

Experience Marketing – Curating A Spiritual Congregation at Maha Kumbh 2025

Dr. Anita P Bobade

Professor, DES's Navinchandra Mehta Institute of Technology and Development.

Abstract

India, the cradle of one of the world's oldest and most enduring civilizations, has long been a beacon of spirituality, attracting seekers from across the globe. As the birthplace of Yoga, Ayurveda, and several major religions—including Hinduism, Buddhism, and Jainism—India is revered for its sacred landscapes and profound spiritual heritage. Pilgrimage sites such as Varanasi, Rishikesh, Prayagraj, Bodh Gaya, and Amritsar continue to draw millions in search of enlightenment and inner peace. Maha Kumbh 2025 was uniquely positioned as an once-in-a-lifetime spiritual experience due to an exceptionally rare celestial alignment that occurs once every 144 years. Pilgrims from around the world gathered at Prayagraj - Triveni Sangam—the confluence of the Ganga, Yamuna, and Saraswati—to participate in this 45-day festival, seeking spiritual renewal and the promise of Moksha (liberation). This study explores how Maha Kumbh 2025 was curated as a transformative spiritual event through the lens of the Experience Economy framework (Pine & Gilmore, 1998). By integrating its deep-rooted spiritual essence with modern digital marketing strategies, AI-driven personalization, and cultural storytelling, the event was positioned as a deeply immersive experience. The case study highlights how Maha Kumbh 2025 was curated as a spiritual experience, resonating with both devout pilgrims and a global audience.

Keywords: Bharat, Maha Kumbh 2025, Experience Economy, Arthashastra, Prayagraj, Moksha.

Introduction

"कुम्भे स्नानं पवित्रं हि, पापं नाशयते ध्रुवम्। मोक्षद्वारं प्रपद्येत, पुण्यं यत्र समाहितम्॥"

(Bathing at the Kumbh is indeed sacred; it surely destroys sin. One attains the gateway to liberation, where merit is concentrated.)

Prayagraj recently hosted the Maha Kumbh Mela 2025, a historic event that witnessed an unparalleled gathering of over 663 million devotees from around the world. This massive congregation, larger than any other spiritual congregation or even Olympics games, not only reflects the festival's deep spiritual significance but also underscores its immense economic impact.

Traditionally, once in every 12 years, Maha Kumbh Mela is held at Prayagraj, Uttar Pradesh, at the sacred confluence of the Ganges, Yamuna, and the mythical Saraswati rivers. The origins of this grand festival can be traced back to Hindu mythology, particularly the legend of Samudra Manthan, or the churning of the ocean. The festival's schedule is determined by specific planetary alignments, which are believed to enhance the spiritual energy of the rivers. These celestial configurations offer devotees a unique opportunity for purification and liberation from the cycle of rebirth.

The Kumbh Mela, is held every 12 years in Prayagraj, Uttar Pradesh, the Maha Kumbh Mela draws millions of pilgrims and tourists, generating a ripple effect across various sectors. The Maha Kumbh Mela witnessed an unprecedented scale of economic activity, exemplifying how cultural festivals can stimulate both regional and national economies. In terms of participation, it even surpassed the Olympic Games, which occur every four years.

The origins of the Kumbh Mela are rooted in the ancient legend of Amrit Manthan, dating back millions of years. According to mythology, when the pitcher of Amrit (nectar) emerged, it spilled over four sacred sites—Haridwar, Prayagraj, Ujjain, and Nasik. The Purna Kumbh takes place every 12 years, while the Kumbh Mela rotates among these four locations every three years. Additionally, the Ardha Kumbh is observed every six years.

Prayagraj (Triveni Sangam) holds special significance as the meeting point of the Ganga, Yamuna, and the mystical Saraswati rivers, making it the holiest of all Kumbh sites. Prayagraj hosts the Mahakumbh every 12 years and the Maha Mahakumbh once every 144 years. The festival's timing is determined by intricate astrological calculations, as specific planetary alignments are believed to enhance the spiritual energy of the rivers. These cosmic configurations are thought to create a powerful force that purifies the body, mind, and soul.

Spiritual Significance of Bathing at Prayagraj Sangam during Maha Kumbh 2025

The Maha Kumbh Mela 2025 at Prayagraj's sacred Sangam held immense spiritual importance for millions of devotees. Bathing in the confluence of the Ganga, Yamuna, and the mystical Saraswati is believed to purify the soul, absolve sins, and pave the way for Moksha—liberation from the cycle of birth and rebirth.

The festival is especially significant for ascetic orders such as the Naga Sadhus, Aghoris, and other reclusive mystics, who leave their isolated retreats to participate in the Shahi Snan, or royal bath. This rare gathering offers pilgrims a unique opportunity to witness their ascetic practices, rituals, and spiritual discipline. The Shahi Snan is regarded as highly auspicious, as it is believed to cleanse not just the body but also the mind and soul, elevating one's spiritual consciousness.

For devotees, immersing themselves in the holy waters at the Sangam during the Maha Kumbh Mela is considered a sacred act that marks the beginning of a renewed spiritual journey. It is believed to clear past karmic debts, bestow divine blessings, and rejuvenate one's inner energy.

Ultimately, the ritual of bathing at the Prayagraj Sangam during the Maha Kumbh serves as a powerful means of spiritual renewal, allowing devotees to cleanse their souls, seek divine grace, and move closer to ultimate liberation.

A Global Spectacle: Participation from 76 Nations

Maha Kumbh 2025 was not just an Indian festival but a globally celebrated event that attracted international recognition. Representatives from 76 nations actively participated, highlighting the growing worldwide fascination with India's rich cultural and spiritual heritage. The King of Bhutan, along with distinguished ministers and officials from various countries, took a holy dip at the sacred Sangam. Additionally, Nepal saw a remarkable turnout, with over 50 lakh devotees making the pilgrimage to Prayagraj, while more than two lakh visitors from 27 other nations joined the sacred gathering.

India's top leadership, including the President, Vice President, Prime Minister, and several Union Ministers, graced the Maha Kumbh with their presence. The event also witnessed participation from leading business magnates such as Gautam Adani and Mukesh Ambani, as well as Bollywood celebrities, including Akshay Kumar. Adding to its global appeal, philanthropist Laurene Powell Jobs, wife of Apple co-founder Steve Jobs, attended the festival and shared her experience: "This is a spiritual experience like no other. The energy, devotion, and sheer magnitude of this event are truly humbling."

Managing a Unprecedented Scale

Over 633 million pilgrims made their way to Prayagraj during the 45-day Maha Kumbh, marking a historic turnout. The Uttar Pradesh government allocated ₹6,900 crore across 549 infrastructure, sanitation, and logistics projects to support the grand event. For the duration of the festival, the Sangam was officially recognized as the 76th district of Uttar Pradesh, featuring 56 police stations, 133 police posts, and world-class amenities akin to those in a metropolitan city.

Spanning 10,000 acres (4,046 hectares), the festival grounds housed thousands of temporary shelters for monks and devotees. Under the leadership of Chief Minister Yogi Adityanath, meticulous planning transformed Maha Kumbh 2025 into the most structured and expansive edition to date. Mahakumbh Nagar, covering 4,000 hectares and divided into 25 sectors, was strategically designed to accommodate the enormous influx of pilgrims.

Infrastructure Highlights

- 12 km of paved ghats
- 1,850 hectares of parking space
- 31 pontoon bridges
- 67,000+ streetlights
- 1.5 lakh public toilets
- 25,000 public accommodations
- 1,50,000 temporary tents
- 2,200 luxury tents among 1,60,000 total tents
- 7,000 saffron-colored buses and 100 special trains

- 10,000 CCTV cameras and 329 AI-powered cameras for security
- 2,700 AI-based cameras for crowd management
- 65,000 liters/day of odor-neutralizing solution for sanitation

Immersive Experiences

- **360-Degree Virtual Reality Stalls:** Inspired by Kumbh 2019, ten VR stalls were strategically placed at key locations, showcasing major events such as Peshwai (Akhada processions), auspicious bathing days, Ganga Aarti, and other significant moments of faith and unity.
- **Spectacular Drone Show:** A mesmerizing fleet of 2,000 drones narrated the legendary tales of *Prayag Mahatmyam* and *Samudra Manthan* over the Sangam Nose. The aerial spectacle depicted mythical events, including the churning of the ocean and the emergence of the *Amrit Kalash* (nectar pot), captivating both pilgrims and spectators.

Digital Mahakumbh: AI and Technology in Action

Advanced technology played a crucial role in ensuring smooth operations and an enhanced pilgrim experience. The Digital Mahakumbh initiative introduced a dedicated website and mobile app, featuring real-time updates and an AI-powered chatbot for assistance. A partnership with Google facilitated seamless navigation across Mahakumbh Nagar, while the Digital Khoya-Paya Kendra helped reunite thousands of lost individuals with their families, revolutionizing crowd management.

To accommodate financial transactions, 55 ATMs, including 50 mobile units, were installed across the festival grounds. However, with the growing preference for digital payments, the demand for cash withdrawals remained lower than expected, with some ATMs requiring refills only after a week.

AI-Powered Security and Crowd Management

Senior police officer Amit Kumar highlighted how AI-driven monitoring systems tracked crowd movements, allowing authorities to anticipate surges and take proactive measures. "The software provides early warnings about crowd build-ups, enabling us to implement safety protocols in real time," he stated.

Beyond crowd control, AI technology was employed to detect fires, security breaches, and unauthorized entries. Alerts were automatically relayed to field personnel for immediate intervention. A dedicated team of **500 control center staff** continuously monitored live footage to maintain order and safety.

Facial Recognition & Drone Surveillance

To assist lost visitors, AI-powered facial recognition systems were deployed. If a missing person was captured by one of the surveillance cameras, authorities could quickly locate them with precision. Additionally, **underwater drones** patrolled the riverbed, ensuring safety during religious dips and providing real-time alerts in case of accidents.

For visitors unfamiliar with local languages, a **multilingual Kumbh app** offered navigation assistance and general guidance, ensuring accessibility for pilgrims from across India and abroad.

Cybersecurity Measures for Global Pilgrims

To safeguard attendees from cyber threats, robust security measures were put in place:

- **56 dedicated cyber experts** were deployed for round-the-clock surveillance.
- A **Maha Kumbh cyber police station** was established to counter fraudulent websites, social media scams, and phishing links.
- **40 Variable Messaging Displays (VMDs)** were installed across the festival grounds to raise awareness about cyber fraud.
- A **dedicated helpline (1920)** and verified government portals were promoted to prevent misinformation and scams.

Maha Kumbh 2025 set new benchmarks in organization, security, and technological integration, ensuring a seamless and spiritually enriching experience for millions of devotees worldwide.

Digitized Maha Kumbh: Revolutionizing Event Management

The Maha Kumbh Mela 2025, set to take place in Prayagraj, is witnessing a revolutionary transformation with the integration of digital technology. As one of the world's largest spiritual gatherings, attracting millions of devotees, the event is embracing digital solutions to enhance convenience, safety, and overall experience for pilgrims and stakeholders.

Key Digital Initiatives

Smart Registration & E-Passes: To streamline crowd management, online registration and e-passes have been introduced. This ensures better monitoring of footfall and facilitates seamless entry to key zones.

AI-Based Crowd Control & Surveillance: AI-powered surveillance systems with drones and facial recognition cameras are being deployed to track movement and prevent overcrowding.

Digital Payment Ecosystem: Encouraging a cashless experience, UPI-based transactions and digital wallets are being promoted across shops, eateries, and transport facilities.

Geo-Tagged Navigation & Mobile Apps: Special mobile applications are being developed to provide real-time updates on bathing schedules, religious discourses, and emergency alerts. Geo-tagging will help pilgrims navigate the vast mela grounds with ease.

Live Streaming & Virtual Participation: Devotees worldwide can experience the spiritual essence of Kumbh Mela through high-quality live streaming of key rituals and discourses, allowing for a global digital congregation.

Block chain for Lost & Found: An innovative block chain-based system is being explored to help reunite lost individuals, ensuring data security and efficiency in handling missing person cases.

Green & Smart Sanitation Solutions: Digital monitoring of waste management, smart toilets with automated cleaning, and real-time tracking of sanitation workers contribute to a cleaner and healthier environment.

Other aspects included

- **Online Land and Facility Booking:** The "Maha Kumbh Land and Facility Allotment" portal enabled institutions to reserve land and amenities seamlessly.
- **Digitized Institutional Records:** A drive was carried out to cover 10,000 entities, including government agencies, social organizations, and religious institutions, had their records digitized for better management.
- **Pre- and Post-Monsoon Drone Surveys:** High-precision drone mapping was conducted to analyze land topography, ensuring optimal planning and development.
- **Real-Time Application Tracking:** A centralized digital system facilitated live status updates for applications and allotments, ensuring transparency.
- **Automated Data Integration:** Vendors and government departments benefitted from a streamlined facility slip system, ensuring timely setup of necessary infrastructure.
- **Customized MIS Reports & Institutional Analysis:** The Prayagraj Mela Authority leveraged digital dashboards to manage land and facility allocations efficiently, minimizing delays and reducing the need for physical appointments.
- **GIS-Integrated Public Utility Maps:** Essential services, such as emergency response units, police stations, checkpoints, command centers, hospitals, parking zones, food courts, vending areas, sanitation facilities, pontoon bridges, and roads, were mapped onto Google Maps for easy navigation.

This digitized approach significantly reduced queues, expedited services for saints and religious organizations, and ensured a smooth, well-coordinated Maha Kumbh experience.

Employment Boom and Economic Impact of Maha Kumbh 2025

Maha Kumbh 2025 generated substantial employment opportunities, with estimates suggesting over 800,000 jobs in the formal sector and a similar number in the informal sector. Various industries witnessed significant job creation, including:

- **Tourism & Hospitality:** More than 300,000 jobs emerged in guest houses, tents, hotels and home stay services.
- **Transport & Logistics:** Approximately 150,000 people, including drivers, conductors, and support personnel, benefited from the heightened demand for transportation services.
- **Retail & Food Services:** Over 200,000 vendors operated within the festival premises, selling food, beverages, and religious merchandise.
- **Event Management & Security:** About 150,000 jobs were created in managing the event, security, sanitation, and related support services.

Surge in Tourism and Hospitality

The tourism and hospitality industries experienced an unprecedented boost as millions of devotees flocked to Prayagraj. Key economic drivers included:

- **Hotels & Lodging:** Nearly 60,000 accommodations, spanning luxury tents, budget lodges to home stays, and luxury hotels operated at full capacity, generating an estimated ₹15,000 crore in revenue.
- **Temporary Housing:** Over 100,000 tents were set up to accommodate pilgrims, adding another ₹10,000 crore to the sector's earnings.
- **Food & Beverage Industry:** Local eateries and food vendors collectively earned more than ₹5,000 crore by catering to diverse dietary needs.
- **Tour Operators:** With millions of domestic and international tourists, guided tours, customized travel packages, and transport services generated around ₹4,000 crore.

Transportation Sector Gains

The demand for transportation services skyrocketed during Maha Kumbh 2025. Key developments included:

- **Indian Railways:** More than 1,500 special trains were deployed to accommodate the influx, contributing ₹20,000 crore in revenue.
- **Bus Services:** Both government and private bus operators earned an estimated ₹12,000 crore.
- **Ride-Hailing & Local Transport:** Ola, Uber, and local taxis collectively generated over ₹4,000 crore during the event.

Branding & Marketing Opportunities

Maha Kumbh 2025 presented a lucrative branding and marketing platform, expected to exceed ₹3,000 crore in investment. Major brands like Dabur, Mother Dairy, and ITC made significant contributions, while smaller businesses leveraged the event's scale to expand their reach.

Furthermore, the government's strategic promotional initiatives, such as digital marketing campaigns and international roadshows, significantly enhanced the festival's global economic influence.

Transformative Infrastructure Development

Organizing an event of such scale necessitates massive infrastructural upgrades. For Maha Kumbh 2025, the Uttar Pradesh government allocated approximately ₹5,500 crore towards enhancing roads, bridges, sanitation, and water supply. This investment not only facilitated the seamless execution of the festival but also contributed to long-term urban development.

The improvements in connectivity and public amenities will continue to benefit the residents of Prayagraj beyond the event, reinforcing its status as a key tourist destination and driving sustained economic growth.

Economic Impact of Maha Kumbh 2025

According to estimates from the Uttar Pradesh chapter of the Confederation of All India Traders (CAIT), Maha Kumbh 2025 was projected to generate over ₹2 lakh crore in revenue, creating nearly 800,000 jobs and driving significant infrastructure development. Mahendra Goyal, President of CAIT's Uttar Pradesh chapter, highlighted that local businesses alone were expected to earn close to \$3 billion. Additionally, Chief Minister Yogi Adityanath estimated that the festival could contribute more than \$3 trillion to the national economy, assuming an average expenditure of ₹5,000 (\$58) per visitor across the 600 million attendees.

Economic Impact beyond the Festival

The Kumbh Mela's influence extends beyond immediate economic gains, fostering long-term development in the region. The Uttar Pradesh government invested ₹70 billion (\$808.5 million) in infrastructure projects, including enhancements in water and waste management, road repairs, and improved highways. The central government, under Prime Minister Narendra Modi, supplemented these efforts with nearly \$250 million in funding.

These large-scale investments have not only upgraded Prayagraj's civic infrastructure but have also positioned the city as a key cultural and tourism hub. The precedent set by projects such as the Kashi Vishwanath Dham corridor and the Ram Temple illustrates the multiplier effect of cultural investments. For instance, Ayodhya saw its annual visitor count surge from 283,000 in 2016 to 160 million in 2024, while Varanasi's tourism numbers grew from 5 million to 60 million annually.

Dharmanomics: A Sustainable Economic Model

As cited by Balasubramanian S. (2004), "Dharmanomics" presents an economic framework rooted in the principles of Dharma, emphasizing sustainable economic growth centered around temple towns, riverbanks, and traditional gatherings like the Kumbh Mela. This model thrives in India's Tier-II and Tier-III cities, fostering trade and commerce while limiting the state's role to policy facilitation and governance.

Maha Kumbh 2025 demonstrated this approach, with the Uttar Pradesh government adopting a policy-driven rather than interventionist approach, empowering small traders through free-market mechanisms.

Tourism and the Rise of Experiential Travel

A February 2025 report by Deloitte estimates that India's tourism sector, currently valued at ₹15,000 crore, is projected to grow at a CAGR of approximately 16%, reaching ₹36,000 crore by 2030. This growth is fueled by rising incomes, post-pandemic travel resurgence, and the expansion of e-commerce-driven tourism. Experiential and wellness tourism is also gaining traction, as travelers increasingly seek immersive spiritual and cultural experiences over conventional sightseeing.

The economic choices made by Hindus, particularly in relation to faith and spirituality, have played a crucial role in Maha Kumbh 2025's unprecedented success, reinforcing the significance of religious tourism in India's broader economic landscape.

Curating a Once-in-a-Lifetime Spiritual Experience at Maha Kumbh 2025

Spiritual tourism, often referred to as religious, sacred, or faith tourism, primarily falls into two categories: pilgrimage and educational travel. Pilgrimage entails journeys driven by religious or spiritual devotion, whereas educational travel involves exploring diverse religious traditions, teachings, and practices at significant spiritual sites.

According to data from the Ministry of Tourism, the number of people participating in religious tourism in India surged from 677 million in 2021 to 1,439 million in 2022. Correspondingly, the sector's revenue witnessed a remarkable rise, growing from US\$ 7.9 billion (₹65,100 crore) in 2021 to US\$ 16.2 billion (₹1.34 lakh crore) in 2022.

The COVID-19 pandemic initially dealt a severe blow to spiritual tourism, with travel restrictions, lockdowns, and health concerns causing a significant dip in revenue throughout 2020 and 2021. However, as the situation improved and mobility resumed, the sector witnessed a steady recovery. Looking ahead, India's spiritual tourism industry is projected to be valued at US\$ 59 billion by 2028, generating over 100 million jobs across temporary and permanent roles by 2030.

The Shift towards Experience-Driven Consumption

Bharat's consumer spending patterns are undergoing a profound transformation, shaped by economic growth, rising disposable incomes, and evolving lifestyle preferences. This shift is not just a reflection of enhanced financial capacity but also signifies deeper cultural and social aspirations. Today's **Bharat consumer** is deeply rooted in tradition yet seeks immersive and memorable experiences over material possessions.

For the first time, artificial intelligence (AI) played a pivotal role in storytelling at Maha Kumbh 2025, bringing its history and spiritual significance to life. Brands like Pulse Candy, known for their bold flavors and deep cultural connect, took an innovative approach by blending AI-driven storytelling with on-ground activations. Through hyper-realistic AI visuals and interactive experiences, the brand seamlessly merged tradition with technology, redefining cultural marketing in India.

The Rise of the Experience Economy

Experiences are inherently personal and create lasting impressions. Whether it's sports events, concerts, theater, films, theme parks, or digital storytelling, these engagements offer unique and emotional connections. The concept of the Experience Economy, as introduced by B. Joseph Pine and James H. Gilmore (1998) in the Harvard Business Review, highlights how businesses can drive value by curating immersive and participatory experiences rather than just selling products or services. Maha Kumbh 2025 exemplified this shift, transforming a traditional pilgrimage into a multi-sensory, technology-integrated spiritual journey. By embracing innovation while preserving cultural authenticity, the event set a new benchmark for spiritual tourism and experiential engagement in India. A robust experience provides all four of the realms of experience:, which has all four elements, Entertainment, Education, Escape, Aesthetic.



Source: Harvard Business Review ("Welcome to the Experience Economy," Pine and Gilmore, 1998)

The Transformative Experience of Bathing at the Ghats of Prayagraj during Maha Kumbh 2025

The once-in-a-lifetime opportunity to bathe at the sacred ghats of Prayagraj during Maha Kumbh 2025, an event occurring after 144 years, is an unparalleled spiritual and cultural experience. This event aligns with the Experience Economy framework proposed by Pine and Gilmore, which categorizes experiences into different realms, including immersive escapism and aesthetic engagement.

In an **escapist experience**, individuals actively participate in an event, such as playing a sport or exploring a new destination. This requires full engagement at a specific location, much like a footballer playing on a field. On the other hand, an **aesthetic experience** involves passive participation, where individuals immerse themselves in the surroundings without altering them—for instance, walking through a serene park and absorbing the beauty of nature.

According to Pine and Gilmore, businesses and events must orchestrate memorable experiences, making the memory itself the ultimate product. Maha Kumbh 2025 exemplifies this philosophy, offering both escapist and aesthetic dimensions to millions of devotees. Pilgrims at Prayagraj engaged in spiritually immersive activities such as:

- **Taking a Holy Dip at the Triveni Sangam** – A sacred purification ritual at the confluence of the Ganga, Yamuna, and Saraswati rivers.
- **Witnessing the Shahi Snan Processions** – A grand spectacle featuring revered saints and sadhus marking the auspicious bathing rituals.
- **Seeking Blessings from Ascetic Saints** – Interacting with sages who descend from their Himalayan abodes for this rare event.

- **Exploring Spiritual Camps and Akharas** – Visiting temporary monasteries where spiritual discourses and rituals take place.
- **Attending the Ganga Aarti** – A mesmerizing evening prayer ceremony on the riverbanks.
- **Savoring Traditional Cuisine** – Enjoying authentic regional delicacies prepared by local vendors and spiritual kitchens.
- **Witnessing Cultural Performances** – Engaging in folk music, dance, and religious storytelling that enrich the spiritual ambiance.
- **Visiting Nearby Sacred Cities** – Exploring prominent religious sites such as **Varanasi and Ayodhya**, further deepening the spiritual journey.

Maha Kumbh 2025 was more than just a pilgrimage; it was a multi-dimensional spiritual and cultural phenomenon that offered participants an unforgettable blend of active engagement and profound introspection.

	Commodities	Goods	Services	Experiences
Economy	Agarian	Industrial	Service	Experience
Economic Function	Extract	Make	Deliver	Stage
Nature of Offering	Fungible	Tangible	Tangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of Demand	Characteristics	Features	Benefits	Sensations

Key Economic Distinctions: Commodities, Goods, Services, Experiences

Source: Harvard Business Review (“Welcome to the Experience Economy,” Pine and Gilmore, 1998)

Aspects	Experience	Spirituality Experience – Maha Kumbh
Economy	Experience	Spiritual Renewal and Cleansing
Economic Function	Deliver	Ghats of Triveni Sangam - Prayagraj
Nature of Offering	Memorable	Once in 144 years
Key Attribute	Personal	Different Experience for all classes of Pilgrims
Method of supply	Reveled over a duration	45 days 13 January – 26 February 2025
Seller	Stagger	Uttar Pradesh Government, India
Buyer	Guest	66.30 crore pilgrims
Factors of Demand	Sensation	Awakening of ESP Extra Sensory Perception

Experience Economy – Maha Kumbh 2025

Source: Author

Curating a Once-in-a-Lifetime Spiritual Experience at Maha Kumbh 2025

The **144-year cycle** of Maha Kumbh 2025 presented a unique opportunity for spiritual elevation, potentially leading to heightened **extrasensory perception** due to deepened awareness and devotion. This profound experience was thoughtfully structured, offering pilgrims a range of transformative engagements:

- 1. Sacred Bathing at the Sangam Ghat** – Taking a dip at the confluence of the **Ganga, Yamuna, and Saraswati rivers**, especially during the **Shahi Snans**, is believed to cleanse the soul and absolve past sins, making it a defining spiritual ritual of the event.
- 2. The Quest for Moksha** – Rooted in ancient scriptures, the festival commemorates the celestial battle between **Devas (gods) and Asuras (demons)** over Amrit, the nectar of immortality, symbolizing the eternal pursuit of liberation.
- 3. Sankirtan and Bhajans** – The air resonated with devotional chants, hymns, and bhajans, creating a spiritually charged atmosphere that deepened the connection between devotees and the divine.
- 4. Yoga and Meditation** – Pilgrims engaged in yoga and meditation sessions, fostering physical, mental, and spiritual well-being through traditional practices.

The **Uttar Pradesh Government**, acting as the **primary orchestrator** of this grand event, played a pivotal role in curating an **unforgettable spiritual journey**. By meticulously organizing the festival's infrastructure and experience-driven offerings, the state government ensured that Maha Kumbh 2025 remained an unparalleled confluence of **faith, tradition, and transcendence**.

Conclusion

In today's fast-paced and demanding world, everyone seeks inner peace amidst workplace stress. Spirituality is an intrinsic part of human nature, and grand religious events like Maha Kumbh 2025, held after 144 years, serve as powerful catalysts for spiritual awakening. This sacred gathering provided pilgrims with a profound sense of 'awe', evoking transcendence, a deep yearning for liberation (moksha), and the desire for self-purification from sins (paap).

The experience economy has carved a distinct space for spirituality, transforming religious festivals into immersive, life-changing journeys. Every stakeholder—including service providers, spiritual leaders, and the Uttar Pradesh Government—played a role in curating an unparalleled spiritual experience, making Maha Kumbh 2025 not just an event but a transformational pilgrimage.

Bibliography

- 1. Pine, B. Joseph & Gilmore, James H.** (1998). *Welcome to the Experience Economy*. Harvard Business Review. (HBR 1998) 98407.
- 2. Pine, B. Joseph & Gilmore, James H.** (2019). *The Experience Economy: Competing for Customers' Time, Attention, and Money*. Harvard Business Review Press. ISBN: 978-1-63369-797-3.
- 3. Singh, Sandeep.** (2024). *Arthavyastha of Mandir*. Self-Published. Retrieved from: [Padhega India](#)
- 4. IndiaWest.** (2024). *Maha Kumbh: India Using AI for Crowd Management & Safety*. Retrieved from: [IndiaWest](#)
- 5. Harvard Business School Publishing.** *Welcome to the Experience Economy*. Retrieved from: [HBS](#)
- 6. Press Information Bureau (PIB), Government of India.** *Press Release on Maha Kumbh 2025*. Retrieved from: [PIB](#)
- 7. Deloitte.** (2025). *India's Discretionary Spending Report*. Retrieved from: [Deloitte](#)
- 8. MyGov India.** (2025). *Digital Maha Kumbh 2025: A Technological Leap in Tradition*. Retrieved from: [MyGov Blog](#)
- 9.** <https://indiawest.com/maha-kumbh-india-using-ai-for-crowd-management-safety/>
- 10.** <https://hbsp.harvard.edu/product/98407-PDF-ENG>
- 11.** <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2088994>
- 12.** <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/consumer-business/in-cb-indias-discretionary-noexp.pdf>
- 13.** <https://blog.mygov.in/editorial/digital-maha-kumbh-2025-a-technological-leap-in-tradition/>