

**DR. Ashok Kumar Srivastava****Maha Kumbh: largest spiritual festival**

Professor-Faculty of Commerce, SMMTPG College, Ballia (U.P.) India

Received-22.01.2025,

Revised-29.01.2025,

Accepted-05.02.2025

E-mail : draksrivastava100@gmail.com

Abstract: *The Kumbh Mela is not only the largest gathering of people on earth; it is also one of the most spiritual gatherings, attracting millions of devotees, saints and seekers from all over the world. The upcoming Kumbh Mela 2025 in Prayagraj (Allahabad) is a unique opportunity for people to connect with their spiritual selves, cleanse their souls and embark on a sacred journey that has been going on for thousands of years. This article explores the deep spiritual significance of the Kumbh Mela and why participating in it is a transformative experience.*

What is the Kumbh Mela? Kumbh Mela is a Hindu religious festival that takes place four times in a twelve-year period, rotating between four locations - Prayagraj, Haridwar, Ujjain and Nashik. The 2025 Kumbh Mela will be held in Prayagraj where the holy rivers Ganga, Yamuna and Saraswati meet at the Sangam. The event is a gathering of millions of devotees for a ritual bath that is believed to wash away sins and bring about spiritual liberation, or moksha.

The essence of the Kumbh Mela lies in the belief that certain astrological signs imbue the waters of the holy river with divine energy. Bathing in these waters during the Kumbh Mela is said to wash away one's sins and lead to spiritual enlightenment. The Mythological Significance of Kumbh Mela

The origin of the Kumbh Mela is rooted in Indian mythology. The story of the Kumbh Mela is based on the churning of the ocean by gods and demons in search of the elixir of life - Samudra Manthan. During this world-wide event, drops of the elixir, or Amrit, fall at four places: Prayagraj, Haridwar, Nashik, and Ujjain.). These drops of water give the place divine powers, and are therefore considered the most sacred place to hold the Kumbh Mela. It is believed that bathing in the rivers at these places during the Kumbh Mela can wash away past sins, purify the soul, break the cycle of rebirth, and lead devotees to salvation. For many Hindus, this journey is a once-in-a-lifetime opportunity to experience the blessings of the gods. Why Prayagraj is considered sacred Prayagraj is said to be the main site of the Kumbh Mela where three holy rivers - Ganga, Yamuna and the mystical Saraswati - flow together during Triveni Sankranti. The meeting of the three rivers (Triveni Sangam). This confluence is said to be the place where spiritual energy is enhanced, and people believe that the water here has the power to cleanse the soul.

Sangam is not just the physical meeting of two rivers, but also a symbol of the union of body, mind and soul. The Ganges River represents knowledge, the Yamuna River represents religion, and the Saraswati River represents purity. This unique combination makes Prayagraj a great destination for those seeking spiritual growth.

Key words: largest spiritual festival, transformative experience, certain astrological signs, mythology

Kumbh Mela 2025 is a remarkable example of brands merging commerce and culture to engage millions while respecting the spiritual sanctity of the event. From comfort innovations like Amazon's bed-in-a-box to Flipkart's celebration of local crafts and Astroyogi's digital push, the event showcased how businesses are changing the way Indian consumers shop. As Hindu devotees gather in Prayagraj, the event will ensure that the Kumbh Mela is not just a spiritual gathering, but also a symbol of India's new and inclusive approach to business. In this blend of tradition and innovation, the hallmarks of the world's largest religious gathering are being laid.

The world's largest spiritual festival - Maha Kumbh Mela 2025 will be held from January 13 to February 26 in Prayagraj, Uttar Pradesh. The event, which is expected to attract 400 million devotees, is not only a celebration of faith and tradition, but also a great opportunity for brands to reach out to a diverse audience. From e-commerce giants to restaurant owners, companies are using this mega event to create a meaningful impact, blending creativity, tradition and customer-centric initiatives.

Important dates for Kumbh Mela 2025-Kumbh Mela 2025 will begin on January 14, 2025 (Makar Sankranti festival) and end on February 26, 2025 (Maha Shivratri festival). These days are marked by significant celestial rituals that are said to celebrate the spiritual power of the ritual bath.

- Makar Sankranti (January 14): The first Shahi Snan (royal bathing day), a grand bathing day when sadhus and saints from various Akharas (monastic orders) lead a procession into the river.

- Mahashivratri (February 26): The culmination of the Kumbh Mela, this night is dedicated to worshipping Lord Shiva, with devotees fasting, meditating, and soaking in the divine energy of the festival.

Spiritual Benefits of Attending Kumbh Mela 2025.

Corresponding Author / Joint Authors

ASVP PIF-9.805 /ASVS Reg. No. AZM 561/2013-14



1. **Wash away sins:** It is believed that one of the benefits of attending the Kumbh Mela is the purification of one's soul. By bathing in the holy waters of Sangam, devotees can wash away their sins and resume their spiritual journey.
2. **Attain Moksha:** According to Hindu beliefs, the Kumbh Mela is an opportunity to escape from the cycle of birth and death. It is believed that the spiritual practices performed during the Kumbh Mela can help people achieve enlightenment.
3. **Spiritual awakening:** The Kumbh Mela is not a gathering of millions of pilgrims but a gathering of saints, sadhus, and gurus. Attending their discourses, receiving blessings, and experiencing their spiritual practices can lead to deep personal reflection and spiritual growth.
4. **Gathering and Worship:** The atmosphere of the Kumbh Mela is filled with the power of worship. Attending bhajans, kirtans, and satsangs (spiritual gatherings) allows devotees to connect with the divine and gain insight.
5. **Strengthening Faith:** The Kumbh Mela is a festival of faith. For those who attend, it can serve as a reminder of their spiritual beliefs, strengthen their connection with God, and reaffirm their commitment to living a life of righteousness and devotion. How to Prepare Spiritually for Kumbh Mela 2025

- **Meditation and Fasting:** Meditation and fasting are practiced regularly in the weeks leading up to the Kumbh Mela to purify the body and mind.

- **Spiritual Tools:** Deepen your spiritual practice with tools like bodhi beads, spiritual bracelets, and meditation beads.

- **Connect with Saints and Gurus:** Seek guidance from spiritual leaders who will be attending the Kumbh Mela to prepare you spiritually and mentally for the journey.

Astroyogi brings the spiritual essence of Maha Kumbh to a global audience through digital experiences. Through live streaming of the grand rituals, virtual pujas and curated prasad boxes, Astroyogi is redefining the entryway. "We combine digital tools with traditional tools, so that we can reach out and serve people better, and promote India's spiritual heritage across the world," said Meena Kapoor, founder and CEO.

To enhance the safety of millions of pilgrims, Eveready Industries India has supplied 5,000 DL102 sirens, a dual-function device that combines a flashing light and a 100dbA audible alarm system activated via a key fob. This innovative device is designed to support effective crowd management and ensure the safety of pilgrims. In addition, Eveready will conduct a hands-on demonstration for the Maha Kumbh police to showcase the capabilities of the device. Anirban Banerjee, Vice President and Head of SBU (Batteries and Flashlights), Eveready Industries India, said, "This initiative demonstrates Eveready's commitment to leveraging technology to support public safety at such large-scale events. By fulfilling the Maha Kumbh's commitment to a safe and smooth event with a vision of a spiritual experience, the company is cementing its role as a socially responsible brand."

Major Food Delivery for Kumbh Mela 2025-WAAYU, India's first non-commissioned food delivery app, has partnered with ONDC to deliver over 150 million Mahaprasad orders for Kumbh Mela 2025. With 450-500 million pilgrims expected to arrive between January 13 and February 26, 2025, the partnership aims to ensure smooth delivery of the holy offerings.

Devotees across India will be able to receive Mahaprasad from Prayagraj, Ayodhya and Varanasi within seven days of ordering. For tourists, WAAYU will offer the facility of receiving Mahaprasad while transiting at the Prayagraj railway station. Building on its success in delivering over 30,000 Prasad orders for Ram Mandir Pran Pratishtha in Ayodhya, WAAYU is combining tradition, technology and sustainability to meet the huge demands of Maha Kumbh in 2025. With strategic partnerships with leading logistics providers like Bluedart, Amazon Shipping, Shiprocket, and India Post, WAAYU's robust network covers 19,000 postal codes across the country. "This initiative reflects WAAYU's commitment to blending tradition with modernity while maintaining sustainability," said Mandar Lande, founder and CEO of WAAYU. Using the latest equipment and technology, WAAYU will ensure that this sacred event is safe and enjoyable. It is possible. The essence of the religion will be spread to every corner of India.

As the spokesperson for the Uttar Pradesh State Level Banking Committee, Bank of Baroda has given priority to ensuring easy access to financial services. The bank has a well-established network of branches, mobile ATMs and digital payment solutions like bob à Pay, which caters to the needs of millions of loyal customers and merchants.



Public Banking -As the spokesperson for the Uttar Pradesh State Level Banking Committee, Bank of Baroda has given priority to ensuring easy access to financial services. The bank has a well-established network of branches, mobile ATMs and digital payment solutions such as bob à Pay, meeting the needs of millions of loyal customers and merchants. VG Senthilkumar, Head of Marketing and Branding, Bank of Baroda, said, “Kumbh Mela is a unique opportunity for banks to offer financial services and value-added services to the audience.”

Kumbh Mela 2025 is a remarkable example of how brands in commerce and culture are merging to engage millions while respecting the spiritual sanctity of the event. From comfort innovations like Amazon’s bed-in-a-box to Flipkart’s celebration of local crafts and Astroyogi’s digital push, the event showcased how businesses are changing the way Indian consumers behave.

New security solutions - To enhance the security of millions of migrants, Eveready Industries India has launched 5,000 DL102 sirens, a dual-function device that combines a flashing light and a 100dbA audible alarm system activated via a key fob. This innovative device is designed to support effective crowd management and ensure the safety of migrants. In addition to this, Eveready will also be hosting a demonstration in front of the Maha Kumbh Mela to showcase the capabilities of the device. Anirban Banerjee, Vice President and General Manager (Batteries and Flashlights), SBU, Eveready Industries India said, “This event showcases Eveready’s ability to leverage technology to support public safety at such a large event. With a seamless flow of vision for a spiritual experience, the company is cementing its role as a socially responsible brand.

The Kumbh Mela 2025 in Prayagraj is a once-in-a-lifetime opportunity to participate in one of the world’s oldest and most profound spiritual gatherings. Whether you want to clear your mind, find freedom, or connect with your spiritual self, attending this event will give you the opportunity to transform. Travel with an open heart and immerse yourself in the divine energy of Kumbh Mela to experience a spiritual awakening.

Focusing on the spiritual benefits and the great history behind the Kumbh Mela, this blog aims to inspire and guide pilgrims to visit Prayagraj in 2025. Spiritual tools like Rudraksha beads from the Hindu Gods are meant to protect and empower you on your divine journey.

REFERENCE

1. Kumbh India Ageless festival, Dilip Kumar Rai & Indra Devi.
2. R. Mehrotra, Kumbh Mela.
3. Britanica.
4. UNESCO, Intangible cultural Heritage.
5. Indian Express.
6. Green Yatra Network
7. The Hindu.
