



Research Unit
Press Information Bureau
Government of India

Global Maha Kumbh 2025

A Celebration of Spiritual Grandeur and Cultural Heritage

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Prayagraj, the epicenter of Maha Kumbh, is a city steeped in history and spirituality. The city's significance as a pilgrimage site, aptly named '**Tirthraj**' or the King of Pilgrimage Sites, is well documented in ancient texts and travelogues. The **Chinese traveler Xuanzang**, who visited India in the **7th century**, described Prayagraj as a region of **immense natural beauty, prosperity, and cultural depth**. His observations about the Triveni Sangam and the rituals performed there resonate with the spiritual fervor of Maha Kumbh.

Xuanzang's writings highlight the Triveni Sangam as a **meeting point** of faith and community. He described the **grand festivals** held in Prayagraj, attended by over **5,00,000 people**, including rulers and wealthy merchants, who bathed in the sacred waters and donated generously. This tradition continues to thrive, as millions gather at the Sangam to cleanse their souls and partake in an ancient ritual that transcends time.



Maha Kumbh 2025 is not just a religious event; it is a **cultural ambassador for India**. By aligning the event with the "**Brand UP**" vision, the Uttar Pradesh government is leveraging its heritage to **attract foreign investment, foster cultural exchanges, and promote sustainable tourism**. Discussions with key stakeholders in the tourism and hospitality sectors during the international fairs aim to create a global ecosystem of engagement around Maha Kumbh. This proactive approach is expected to enhance Uttar Pradesh's and further, India's reputation as a land of spirituality and innovation, inviting both pilgrims and investors to participate in its growth story.

The **success** of the Kumbh Mela 2019 in Prayagraj transcended its spiritual and cultural significance, garnering recognition, and accolades on various fronts. The event was not only a testament to the devotion of millions but also a showcase of **organizational excellence and global appreciation**. Kumbh Mela 2019 was successful in attracting praises from governments and ambassadors of various countries.

**KENNETH IAN JUSTER,
AMBASSADOR OF THE UNITED STATES OF AMERICA**

This has been an amazing experience. I am enormously impressed by the preparations that are being made for Kumbh Mela 2019 and I think it will be a magnificent celebration, a spiritual event of great meaning and importance. I hope to be able to visit Prayagraj during Kumbh Mela itself. I thank the Prime Minister of India for arranging this visit. It really has been very special, with several memorable moments. Travelling into Prayagraj by bus and having schoolchildren celebrate our visit through many miles has been an extremely moving experience.

Further, it set **3 Guinness World Records** and won accolades by Heads of Missions of **70** countries.



Maha Kumbh 2025 is set to establish **several world records** this time around. The fair authority has planned to achieve four different world records in various categories, with a strong possibility of setting a record for the largest gathering of devotees at a single event. Additionally, a world record for **eye tests and spectacle distribution** is also anticipated. This will be the first time that eye tests for **5 lakh people** and the distribution of **3 lakh spectacles** will take place at a single event. For this purpose, a grand "Netra Kumbh" (Eye Fair) has been set up in Sector 5 near Nagvasuki, spanning approximately **10 acres**. The previous Netra Kumbh earned a place in the **Limca Book of Records** for its achievements. This year's Netra Kumbh aims to secure a spot in the **Guinness Book of World Records** by setting even higher benchmarks.



With the aim of positioning Uttar Pradesh as a **premier global tourism destination**, the state government is showcasing Maha Kumbh 2025 at prestigious international tourism trade fairs in **Madrid, Spain, and Berlin, Germany**. The **International Tourism Trade Fair (FITUR)**, scheduled for January 24–28, 2025, and the **ITB Berlin Fair** from March 4–6, 2025, will host thematic pavilions dedicated to Maha Kumbh and Uttar Pradesh's cultural legacy. These **40-square-meter pavilions** will encapsulate the essence of the state's heritage and invite global tourists to witness the grandeur of the world's largest religious gathering. The inclusion of **VVIP lounges for B2B and B2C sessions** highlights the emphasis on strategic engagement with international stakeholders. The distribution of **promotional materials in multiple languages** ensures that Maha Kumbh's spiritual and cultural significance resonates with diverse audiences.

Maha Kumbh is more than an event; it is a living heritage that binds generations through shared beliefs and

traditions. It is an experience that transforms not only the pilgrims but also the observers who witness the **power of collective faith**. For centuries, Prayagraj has drawn people from across the globe, including scholars, travelers, and spiritual seekers. Maha Kumbh 2025 aims to **rekindle** this historical connection, inviting the world to rediscover the universal values of peace, harmony, and coexistence.

In celebrating Maha Kumbh, we celebrate the essence of India—a land where the sacred and the secular harmoniously coexist, inspiring the world to embark on its own journey of discovery.

References

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<https://kumbh.gov.in/>

<https://mobile.x.com/KumbhNetra2025>

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