

Business Opportunities in Maha Kumbh: A Study on Impact of Maha Kumbh Mela on Business Entrepreneur

Dr. Gaurav Som¹, Dr. Priya Gupta², Ms. Moumita Mishra³, Ms. Shivani⁴

¹Assistant Professor, Teerthanker Mahaveer University, Moradabad

²Assistant Professor, Department of Commerce and Management, GNIOT Institute of Professional Studies Greater Noida

³Assistant Professor, Department of Commerce and Management, GNIOT Institute of Professional Studies Greater Noida

⁴Assistant Professor, Teerthanker Mahaveer University, Moradabad

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ABSTRACT

The Maha Kumbh Mela held every 144 years is one of the largest religious meetings globally, with more than 400 million visitors in 2025. The study examines the economic opportunities created for small business entrepreneurs during the event. Using secondary data, research analyzes business stability in areas such as income generation, employment generation and hospitality, transport and retail. Conclusions show that Maha Kumbh contributed more than 2 lakh crores to the economy, with 1.2 million jobs. Research underlines the importance of religious tourism in promoting local economies and provides insight into strategies to increase professional success in future events.

Keywords: Maha Kumbh Mela 2025, Economic Impact, Small Business Entrepreneurs, Religious Tourism

1. INTRODUCTION

Maha Kumbh Mela 2025 is a historical and unique religious collection that takes place once every 144 years, which is one of the most important spiritual events in the Hindu tradition. This great congregation will take place in Prayagraj in India, to attract millions of pilgrims, tourists and commercial institutions from around the world.

In the world characterized by the emergence of modernity, some incidents placed the power to bring millions of people together, who are looking for something more than themselves. At the moment, Maha Kumbh Mela, held on January 13, 2025 to February 26, 2025, is a holy pilgrimage celebrated four times in 12 years. The world's largest peaceful collection Kumbh Mela attracts millions of pilgrims, bathing in holy rivers that demand to clean themselves from sins and get spiritual liberation. Maha Kumbh Mela is very deeply rooted in Hindu mythology and marks one of the greatest rituals of devotion globally. This sacred phenomenon revolves between four places in India-Haridwar, Ujjain, Nashik and Pragaraja- each of a sacred river, goes to Shipra, Godavari and the assembly of Ganges, Yamuna and the mythical Saraswati in Pauragra. Over the course of 45 days, the expected polishing of the 45 crore hinges crossed within a month, reaching 66 crore+ of the final day.

- ✚ **Shahi Snan:** The most important ritual, where millions took a bath at the Trinity Confluence and to cleanse sins and achieve salvation. Special dates such as Pach Purnima and Makar Sankranti are witnesses to Saints and Akharas, which mark the official beginning of Maha Kumbh.
- ✚ **Ganga Aarti:** A blind surprising ritual where priests provide lamps that blink the Holy River and provoke devotion.
- ✚ **Kalpavas:** A month long period of spiritual discipline where devoted distance from comfort, links to meditation and participates in Vedic rituals such as Yajnas and Home.
- ✚ **Prayers & Offerings:** Dev Pujan respects the gods, while rituals such as SHRAD (Ancestral Prasad) and Veeni Dan (offering Ganges) are a symbol of surrender and cleansing. Charity functions, such as Gau donation (cow donation) and Vastra Charity (donation), have major qualifications
- ✚ **Deep Daan:** Thousands of lamps float on the river, forming an astronomical glow that is a symbol of affection and divine blessings.

✚ **Prayagraj Panchkoshi Parikrama:** A holy journey around a holy journey, revived an old tradition and offers spiritual fulfillment

This study seeks to investigate the economic opportunities generated by Maha Kumbh Mela 2025, with a view to understanding how small enterprises mobilize resources, invest funds, and earn revenues by establishing temporary stalls and service outlets

2. BACKGROUND

Kumbh Mela is a Hindu pilgrimage that is kept in four sacred places every 12 years - Prayagraj, Haridwar, Ujjain and Nashik - where millions of people gather for a sacred dip in Holy Rivers. Maha Kumbh Mela, however, is an event of even more spiritual and cultural significance, which occurs only once in 144 years.

The last Maha Kumbh Mela was held in 1880, under the British rule, when the program saw large-scale participation despite a limited infrastructure. Since then, technological progress, urbanization and increased global connection have changed the method of Kumbh Mela functions. 2025 Maha Kumbh is expected to be the largest with modern features, digital transactions and structured business opportunities.

The economic importance of Kumbh Mela has increased over time, as religious tourism runs local economies, improves employment and promotes entrepreneurship. Ardh Kumbh Mela from 2019 contributed more than 1.2 Lakh Crore to the Indian economy, which created more than 6 lakh jobs. Given the extent of Maha Kumbh 2025, its financial impact is expected to be even more.

History and Major Bathing Dates

The **origin** of Kumbh Mela lies in the Hindu mythology. According to the story of the **Samudra Manthan** (churning of the ocean) in the ancient Hindu scriptures, the gods (Devas) and demons (Asuras) fought on **Amrit** (nectar of immortality). During this astronomical struggle, the drops of **nectar fell in four places** - prayagraj, Haridwar, Ujjain and Nashik - Where the Kumbh Mela is now held, in which every 144 years in Maha -Kumbh takes place in Prayagraj. Historically, Maha Kumbh Mela has been referred to since ancient times, with records of dating back in **Maurya** and **Gupta periods**. It received royal protection against various dynasties including **Mughals**, and was **documented by colonial administrators** such as James prince's. For centuries, it developed into a global spiritual and cultural event. Kumbh mela is recognized by **UNESCO** as an **intangible cultural heritage**, symbolizing the permanent traditions of India's promoting unity, spirituality and cultural exchange among millions of people around the world.

The **time** for each Kumbh mela is determined by the **astrological positions** of the **Sun, Moon** and **Jupiter**, indicating a happiness period for spiritual cleanliness and self-purity. The festival symbolizes the collection of faith, culture and tradition, which attracts ascetics, applicants and devoted equally. The greatness of this phenomenon has been characterized by **Shahi Snans** (bathing rituals), **spiritual discourses** and lively cultural processions that reflect India's deep spiritual heritage.

3. OBJECTIVES OF THE STUDY

1. To examine income generation alternatives for small buying and selling sales space proprietors under Maha Kumbh Mela, cognizance on income, turnover and gain margin.
2. To check monetary stability to check the factors affecting entrepreneurs, together with funding expenses, purchaser needs and opposition

4. RESEARCH QUESTIONS

1. How does Maha Kumbh Mela create income opportunities for small commercial enterprise stall proprietors and what are the key elements using their sales and sales generation?
2. What are the investment charges incurred through small entrepreneurs, and the way do elements such as purchaser demand and marketplace competition have an effect on their income margins and typical earnings?

5. RESEARCH GAP

While preceding studies have explored the cultural, religious, and tourism elements of Maha Kumbh Mela, confined research makes a specialty of earnings technology and financial sustainability of small business stall proprietors. There is a loss of detailed evaluation on how funding expenses, patron call for, and market opposition effect their income, revenue, and profit margins. This study aims to fill this gap with the aid of examining the monetary possibilities, challenges, and financial outcomes for small marketers working at Maha Kumbh Mela

6. RESEARCH METHODOLOGY

This study adopts a **descriptive research design** based on **secondary data collection** to analyze economic opportunities for

small trade stall owners during Maha Kumbh mela. Research will depend on existing reports, government publications, educational studies, economic surveys and news articles to assess financial impact on entrepreneurs. **A qualitative and quantitative approach** will be used to explain market trends, revenue patterns and business stability. Data analysis will include **comparative and thematic analysis** of previous Maha Kumbh events, which identify major factors affecting income creation. To validate the conclusions, **the Hypothesis test** will be done using the trend of previous financial data and commercial performance.

7. HYPOTHESES

1. **H1:** Maha Kumbh Mela provides important income opportunities for owners of small trade figures, which leads to an increase in sales and sales.
2. **H2:** Investment costs, customer needs and market competition affect the economic stability of margins and small business contractors.

8. BUSINESS OPPORTUNITIES DURING MAHA KUMBH

Maha Kumbh Mela provides a unique enterprise environment for small entrepreneurs, offering a excessive-density customer base. The event draws hundreds of thousands of pilgrims, tourists, and devotees, creating huge demand for items and offerings. Stall owners have interaction in selling meals gadgets, religious artifacts, handicrafts, apparel, and different essentials required by means of site visitors. The influx of tourists fosters an environment conducive to micro-business boom, permitting stall proprietors to attain great monetary gains in a brief span of time.

9. THE ECONOMIC IMPACT OF MAHA KUMBH MELA 2025: REVENUE, EMPLOYMENT, AND GROWTH

Chief Economics Advisor V. Anant Najavaran has postponed the significant financial influence of the recently concluded Maha Kumbh Mela in Shrageraj, suggesting it will help India achieve 6.5% GDP growth for the 2024-25 fiscal year. There was a sufficient budget distribution of around 12,670 crores, including both state and central expenses in this program organized by the government in Uttar Pradesh. During the festival period, the influx of around 630 million increased consumption and demanded significant public spending, which collectively contributes to the economic expansion of the country. This bounce in economic activity is estimated to increase the costs of consumption in March quarter, which plays an important role in reaching the approximate GDP development target. (<https://economictimes.indiatimes.com/>).

The 2025 Maha Kumbh Mela in Praygraj has been a major economic driver, with the confederation of All India Traders (CAIT) estimating that the festival created business of over ₹ 3 lakh crore (about USD 360 billion). This commemorative economic activity reflects the deep relationship between cultural festivals and economic stimulation in India.

Breakdown of Economic Impact by Sector:

Sector	Estimated Contribution (₹ Crore)
Hospitality & Tourism	75,000
Transportation	50,000
Retail & Merchandise	60,000
Food & Beverages	45,000
Local Handicrafts	30,000
Miscellaneous	40,000
Total	3,00,000

Source <https://economictimes.indiatimes.com/>

- The influx of millions of devotion and tourists increased demand in different fields:
 - **Hospitality & Tourism:** Local hotels, guesthouses and other houses were experienced closely adopted residents, and sought extended migrants to participate in the festival.
 - **Transportation:** Both public and private transport services saw an increase in protection, including buses, trains, taxis and rickshaws, to facilitate the movement of participants.
 - **Retail & Merchandise:** Sales of Maha Aquarius-Tema products, such as diary, calendar, jute bags and writing cases, then a significant boost due to a widespread appeal for branding and event.

- **Food & Beverages:** Many food stalls and restaurants complete the various culinary preferences of the attendees, resulting in adequate revenue creation.
- **Local Handicrafts:** Craftsmen and craftsmen benefited from the sale of traditional crafts, when visitors demanded Memento and Memorabilia.

The Maha Kumbh Mela provides a platform for small entrepreneurs to generate big income with minimum funding. A latest instance is a dealer who earned ₹40,000 in just a week through selling **datun** (natural teeth-cleansing twigs) on the occasion. This case highlights how innovative business thoughts, in spite of 0 funding, can thrive in the excessive-demand surroundings of the Mela. With thousands and thousands of pilgrims attending, there may be a constant demand for crucial and traditional merchandise, permitting small providers to capitalize on customer desires. The success of this entrepreneur underscores the extensive financial possibilities available for small companies at Maha Kumbh, wherein strategic product selection and market demand play a crucial function in profits technology. It also demonstrates how local and occasional-value merchandise can yield substantial profits, similarly emphasizing the significance of Maha Kumbh in fostering small-scale entrepreneurship.

Maha Kumbh Mela acts as a catalyst for sufficient financial opportunities for small business contractors, which is influenced by the remarkable success of Sailor Pintu Mahara and his family's priority. For fear of an important influx of devoted, Pintu expanded its fleet before the incident from 60 to 130 boats. This foresight allowed more than 100 family members to run boats, which earned outstanding earnings during the 45-day festival. While the exact data was not revealed, the Chief Minister of Uttar Pradesh Yogi Adityanath highlighted his success in the state assembly, indicating sufficient financial benefits

The trendy fare for a boat accommodating ten passengers from Arail Ghat to the Sangam is commonly ₹6,000. However, all through the Maha Kumbh, this charge escalated, with reviews of individuals paying as much as ₹30,000 for the equal service. This surge underscores the heightened call for and willingness of pilgrims to invest in non-secular reviews throughout the pageant.

This case illustrates how proactive planning and scaling operations in response to expected demand can result in considerable monetary rewards for small enterprise owners throughout huge-scale events just like the Maha Kumbh Mela.

Table: Comparative Analysis of Boat Rental Rates During Maha Kumbh Mela

Service Description	Standard Rate (₹)	Peak Rate During Maha Kumbh (₹)
Boat ride for 10 passengers	6,000	Up to 30,000

Source <https://timesofindia.indiatimes.com/>

The Maha Kumbh Mela 2025 is estimated to create considerable economic activity and hence hold important opportunities for small business stall entrepreneurs. The festival will see around 40 crore (400 million) pilgrims attending it, and hence there will be heightened demand for various sectors.

Economic Impact Breakdown

Sector	Estimated Revenue (₹ Crore)	Details
Tourism & Hospitality	34,000	Revenue from accommodations, food services, and related activities.
Transportation	36,000	Earnings from increased travel services, including railways, buses, and local transport.
Retail & Merchandise	30,000	Sales from souvenirs, religious items, and other merchandise.
Infrastructure & Services	50,000	Investments in temporary structures, sanitation, and other essential services.
Media & Advertising	10,000	Income from promotions, advertisements, and media coverage.
Miscellaneous	40,000	Other economic activities stimulated by the event

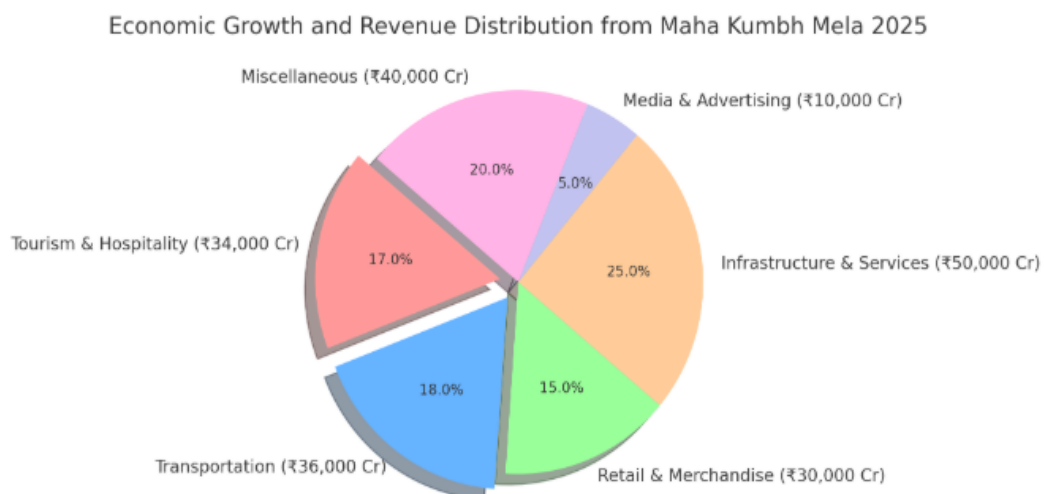
Source <https://www.kotaksecurities.com>

Employment Opportunities and Economic Growth by Maha Kumbh Mela 2025

The Maha Kumbh Mela 2025 is expected to generate an extensive financial boost, developing approximately 1.2 million direct and indirect employment opportunities across diverse sectors, such as hospitality, transportation, security, retail, and infrastructure improvement. With an estimated four hundred million visitors attending the occasion, the competition is projected to make a contribution over ₹2 lakh crore to the economy. The tourism and hospitality zone is predicted to generate ₹34,000 crore, while transportation offerings will upload ₹36,000 crore to the economic system. Retail and products organizations, normally run by using small entrepreneurs, will see sales of ₹30,000 crore, supplying great profits for small-scale companies and nearby artisans. Infrastructure investments, along with sanitation and transient systems, will attain ₹50,000 crore, similarly riding employment and enterprise growth. Additionally, advertising, media, and miscellaneous services will contribute some other ₹50,000 crore, reinforcing the Kumbh Mela's function as a first-rate motive force of economic growth and job advent. The event is expected to add over 1% to India's GDP, emphasizing the significance of spiritual tourism in economic sustainability and entrepreneurship.

The Maha Kumbh Mela 2025 is predicted to generate a giant monetary raise, growing about **1.2 million** direct and indirect employment possibilities across various sectors, consisting of **hospitality, transportation, security, retail, and infrastructure development**. With an anticipated **400 million** site visitors attending the event, the festival is projected to make a contribution over **₹2 lakh crore** to the economy. The **tourism and hospitality sector** is expected to generate **₹34,000 crore**, while **transportation services** will add **₹36,000 crore** to the economic system. Retail and products companies, basically run by means of small entrepreneurs, will see sales of **₹30,000 crore**, providing great income for small-scale providers and local artisans. Infrastructure investments, along with sanitation and transient systems, will attain ₹50,000 crore, in addition riding employment and business enlargement. Additionally, advertising, media, and miscellaneous services will make contributions another ₹50,000 crore, reinforcing the Kumbh Mela's role as a chief driving force of economic boom and task creation. The event is predicted to **add over 1% to India's GDP**, emphasizing the **importance of spiritual tourism in financial sustainability and entrepreneurship**.

Pie Chart: Economic Growth, Employment, and Revenue from Maha Kumbh Mela 2025



Findings

- Large extensive financial contribution and GDP growth** - Maha Kumbh Mela 2025 is estimated to contribute more than 2 lakh crores to India's economy, increasing GDP more than 1%, emphasizes the strong economic effect of religious tourism.
- Employment and trade growth** - This phenomenon is expected to produce 1.2 million jobs in different fields, with small businesses, especially stall owners, utilizing large consumers' demand for food, religious activities and local crafts.
- Tourism, hospitality and expansion of infrastructure** - Hospitality Sector invested 34,000 crore, while 50,000 crores were invested in sanitary conditions, public facilities and temporary structures, ensuring permanent trade opportunities and urban growth.
- High Demand in Transport & Services** – Excessive travel demand created ₹36,000 crore, with value-based price management in activities such as boat hiring and transport, where prices skyrocketed with high demand.

10. RESULTS

The Maha Kumbh Mela 2025 presented profitable business opportunities for small businesspeople as the sheer volume of pilgrims and tourists generated high consumer demand, which drove impressive profitability. Companies that were able to adjust well to the event dynamics, for example, transporters, food vendors, and religious product vendors, saw huge revenue growth through the boom in demand for basic goods and services. In addition to that, infrastructural investments made by the government, such as in sanitation, roads, and public facilities, enhanced event facilitation and user experience as well as long-term city development at a lasting economic contribution beyond the event itself.

11. CONCLUSION

Maha Kumbh Mela 2025 is a strong economic catalyst, especially for small business entrepreneurs. The fact that the event generates employment, increases revenues, and adds a lot to GDP indicates the strong correlation between religious tourism and economic growth. The small vendors' case studies, ranging from datun vendors to boatmen, illustrate that even micro-businesses succeed during such a massive event. In the future, policy encouragement, improved access to finance, and strategic planning can help improve business prospects at subsequent Maha Kumbh Mela

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