

The Role of Government and Media in the Organization of Mahakumbh

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Abstract

The Mahakumbh Mela, an important religious and cultural festival conducted in Prayagraj, Uttar Pradesh, draws millions of pilgrims and tourists from all over the globe. The 2025 Mahakumbh is being arranged with widespread assistance from the government and media to make it a successful event. The Uttar Pradesh government has also made many of its services digital, such as introducing the Mahakumbh Mela App, AI-driven chatbots, digital lost and found, and QR codes for the ease of accessibility. These technologies provide real-time information on events, improved navigation, and emergency services. Additionally, AI-enabled cameras and digital mapping through Google have enhanced the event experience by making it safer and more accessible. A strong infrastructure, in the form of transport facilities such as special trains, buses, and flights, has been provided to deal with the influx of visitors. Ambulances and hospitals are positioned throughout the venue to take care of health issues. The media complex, supported by cutting-edge technology, broadcasts live and provides updates to the international audience so that individuals across the globe get to experience the majesty of the event. The joint effort of the government and media has transformed the Mahakumbh into a global cultural spectacle that is not only a religious event. The article here analyzes the role of both these industries in ensuring the success of the Mahakumbh Mela and its broader influence on global viewers.

Keywords: Mahakumbh Mela, Digital Services, Uttar Pradesh Government, Media Coverage, AI Technology

Introduction

The Kumbh Mela is a symbol of faith for the majority of Hindus. It is believed that bathing at the Sangam during the Kumbh leads to salvation. The Mahakumbh is being held in Prayagraj, Uttar Pradesh, between January 13th and February 26th. Prior to this, the Ardh Kumbh was organized in 2019 and the Purna Kumbh in 2013 in Prayagraj. It is estimated that around 400 million people will attend this year's 2025 Mahakumbh Mela. People from many parts of the world are coming to see this huge fair.

To make it easier for people to participate in this Mahakumbh, the Uttar Pradesh government has connected all facilities and services with digital technology. This Mahakumbh is also being called Digital Mahakumbh. The U.P. government has launched digital services like the Mahakumbh Mela App, A.I. Chatbot, information via Q.R. codes, and a digital lost and found center. The Mahakumbh Mela app is available in over 11 languages. This app provides travel planning, tent city details, Google navigation, real-time event updates, tourist guide details, business, and emergency services. In addition, this app is helpful in connecting with live updates and local services.

In addition, 10 digital lost and found centers have been set up in the Mahakumbh. These centers are helping to find people who get separated from their families in the Mahakumbh. Information related to those separated from their families in the Mahakumbh is being displayed on all the L.C.D.s present there through these centers. In addition, photos and video messages of missing people are being posted on all social media pages. At the same time, four types of Q.R. codes have been installed for the convenience of the

devotees, in which the green Q.R. code is for administrative services. By scanning this Q.R. code, a 28-page P.D.F. will open, which contains the numbers of administrative officers from the Divisional Commissioner and police station numbers.

Key terminologies

Digitization: Digitization means converting information into a digital format readable by computers. Through digitization, any object, image, sound, document, or signal can be converted into a series of digits.

App: The word app is an abbreviation of application. Apps refer to those computer programs that are made to run on smartphones, tablets, and other mobile devices.

QR Code: The meaning of Q.R. code is Quick Response Code. It is a two-dimensional barcode that stores data in a square grid of black squares on a white background. Q.R. codes can be scanned with a smartphone camera or a Q.R. code reader app.

Under the digitization of Mahakumbh, an agreement has been reached between Google and the U.P. administration for mapping in the fair area, through which people coming to Kumbh will be able to easily go to temples, Sangam Ghat, and other places through Google Maps. 328 A.I.-enabled cameras have been installed in the Kumbh area, with the help of which the entire Kumbh area is being monitored. As always, a tent city has also been built for the people coming to Kumbh to stay. AI technology is being used to monitor the Kumbh. Police are using anti-drone technology to take action against those flying drones without permission, which will allow such drones to be shot down.

Prayagraj can be reached by rail, bus, and flight. For Mahakumbh, Indian Railways has announced to spend Rs 4500 crore under the mega railway project. Railways has announced to run 3000 special trains for Mahakumbh and 300 separate trains will be run on the day of Mauni Amavasya. Railway employees wearing Q.R. code jackets have been deployed at Prayagraj railway station. By scanning the Q.R. code on the jackets of railway employees with their mobile phones, people can download the UTS app and book digital tickets.

U.P. Roadways is also providing the facility of approximately 7000 buses. The nearest airport to Mahakumbh Mela City is Prayagraj Bamrauli Airport, which is at a distance of 22 kilometers from Mahakumbh Mela City. Airlines Alliance Air is providing flight facility to Prayagraj from Bhubaneswar, Guwahati, Chandigarh, Jaipur, and Dehradun apart from Delhi.

Several hospitals have been set up in the entire fair area to take care of the health of devotees and saints. Doctors are being deployed in these hospitals. Special arrangements have been made for 24-hour ambulance service at all railway stations in Prayagraj. Central Hospital, in association with Army and Medanta Hospital, has prepared a blueprint of health services in Kumbh as per the needs of the devotees. All types of necessary medical facilities have been made available in the Central Hospital for emergencies. All the necessary machines have been installed for this.

Mahakumbh 2025 is being seen, understood, and heard by the whole world. The world is searching for the vibrant scenes of this wonderful event. In such a situation, the U.P. government has made special arrangements for this. The most modern media center is functioning in Mahakumbh. High-quality 'highly professional' cameras have been installed in it at a cost of crores of rupees. Through these cameras, every small and big moment of Mahakumbh is not only being shown live, but every scene is being recorded with such technology that the viewers are experiencing real-time. Through this technical arrangement, the live experience of Mahakumbh is reaching devotees all over the world simultaneously. For this, news related to Mahakumbh is being broadcast on digital media through cameras with lenses up to fifty lakh. So far, 30 journalists from international media have also done special coverage of Mahakumbh.

Honorable Chief Minister Yogi Adityanath Ji has directed to make all necessary arrangements at the media center for devotees from the country and abroad, so that every person gets every moment's update. Here there is a great demand for news related to Mahakumbh in America, Russia, Germany, Japan, and Israel. Here tea, snacks, and food are all available along with the conference room. Apart from this, all the security arrangements have also been made here... Mahakumbh is not only the largest cultural event in India but in the world. Honorable Chief Minister Yogi Adityanath Ji has given a more innovative and grand form to this year's Mahakumbh than all previous Kumbhs. This is the reason why Mahakumbh has become the center of

attraction for the whole world. The world wants to see the cultural programs and every moment's update happening here, that's why international media has also been given great prominence. There is a lot of craze for reporting of Mahakumbh in the media center built in Mahakumbh Nagar. Due to this, the program of Mahakumbh recently aired on 'Swedish Radio' of Sweden was a hit. The journalist there ran her podcast program, which was highly appreciated by the people. Naila Jessica of South Asia described Mahakumbh as a divine and grand event for the coverage of the world's most magnificent event. Very sophisticated technology has been used in the selfie point of the media center. There is a camera in the middle of this selfie point. As soon as they come in front of the selfie point, it clicks their photo. After that, Q. R. code appears through this selfie point itself. As soon as this Q.R. code is accessed, the time slot appears, where media from not only the country but also abroad can book their slots. It is also being used in podcasts. Every program that runs here goes live directly. Along with this, its complete details also come in the server. After that, the complete details of the program are conveyed to the public through all media institutions along with the department.

A special podcast room has also been prepared in the Media Center. Where important discussions related to Mahakumbh are being held daily. In this room, the history of Mahakumbh, its cultural and religious significance, the complexities of the event, and environmental impacts are discussed in depth. This podcast room has become a major platform for media personnel and experts, from where every aspect related to Mahakumbh is being highlighted. More than 65 computers have been installed at the live telecast workstation. There is also a modern conference room in the media center, where special arrangements have been made for journalists. Two large and two small screens in the P.C.R. room are showing every event of Mahakumbh through live feeding, so that media persons can get acquainted with every aspect of the event. YouTube, WhatsApp, Facebook, Instagram, and X are being used as major social media platforms to continuously provide information to devotees and viewers around the world in Mahakumbh. Through these mediums, every small update and news related to the media center is being broadcast, so that the general public can also be aware of every update of Mahakumbh. Special technical arrangements for broadcast cameras and uplinking have been made in this media center, which protects against any kind of technical problem during live broadcasting.

The media center has a V.I.P. lounge, comfortable double-bed rooms, and a huge cafeteria with a capacity to seat 56 people simultaneously. Apart from this, arrangements have been made for 400 people to sit together for press briefings. Special security arrangements have also been made, so that the safety of media persons and other officials can be ensured. Chief Minister Yogi Adityanath Ji of U.P. has inaugurated this modern media center only to deliver accurate information to the country and the world.

The preparations for Mahakumbh 2025 had started in 2022 itself with an important meeting chaired by Chief Minister Yogi Adityanath Ji, since then the Chief Minister has made several visits to Prayagraj. Before the event, the Hon'ble Prime Minister himself took stock of the preparations and inaugurated several major projects. It was necessary to establish a temporary city, 'Mahakumbh Nagar', to host the world's largest spiritual confluence. To build this new city, more than 50,000 laborers dedicated themselves day and night. Where permanent bridges could not be built on time, temporary four-lane steel bridges were built. The roads leading to Prayagraj were widened and beautified keeping in mind the arrival of pilgrims. The double-engine government worked with better coordination and ensured that railway bridges and other infrastructure could meet the demands of the event.

The largest gathering of humanity at Sangam, where the Ganges, Yamuna, and mythical Saraswati meet, is also a dream for a journalist to reach. From culture to infrastructure, religious colors, environmental issues, and political activities, the Kumbh Mela is a ready store of journalistic stories in addition to being a remarkable experience in itself. The government has placed this event as 'Divya Bhavya Digital Mahakumbh 2025', the theme of which is, 'Intangible Cultural Heritage of Humanity'. The divine and grand beginning of Mahakumbh Mela in Sangam city Prayagraj of U.P. has started with Paush Purnima for 26 days till February. Many other organizations around the world are also seeing the grandeur of the organization of Mahakumbh and the preparations made for it. Continuous news is being broadcast in the media of the country and abroad regarding this event of Mahakumbh. Many news channels have expressed surprise at the vast scale of this event, while somewhere the preparations of the U.P. and Central Government have been reviewed regarding this. C.N.N. has described Mahakumbh as

one of the world's greatest religious events. The media group, while terming the estimated number of people reaching Kumbh as shocking, said that here the administration is calling this event not just a religious program but a cultural event, where there is a gathering of big celebrities to foreign tourists. Covering this program, the British media group B.B.C. has termed this event as the largest mobilization of humanity. According to B.B.C., this event can also be seen from space. The news channel also spoke to people from different countries here. Sebastian Diego, a member of a 90-member group from Argentina, said that he has come to see this experience of devotion from the front. He said that Ganga called me, that's why I have come here. The British newspaper 'The Guardian' said that this year the Mahakumbh is expected to be better than all previous events in terms of numbers and grandeur. It also shows the political importance of the Kumbh Mela, not just religious. This event has always been considered a symbol of Hindu unity and strength.

Conclusion

Mahakumbh 2025's successful organization is a shining example of how the cooperation of government and media can boost mega events. With innovative digital services, AI-driven technology, and media reporting, the Uttar Pradesh government has brought the Mahakumbh within reach of millions physically as well as virtually. The event that is extremely religiously significant has also turned into a global cultural phenomenon with international media avenues taking notice. The extensive infrastructure and technological upgradations guarantee the security, comfort, and enthusiasm of international visitors. The 2025 Mahakumbh redefines the standard of handling mega events with a mix of tradition and contemporariness, and its influence shall echo far beyond its finale.
