

**UNPRECEDENTED SCALE**

# Maha Ecosystem of Gigs Builds up at Maha Kumbh

A million jobs expected, including social media & other new-age roles

**Prachi Verma**

**New Delhi:** Maha Kumbh Mela, the world's largest religious congregation that got underway this week in Prayagraj, is also turning out to be one of the biggest events in creating gig and temporary jobs.

Staffing and recruitment services firms estimate the 45-day festival to generate around a million such jobs.

While thousands of workers were employed to set up a temporary city on the riverbanks, more are being hired for managing the makeshift facilities, providing transport and logistics support, and handling security

and emergency services, among other functions.

Roles also include event coordinators, hospitality staff, guides, customer support executives, technicians, artisans and even social media managers.

Manmeet Singh, CEO of FirstMeridian Global, estimates as many as 600,000 temp jobs in construction, hospitality and event management alone.

## Fair Fare

All-time high demand for gig workers at Maha Kumbh

### NEW-AGE PROFILES

**IN DEMAND** Digital security and marketing personnel, social media managers, data analysts, drone operators, live streaming professionals

### OTHER PROFILES

Event planners, maintenance teams, hospitality staff, tour guides, artisans, vendors

