

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†173
ANSWERED ON 03.02.2025**

MAHA KUMBH MELA

†173. DR. SAMBIT PATRA:

Will the Minister of TOURISM be pleased to state:

- (a) the status of implementation of the scheme formulated by the Ministry for the Maha Kumbh Mela being organised in Sangam city of Prayagraj;**
- (b) whether the Ministry has prepared any plan for foreign visitors/tourists and if so, the details thereof;**
- (c) the details of the programmes proposed/likely to be organised by the Ministry during the said Maha Kumbh Mela; and**
- (d) whether any scheme has been formulated for promotion and conservation of Indian culture along with drawing foreign tourists to the Kumbh Mela through audio-visual media from the country and abroad and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): 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.
