025 by the State Govt. of Uttar Pradesh.

Ministry of Tourism, Government of India has set up an Incredible India Pavilion in Mela area to provide information and to engage tourists including foreign tourists, media, influencers etc. A digital brochure of various tour packages, flight & accommodation options etc. for Maha Kumbh have been prepared. Besides, a dedicated Maha Kumbh Tourist Infoline (1800111363) has been established for tourists.

The promotion of Kumbh Mela is also being done through social media handles of Ministry of Tourism, Ministry of Culture and various other Departments of Govt. of India.

India Tourism Development Corporation (ITDC), a PSU of Ministry of Tourism, has setup 80 luxury tents for accommodation at Tent City, Prayagraj.

Ministry of Railways is running more than 13,000 trains including 3,000 special trains for the Maha Kumbh-2025. Besides, Ring Rail services connecting Prayagraj with key religious sites like Ayodhya, Varanasi and Chitrakoot are also operational on daily basis during the Mela.

Ministry of Culture has set up a cultural village viz. Kalagram in Sector-7 of Maha Kumbh district through North Central Zone Cultural Centre, an autonomous organization of the Ministry. The main features of Kalagram are:

- Main Entrance: 635 ft wide, 54 ft high, depicting 12 Jyotirlingas and the story of Lord Shiva consuming Halahal, a confluence of art and spirituality.
- A stage 104 feet-wide & 72 feet-depth on the theme of Char-Dham.

- Artist and Performance: 14,632 artists will perform on various stages including Kalagram.
- Anubhut Mandapam: 360° immersive experience narrating Ganga descent from heaven to earth.
- Aviral Shashwat Kumbh: Digital display by Archaeological Survey of India (ASI), National Archives of India (NAI) and Indira Gandhi National Centre for the Arts (IGNCA).
- Food Zone: Satvik cuisine from all Zonal Cultural Centres apart from the local cuisine of Prayagraj.
- Sanskriti Angans: Display and sale of traditional Indian handicrafts and handlooms in the courtyards by 98 artisans of the seven Zonal Cultural Centres.

A 118-member delegation of diplomats and dignitaries including Heads of Mission from 77 countries took a holy dip at the Triveni Sangam on 1stFebruary, 2025 during the Maha Kumbh Mela.

Ministry of Culture is also collaborating with the Culture & Tourism Department of Govt. of UP to present cultural programmes by engaging 15,000 artists across various stages of the Maha Kumbh.
