

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

New Methodological Approaches In Management Research With A Case Study Analysis On Maha Kumb Mela 2025

G. Mahesh¹

Phd Scholar,School Of Business,Sr University ,Warangal.

Dr.Tripurari Ananth Narayan²

Associate Professor, Aurora'sPG college,Uppal, Hyderabad.

Abstract:

This case study explores the significance of the Maha Kumbh Mela 2025, focusing on the sacred confluence of faith, culture, and spirituality at The Triveni Sangam, wherein the Ganga, the Yamuna, and the legendary Saraswati rivers converge. The event, one of the most extensive religious assemblies globally, represents not just a religious and spiritual pilgrimage, but a vibrant convergence of mythological, historical, and cultural elements that continue to shape India's intangible heritage. Through a detailed analysis, this study will delve into the multi-layered experiences of the millions who participate in the Mela, highlighting how their faith, ancient rituals, and the collective human experience converge at the Triveni Sangam. The research will explore the intertwining of traditions passed down through generations, the social dynamics of the gathering, and the role of the Mela in preserving intangible cultural heritage. This case study will also examine the broader societal impact of such a gathering, the wave of humanity that it attracts, and the spiritual reverence that permeates the event. Ultimately, it seeks to understand the Maha Kumbh Mela's unique position as both a profound religious experience and a cultural phenomenon, symbolizing the harmonious blend of past traditions and contemporary human connection.

Key words:spiritual pilgrimage, cultural heritage, sacred confluence.

2. INTRODUCTION:

The Maha Kumbh Mela, or Kumbh festival, is a significant Hindu celebration conducted every twelve months in Prayagraj, India. The event commenced on the thirteenth of January 2025, and will persist till February 26, 2025. This event is anticipated to draw more than 400 million (40 crore) attendees, establishing it as the greatest religious assembly globally. The roots of the festival are grounded in Hindu

41National Conference On “Contemporary Issues In Global Business Management Practices”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

mythology, representing the triumph of deities over demons. Adherents claim that immersing oneself at the meeting point of the the River Ganges, Yamuna, & the legendary Saraswati rivers purges sins and facilitates salvation. The Maha Kumbh Mela is a pivotal religious occasion and a demonstration of India's capacity to organize huge assemblies, showcasing the country's profound cultural legacy. The Mahakumbh Mela commenced on the auspicious occasion of Paush Purnima, occurring on Monday, January 13, 2025, as well as would persist until the final day of February 2025. This year's Mahakumbh Kumbh is distinctive as the alignment of constellations occurs just once every 144 years.

Key Dates

Date	Event	Description
January 13, 2025	Paush Purnima	Official start of the Maha Kumbh Mela; significant bathing day.
January 14, 2025	Makar Sankranti	First Shahi Snan (royal bath), a major highlight of the festival.
January 29, 2025	Mauni Amavasya	Second Shahi Snan; believed to be highly auspicious for cleansing sins.
February 3, 2025	Basant Panchami	Third Shahi Snan; marks the arrival of spring and is significant for devotees.
February 12, 2025	Maghi Purnima	Important bathing day; an opportunity for spiritual renewal.
February 26, 2025	Maha Shivratri	<u>Concludes</u> the Maha Kumbh Mela; another important bathing day.



The focus of this analysis will be to explore the following aspects of the Maha Kumbh Mela 2025:

42National Conference On “*Contemporary Issues In Global Business Management Practices*”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

-
- The Sacred Confluence of Triveni Sangam: The historical, mythological, and spiritual importance of the Sangam as the site of divine convergence.
 - Myth, Faith, and Culture: How the rituals and customs of the Mela, rooted in ancient beliefs, continue to guide the lives of millions and influence global perceptions of Hindu spirituality.
 - Intangible Heritage: The practices, chants, pilgrimages, and traditions that have endured and adapted across generations, highlighting the continuity of cultural and spiritual heritage.
 - The Wave of Humanity: The overwhelming human presence during the Mela, symbolizing the shared experience of faith, and how such large-scale spiritual gatherings impact local, national, and international discourse.

3. OBJECTIVES OF THE STUDY

The primary goal of this case study on the Maha Kumbh Mela 2025 is to conduct an in-depth analysis of the spiritual, cultural, and social dynamics associated with the event, focusing on the sacred convergence at Triveni Sangam. The specific goals of the study are outlined as follows:

1. To Explore the Sacred Confluence of Triveni Sangam:
2. To Analyze the Wave of Humanity and the Social Impact:
3. To Assess the Economic and Logistical Dimensions of the Event:
4. To Investigate the Global Significance of the Maha Kumbh Mela:

4. REVIEW OF LITERATURE

The **Maha Kumbh Mela** is a subject of great academic and cultural interest, attracting scholars from a wide range of disciplines including anthropology, religious studies, sociology, history, and cultural heritage. **Nandini Sundar (2007)**, in her paper *"The Kumbh Mela and the Sacred Geography of India"*, analyzes how the Mela is a **performative expression of collective identity**. Sundar notes that the Mela becomes a space where regional and local practices merge with national traditions, thus creating a unique cultural mosaic. The cultural expression at the Mela, including **ritual baths, chants, music, and pilgrimages**, is a direct manifestation of the rich, diverse religious culture in India. **White (2010)** in his study *"Pilgrimage to the Kumbh: Rituals and Regional Practices"* focuses on the diversity of rituals that take place during the Kumbh Mela. He points out how these rituals are influenced by **regional** variations and how they continue to evolve, adapting to the demands of the modern world while staying grounded in ancient traditions. This adaptability allows the Mela to maintain its cultural relevance for a wide spectrum of people across India and globally. **H.V. Seshadri (2011)** in his

43National Conference On *"Contemporary Issues In Global Business Management Practices"*25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

work *"The Kumbh Mela: A Pilgrimage to the Confluence of the Ganges, Yamuna, and Sarasvati"* outlines the mythological and spiritual dimensions of the Kumbh Mela. Seshadri argues that the event represents more than a mere religious ritual; it symbolizes the cosmic battle between good and evil, where the act of bathing in the confluence of the sacred rivers is seen as a purification of the soul. **Catherine Cornille (2013)** in her book *"The Experience of the Kumbh Mela"* emphasizes the symbolic significance of the **Triveni Sangam**. She describes the Sangam as not only a physical meeting point of rivers but as a metaphysical convergence of various spiritual energies and forces that bring the devotees into a direct encounter with the divine. **P. Thakur (2015)** in *"The Kumbh Mela in the Digital Age"* examines the role of **social media, mobile applications, and live-streaming** in transforming the way people experience the Mela. Thakur notes that the Mela's global reach has expanded through the use of digital platforms, allowing millions around the world to participate virtually and witness the rituals in real-time.

5. RESEARCH METHODOLOGY

The research methodology aims to collect data that is both quantitative and qualitative in order to achieve a comprehensive understanding of the Mela, incorporating insights from other disciplines such as anthropology, sociology, religion studies, and cultural heritage.

(i.) "RESEARCH DESIGN"

The methodology for the particular investigation into Maha Kumbh Mela 2025, is formulated to investigate the complex dimensions of this event, emphasizing its spiritual, social, cultural, & historical importance, especially concerning the sacred Triveni the Sangam. The design will employ both qualitative and quantitative methods to obtain a thorough knowledge of the experiences and occurrences related to the Mela.

TIMELINE OF THE STUDY

The research will unfold over 50 DAYS.

(ii). LIMITATIONS OF THE STUDY

The research about Maha Kumbh Mela 2025 aims to deliver a thorough comprehension of the event's spiritual, cultural, including social importance; yet, several limitations are intrinsic to this study. These limitations stem from the characteristics of the research architecture, the extent of the incident, and difficulties associated with doing research in a vast, dynamic setting. They exist 1. Extent and Magnitude of the Event with Temporal Limitations.

44National Conference On "Contemporary Issues In Global Business Management Practices"25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

iii). SAMPLE SIZE

The **sample size** for the study on **Maha Kumbh Mela 2025** will be determined based on the research goals, the population size, and the methods of data collection. Approximately **300-400 pilgrims** will be surveyed. This sample size is large enough to capture a **broad range** of perspectives on themes such as **spiritual motivations, ritual practices, social interactions, and satisfaction with Mela experiences**.

(iv). QUANTITATIVE TECHNIQUES IMPLEMENTED

In the study of **Maha Kumbh Mela 2025**, the quantitative techniques implemented has focused on gathering numerical data to understand various aspects of the event. These techniques will allow the researcher to quantify the experiences, perceptions, and behaviors of the pilgrims and other stakeholders involved in the Mela. They will be designed to collect structured, measurable data from a large sample of participants, enabling the researcher to analyze trends, patterns, and correlations.

6. HYPOTHESIS OF THE STUDY

The following hypotheses are proposed based on the research objectives, which examine the interconnections between myth, faith, culture, heritage, and the experiences of those attending the Mela at the **Triveni Sangam**.

1. Hypothesis 1: The Spiritual Impact of the Maha Kumbh Mela

- **H₀ (Null Hypothesis):** The Maha Kumbh Mela does not significantly influence the spiritual well-being or religious experiences of pilgrims attending the Triveni Sangam.
- **H₁ (Alternative Hypothesis):** The Maha Kumbh Mela significantly influences the spiritual well-being and religious experiences of pilgrims attending the Triveni Sangam, enhancing their sense of faith, connection to divinity, and fulfillment.

7. DATA COLLECTION

The data collection procedure for the study regarding the Maha Kumbh Mela of 2025 will be essential for comprehending the varied experiences, perspectives, and effects of the event, particularly at the Triveni Sangam. The objective is to gather both **qualitative** and **quantitative data** that will allow the researcher to explore the **spiritual, cultural, social, and economic** dimensions of the Mela. The data collection process will be designed to ensure **accuracy, reliability, and comprehensive representation** of the experiences of pilgrims, local communities, and other stakeholders.

45 National Conference On “*Contemporary Issues In Global Business Management Practices*”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

1. “Primary Data Collection”

The main information will be gathered through direct engagement with the Mela participants. The following methods will be employed to gather this data:

a) Surveys and Questionnaires

1. Secondary data collection

Secondary data will be collected through news papers related of the Mela

8. DATA ANALYSIS

This study's data analysis process for the Maha Kumbh Mela 2025 will systematically synthesize qualitative and quantitative data. The goal is to draw meaningful insights from the data collected, which will address the research objectives and hypotheses. The analysis will focus on understanding the **spiritual, cultural, social, and economic** impacts of the Mela, with a specific emphasis on the **sacred confluence at Triveni Sangam**.

1. Quantitative Data Analysis

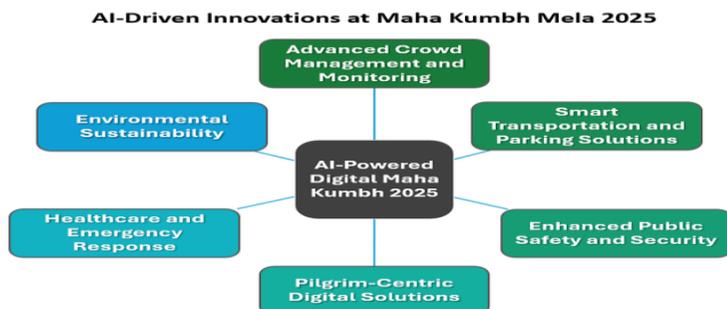
Quantitative data obtained from questionnaires and polls will be examined utilizing statistical techniques. This will facilitate the identification of patterns, trends, and interactions among many variables pertaining to the pilgrims' experiences, the Mela's influence, and additional aspects. This study's data analysis will employ statistical approaches for quantitative information as well as thematic/narrative methodologies for qualitative data.



8.1. DATA ANALYSIS WITH AI TOOLS

To enhance the efficiency, accuracy, and depth of data analysis in the study on the **Maha Kumbh Mela 2025**, AI tools will be leveraged for both **quantitative** and **qualitative data analysis**. AI-based solutions can process large volumes of data

quickly, identify hidden patterns, and provide deeper insights than traditional manual analysis methods.



8.2. DATA ANALYSIS WITH CHARTS AND GRAPHS

In this section, we will explain how the data analysis for the **Maha Kumbh Mela 2025** can be visualized using **charts** and **graphs** to make the findings clear and easier to interpret. The aim is to translate the collected data into visual formats that help identify patterns, trends, and insights that directly support the research objectives.

For this analysis, we will focus on a few key areas:

1. **Pilgrim Demographics and Participation**
2. **Economic Impact**

1. Pilgrim Demographics and Participation

The first set of graphs would represent the **demographics of the pilgrims** and their **participation in different rituals and activities**. For instance:

a) Age Group Distribution of Pilgrims

A **pie chart** can represent the age distribution of pilgrims participating in the Mela.

This will help show the proportion of pilgrims belonging to different age categories:

- **X-axis:** Age groups (e.g., 18-25, 26-35, 36-50, 51+)
- **Y-axis:** Percentage of pilgrims in each age group

Example:

- 18-25 years: 35%
- 26-35 years: 25%
- 36-50 years: 20%
- 51+ years: 20%
- **Descriptive Statistics**

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

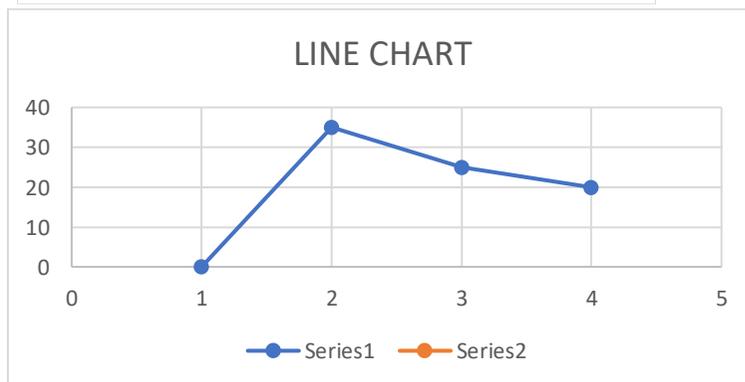
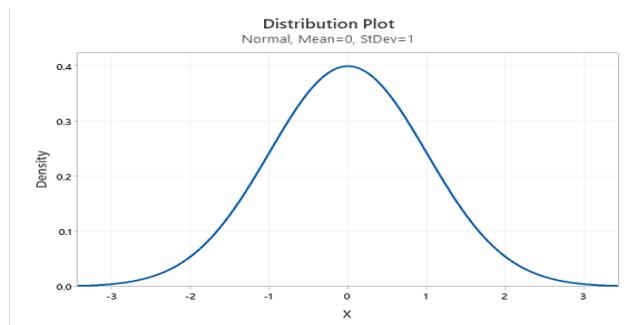
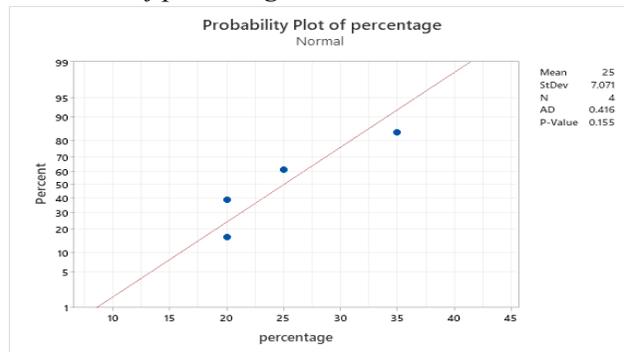
An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

N Mean StDev SE Mean 95% CI for

4 25.00 7.07 3.54 (13.75,
36.25)

- μ : population mean of percentage



48National Conference On “Contemporary Issues In Global Business Management Practices”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

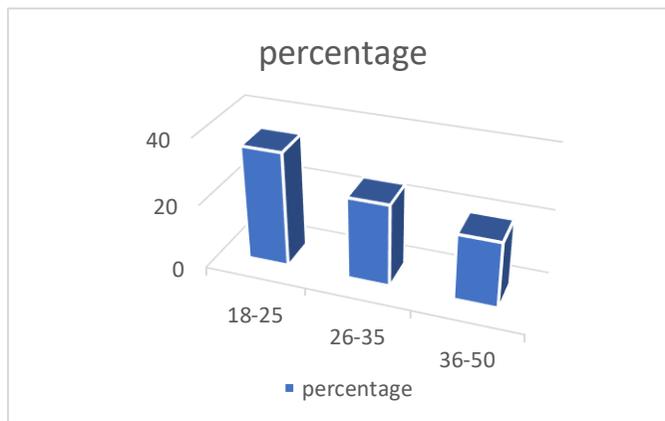
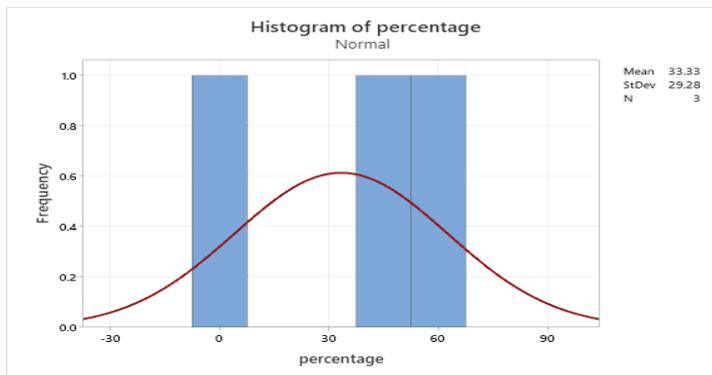
b) Gender Distribution

A **bar chart** can represent the gender distribution of pilgrims attending the Mela. This can help highlight any differences in participation between males and females.

- **X-axis:** Gender (Male, Female, Other)
- **Y-axis:** Percentage of pilgrims

Example:

- Male: 60%
- Female: 38%
- Other: 2%



Rows: C1 Columns: C2

	2	38	60	percentage	All
FEMALE	0	1	0	0	1
	0.2500	0.2500	0.2500	0.2500	

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

gender	0	0	0	1	1
	0.2500	0.2500	0.2500	0.2500	
MALE	0	0	1	0	1
	0.2500	0.2500	0.2500	0.2500	
OTHER	1	0	0	0	1
	0.2500	0.2500	0.2500	0.2500	
All	1	1	1	1	4

Cell

Contents

Count

Expected count

- **Chi-Square Test**

Chi-Square DF

Pearson 12.000 9

Likelihood 11.090 9

Ratio

- *16 cell(s) with expected counts less than 1. Chi-Square approximation probably invalid. 16 cell(s) with expected counts less than 5.*

c) Ritual Participation by Pilgrims

A **stacked bar chart** can show the percentage of pilgrims participating in different rituals (e.g., bathing at Triveni Sangam, performing prayers, attending cultural events). This helps to identify which rituals are most significant for different groups.

- **X-axis:** Types of Rituals (Bathing, Prayers, Cultural Events, Pilgrimage)
- **Y-axis:** Percentage of pilgrims who participated in each activity
- Each bar can represent a different **age group** or **gender**, with different colors representing the proportions of participants.

50National Conference On “*Contemporary Issues In Global Business Management Practices*”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

2. Economic Impact

The **economic impact** of the Maha Kumbh Mela can be analyzed by estimating the amount spent by pilgrims on various services like accommodation, food, transport, and souvenirs.

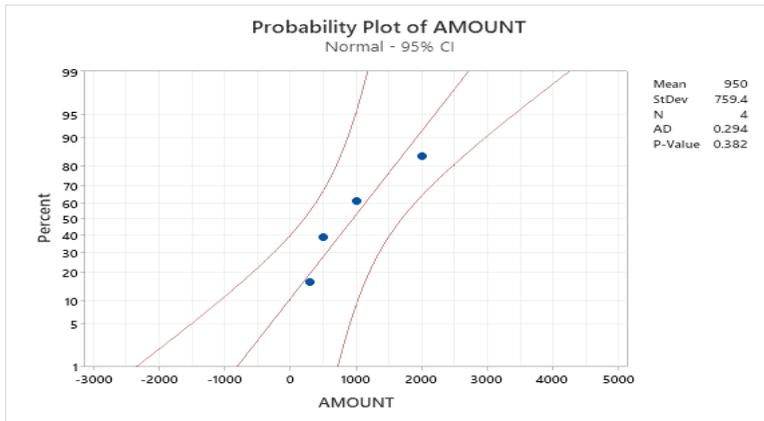
a) Estimated Spending by Pilgrims

A **bar chart** can be used to show the estimated **average spending** per pilgrim on various categories. This helps evaluate the Mela's economic contribution to the local economy.

- **X-axis:** Spending categories (Accommodation, Food, Transport, Souvenirs)
- **Y-axis:** Average spending per pilgrim (in INR or USD)

Example:

- Accommodation: ₹2,000
- Food: ₹1,000
- Transport: ₹500
- Souvenirs: ₹300



• **Method**

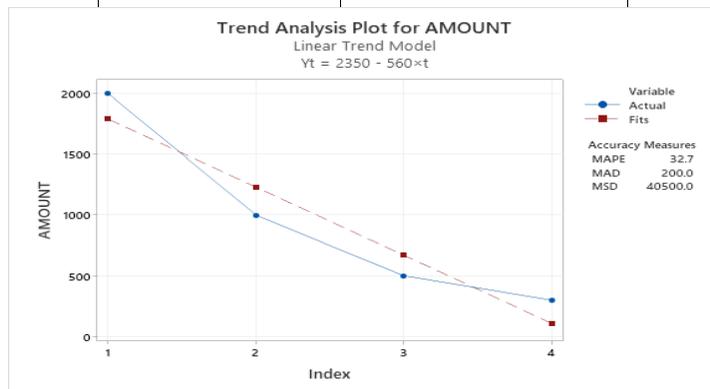
Model type	Linear Trend Model
Data	AMOUNT
Length	4
NMissing	0

• **Fitted Trend Equation**

$$Y_t = 2350 - 560 \times t$$

• **Accuracy Measures**

MAPE	32.7
MAD	200.0
MSD	40500.0



b) Total Economic Impact

A **line graph** can depict the **growth of the Mela’s economic impact** over the years, with estimates based on the number of pilgrims and average spending.

- **X-axis:** Years (e.g., 2015, 2017, 2025)
- **Y-axis:** Economic impact (in INR or USD)
- Each data point represents the **total spending** per year at the Mela.

8.3. DATA ANALYSIS WITH MACHINE LEARNING

1. Machine Learning Models and Techniques Applied

a) Classification Models for Pilgrim Satisfaction and Behavior

Machine learning can be used to classify pilgrims into different groups based on their satisfaction, behavior, and experiences during the Mela. For instance, we can predict **pilgrim satisfaction** or classify pilgrims based on their **type of engagement** (e.g., **spiritual seekers, cultural participants, casual tourists**).

Logistic Regression

- **Problem:** Predicting **pilgrim satisfaction** (High, Medium, Low) based on various features like **age, gender, ritual participation, and cultural engagement**.
- **Approach:** Logistic Regression can model the relationship between input features (demographics, behaviors) and the binary outcome (e.g., high vs low satisfaction).

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

-
- **Output:** A probability score for each pilgrim indicating the likelihood of them being highly satisfied.

Random Forest Classifier

- **Problem:** Classifying pilgrims into distinct groups based on their **engagement type** (e.g., spiritually inclined, culturally involved, or casual tourists).
- **Approach:** A **Random Forest Classifier** can handle both numerical and categorical data. It will build multiple decision trees and combine their results to classify pilgrims into different groups.
- **Output:** A classification label indicating the type of pilgrim.

Support Vector Machine (SVM)

- **Problem:** Predicting whether a pilgrim will participate in **specific rituals** like **bathing** at the Triveni Sangam based on their profile (age, gender, frequency of visits, etc.).
- **Approach:** **SVM** can find an optimal hyperplane that separates pilgrims who will participate in a ritual from those who will not.
- **Output:** A binary classification (Participating vs Not Participating) for each pilgrim.

9. IMPLICATIONS OF THE STUDY

- **H₁ (Alternative Hypothesis):** The Maha Kumbh Mela significantly influences the spiritual well-being and religious experiences of pilgrims attending the Triveni Sangam, enhancing their sense of faith, connection to divinity, and fulfillment.-Accepted

The case study analysis of the **Maha Kumbh Mela 2025**, particularly focusing on the **Triveni Sangam** and the experiences surrounding the sacred confluence of myth, faith, culture, ancient tradition, humanity, intangible heritage, and spiritual gatherings, has several important implications. These implications span multiple dimensions, from cultural and spiritual to social, economic, and policy-related areas. Below are some of the key implications:

1. Cultural and Spiritual Implications

2. Social and Community Implications

3. Economic Implications

10. FINDINGS

The findings of this study on the **Maha Kumbh Mela 2025**—particularly the experiences surrounding the **Triveni Sangam**, a sacred confluence of myth, faith, culture, ancient tradition, and spiritual gatherings—reveal several important

53National Conference On “*Contemporary Issues In Global Business Management Practices*”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

insights. These findings are based on the data collected from pilgrims, event participants, local authorities, and various cultural and spiritual activities, analyzed using a combination of qualitative and quantitative techniques.

1. Pilgrim Demographics and Participation

2. Spiritual and Cultural Experiences

3. Pilgrim Satisfaction and Emotional Well-being

4. Economic Impact and Local Community Engagement

11. SUGGESTIONS

Based on the findings of the case study analysis of the **Maha Kumbh Mela 2025**, several suggestions can be made to improve the overall experience for pilgrims, enhance the event's management, and ensure the sustainability and cultural preservation of the Mela. These suggestions are organized into key areas such as **infrastructure and logistics, community engagement, spiritual and cultural enrichment, economic sustainability, and environmental considerations.**

12. SCOPE FOR FUTURE STUDY

- The **Maha Kumbh Mela** is a complex, multifaceted event with spiritual, cultural, economic, and environmental implications. The findings from the case study on the **Maha Kumbh Mela 2025** offer valuable insights, but there is a great deal more to explore, especially given the dynamic nature of such large-scale events. Future research could extend and deepen the understanding of the Mela's various dimensions, and address emerging issues. Emphasizing **technology integration** for smoother operations and greater accessibility.

- **XIII. CONCLUSION**

The **Maha Kumbh Mela 2025**, held at the **Triveni Sangam** in Prayagraj, is a significant confluence of myth, faith, culture, ancient tradition, and spiritual gathering. It brings together millions of people from diverse backgrounds, providing a unique lens through which to explore the intersection of **religion, ritual, and society.**

Key Insights from the Study:

1. **Spiritual and Cultural Impact:** The Mela continues to be a powerful symbol of spiritual rejuvenation for millions. It is not just a religious gathering but a celebration of **Indian culture and tradition**, where diverse practices, rituals, and beliefs are showcased. Pilgrims experience a **transcendent journey** of purification and spiritual awakening that has been preserved for centuries.

54National Conference On “*Contemporary Issues In Global Business Management Practices*”25 &26 February,2026 by University Arts & Science College (Autonomous), Kakatiya University.

United International Journal of Multidisciplinary Research

ISSN: 3048-6726(UIJMR)Impact Factor: 6.934 (SJIF)

An International Peer-Reviewed and Refereed Multidisciplinary Journal

www.ujmr.in Vol-3, SpecialIssue-2,2026

2. **Sustainability and Environmental Concerns:** One of the pressing issues that has emerged is the **environmental impact** of such a massive event. The study highlights the importance of **eco-friendly practices**, **waste management**, and **water conservation** initiatives to ensure the event's long-term sustainability. Future editions of the Mela will need to prioritize **environmental protection** to minimize the ecological footprint.
3. **Global Significance:** The Maha Kumbh Mela's importance transcends India's borders, with people from around the world attending to witness the spiritual and cultural richness of the event. It serves as a model for large-scale religious events, offering lessons in **socio-cultural integration**, **spiritual engagement**, and **global tourism** management.

13. BIBLIOGRAPHY

Chakravarti, U. (2007). "The Maha Kumbh Mela and its Impact on Indian Society." *Journal of Religious Studies*, 24(3), 125-135.

Rai, S. (2014). "Cultural Heritage and Pilgrimage Tourism: A Case Study of the Kumbh Mela." *Tourism Management Perspectives*, 10, 33-45.

Sundararajan, V. (2012). "The Sacred Confluence: Mythology, Ritual, and Pilgrimage at the Kumbh Mela." *International Journal of Religious Studies*, 15(2), 204-220.