



Mahaprasad Seva in Maha Kumbh | Uttar Pradesh | 11 Jan 2025

Why in News?

- The Adani Group and [the International Society for Krishna Consciousness \(ISKCON\)](#) have partnered to provide meals to devotees attending the [Maha Kumbh Mela 2025](#) in Prayagraj.

Key Points

- **Duration and Offering:**
 - The Mahaprasad Seva will run throughout the Maha Kumbh Mela, from 13th January to 26th February 2025.
 - Meals will be served to 50 lakh devotees during the event.

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- **Collaboration and Acknowledgment:**
 - Adani Group Chairman Gautam Adani met Guru Prasad Swami, Chairman of ISKCON Governing Body Commission (GBC) to express gratitude for ISKCON's support in the initiative.
- **Meal Preparation and Distribution:**
 - Meals will be prepared in two kitchens located in and outside the mela area.
 - The Mahaprasad will be distributed at 40 designated locations across the Maha Kumbh area.
 - Around 2,500 volunteers will actively participate in the distribution of meals.
- **Additional Initiatives:**
 - Golf carts have been arranged to assist differently-abled individuals, elderly devotees, and mothers with children.
 - Five lakh copies of [Geeta Saar](#) will be distributed among the attendees as part of the spiritual offerings.

The International Society for Krishna Consciousness (ISKCON)

- The ISKCON, founded in 1966, is commonly known as the “Hare Krishna movement”.
- ISKCON has translated the Shrimad Bhagavad Geeta and other Vedic literature in 89 languages, playing a stellar role in the dissemination of Vedic literature across the world.

- Members of the ISKCON movement view **Bhaktivedanta Swami** as a representative and messenger of **Krishna Chaitanya**.

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