

# Travel and hospitality businesses expected to do INR 2800 crore business during Maha Kumbh

The UP government expects its GSDP to grow by 1 percent this year with the Maha Kumbh turning out to be the largest religious gathering in the world.



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The travel, tourism and hospitality businesses are expected to do a business of approximately INR 2800 crore at the Maha Kumbh which is underway in Prayagraj in Uttar Pradesh. According to the government's estimate more than 45 crore devotees are expected to descend in the city which would catapult Maha Kumbh 2025 as the largest religious assembly in the world. Apart from its religious and spiritual significance, the government is expecting the event to deliver and drive significant economic benefit to the state with an upward growth of 1 percent in gross state domestic product (GSDP).

In a special briefing for foreign correspondents in Delhi, top officials of the UP Government and the Ministry of External Affairs, Government of India, explained the religious, spiritual, cultural and economic importance of the Maha Kumbh which started on January 13 and will conclude on February 26 at Prayagraj.

Top officials from the Uttar Pradesh government provided detailed information about the scale of the Mahakumbh, emphasising its status as the largest religious gathering in the world.

According to the government's estimate, more than 45 crore devotees are expected to attend the Mahakumbh 2025, including around 15 lakh foreign tourists. In comparison, 25 crore people attended the 2019 Kumbh Mela. The event, the officials said, is being promoted as a platform for unity and equality, bringing together people from diverse cultures and traditions.

The officials noted that the Mahakumbh will surpass other major global events in terms of attendance. With 70 lakh attending the Rio Carnival, 25 lakh at Haj, and 72 lakh at Oktoberfest, the Mahakumbh 2025 stands unmatched with an anticipated 45 crore attendees. This highlights its unparalleled scale and global significance as one of the world's largest gatherings.

The government expects Mahakumbh 2025 to deliver a significant economic boost, contributing up to INR 2 lakh crore to India's economy. Uttar Pradesh's GDP is expected to grow by over 1%. Trade in daily essentials is projected at INR 17,310 crore, with the hotel and travel sectors reaching INR 2,800 crore. Religious materials and flowers are estimated to generate INR 2,000 crore and INR 800 crore, respectively.

To ensure a smooth and safe event, extensive infrastructure has been developed in Prayagraj, the officials informed. Key projects include 14 new flyovers, 9 permanent ghats, 7 new bus stations, and 12 kilometers of temporary ghats. Security measures have been ramped up, with 37,000 policemen, 14,000 home guards, and 2,750 AI-based CCTV cameras deployed.

Health services feature 6,000 beds, 43 hospitals, and air ambulances. Additionally, 10,200 sanitation workers and 1,800 Ganga Sevadut are deployed to maintain cleanliness during the event.

Mahakumbh 2025 also sees the participation of 13 Akharas, including the Kinnar Akhara, Dashnam Sanyasini Akhara, and women's Akharas. These Akharas symbolize gender equality and a progressive approach, and the event will promote unity across caste, religion, and cultural diversity. Beyond its religious significance, the Mahakumbh offers a platform to showcase India's rich cultural heritage and economic prosperity on the global stage.

The briefing was attended by key figures, including Sanjeev Singh, OSD to the chief minister; Awanish Kumar Awasthi, advisor to the chief minister; Shishir, director of information, UP; Mrityunjay Kumar, media advisor to the chief minister; and Randhir Jaiswal, joint secretary of the Ministry of External Affairs.