RAJYA SABHA
UNSTARRED QUESTION NO.458
ANSWERED ON 06.02.2025

MAHA KUMBH 2025

458   SHRI KESRIDEVSINH JHALA:
        SHRI NARHARI AMIN:

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

(a)   whether any measures have been implemented by the Ministry to enhance tourism infrastructure and facilities in Prayagraj for the Maha Kumbh 2025 for ensuring smooth access and comfortable experience for the domestic and international visitors;

(b)   if so, the details thereof; and

(c)   the initiatives undertaken by the Ministry to ensure the safety, security, and well-being of tourists, pilgrims and other stakeholders, considering the expected influx of millions of visitors to the Maha Kumbh 2025?

ANSWER

THE MINISTER OF TOURISM   (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c):   The Maha Kumbh 2025, is taking place in Prayagraj, Uttar Pradesh. Organization, Enhancement of infrastructure and facilities including safety, security, and well-being of tourists, pilgrims and other stakeholders, is subject of the State Government.

The Ministry of Tourism is promoting Maha Kumbh 2025 through various initiatives. Ministry has 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 etc. for Maha Kumbh have been prepared and circulated. Additionally, a dedicated Maha Kumbh Tourist Infoline (1800111363) has been established for tourists.

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

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

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

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