

UP to host grand roadshows in India & abroad for Maha Kumbh

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh govt will organize grand roadshows in major cities across India and abroad to promote Maha Kumbh. The decision was approved by the state cabinet on Friday.

Additionally, govt has sanctioned the purchase of 220 vehicles for the event. The preparations for Maha Kumbh, to be organised in Prayagraj from Jan 13 to Feb 26, are underway on a mission-mode to ensure it becomes a grand celebration of Sanatan Dharma.

Highlighting the CM Yogi Adityanath's vision to promote Sanatan culture both domestically and inter-



Preparations underway for the Maha Kumbh Mela 2025, in Prayagraj on Friday

nationally, Sharma told media that roadshows will be led by ministers in order to generate global awareness and participation.

In India, roadshows will be held in cities such as Delhi, Mumbai, Pune, Jaipur, Hyderabad, Thiruvananthapuram, Ahmedabad, Chennai, Kolkata, Bengaluru,

Guwahati, Dehradun, Bhopal, Chandigarh, and Patna. Internationally, roadshows are planned for Nepal, Thailand, Indonesia, Mauritius, and other countries.

The state urban development department will cover the costs, estimated at Rs 20-25 lakh per city.

Industry bodies like FICCI and CII will also partner in the initiative.

Sharma said around Rs 28 crore has been sanctioned for buying 220 vehicles to support the Maha Kumbh preparations.

These will include 40 Mahindra Bolero Neo vehicles, 160 Bolero B6BSVI models, and 20 buses.