

# Initiatives unveiled to promote Mahakumbh 2025 as global tourism hub

**STATESMAN NEWS SERVICE**  
NEW DELHI, 12 JANUARY

The Centre is set to make Mahakumbh 2025 a landmark event not only as a spiritual gathering but also for global tourism.

To celebrate the occasion, the Ministry of Tourism is rolling out several initiatives aimed at boosting both domestic and international tourism.

The Mahakumbh is one of the largest and most significant religious congregations in the world, held every 12 years at one of four locations in India. The Mahakumbh-2025, which is Poorna Kumbh, is taking place in Prayagraj, Uttar Pradesh, from 13 January to 26 February.

This event, expected to attract millions of devotees, tourists, and pilgrims from across the world offers a unique opportunity to showcase India's cultural, spiritual heritage and tourism potential.



The Ministry of Tourism is setting up the Incredible India Pavilion, a sprawling 5,000 sq ft space at the Mahakumbh, which will facilitate foreign tourists, scholars, researchers, photographers, journalists, the expat community, and Indian diaspora etc.

The pavilion will offer an immersive experience for visitors, showcasing India's rich cultural heritage and the significance of the Kumbh Mela.

The pavilion will also feature the Dekho Apna Desh People's Choice Poll, allowing visitors to vote for their favourite tourism destinations in India.

To meet the specific needs of foreign tourists, influencers, journalists, and photographers attending the Mahakumbh, the Ministry of Tourism has set up a dedicated toll-free Tourist Infoline (1800111363 or 1363). Besides English and Hindi the Toll Free Infoline

is now operating in ten (10) International languages and also in Indian languages including Tamil, Telugu, Kannada, Bengali, Assamese and Marathi. The service will provide assistance, information, and guidance to make the experience smoother and more enjoyable for international visitors.

The ministry has launched a major social media campaign to generate buzz about the upcoming Mahakumbh. Special hashtags such as #Mahakumbh2025 and #SpiritualPrayagraj are being used to encourage people to share their experiences and moments from the event. Social media contests, collaborative posts with organizations like ITDC, UP Tourism, and other organizations, will amplify the visibility of the event and invite people to witness this spiritual extravaganza.

The Ministry of Tourism has collaborated with key

tourism stakeholders like the Uttar Pradesh State Tourism Development Corporation (UPSTDC), IRCTC, and ITDC to offer a range of curated tour packages and luxury accommodation options. ITDC has set up 80 luxury accommodation at Tent City, Prayagraj, while IRCTC is also providing luxury tents to accommodate the influx of pilgrims and tourists. These packages will be available in a digital brochure, which has been widely circulated to Indian missions and India Tourism offices for greater amplification.

To ensure seamless travel for tourists attending the Mahakumbh, the ministry has partnered with Alliance Air to enhance air connectivity to Prayagraj from multiple cities across India. This will facilitate easier access for domestic and international visitors, allowing them to reach the event with ease and convenience.