

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1738#**  
ANSWERED ON 13.03.2025

**PROMOTING MAHA KUMBH 2025 AS A GLOBAL TOURISM HUB**

1738# SHRI PRADIP KUMAR VARMA:

Will the Minister of **TOURISM** be pleased to state:

- (a) the details of the initiatives being implemented by the Ministry to promote Maha Kumbh 2025 as a global tourism hub;
- (b) the collaborations which have been established with tourism stakeholders such as UPSTDC and IRCTC to provide travel and accommodation facilities for travellers and visitors; and
- (c) the details of the role of the industry associations such as Confederation of Indian Industry (CII), FICCI, and ASSOCHAM with which the Ministry is collaborating for this initiative in providing business and economic opportunities for local communities, especially in terms of hospitality, travel and tourism services?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Ministry of Tourism promoted Maha Kumbh 2025 through various initiatives. Ministry had set up an Incredible India Pavilion in Mela area to provide information, and to engage tourists including foreign tourists, media, influencers etc.

New creatives, a Digital brochure of various tour packages, flight options, accommodation options offered by Uttar Pradesh State Tourism Department Corporation Ltd. (UPSTDC), Indian Railway Catering & Tourism Corporation (IRCTC), Airlines etc. for Maha Kumbh was prepared and circulated. Additionally, a dedicated Maha Kumbh Tourist Infoline (1800111363) was established for tourists.

The promotion of Maha Kumbh was also done through social media handles of Ministry of Tourism.

India Tourism Development Corporation (ITDC), a Public Sector Undertaking (PSU) of Ministry of Tourism had setup 80 Luxury tent accommodation at Tent City, Prayagraj.

Ministry of Culture had set up a cultural village viz. Kalagram in Mela Area through North Central Zone Cultural Centre, which featured Anubhut Mandapam, Artists performances, Food zone, display and sale of traditional Indian Handicrafts and Handlooms etc.

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