

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 588
TO BE ANSWERED ON 07.02.2025**

COMMUNICATION OUTREACH DURING MAHA KUMBH

588. SHRI SATNAM SINGH SANDHU:

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

(a) steps taken for media outreach during the Maha Kumbh, particularly to ensure live coverage and widespread dissemination of important information;

(b) steps taken to ensure the media coverage includes multilingual content to cater to pilgrims from various parts of the country;

(c) details of measures being taken to use both traditional and digital media platforms to spread awareness about safety protocols, health advisories, and crowd management during the event; and

(d) details of collaboration with state Governments or other stakeholders to ensure media coordination and information dissemination during the event, if any?

ANSWER

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

(a) to (d): The details of media outreach activities undertaken by various media units of the Ministry of Information and Broadcasting during Maha Kumbh, 2025 are as under :

(1) Press Information Bureau (PIB)

- **PIB in collaboration with State Government has set up a Media Centre at Maha Kumbh grounds to facilitate PIB's operations and assist media personnel from various outlets.**
- **Dedicated Webpage: A dedicated page on the PIB website was launched to provide real-time updates.**
- **Real-Time Social Media Engagement: PIB's social media team highlights key events, and updates related to safety protocols, reaching millions across platforms like X (Twitter), Facebook, Instagram, and You Tube.**
- **Multilingual Coverage: To cater to the diverse linguistic groups attending the Maha Kumbh, PIB is issuing press releases, backgrounders, and photographs in multiple languages, including Hindi, Urdu, Marathi, Gujarati, Bengali, Assamese, Punjabi, Tamil, Telugu, Kannada, Malayalam, and others. This multilingual content ensures broader reach and understanding for diverse communities.**
- **PIB is organizing press conferences and media briefings, highlighting crucial aspects such as safety protocols, health advisories, and crowd management strategies in place at Maha Kumbh 2025.**

(2) Central Bureau of Communication (CBC)

- **Central Bureau of Communication has organized an exhibition in the Maha Kumbh area to disseminate information about various flagship schemes/initiatives of the Government.**

(3) Prasar Bharati

- **Prasar Bharati, through Doordarshan and Akashvani, is airing live coverage of Amrit snans, daily Aarti from Sangam at Prayagraj, special Maha Kumbh songs, short films, and a TV series on various DD channels, Prasar Bharati OTT platform WAVES, YouTube and also on dedicated FM radio channel 'Kumbhvani' (FM 103.5 MHz).**
- **DD News and Akashvani with their extensive network of Regional News Units across the country are delivering comprehensive coverage of the event through news stories and news packages in regional languages/dialects.**
- **DD News is also carrying programmes for creating awareness about safety, dissemination of health and other advisories through news stories, special programs, and live reporting. On digital platforms, it shares real-time updates, emergency contacts, and safety tips via social media and its website, using interactive posts, infographics, and live updates to engage the audience.**
