



SACRED CONNECTIONS: THE IMPACT OF DIVERSE MEDIA CHANNELS ON MAHAKUMBH 2025

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ABSTRACT

Digital and Social Media plays a very crucial role in the dissemination of information. The success of any event depends on the promotion activities done. Mahakumbh in India is considered as a pious and holy event of great relevance. It occurs after 144 years and it is said that people who visit Mahakumbh and take holy bath gets Moksha. This paper highlights the role played by Digital and Social media in making the Mahakumbh event successful. Various promotional activities done on media platforms, collaborations with social media influencers are considered as a part of this study. This paper also highlights the activities done by government agencies and other official agencies by using this platform. The impact and reach of social media is high because of which it is used not only as a promotional method but also to transfer all relevant information to the tourists. Promotional campaigns gave this event a real hype on international borders.

INTRODUCTION

With the theme “Divya, Bhavya, Digital Mahakumbh,” Mahakumbh 2025 marked a significant shift towards modernization where digital and social media collaborations, campaigns by tourism departments of states other than Uttar Pradesh, and other agencies were leveraged to enhance efficiency and the overall experience for pilgrims (Digital Maha Kumbh 2025 – A Technological Leap in Tradition, 2025). The 2025 Mahakumbh distinguished itself by incorporating cutting-edge digital initiatives through influencers and media collaborations (Sharma and Mehta, 2025).

The Mahakumbh 2025 witnessed a significant integration of social media and digital media which played crucial roles. Social Media platforms were used for real-time updates to manage massive crowds (Levene, 2025). These platforms were also used by authorities to provide timely information, announcements, and measures to prevent the misuse and combat spread of fake news (Technology Transforms Maha Kumbh 2025 | Digital Watch Observatory, 2025). Also, it served as a platform to share cultural significance with a global audience, enabling people worldwide to experience the event virtually (Storyboard18, 2025).

COLLABORATION WITH INFLUENCER, PRINT & DIGITAL MEDIA, DOCUMENTARIES

The Uttar Pradesh government implemented a multifaceted strategy to digitally enhance the Prayagraj Mahakumbh 2025 through collaborations with influencers, print and digital media, and documentary production. These efforts amplified the event's reach and engagement, ensuring a global audience could experience the Mahakumbh's cultural and spiritual significance (AP News, 2024; Sharma and Mehta, 2025).

Image 1: Influencer sharing their experience at Mahakumbh

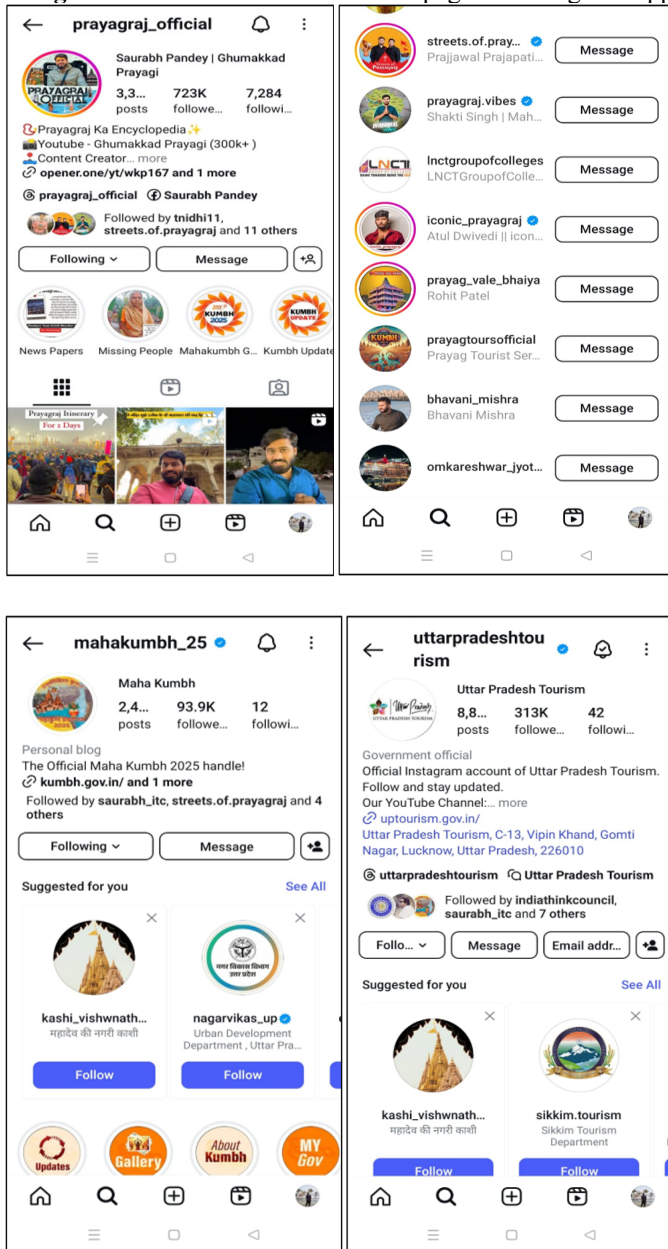


DIGITAL MEDIA COLLABORATIONS

Under the Uttar Pradesh Digital Media Policy 2024, the government partnered with prominent social media influencers across platforms such as X (formerly Twitter), Facebook, Instagram, and YouTube. These collaborations promoted the Mahakumbh and various government schemes, with influencers receiving incentives based on their follower count and engagement metrics (Digital Maha Kumbh 2025 – A Technological Leap in Tradition, 2025). This approach expanded the event's digital footprint, attracting a younger, tech-savvy audience. The policy outlined a tiered incentive system, offering financial rewards to influencers who actively promoted state initiatives and the Mahakumbh (Sharma and Mehta, 2025). Payments had been determined based on the number of subscribers and followers, motivating influencers to create compelling content that resonated with their audiences. The administration had leveraged social media platforms to provide real-time updates, live streams, and interactive content related to the Mahakumbh. Real-time updates, live streams, and interactive content allowed global participation and

inclusion (Levene, 2025). Interactive campaigns, such as photo contests and hashtag challenges, encouraged user-generated content, creating a sense of community among participants (Storyboard18, 2025). Instagram emerged as the most influential platform for hype creation and live updates, strategically used by Uttar Pradesh Tourism and the official Mahakumbh handle (Kumbh Mela Official Website, 2025).

Image 2: Various Mahakumbh related pages at Instagram App



The most liked Social Media app, Instagram was used to create hype regarding to Mahakumbh. Posts, Reels and stories created awareness, whereas various pages were also created to provide the most updated information. Social media influencers and content creators disseminated all relevant information regarding the traffic updates, itineraries, places to stay, government initiatives and so on. Uttar Pradesh Tourism and official Mahakumbh Handle at Instagram also used its pages strategically in the promotion and success of Mahakumbh at large.

PRINT AND DIGITAL MEDIA CAMPAIGNS

Comprehensive Advertising: The government launched extensive advertising campaigns in both print and digital media to raise awareness about Mahakumbh 2025. These campaigns highlighted historical significance, cultural heritage, and pilgrim facilities (AP News, 2024). Leading newspapers and magazines carried feature articles, interviews, and special editions focusing on preparations, spiritual importance, and the cultural experience awaiting devotees (Sharma and Mehta, 2025).

Image 3: Various Digital Advertisements Billboards at Mahakumbh



A. Lifebuoy



B. Lux



C. Wheel

INTEGRATION OF ADVANCED TECHNOLOGIES

A major innovation was the introduction of 'Sah' AI'yak,' an AI-powered chatbot accessible via the Mahakumbh 2025 mobile app and WhatsApp (Desk, T.T., 2025; ETtech, 2025). This chatbot provided real-time updates, navigation assistance, and personalized guidance in 11 languages catering to the diverse demographic of attendees, ensuring inclusivity, enhancing the digital experience for attendees (PIB, 2025).

DOCUMENTARY PRODUCTIONS

Documentaries focusing on Mahakumbh's cultural history and spiritual essence were disseminated globally (Sharma and Mehta, 2025). The Ministry of Information and Broadcasting organized a digital exhibition featuring these documentaries, shown on LED walls to promote initiatives like 'One Nation, One Tax' and 'One Nation, One Ration Card' (MyGov.in, 2025).

MAHAKUMBH APP 2025

The Uttar Pradesh government had developed and launched 'Mahakumbh Mela 2025' mobile app as a pivotal digital tool (Bureau, A.N., 2025; Dixit, 2024) for the Prayagraj Maha Kumbh 2025. This initiative aimed to enhance the pilgrimage experience by providing comprehensive information and services through a user-friendly digital platform. The app offered in-depth information about rituals, traditions, and schedules (ABP Live, 2025).

To assist pilgrims in navigating the vast Mela area, the app had integrated with Google Maps, providing real-time directions to important locations such as ghats, temples, accommodation facilities, and emergency services. The app had included a 'Plan Your Pilgrimage' option, allowing users to select specific ghats or temples and receive detailed routes and information about these sites (India Today, 2025). This personalized planning tool had enhanced the overall experience by catering to individual preferences. The app had included reports such as 'Paint My City,' 'Swachh Kumbh,' 'Prayagraj Smart City,' 'Smart Future,' and 'The Magnificence of Kumbh,' providing

users with information on various developmental projects and initiatives undertaken in conjunction with the Kumbh Mela (ETtech, 2025). Pilgrims had received real-time updates and notifications about ongoing and upcoming events, ensuring they remained informed about any changes in schedules or important announcements. This feature had been crucial for effective time management and participation in desired activities (Times of India, 2025). To cater to the diverse demographic of attendees, the app had offered multilingual support, making information accessible to a broader audience and ensuring inclusivity (Storyboard18, 2025).

Image 4: Billboard of Digital Mahakumbh



COLLABORATIONS WITH TOURISM DEPARTMENTS & AGENCIES

Ministry of Tourism also took this opportunity to showcase various states with reference to the culture and heritage they represent. Kiosk of Gujarat state showcased Statue of Unity. Also, a map of the state represented the highlights of various cities, monuments and historical places. It performed a diverse role for tourism promotion, lost and found point and an important landmark.

Image 5: Highlights of Gujarat state kiosk



A. statue of liberty

B. Gujarat map showing its highlights

Counter of Madhya Pradesh state, known as the "Tiger State" was successful in drawing the attention of all the tourists. Huge images of Royal Bengal Tigers, White Tigers, Sanchi Stupa image, Ujjain Mahakaleshwar temple images were the main highlights. Diversity of culture and heritage at the Satpura range were very well showcased.

Image 6: Madhya Pradesh state kiosk

Various agencies like Indian Rural Development, Panchayati Raj, and Gram Panchayats were also seen at the Mahakumbh 25 promoting themselves with the help of QR Code scanners and Digital Media(MyGov.in, 2025). It served as the awareness mechanism; also the initiatives that they are taking in their respective areas were showcased.

Image 7: Kiosk of Various Agencies

Incredible India, the digital repository for tourism asset of India promoted Mahakumbh 2025. Continuously updating their creative flyers regarding Mahakumbh and sharing of relevant information were the main highlights.

Image 8: creative of Mahakumbh 2025 on the official website of Incredible India

<https://mahakumbhprayagraj2025.com/news/mahakumbh-2025-travel-full-guide>

The official website of Mahakumbh-2025, <https://kumbh.gov.in/>, became a go-to source for reliable information, attracting significant global traffic.

Image 9: Homepage of Mahakumbh 2025 official website <https://kumbh.gov.in/>

The website got launched on October 6, 2024 and the daily users numbers were quite significant. According to the website data, visitors were from around 183 countries, spanning 6206 cities worldwide. This website recorded 33,05,667 visitors from countries like United States, Britain, Canada and Germany ensuring the global appeal of this event(HT Correspondent, 2025). These visitors accessed the portal, engaged with the content spent and a considerable time on the website.

KEY TAKEAWAYS

The major role played by the Digital and Social media in the promotion of Mahakumbh cannot be ignored. The strategic utilization of social media not only engaged the audience, but also created a hype forging an identity that guaranteed the success of the event. It unlocked the potential by expanding the audience with deep engagement. Those who were not able to attend the event in person, were able to get every information about the Mahakumbh online through the official websites(HT Correspondent, 2025).. This integration not only helped in making the event grand successful but also enabled the transmission of information to general masses regarding all updates. It can be learned that digital media can be used to promote holy and religious events also other than commercial events (Sharma and Mehta, 2025)..

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