

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
STARRED QUESTION NO. *365
TO BE ANSWERED ON: 04.04.2025

MULTILINGUAL ACCESSIBILITY DURING MAHAKUMBH

***365. SHRI SATNAM SINGH SANDHU:**

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) steps taken by the Ministry to ensure multilingual accessibility for the millions of devotees during the Mahakumbh, particularly through digital platforms;
- (b) details on specific technologies and applications being used to provide real-time information, such as crowd management, directions, health advisories in multiple languages;
- (c) whether the Ministry collaborated with State Governments and local authorities to integrate digital platforms and services that ensure language diversity and inclusivity for pilgrims from across the country, if so, the details thereof; and
- (d) details on steps taken to ensure that regional language content and communication systems are available to diverse population attending Mahakumbh?

ANSWER

MINISTER FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI ASHWINI VAISHNAW)

(a) to (d): A Statement is laid on the Table of the House

STATEMENT REFERRED TO IN REPLY TO RAJYA SABHA STARRED QUESTION NO. *365 FOR 04.04.2025 REGARDING “MULTILINGUAL ACCESSIBILITY DURING MAHAKUMBH”

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(a) to (d): Government took several steps to improve the accessibility of crores of devotees who attended Mahakumbh.

- AI tool BHASHINI was leveraged to provide important information to devotees in major Indian languages. It facilitated communication among devotees, law enforcement agencies, and public service personnel.
- Government actively collaborated with State governments and local authorities to integrate digital platforms and services to provide real-time information.
- **Kumbh SahAIyak Chatbot (Mahakumbh Chatbot):** The AI chatbot, also integrated with the official mobile application and website of Kumbh, was developed and introduced for the pilgrims coming from various regions of India. The chatbot was used for the information dissemination, journey planning and important updates of Kumbh in 11 languages, including several regional languages.
- **Digital Lost and Found System:** This system facilitated real-time announcements to assist devotees in 20+ regional languages by utilizing Automatic Speech Recognition (ASR) and Text-to-Speech (TTS) services.
- **Multi-lingual Signages:** For the ease of navigation and directions to the Sangam Area the PWD Prayagraj deployed multi-lingual signages across mela area and city area in 5 languages. Additionally, multilingual signages in 22 languages were deployed in 35+ pilgrimage specific locations in the city and mela area.
- **Google Map Navigation:** Prayagraj city was mapped with more than 1,500 points of interest on Google Maps for ease of navigation of tourists and pilgrims across Mela area. The tourists and pilgrims utilized the services communication with the application in 74 prominent languages including 10 Indian regional languages - Hindi, Bengali, Marathi, Telugu, Tamil, Gujarati, Kannada, Malayalam, Punjabi, and Odia.
- **Police Mobile App for Mahakumbh:** Developed for the coordination and information dissemination to 50000+ police personnel in the Mahakumbh Mela. The application was integrated with BHASHINI for intra-police communication across 20+ available languages, ensuring efficient crowd management.
- **BHASHINI Mobile App - Converse Feature:** Used by Uttar Pradesh Police for emergency helpline services, enabling efficient multilingual communication in critical situations.

- Largescale language processing capabilities were deployed during Mahakumbh, enabling 15 lakh+ transactions, including 3.5 lakh+ transliterations, 3 lakh+ Text-to-Speech inferences, and 2 lakh+ text-to-text translation inferences.
- Multi-lingual support was offered for the patients coming to the 100 bedded central hospital and the 50-bedded sub-central hospital using an application used for translation in various languages. Additionally, there were medical and non-medical staff from different states of India who would aid in the ease of communication with distressed patients coming in the hospitals.
- Volunteers and public service personnel were been trained in utilizing speech-to-text conversion, instant translation, and other BHASHINI features to provide seamless multilingual assistance.
- Apart from running special trains and facilitating movement of crores of devotees, Ministry of Railways provided a multilingual announcement system in regional languages for the devotees during Maha Kumbh 2025. A dedicated toll-free number 1800-4199-139 was also issued for convenience of passengers and to answer their queries during Maha Kumbh-2025 in multiple languages. Multilingual pamphlets containing Kumbh related information in regional languages were distributed by the Railways to the Maha Kumbh pilgrims. Public Information Systems such as Digital screens and interactive touch screen kiosks were extensively used to communicate real-time information and safety messages to the devotees in multiple languages.
- The Ministry of Tourism promoted Maha Kumbh 2025 through various initiatives. The Ministry had set up an Incredible India Pavilion in the Mela area to provide information and to engage tourists including foreign tourists, media, influencers etc. New creatives, a Digital brochure of various tour packages, flight options, accommodation options etc. for Maha Kumbh were prepared and circulated. Additionally, a dedicated Maha Kumbh Tourist Infoline (1800111363) was established for tourists. The promotion of Maha Kumbh was also done through the social media handles of the Ministry of Tourism.
