

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.934
ANSWERED ON 10.02.2025**

MAHA KUMBH, 2025

**934. SHRI DINESHBHAI MAKWANA:
SHRI JUGAL KISHORE:
SHRI DAMODAR AGRAWAL:
DR. MANNA LAL RAWAT:
DR. BHOLA SINGH:
SHRI PRATAP CHANDRA SARANGI:
DR. VINOD KUMAR BIND:
SHRI MAHESH KASHYAP:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of the initiatives being taken by the Government to promote Maha Kumbh, 2025, as a global tourism hub, including international marketing and diplomatic collaborations;**
- (b) the details of collaborations that have been established with the tourism stakeholders such as State tourism boards, airlines, hospitality industries, UPSTDC and IRCTC, to provide travel and accommodation facilities for travellers and visitors;**
- (c) whether the Government is collaborating with industry confederations such as the Confederation of Indian Industry (CII), FICCI, and ASSOCHAM for the said initiative and if so, the details thereof;**
- (d) the role of the said industry confederations in providing business and economic opportunities for the local communities, particularly in context of hospitality, travel and tourism services;**
- (e) the manner in which the Government plans to ensure security, crowd management and public health safety for the millions of expected pilgrims and tourists; and**
- (f) whether digital innovations like virtual tourism, mobile applications and AI-based navigation systems will be implemented to enhance visitor experience and information accessibility?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (f): Ministry of Tourism is promoting Maha Kumbh 2025 through various initiatives. Ministry has set up an Incredible India Pavilion in Mela

area to provide information, and to engage tourists including foreign tourists, media, influencers etc.

New creatives, a Digital brochure of various tour packages, flight options, accommodation options offered by UPSTDC, IRCTC, Airlines etc. for Maha Kumbh have been prepared and circulated. Additionally, a dedicated Maha Kumbh Tourist Infoline (1800111363) has been established for tourists.

The promotion of Maha Kumbh is also being done through social media handles of Ministry of Tourism.

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

Ministry of Culture has set up a cultural village viz. Kalagram in Mela Area through North Central Zone Cultural Centre, which features Anubhut Mandapam, Artists performances, Food zone, display and sale of traditional Indian Handicrafts and Handlooms etc.

Organization, Enhancement of infrastructure and facilities including safety, security, and well-being of tourists, pilgrims and other stakeholders is subject of the State Government.
