

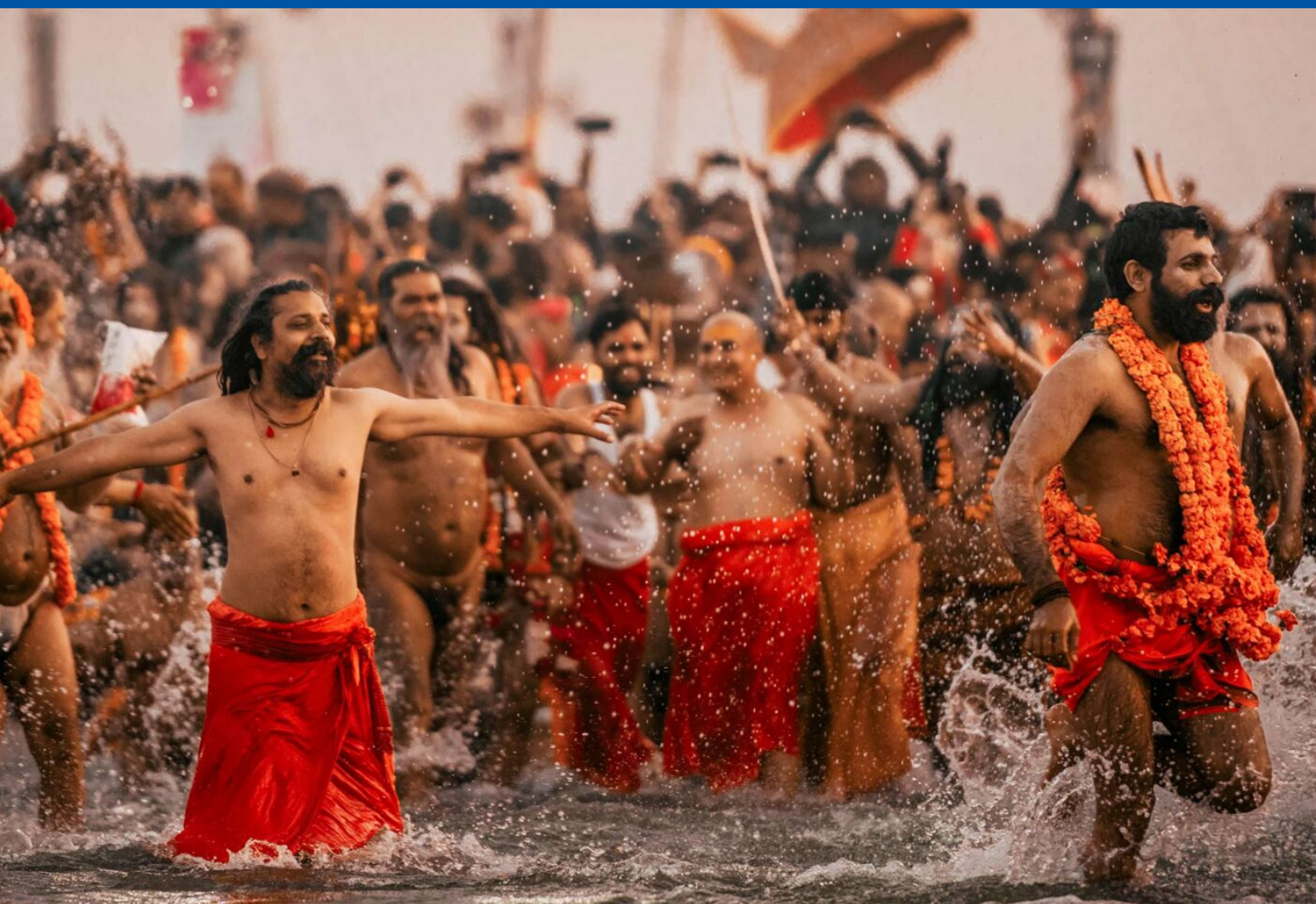
# MAHA KUMBH 2025

A MAGNIFICENT BLEND OF SPIRITUALITY,  
SUSTAINABILITY & SCIENCE





# 01 OVERVIEW





The **Mahakumbh 2025** is scheduled from **January 13 to February 26, 2025**, at the **Triveni Sangam** in **Prayagraj, Uttar Pradesh**, India. This event is anticipated to attract approximately **400 million participants**, making it the world's largest human gathering. **Held every 12 years**, the Mahakumbh is especially significant in 2025 due to a unique astrological alignment occurring once every 144 years.



The Maha Kumbh Mela 2025 in Prayagraj exemplified a harmonious fusion of spirituality, sustainability, and science. This sacred gathering, rooted in Hindu tradition, attracted millions of pilgrims seeking spiritual enrichment and inner peace. **The festival served as a reminder of the connection between faith and human values, reinforcing devotion and self-purification.**

Sustainability was a key focus of the event, with initiatives promoting eco-friendly practices and reducing environmental



impact and thus is also called the '**Green Maha Kumbh**'. It encouraged waste management, plastic reduction, and renewable energy use, ensuring the festival upheld its spiritual essence while protecting the environment. Besides sustainable innovation, technological advancements also played a key role in managing the vast influx of pilgrims, ensuring safety, sanitation, and logistical efficiency.

## CREATING A SMARTER, SAFER PILGRIMAGE FOR MAHA KUMBH 2025



**Digital platforms, smart crowd management, and real-time monitoring enhanced the experience for attendees, reflecting the successful integration of modern technology with ancient traditions.** It has promoted the vision of "**Brand UP**" worldwide by showcasing the tourism and investment potential of the state. This blend of spirituality, environmental consciousness, and scientific progress along with economic prospects highlighted the festival's adaptability and relevance in contemporary times.



# 02 MYTHOLOGICAL, SPIRITUAL, AND CULTURAL SIGNIFICANCE OF MAHA KUMBH





The Maha Kumbh Mela 2025 stands as a profound testament to India's rich mythological, spiritual, and cultural heritage. **Rooted deeply in Hindu mythology, the festival symbolizes the eternal quest for purification and enlightenment.**



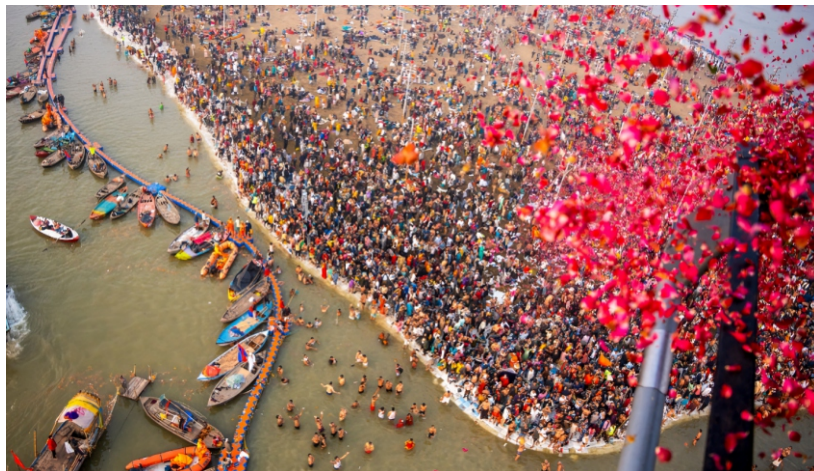
According to legend, **during a cosmic battle between gods and demons over the elixir of immortality, drops of this sacred nectar fell at four locations, including Prayagraj, sanctifying these sites. This celestial event is commemorated every twelve years, drawing millions to bathe in the holy water, seeking absolution and spiritual rebirth through ancient rituals.**

## MULTIFACETED SIGNIFICANCE OF MAHA KUMBH

MYTHOLOGICAL	SPIRITUAL	CULTURAL
Linked to the elixir of immortality, sanctifying Prayagraj	Bathing at Triveni Sangam cleanses sins and leads to liberation	'Kalagram' showcased crafts, cuisines, and performances



Spiritually, the Maha Kumbh Mela serves as a convergence point for ascetics, saints, and devotees, offering a unique opportunity for introspection and devotion. The **ritualistic bathing at the Triveni Sangam—the confluence of the Ganga, Yamuna, and the mythical Saraswati, is believed to cleanse sins and guide souls towards liberation.**



The festival fosters collective consciousness, uniting individuals in their pursuit of spiritual elevation and inner peace. This brings together people of different backgrounds, fostering unity. It serves as a **platform for religious discussions**, philosophical debates, and the passing down of traditional wisdom. Art, music, dance, and storytelling enrich the festival, showcasing the heritage of India's **intangible culture.**



This year Maha Kumbh Mela showcased India's diverse traditions through various initiatives. The **'Kalagram' cultural village** emerged as a vibrant hub, highlighting traditional crafts, cuisines, and performances from various regions. This preserved indigenous art forms and provided artisans with a platform to reach the global audience, fostering cross-cultural understanding and appreciation. The festival's scale underscored India's logistical prowess. **With over 660 million pilgrims** attending this mega gathering needed meticulous planning that ensured efficient crowd management, sanitation, and security at this mega Hindu festival.





# 03 KEY FACTS FROM MAHA KUMBH 2025





Maha Kumbh 2025 stands as one of the largest and most spiritually significant gatherings in the world. This sacred event occurs every 12 years and holds immense religious importance for Hindus. The origin of the Kumbh Mela is rooted in the Hindu legend of the Samudra Manthan (churning of the ocean), where **drops of divine nectar (Amrit) are believed to have fallen at four holy locations — Prayagraj, Haridwar, Ujjain, and Nashik.**

## QUICK SNAPSHOTS

### RELIGIOUS GENESIS

- Held every 12 years; highly sacred for Hindus
- Origin from Samudra Manthan; nectar fell at four holy sites

### RITUALS & INCLUSION

- Shahi Snans led by 13 Akharas, including Naga Sadhus
- Kinnar Akhara and women's Akharas promoted inclusion

Prayagraj is particularly sacred because of the Triveni Sangam, the confluence of the Ganges, Yamuna, and Saraswati rivers. Taking a dip at this confluence is believed to cleanse sins and grant liberation.



The festival is marked by Shahi Snans (royal baths), considered the most auspicious times for purification.

## SHAHI SNANS AT THE MAHA KUMBH MELA 2025

DATE	BATHING OCCASION	SIGNIFICANCE	NUMBER OF DEVOTEES TAKING A DIP (APPROX.)
January 13, 2025	Paush Purnima	It serves as an unofficial inauguration of the Maha Kumbh Mela, signifying the commencement of this grand event. Additionally, Paush Purnima marks the initiation of Kalpvasa, a period of intense spiritual practice and devotion observed by pilgrims during the Maha Kumbh Mela.	1.5 crore
January 14, 2025	Makar Sankranti (First Shahi Snan)	Makar Sankranti signifies the sun's transition to its next astronomical position in accordance with the Hindu calendar. This auspicious day marks the initiation of charitable donations at the Maha Kumbh Mela, Pilgrims traditionally make contribution based on their own volition and generosity.	3.5 crore
January 29, 2025	Mauni Amavasya (Second Shahi Snan)	Mauni Amavasya is day steeped in significance, as it is believed that the celestial alignments are most propitious for the sacred act of bathing in the holy river. It commemorates a profound event when Rishabh Dev, revered as one of the first sages, broke his protracted vow of silence and immersed himself in the purifying waters of the Sangam. As a result, Mauni Amavasya draws the largest congregation of pilgrims to the Kumbh Mela, making it a momentous day of spiritual devotion and purification.	5 crore
February 3, 2025	Basant Panchami (Third Shahi Snan)	Basant Panchami symbolizes the transition of seasons and celebrates the arrival of the Goddess of Knowledge, Saraswati, in Hindu mythology.	2.33 crore
February 12, 2025	Maghi Purnima	Maghi Purnima is renowned for its connection with the veneration of Guru Brahaspati and the belief that the Hindu deity Gandharva descends from the heavens to the sacred Sangam.	2 crore
February 26, 2025	Maha Shivratri	Maha Shivratri holds deep symbolism as it marks the final holy bath of the kalpvasis, and it is intrinsically connected to Lord Shankar.	1.3 crore

The Shahi Snans were led by the 13 Akharas (monastic orders), with the Naga Sadhus, known for their ascetic lifestyle, leading the processions. Participation in the Kinnar Akhara and women's Akharas reinforced inclusion and equality.





To ensure safety, 50,000 security personnel were deployed. AI-powered cameras monitored crowd movement, preventing overcrowding and ensuring quick response to emergencies. Communication systems coordinated security and organizers. Over 15,000 sanitation workers maintained cleanliness, with waste segregation and eco-friendly disposal methods to keep the spirit of environmental consciousness alive.

## KEY RITUALS AND PRACTICES AT MAHA KUMBH



Shahi Snans



Ganga Aarti



Kalpavas



Prayers & Offerings



Deep Daan



Prayagraj Panchkoshi  
Parikrama

The Mahakumbh became a hub for cultural activities, including traditional music, dance, and theatrical performances that reflect India's rich heritage and are **adorned by a grand drone show by the Tourism Department of Uttar Pradesh**. The significance of this extravaganza Maha Kumbh was highlighted through saints, scholars, and devotees worldwide, with religious discourses, bhajans, and yoga sessions promoting spiritual growth and unity for humanity. Attending the Mahakumbh 2025 is not just a religious pilgrimage but also an opportunity to immerse oneself in the vibrant tapestry of Indian culture and spirituality.

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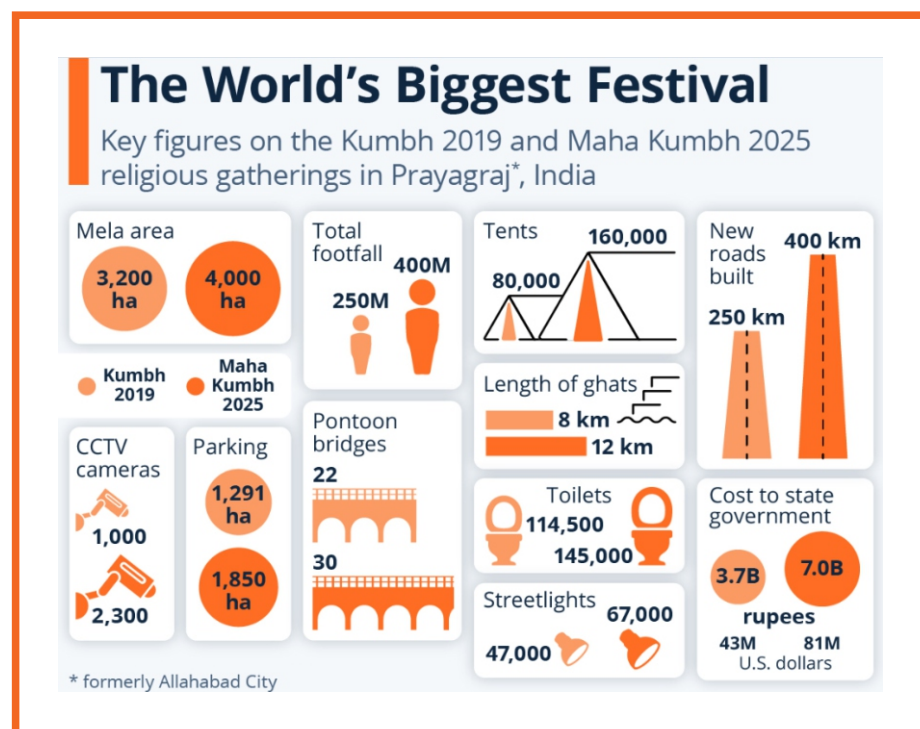
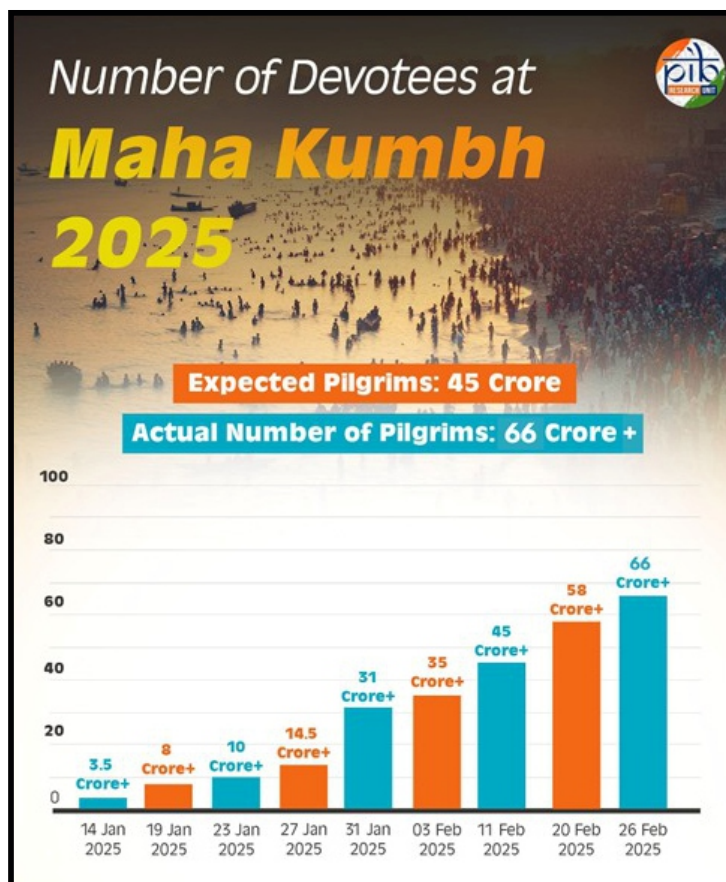
# 04 RECORD-BREAKING DATA STATISTICS





Maha Kumbh 2025 set records, marking it as the largest religious gathering in history. **Over 660 million devotees across the globe participated, surpassing all previous records and making it the largest human gathering ever documented.** On January 29, 2025, considered the most auspicious day, approximately 80 million pilgrims took the holy dip at the Sangam, setting a new record for single-day attendance at any religious event.

Advanced technology was integrated to ensure safety and efficiency. **Approximately 2,700 AI-enabled cameras** were installed for real-time monitoring, aiding in crowd management and security. **A fleet of 113 underwater drones** was deployed to monitor river activities, ensuring the safety of pilgrims during the dip.



Waste management was a critical focus throughout the festival. **Over 15,000 sanitation workers were deployed to manage waste and maintain cleanliness.** Eco-friendly toilets and biodegradable materials were introduced to reduce environmental impact. Waste segregation and recycling initiatives were implemented to prevent pollution of the Ganges. Special teams monitored the water quality at the Sangam.

Health and emergency response systems were strengthened to accommodate the large crowd. **Over 11 temporary hospitals and 100 mobile health units were set up across the grounds.** More than 1,500 doctors and paramedics handled medical emergencies. Disaster management teams were on standby with ambulances and rescue boats near the riverbanks. This mela has demonstrated a blend of faith, tradition, and modern infrastructure.



## KEY TAKEAWAYS

### RECORD PARTICIPATION

Over 660 million devotees attended, with 80 million on the most auspicious day

### ENHANCED SECURITY

2700 AI cameras and 113 drones ensured safety and crowd control

The Maha Kumbh 2025 not only showcased the profound spiritual fervor of millions but also demonstrated the logistical prowess required to orchestrate an event of this magnitude. The festival's record-breaking statistics reflect both the devotion of the attendees and the extensive preparations undertaken to facilitate this colossal gathering.



# 05 SUSTAINABILITY INITIATIVES AT MAHA KUMBH 2025



The Maha Kumbh 2025 epitomized a profound spiritual congregation and set benchmarks for sustainable initiatives at such large gatherings. Under the leadership of the Uttar Pradesh government, the **Jal Jeevan Mission participated in the event with the motto "Har Ghar Jal,"**. Exhibitions and demonstrations educated visitors on water-saving technologies.

## SUSTAINABILITY INITIATIVES AS PART OF MAHA KUMBH

### CLEAN WATER

233 Water ATMs installed across the Mela area, operational 24/7

### RIVER PROTECTION

Two machines remove 10-15 tons of waste daily from Ganga and Yamuna.

### ECO PAVILION

LiFE pavilion promoted sustainability with VR and AI

### RECYCLING

- Waste disposal at Naini plant, plastic sent for recycling, and organic waste composted.
- 21,500 jackets and 1,000 rooms from recycled plastic

### GREEN TRANSPORT

Electric rickshaws and battery-operated carts reduced emissions

To maintain the sanctity of the Ganges River, a geo tube-based treatment facility was installed in Salori, treating wastewater from 22 drains. This Rs 55 crore project ensured no untreated sewage entered the river.

The **Ministry of Environment, Forest and Climate Change (MoEFCC)** established the **LiFE (Lifestyle For Environment) pavilion, promoting eco-friendly lifestyles**. Visitors engaged with Virtual Reality cycling and AI-based selfies, raising awareness about sustainable living.



**Collaborations with Coca-Cola India distributed 21,500 jackets made from recycled plastic to sanitation workers and volunteers.** Also, 1,000 changing rooms from recycled plastic were installed along a 12 km stretch of the Ganges. The Rashtriya Swayamsevak Sangh (RSS) launched the "One Plate, One Bag" campaign, collecting steel plates and glasses for community kitchens, and reducing plastic waste. Cloth bags were distributed to cut plastic use.





Transportation saw a green shift with electric rickshaws and battery-operated carts, reducing emissions and providing eco-friendly mobility. **Solar lights and LED installations illuminated the event, cutting the carbon footprint.** These sustainability initiatives honoured the festival's spiritual essence while reinforcing a commitment to environmental stewardship, setting a precedent for future events.



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# 06 GOVERNMENT SUPPORT AND KEY INFRASTRUCTURE DEVELOPMENT





The Maha Kumbh Mela 2025 was a monumental event, successfully managed through extensive support and infrastructure development by the Uttar Pradesh Government. Over 660 million pilgrims participated, making it one of the largest gatherings in history.

## KEY SUPPORT FROM GOVERNMENT

Maha Kumbh Mela 2025 drew over 660 million pilgrims

A temporary city spanning 4,000 hectares housed 150,000 tents

92 roads were renovated, and 30 pontoon bridges constructed

50,000 security personnel with AI surveillance ensured safety

Temporary hospitals and "Bhishma Cube" units provided medical care

**The UP government established a temporary city, Maha Kumbh Nagar, covering 4,000 hectares with 150,000 tents, including luxury accommodations through the IRCTC's "Maha Kumbh Gram."** Significant improvements were made to transportation infrastructure, with 92 roads renovated, 30 pontoon bridges constructed, and increased railway capacity with seven new platforms to handle the massive influx of visitors.



Eco-friendly measures played a key role, with solar-powered lights, bio-toilets, and an advanced waste management system implemented to minimize environmental impact. Over 12,000 Fiber Reinforced Plastic (FRP) toilets, 16,100 steel toilets, and 20,000 urinals ensured proper sanitation. More than 269,000 checkered plates were installed to create walkable pathways.

Healthcare services were also upgraded, with temporary hospitals providing surgical and diagnostic facilities. **The "Bhishma Cube," capable of treating 200 individuals simultaneously, helped manage medical emergencies efficiently.** Mobile health units and telemedicine services enhanced the response system, ensuring quick medical support when needed.



Security was meticulously planned, with over 50,000 personnel deployed, including paramilitary forces. AI-based surveillance, real-time monitoring, and facial recognition systems ensured safety and effective crowd management. The successful execution of Maha Kumbh Mela 2025 highlighted the government's commitment to providing a spiritually enriching and logistically seamless experience, leaving a long-lasting positive impact.





## 07 EMPLOYMENT AND ECONOMIC IMPACT



# Mahakumbh

and its impact on the

# Indian Economy



This year Maha Kumbh has significantly contributed to the employment and economic growth of Uttar Pradesh as well as India. **With over 660 crore devotees attending, the demand for goods and services has surged, creating thousands of jobs across multiple sectors.**



The event's economic impact is projected to exceed Rs 2 lakh crore, contributing approximately 6.25% to Uttar Pradesh's Gross State Domestic Product (GSDP), which is estimated to reach Rs 32 lakh crore by March 2025.

The hospitality sector has seen a major boost, with hotels and rental accommodations generating over Rs 40,000 crore. **The food and beverage industry has also flourished, earning around Rs 20,000 crore as restaurants, vendors, and caterers serve millions of visitors.** Increased consumer spending has benefited retail businesses, particularly those selling religious merchandise, daily essentials, and traditional handicrafts, further boosting employment.





The festival has provided direct employment to boatmen, shopkeepers, artisans, and religious service providers. **Transportation services, including taxis, buses, and railways, have benefited, generating Rs 10,000 crore.** Retail businesses have seen growth, with religious merchandise sales adding Rs 20,000 crore to the economy. **Telecommunications companies like Reliance Jio have also experienced a surge in data and call usage due to the influx of devotees and tourists.**



## ECONOMIC IMPACT SNAPSHOT

### Massive Economic Impact

Rs 2 lakh crore+ revenue, contributing 6.25% to UP's Rs.32 lakh crore GSDP

### Hospitality Boom

Rs 40,000 crore from hotels, lodges, and rentals

### Food & Beverages

Rs 20,000 crore from restaurants, vendors, and caterers

### Retail Growth

Rs 20,000 crore from religious merchandise and consumer goods

### Transportation and Logistics

Rs 10,000 crore from taxis, buses, and railways

### Telecom Surge

Increased demand for mobile data and calls

Maha Kumbh 2025 has reinforced its religious and cultural significance while driving economic prosperity. Large-scale employment generation, business expansion, and substantial revenue growth demonstrate the festival's crucial role in the growth of Uttar Pradesh's economy.

# 08 — MULTIFACETED IMPACT ON INDIA'S TOURISM LANDSCAPE





The mela has significantly impacted India's tourism sector, drawing an unprecedented number of visitors and boosting economic activity across multiple industries. The event attracted approximately 660 million visitors, with a notable rise in international tourists from the United States, United Kingdom, Canada, Australia, Russia, and Japan. This turnout generated revenue estimated at Rs 3 lakh crore (\$36 billion), benefiting local businesses and service providers.



To accommodate the influx, authorities established a temporary city spanning 4,000 hectares, including tent accommodations, sanitation services, and medical centres. The hospitality sector saw a major boost, with homestays and luxury tents which cost up to Rs 1 lakh per night and served diverse visitor preferences.

## INTERNATIONAL TOURISM BOOST AT MAHA KUMBH 2025

- British travel writers visited; special tours and accommodations arranged
- Foreign visitors joined rituals, explored heritage, and shared experiences
- Promoted under "Brand UP" to boost tourism and investment
- Showcased at FITUR & ITB Berlin with cultural pavilions and promotions
- Incredible India Pavilion offered immersive experiences and multilingual help

Many international tourists opted for customized pilgrimage packages, contributing to a 30% rise in foreign tourist bookings, further driving economic growth.

Indian Railways operated **13,000 trains** and upgraded infrastructure, including new stations and platforms. Additionally, **1,200 extra buses** were deployed, supplementing **3,050 already allocated**. Increased international flight connectivity to **Prayagraj, Varanasi, and Lucknow** led to a **20% rise in international air traffic**, enhancing tourism accessibility.



The event generated over **600,000 temporary jobs** across various sectors. **Many international visitors combined their pilgrimage with travel to Varanasi, Rishikesh, and Bodh Gaya**, increasing foreign exchange earnings. Extensive global media coverage reinforced India's status as a premier spiritual tourism hub. This provided a profound spiritual experience while delivering substantial economic benefits, highlighting its impact on domestic and international tourism.



# 09 CONCLUSION





The **Maha Kumbh 2025** concluded successfully, bringing together millions of pilgrims in a grand spiritual gathering. It showcased India's ability to manage large-scale events efficiently. The event boosted the economy, creating jobs and benefiting local businesses. However, crowd management remained a challenge, with incidents reported. Environmental concerns, particularly waste and river pollution, highlighted the need for more sustainable measures. Lessons from this Maha Kumbh will guide future Kumbh Melas, ensuring better planning, safety, and taking environmental responsibility in the years to come.





# 10 EXPERT'S INSIGHT







This event is poised to become the largest hub of religious economy, not only in India but globally. It is expected to significantly boost trade in Prayagraj and surrounding regions. Additionally, sectors such as railways, air transport, and roadways are projected to earn substantial revenues. Mahakumbh will witness large-scale economic and trade activities.

**Mr Praveen Khandelwal**  
**Secretary General**  
**Confederation of All India Traders**  
**(CAIT)**





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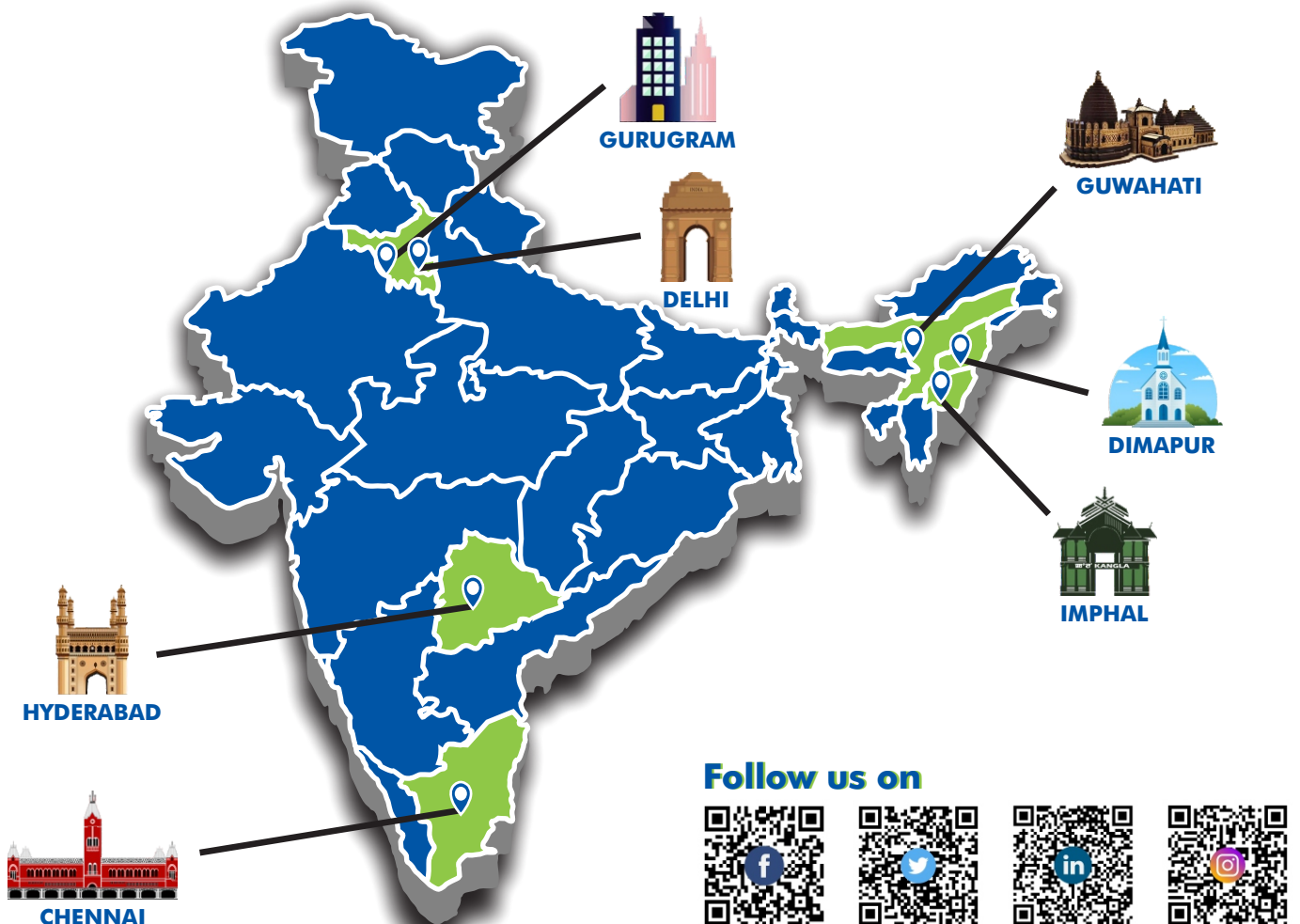
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