



उत्सव का
अर्थ

A person in a red and gold sari is performing a ritual, holding a tall, glowing lamp (diya) above their head. The lamp is made of many small, lit diyas stacked on top of each other. The person is standing on a patterned rug in a dark setting. In the background, there are some yellow and red items on a table, possibly offerings or decorations. The overall atmosphere is solemn and traditional.

उत्सव का अर्थ

The meaning of celebrating festivals is deeply rooted in the Vedic texts, which include the four Vedas, Brahmanas, Aranyakas, and Upanishads. These festivals and rituals were not only a means to celebrate deities and cosmic elements but also served to reinforce the social, spiritual, and cosmic order that the Vedic people believed governed the universe. These events provided a space for communal gathering, reaffirmation of social roles and hierarchies, and the transmission of traditions and knowledge across generations.

The festivals are not just social or cultural events but were integral to maintaining the cosmic order, ensuring prosperity and purity, and reinforcing the spiritual and social fabric of Vedic and Modern society.

The economy of Indian festivals since the Vedic era reflects a deep intertwining of religious practices and economic activity. In the Vedic period, festivals were pivotal in reinforcing the socio-economic structure, with rituals and celebrations often aimed at ensuring agricultural prosperity, which was the backbone of the economy. Offerings to deities and elaborate rituals meant to secure the favor of gods for bountiful harvests highlight the direct link between religious practices and economic well-being.

Over time, as Indian society evolved, the economic impact of festivals expanded, encompassing not just agricultural productivity but also trade, craftsmanship, and services. Festivals began to drive significant economic activity, from the creation and sale of festive goods (such as textiles, jewelry, and decorations) to services related to travel and hospitality, as pilgrimages and festival gatherings became popular. This symbiotic relationship between the economy and religious festivals has continued into the modern era, with festivals now contributing significantly to local and national economies through increased consumer spending, tourism, and employment opportunities, while still retaining their traditional religious and social significance.

मकर संक्रांति

Religious Significance

A symbol of positivity and hope, Makar Sankranti is celebrated on 14/15th January each year, marking the transition of Sun into Makar (Capricorn) constellation, and associated with winter solstice. According to Hindu beliefs, Lord Surya visits his son Shani on this day, dissolving all the differences. Hence, the day is believed to grant salvation to those who die on this day.

Significance of the festival is also reflected into the anecdotes of Hindu scriptures such as Mahabharata. It has been said that after the Mahabharata war, Bheeshma Pitamah attained moksha, since he decided to leave his heavily injured body on the day of Uttarayan. Further, it is strongly believed that the day observes decent of all gods on earth, for the purpose of taking holy dip in river Ganga. As a result, a tradition of holy dip in the Ganga River is religiously followed by the devotees.

Scientific Significance

On Makar Sankranti, the sun transits from the southern hemisphere to the northern hemisphere of earth, thus making days longer and slightly warmer, marking the end of chilly winters. Post-transition, the climate becomes favorable for harvesting. Hence, the festival is also celebrated as the "Harvest Festival" in India.

Furthermore, the enhanced sunlight after the solar transition improves mental and physical well-being. Boosting sunshine increases the Vitamin D production in the body, thus enhancing overall immunity and bone health. Moreover, sunshine triggers serotonin production in the brain, which facilitates mood regulation, happiness, and acts as natural antidote to winter depressions.

Economic Impact

The festival's varied celebration methods across states hinder direct economic impact assessment. Yet, an indirect review highlights Makar Sankranti's economic importance. The Kumbh Mela held in Uttar Pradesh was projected to generate a revenue of Rs.1.2 lakh crore (approximately US\$ 16.87 billion), according to the Confederation of Indian Industry (CII).



West Bengal, Assam,
Meghalaya
Pusna

Gujarat
Uttarayana

Tamil Nadu
Pongal or Uzhavar
Thirunal

Tripura
Hangrai

Andhra Pradesh, Telangana
Makara Sankramanam,
Pedda Panduga

Different States, One Festival

Karnataka
Suggi Habba, Makara Sankramana

Odisha
Makar Sankranti or Makara
Mela and Makara Chaula

Jharkhand, Bihar, Chhattisgarh,
Madhya Pradesh, Rajasthan, Delhi
Makar Sankranti or Dahi Chura or Til Sankranti

Kashmir Valley
Shishur Saenkraat

Uttar Pradesh and Western Bihar
Makar Sakraat or Khichdi Parv

West Bengal
Poush Sankranti

Arunachal Pradesh
Parshuram Kund Mela or Makara Sankranti

Maharashtra, Jammu, Goa, Sikkim
Maghi Sankranti, Haldi Kumkum
or Shishur Sankraant

Associated Products

Morena Gajak
Muzzaffarnagar Gur
Mathura Peda
Gaya Tilkut
Katarni Rice
Navara Rice
Palakkadan Matta Rice
Pokkali Rice
Wayanad Jeerakasala Rice
Wayanad Gandhakasala Rice
Kalanamak Rice
Kaipad Rice
Ajara Ghansal Rice
Ambemohar Rice

Joha Rice
Gobindobhog Rice
Tulapanji Rice
Chokuwa Rice
Bhandara Chinoor Rice
Mushqbudji Rice
Marcha Rice
Khaw Tai (Khamti Rice)
Laal Chawal
Kalonunia Rice
Koraput Kalajeera Rice
Central Travancore Jaggery
Kolhapur Jaggery
Marayoor Jaggery



महाशिवरात्री



Religious Significance

Mahashivratri is marked on the 14th day of the lunar cycle during the month of Phalgun (February-March). This festival venerates the divine union of Lord Shiva with Goddess Parvati and serves as a tribute to the ability to transcend ignorance. Additionally, it commemorates the pivotal moment when Shiva bravely consumed the poison emerging from the "Samudra Manthan," thus averting a calamity and safeguarding the world.

Scientific Significance

Mahashivratri, a sacred occasion, bears significant scientific importance. It coincides with the alignment of the northern hemisphere of the planet, leading to a natural surge in human energy levels. Occurring on the brink of the winter-summer transition, the body undergoes physiological adjustments. Consequently, Mahashivratri is revered as an ideal time for profound meditation.

Industries Associated

- Food Industry
- Flower Market
- Decorative Items Manufacturers (Statues, Religious Items)
- Tourism

Economic Impact

Mahashivratri is celebrated all over India with great zeal and enthusiasm. Although quantifying the total revenue generated from Mahashivratri celebrations poses a challenge, its apparent that the festival has a substantial impact on diverse sectors of the economy, fostering heightened economic activity and creating business prospects in regions where it is enthusiastically observed.

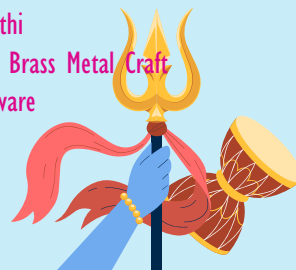


Associated Products

- | | |
|------------------------------|----------------------------------|
| Ramban Sulai Honey | Beed Custard Apple |
| Sundarban Honey | Jalna Sweet Orange |
| Mithila Makhana | Jalgaon Banana |
| Coorg Orange | Magahi Paan |
| Mysuru Betel Leaf | Tirur Betel Leaf |
| Nanjanagud Banana | Myndoli Banana |
| Allahabad Surkha Guava | Tamenglong Orange |
| Virupakshi Hill Banana | Naga Cucumber |
| Sirumalai Hill Banana | Mahoba Desawari Pan |
| Kamalapur Red Banana | Ladakh Raktsey Karpo Apricot |
| Nashik Grapes | Banaras Pan |
| Ganjam Kewda Flower | Kanyakumari Matti Banana |
| Bangalore Blue Grapes | Goa Cashew |
| Nagpur Orange | Uttarakhand Malta Fruit |
| Arunachal Orange | Ramgarh Nainital Aadu |
| Chengalikodan Nendran Banana | Mysore Agarbathi |
| Vengurla Cashew | Budithi Bell & Brass Metal Craft |
| Sangli Raisins | Bakhira Brassware |

Rituals

The sacred festival involves fasting throughout the day, conducting puja ceremonies to honor Lord Shiva with offerings such as honey, milk, water, belpatra, fruits, incense etc. It also entails visiting temples and engaging in meditation practices and Jaagran, during the festival night.



होली



Religious Significance

Holi is the “Festival of Colors” celebrated on the last full moon day of Hindu calendar (in the month of Phagun), marking the end of winters and arrival of spring. The festival has huge religious significance, as it celebrates the triumph of good over evil depicted by anecdotes of Prahlad and Hiranyakashyapu in the Puranas. The festival is also celebrated to grace the eternal and divine love of Lord Krishna and Radha.



Rituals

The festival is celebrated by observing fast and offering prayers to Lord Narsimha in the holy pyre and burning the pyre during evening, known as “Holika Dahan”. On the next day, Holi is celebrated by playing with colors with family and friends.



Scientific Significance

During the time of Holi, the growth of bacteria increases in the atmosphere due to transitioning phase of weather. As a result, as part of Holi celebration, when Holika Dahan takes place, the surrounding temperature increases around 50-60°C, eliminating the bacterial growth and purifying the air. Further, use of natural and organic colors on skin helps in the cleansing of skin as well as provides health benefits of skin rejuvenation and ion balancing.



Industries Associated

- Food
- Chemical
- Textile
- Tourism
- e-Commerce



Associated Products

- | | |
|-----------------|-----------------------|
| Dharwad Pedha | Darbhangha Makhana |
| Bikaneri Bhujia | Bhagalpur Silk |
| Ratlami Sev | Champa Silk |
| Agra Petha | Agra Leather Footwear |
| Mathura Pedas | Lucknow Chikan Craft |

Economic Impact

Revenues generated from Holi celebrations was more than Rs. 2500 Crores in 2023 (data by Confederation of All India Traders (CAIT) body). Further, several MSMEs benefit from the trades which take place as part of Holi celebrations.

बैसाखी

Religious Significance

Baisakhi heralds the commencement of the Baisakh month and serves as India's spring harvest festival. It aligns with various festivities that commemorate the traditional solar new year, such as Pohela Boisakh (West Bengal), Bohag, Bihu (Assam), Vishu (Kerala), and Tamil Puthandu. Significantly, Baisakhi carries profound meaning for the Sikh community, as it commemorates the establishment of the Khalsa order by Guru Gobind Singh, the tenth Guru of the Sikhs, on April 13, 1699.



Rituals

Some common rituals and practices for celebrating Baisakhi include visiting Gurudwaras, amrit Sanchar, organizing nagar kirtans and fairs in local communities.



Scientific Significance

It signifies the shift in the solar cycle to Aries. Baisakhi is deeply intertwined with the agricultural harvest, representing a vital source of sustenance. Farmers share a symbiotic relationship with this occasion. While they gather the crops, they express gratitude and invoke blessings for prosperity and abundance upon their families and communities.



Industries Associated

- Agriculture • Food • Textile
- Handicrafts • Religious Artifacts

Associated Products

- | | |
|---------------------------|--------------------|
| Kangra Tea | Gobindohog Rice |
| Navara Rice | Tulapanji Rice |
| Palakkadan Matta Rice | Adamchini Chawal |
| Pokkali Rice | Mushqbudji Rice |
| Wayanad Jeerakasala Rice | Boka Chaul |
| Wayanad Gandhakasala Rice | Phulkari |
| Bhalia Wheat | Santipore Saree |
| Kalanamak Rice | Baluchari Saree |
| Kaipad Rice | Dhaniakhali Saree |
| Basmati | Gamosa of Assam |
| Ambemohar Rice | Muga Silk of Assam |
| Joha Rice of Assam | |

Economic Impact

Baisakhi Melas are arranged in various states to stimulate the local economy. Yet, assessing the festival's direct economic influence is challenging. Nonetheless, the rise in business-to-business transactions and the demand for handcraft products during this period serve as evident indicators that Baisakhi contributes to the overall growth of the national economy.



रमजान – ईद उल-फितर

Scientific Significance

The month of Ramadan carries significant scientific significance, as fasting serves as a remedy for bodily ailments and offers numerous health advantages. Following a dawn-to-dusk fasting routine notably enhances gut health by fostering the proliferation of beneficial bacteria within the digestive system. Additionally, it contributes to lowering blood cholesterol levels, regulating blood pressure, boosting immunity, aiding in weight loss, and naturally preventing cardiovascular disorders.

Religious Significance

Ramadan stands as the sacred month for Muslims, during which they fast from dawn until dusk. Eid marks the culmination of Ramadan's observances, serving as a celebration of its successful completion. Eid ul Fitr signifies values such as patience, piety, godliness, and fortitude.

Rituals

Namaz, or prayers, are devoutly offered to the almighty five times daily. Food is partaken just before sunrise (Sehri) and after sunset (Iftar). Additionally, individuals observing fasts generously donate food, clothing, and other essentials to support the disadvantaged sections of society.

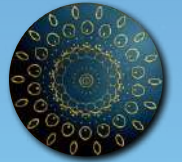
Industries Associated

- Food • Textile • Handicraft
- e-Commerce • Retail



ॐ Associated Products

- Dharwad Pedha
- Bikaneri Bhujia
- Hyderabad Haleem
- Joynagar Moa
- Ratlam Sev
- Bandar Laddu
- Bardhaman Sitabhog
- Bardhaman Mihidana
- Banglar Rasogolla
- Jhabua Kadaknath Black Chicken Meat
- Odisha Rasagola
- Srivilliputtur Palkova
- Kovilpatti Kadalai Mittai
- Goan Khaje
- Manapparai Murukku
- Ooty Varkey
- Hathras Hing
- Marthandam Honey
- Atreyapuram Pootharekulu
- Kendrapara Rasabali
- Udhampur Kaladi
- Uttarakhand Buransh
- Mysore Agarbathi



Economic Impact

Measuring the exact total revenue stemming from the holy month of Ramadan and Eid festivities presents difficulties. Nevertheless, it's evident that the festival significantly influences various sectors of the economy, contributing to increased revenue in the food and beverage industry, hospitality sector, local retail markets, and e-commerce industry.

रथ यात्रा

Religious Significance

The Rath Yatra in Puri holds immense religious significance in Hinduism and is particularly revered in the traditions associated with Lord Jagannath. This celebration symbolizes the annual journey of Lord Jagannath, along with his siblings Balabhadra and Subhadra, from the Jagannath Temple to the Gundicha Temple. The festival marks the departure of these deities on their chariots (rathas) to visit their aunt's temple, Gundicha Temple, situated at a short distance away from their main temple. After a stay of seven days, they return to their abode in the same way, a journey known as Bahuda Jatra.

❧ Products

Pattachitra Paintings
Pipili Applique Work
Odisha Ikat
Khandua Saree and Fabrics

Rituals

The Rath Yatra involves a series of intricate rituals that start with the construction of the massive chariots, a practice that blends devotion with ancient craftsmanship. Key rituals include the 'Pahandi' — the procession of the deities in a step-by-step movement to the chariots, the 'Chhera Pahanra' — where the Gajapati King of Puri performs the symbolic sweeping of the chariots' platforms, signifying humility and service to the Lords. The pulling of the chariots by thousands of devotees symbolizes the collective effort and devotion of the community, drawing the deities closer to their followers. Upon reaching the Gundicha Temple, the deities stay for seven days before the return journey, or 'Bahuda Jatra', back to the Jagannath Temple, completing the cycle of divine visitation and blessing for the devotees. These rituals encapsulate a mix of devotion, cultural heritage, and social harmony, making Rath Yatra a unique spiritual and communal event.

Scientific Significance

The Rath Yatra combines spiritual reverence with remarkable examples of ancient engineering in its chariot construction, promoting environmental sustainability through natural materials. It fosters community unity and physical well-being among participants, while serving as a living museum for cultural education. Additionally, its organization offers insights into effective crowd management and logistics. This festival exemplifies a blend of devotion, tradition, and practical wisdom, highlighting the interplay between spirituality, cultural heritage, and sustainability.

Industries Associated

The Rath Yatra in Puri is a collaborative effort involving specific families and communities, each entrusted with hereditary roles. The Maharana or Viswakarma carpenters build the chariots, while the Daitapati Priests handle the sacred transfer of deities. Panda Priests conduct the rituals, Chitrakaras decorate the chariots, and Rupakara artisans craft the idols and masks. The Gajapati King performs the 'Chhera Pahanra' ritual, emphasizing his servitude to the deities.

Alongside these, numerous service groups contribute to the festival's logistics, from offerings preparation to crowd management. This system of specialized, generational duties ensures the festival's deep-rooted traditions are preserved, showcasing a unique blend of devotion, cultural heritage, and community participation.

Economic Impact

The economic impact of Rath Yatra is multifaceted, affecting tourism, local businesses, transportation, and the arts and crafts sector, among others. While aggregate or average income data specific to Rath Yatra is not available, the festival undeniably plays a crucial role in supporting the local economy, contributing to various sectors, and providing livelihoods for many in Puri and the surrounding regions. This grand festival, attracting millions of devotees and tourists from around the globe, serves as a catalyst for economic activity.

ഓണം

Scientific Significance

Onam marks the end of the monsoon season. While Onam is primarily a cultural festival, its scientific significance encompasses various aspects, including agriculture, ecology, cuisine, social dynamics, and tourism.



Religious Significance

Onam is the vibrant harvest festival of Kerala, celebrating the end of monsoon and welcoming the rice harvest season (first week of September). Onam holds religious significance as it commemorates the return of King Mahabali, a revered mythical ruler, and the incarnation of Lord Vishnu, Vamana. It symbolizes the triumph of good over evil and the devotion of the people towards their beloved king, embodying themes of faith, gratitude, and righteousness.



Rituals

Onam is celebrated through its rich cultural heritage. Onam rituals include Pookalam (floral carpets), Onam Sadhya (feast on banana leaves), Vallamkali (boat races), Pulikali (tiger dances), Thiruvathira Kali (traditional dance), Onathappan (idol placement), and Onathallu (martial arts).

Industries Associated

- Agriculture • Food • Textile
- Handicrafts • Floriculture
- Transportation • Entertainment

Economic Impact

The celebration of Onam leads to unprecedented revenues across various industries. For instance, Kerala's transportation sector experiences its highest daily earnings during Onam compared to regular days. However, the exact revenue figures vary annually and are challenging to ascertain accurately.



Associated Products

Aranmula Kannadi
Alleppey Coir
Navara Rice
Palakkadan Matta Rice
Monsooned Malabar Arabica Coffee
Monsooned Malabar Robusta Coffee
Alleppey Green Cardamom
Maddalam of Palakkad
Screw Pine Craft of Kerala
Brass Brodered Coconut Shell Crafts of Kerala
Pökkali Rice
Vazhakulam Pineapple
Cannanore Home Furnishings

Balaramapuram Sarees and Fine Cotton
Fabrics
Kasaragod Sarees
Kuthampully Sarees
Central Travancore Jaggery
Wayanad Jeerakasala Rice
Wayanad Gandhakasala Rice
Payyannur Pavithra Ring
Chendamangalam Dhoties & Set Mundu
Kaipad Rice
Chengalikodan Nendran Banana
Kuthampally Dhoties & Set Mundu



Nilambur Teak
Wayanaad Robusta Coffee
Marayoor Jaggery (Marayoor Sharkara)
Tirur Betel Leaf (Tirur Vettilla)
Kuttiattoor Mango
Edayur Chilli
Attappady Aattukombu Avara
Attappady Thuvara
Onattukara Ellu
Kanthalloor Vattavada Veluthulli
Kodungallur Pottuvellari

रक्षा बंधन



Religious Significance

Raksha Bandhan is a festival commemorating the sacred bond shared between siblings, symbolizing protection, affection, and care. Observed on the full moon day of the Shravan month (August-September), it is known by various names such as Rakhi Poornima, Nariyal Poornima, and Kajari Poornima across different regions, each with unique celebratory customs.

Scientific Significance

The act of tying Rakhi on the wrist carries notable scientific importance. The central area of our wrist corresponds to a pressure point linked to the Lymphatic System, vital for immune function. By applying gentle pressure, Rakhi stimulates lymphatic flow, potentially enhancing immunity and offering protection against illnesses like coughs, colds, and viruses.

ॐ Associated Products

Lucknow Chikan Craft	Banaras Metal Repouse Craft
Banaras Brocades and Sarees	Varanasi Glass beads
Hand Made Carpet of Bhadohi	Ghazipur Wall-hanging
Agra Durrie	Varanasi Soft Stone Jali Work
Farrukhabad Prints	Sojat Mehndi
Lucknow Zardozi	Banaras Zardozi
Firozabad Glass	Mirzapur Pital Bartan
Kannauj Perfume	Mau Saree
Kanpur Saddlery	Bakhira Brassware
Moradabad Metal Craft	Barabanki Handloom Product
Saharanpur Wood Craft	Agra Leather Footwear
Khurja Pottery	Udupi Sarees
Banaras Gulabi Meenakari	Karvath Kati Sarees & Fabrics
Varanasi Toys	Thirubuvanam Silk Sarees
Mirzapur Handmade Dari	Kandangi Saree
Nizamabad Black Pottery	Chanderi Sarees
Basmati	

Industries Associated

Food	Entertainment
Textile	Handicraft
Tourism	Packaging

Rituals

Raksha Bandhan rituals entail sisters tying rakhi on brothers' wrists symbolizing protection and love. Brothers vow to safeguard sisters and offer gifts. Families gather, perform prayers, and exchange sweets. The ceremony fosters emotional bonds, reinforces familial ties, and celebrates the cherished relationship between siblings.

Economic Impact

In 2023, Raksha Bandhan festivities generated over Rs. 10,000 crores in revenue, as reported by the Confederation of All India Traders (CAIT). Additionally, the festival significantly bolsters the Atmanirbhar Bharat initiative, aiding state economic growth and development.

जन्माष्टमी

Religious Significance

Janmashtmi is observed on the eighth day of Krishna Paksha of Shravan maas (August-September) to celebrate the birth of Krishna, Lord Vishnu's 8th avatar. The birth of Lord Krishna is hailed all over India, marking the significance of good karmas and victory of good over evil.

Rituals

Several rituals are performed to celebrate the festival. Abhishek is performed in all Vishnu temples, devotees perform prayers, observe full day fast in devotion of Lord Krishna. Further, devotees engage in bhajans, jaagran, dahi handi and Janmashtmi melas to celebrate the essence of Lord Krishna and his life.

Scientific Significance

Celebrating Janmashtmi holds great significance. The midnight birth of Lord Krishna represents the importance of "Self-Realization" from ignorance. Furthermore, a full day fasting and praying rituals helps in releasing stress and establishing the faith and hope in one's mental state.

Industries Associated

Food	Entertainment
Textile	Handicraft
Tourism	Packaging



Associated Products

Allahabad Surkha Guava	Gopalpur Tussar Fabrics
Banaras Brocades and Sarees	Ganjam Kewda Flower
Kalanamak Rice	Kandhamal Haladi
Moradabad Metal Craft	Odisha Rasagola
Saharanpur Wood Craft	Kendrapara Rasabali
Banaras Gulabi Meenakari Craft	Kutch Embroidery
Basmati	Jamnagari Bandhani
Banaras Metal Repouse Craft	Mathura ka Peda
Bakhira Brassware	Bhagalpur Silk
Amroha Dholak	Shahi Litchi of Bihar
Kotpad Handloom fabric	Sangli Turmeric
Khandua Saree and Fabrics	Mithila Makhana

Economic Impact

Local businesses around temple areas witness surge in demand for traditional clothing, puja essentials like flowers, incense, sweets etc., thus boosting local economy. Lakhs of artisans are involved in providing the festivities essential, making the economics of celebration significant.



गणेश चतुर्थी

Religious Significance

Ganesh Chaturthi is a 10-day festival celebrated to pay homage to Lord Ganesha, the god of prosperity, wisdom and good fortune. The celebrations start on the Shukla Paksh Chaturthi of Bhadrapad maas and ends on Chaturdashi. It is believed that during these 10 days, Ganesh ji visits the earth and blesses the devotees. Festival is celebrated with great zeal and energy in several Indian states as well as by the Indian diaspora around the world.

Scientific Significance

Typically, Vinayaka Chaturthi is observed in September, preceding the onset of the Northeast monsoon in October. With the dry summer having rendered water sources porous and rivers flowing shallowly, the clay from the idols, when immersed in water, forms a colloid. This colloid then coagulates the pores, creating a layer with exceptionally fine pores. Consequently, this process naturally results in an increase and elevation of the groundwater level upon the arrival of the monsoon.

Industries Associated

Textile
Food
Packaging
Tourism
Entertainment
Art and Craft
e-Commerce
Floriculture
Religious Artifacts



❧ Products

Solapur Chaddar
Solapur Terry Towel
Puneri Pagadi
Paithani Sarees and Fabrics
Mahabaleshwar Strawberry
Nashik Grapes
Kolhapur Jaggery
Nagpur Orange
Ajara Ghansal Rice
Mangalwedha Jowar
Sindhudurg & Ratnagiri Kokum
Waghya Ghevada
Vengurla Cashew
Sangli Raisins
Beed Custard Apple
Jalna Sweet Orange
Waigaon Turmeric
Purandar Fig

Rituals

The festival starts with the installation of Ganesh Murti made from clay in one's home, offering prayers, preparing prasadam such as sweets and modak and doing charities. Ganesh Murtis are also installed in public places in a "Pandal" and several cultural activities are carried out for 10 days such as cultural dances, folk music, poetry etc. On the day of Ananta Chaturdashi, the Ganesh idols are carried to the nearby water bodies in a public procession with dance and music and are immersed in water with a prayer of early return of god next year on earth.

Jalgaon Bharit Brinjal
Solapur Pomegranate
Bhiwapur Chilli
Ambemohar Rice
Dahanu Gholvad Chikoo
Jalgaon Banana
Bhandara Chinoor Rice
Myndoli Banana
Goa Cashew

Economic Impact

Ganesh Chaturthi is one of the biggest economic triggers for the Indian states, specially, Maharashtra. The festival generates revenue of over Rs. 1 Lakh Crore through several businesses, as well as temple offerings are escalated to all time high. The idol makers alone generates the revenue of more than Rs. 500 Crore during the 10-days festival period.

यूँ तो जग में आस की
रहती धूप और छाँव।
कहीं नगर उदास हैं
कहीं शहर सरीखे गाँव।।

रीते मन को आस दें
रहें बांधे विश्वास।
रीत-रीत चलती रहे
हों बार-बार उल्लास।।

कहीं इच्छाएँ आधार हैं
कहीं हैं मन के उद्गार।
किसी उदर सी है कहीं
किसी चूल्हे की अंगार।।

उत्सव सबको लीक दे
उत्सव लावें ढंग।
कहीं उत्सव का प्रबंध है
कहीं उत्सव से परबंध।।

-श्रुति कौशिक

नवरात्री

Scientific Significance

The timing of Navratri aligns with the seasonal shift from winter to summer (Chaitra) and summer to winter (Ashvin). Fasting during these nine days aids in detoxifying the body, enhancing immunity, and restoring overall health. Simultaneously, the spiritual atmosphere fosters mental rejuvenation, purifying the mind, and fostering a more positive outlook on life.

Religious Significance

Navratri, signifying "Nine Nights," is dedicated to honoring the supreme power of Goddess Durga and praying to her nine forms. Celebrated twice a year, firstly in the month of Chaitra (March-April), known as Chaitra Navratri, and secondly in the month of Ashvin (September-October), known as Shardiya Navratri. The ninth day of Chaitra Navratri also marks the celebration of the birth of Lord Ram, while after the ninth day of Shardiya Navratri, Dussehra is celebrated to commemorate Lord Ram's victory over Ravana.

Rituals

During Navratri, individuals fast for nine consecutive days, engaging in rituals such as deep meditation, temple visits, and offering prayers to the nine forms of Goddess Durga.

Industries Associated

- Textile • Food • Tourism
- Flower • Handicraft

ॐ Associated Products

Ramban Sulai Honey
Sundarban Honey
Mithila Makhana
Coorg Orange
Mysuru Betel Leaf
Nanjanagud Banana
Allahabad Surkha Guava
Virupakshi Hill Banana
Sirumalai Hill Banana
Kamalapur Red Banana
Nashik Grapes
Ganjam Kewda Flower
Bangalore Blue Grapes
Nagpur Orange
Arunachal Orange
Chengalikodan Nendran Banana
Vengurla Cashew
Sangli Raisins

Beed Custard Apple
Jalna Sweet Orange
Jalgaon Banana
Magahi Paan
Tirur Betel Leaf
Myndoli Banana
Tamenglong Orange
Naga Cucumber
Mahoba Desawari Pan
Ladakh Raktsey Karpo Apricot
Banaras Pan
Kanyakumari Matti Banana
Goa Cashew
Uttarakhand Malta Fruit
Ramgarh Nainital Aadu
Mysore Agarbathi
Budithi Bell & Brass Metal Craft
Bakhira Brassware
Moradabad Metal Craft

Ilkal Sarees
Molakalmuru Sarees
Kovai Kora Cotton Sarees
Uppada Jamdani Sarees
Banaras Brocades and Sarees
Santipore Saree
Balaramapuram Sarees and Fine Cotton Fabrics
Gadwal Sarees
Kasaragod Sarees
Kuthampully Sarees
Paithani Sarees and Fabrics
Champa Silk Saree and Fabrics
Khandua Saree and Fabrics
Venkatagiri Sarees
Baluchari Saree
Dhaniakhali Saree
Maheshwar Sarees & Fabrics
Sambalpuri Bandha Saree & Fabrics
Narayanpet Handloom Sarees



दीपावली

Religious Significance

The 5-day festival of Deepavali starts with Dhanteras and culminates with the celebration of Bhai Dooj. Dhanteras (Dhanvantri Trayodashi) falls on the 13th day of Krishna Paksha of Kartik Maas (October–November) to worship Lord Yamraj and Lord Dhanvantri (God of Medicine and Ayurveda). Chhoti Diwali (Narak Chaturdashi) is celebrated on the 14th day of Krishna Paksha of Kartik Maas to commemorate the victory of Lord Krishna on demon Narkasura. On 15th day of Krishna Paksha of Kartik Maas, festival of lights, Deepavali is celebrated to mark the return of Lord Ram to Ayodhya after victory over Raavan. After Deepavali, Govardhan puja is performed on the 16th day, to celebrate the victory of Lord Krishna over Indra Dev for protection of villagers. On the second day after Deepavali, Bhai Dooj is celebrated to cherish the bond between brothers and sisters.

Rituals

Dhanteras: People worship Lord Dhanvantri, light diyas and buy new utensils and gold & silver jewellery.

Chhoti Diwali: People light diyas and lamps on this day. In some regions, dev puja is performed to pay tribute to one's ancestors.

Deepavali: On this day, homes are decorated with lights. Lord Ganesha and Goddess Lakshmi are worshiped. Gifts are exchanged among friends and families and new clothes are worn by the devotees. Also, firecrackers are burnt to celebrate the victory of good over evil.

Govardhan: Govardhan Hill is worshipped and parikrama is performed by the devotees to celebrate the victory of Lord Krishna.

Bhai Dooj: It is celebrated by applying tilak to brothers by their sisters and exchange of gifts and prayers. In some regions, Chitragnpta puja is performed to value the importance of education and karmas.

Economic Impact

The 5-day festival of Diwali is the biggest economic booster of the country. Sales of different products on Diwali contributed revenue of more than Rs. 3.5 Lakh Crores in 2023. Deepavali is one of the most profitable festivals in India, giving financial boost to several local businesses and artisans.

Scientific Significance

October/November constitutes a peculiar season, particularly when considering the climate dynamics. Its transition from rain to humidity, coupled with nighttime chilliness, exposes individuals to a variety of viruses and diseases, with the common cold being prevalent. This is due to the ideal weather conditions, characterized by low temperatures and humidity, which promote bacterial growth. Lighting an oil lamp, combined with the chemicals emitted from the flame, helps to eradicate these bacterial populations. The impact is significantly magnified when numerous oil lamps are lit in the vicinity.

Industries Associated

Food Textile Tourism Entertainment Pottery Handicraft Jewelry Decorative Paint

Associated Products

Chanderi Sarees	Udaipur Koftgari Metal Craft
Ilkal Sarees	Channapatna Toys & Dolls
Molakalmuru Sarees	Nirmal Toys and Craft
Uppada Jamdani Sarees	Leather Toys of Indore
Banaras Brocades and Sarees	Kinhal Toys
Paithani Sarees and Fabrics	Varanasi Wooden Toys
Champa Silk Saree And Fabrics	Etikoppaka Toys
Venkatagiri Sarees	Varanasi Soft Stone Jali Work
Maheshwar Sarees & Fabrics	Bengal Patachitra
Udupi Sarees	Madhubani Paintings
Thirubuvanam Silk Sarees	Blue Pottery of Jaipur
Mysore Silk	Khurja Pottery
Kancheepuram Silk	Nizamabad Black Pottery
Muga Silk of Assam	Basmati
Bhagalpur Silk	Pokaran Pottery
Sundarban Honey	Chunar Glaze Pottery
	Manamadurai Pottery

किसी की जेबों ने भरी
कहीं किसी की आस।
उत्सव ही वह डोल है
जहाँ बुझती सबकी प्यास।।

रहे निरंतर कौमुदी
रहें अमिट सब रंग।
रहें झूमते लोग राग
बजती रहें मृदंग।।



छोर से उस छोर तक
बांधे हम सामर्थ।
बनी रहे यह संस्कृति
यही उत्सव का अर्थ।।

अर्थ की चूल्हों में रहे
सिमटी घर की आँच।
अर्थ की हर एक गाँव शहर
खिली रहे हर बाँछ।।

-श्रुति कौशिक



छठ पूजा

Religious Significance

Chhath Puja, an ancient Hindu festival revered in Bihar, North India, and among Nepalese Hindus, honors the Sun God, Surya, and Chhathi Maiya. Celebrating Vedic traditions, nature, social unity, and personal discipline, it's a profound expression of gratitude and devotion to life, earth, and the cosmos. Devotees perform Chhath Puja to thank Lord Surya for bestowing the bounties of life on earth and to request the granting of certain wishes.

Scientific Significance

The Chhath puja carries eco-friendly practices in Bihar which hold significant importance both environmentally and culturally. These practices not only reflect the festival's deep respect for nature but also promote sustainability and environmental consciousness. The devotees use natural resources for the preparation of offerings. Chhath Puja involves the worship of the Sun and water bodies, emphasizing the importance of these natural elements in sustaining life. By performing rituals in rivers, ponds, and other water bodies, the festival underlines the need to preserve these critical ecosystems. The collective effort in preparing for Chhath Puja, including cleaning and decorating the communal spaces, fosters a sense of community and shared responsibility towards the environment and the preservation of traditional environmental knowledge.

Rituals

Chhath Puja involves a series of rituals performed over four days, each with its own significance and set of practices. These rituals are deeply symbolic and are carried out with great devotion and strictness.

Day 1: Nahay Khay (Bath and Eat)

Day 2: Kharna (The day before Chhath)

Day 3: Sandhya Arghya (Offering and thanksgiving to the evening sun for all gives)

Day 4: Usha Arghya (Offering to the rising sun for blessings for future)

Each step, from the purification and fasting to the final offerings, symbolizes devotion, thanksgiving, and the seeking of blessings from the Sun God and Chhathi Maiya. The festival not only honors the deities but also promotes cleanliness, health, and family bonding.

Items use in Chhath Puja
Materials like bamboo, clay pots, and banana leaves
The offerings such as locally available fruits and homemade sweets
Raw cotton clothes



Industries Associated

Textile
Handicrafts
Agriculture
Packaging



Economic Impact

The revenue generated by Chhath Puja is distributed across these various sectors, especially in the Indian states of Bihar, Jharkhand, Uttar Pradesh, and in certain regions of Nepal. This boost includes increased spending on ritual items such as fruits, vegetables, sugar cane, and materials for making offerings; heightened sales for local artisans and vendors who produce and sell traditional items like clay pots and bamboo baskets; and a surge in demand for transportation as people travel to celebrate with their families.

❧ Associated Products

Grapefruit	Banaras Wooden Sinora
Thekua	Lucknow Chikan Craft
Sugarcane	Banaras Brocades and Sarees
Baghalpur Silk	Chotanagur Bamboo Basket
Darbhang Makhana	Jaggary
Sujini Art	Kannauj Perfume
Sikki Art	Banaras Gulabi Meenakari Craft

गुरुपर्व / कार्तिक पूर्णिमा

Religious Significance

Gurpurab, also known as Guru Nanak Jayanti is the important religious festival of Sikhs, commemorated to celebrate the birth anniversary of Guru Nanak, who was the first Guru and founder of Sikhism. The day fall on the Purnima tithi of Kartik month (November). For Hindus, the day is considered auspicious as it marks the completion of month of Kartik, and devotees take holy dip in river Ganga (Ganga Snan). It is also celebrated as "Dev Deepavali".

Rituals

Sikh Devotees offer prayers to their first Guru and remember the teachings gave by him. Devotees involve themselves in various religious and spiritual activities such as visit to Gurudwaras and sing hymns from Guru Granth Sahib ji, the holy scripture of Sikhs. Further, langar sewas are performed along with Gurbani and ardaas. Hindus take holy dips in river Ganga and perform prayers to their ancestors and light diyas near Ganga Ghats.

Industries Associated

- Retail • Food • Textile
- Handicrafts • Floriculture • Electronics
- Transportation • Entertainment • Packaging

Economic Impact

Thousands of devotees visit gurudwaras around the cities on Gurpurab. Furthermore, several thousand visit the cities located near Ganga River to perform Ganga Snan. The local businesses of such cities are supported and boosted because of such surge of visitors, thus empowering local economy.



Scientific Significance

Kartik Purnima is the full moon day. The moon influences the water bodies as well as the fluids inside the body. Thus, taking a dip in Ganga River on full moon day has several positive effects on individual's physical and mental health. Further, it is established that the water of river Ganga has healing properties due to high content of minerals and unique composition, thus facilitating good health.



Phulkari
Basmati
Uttarakhand Bering Tea
Uttarakhand Lal Chawal
Uttarakhand Chaulai
Nainital Mombatti
Uttarakhand Tejpat

₹ Associated Products

Waigaon Turmeric
Bhalia Wheat
Kullu Shawl
Kangra Tea
Kinnauri Shawl
Chamba Chappal



Christmas

Scientific Significance

The Winter Solstice, occurring around December 21st in the Northern Hemisphere, marks the shortest day and longest night of the year. While not directly related to Christmas, many Christmas traditions have roots in ancient winter solstice celebrations. The timing of Christmas close to the solstice likely facilitated the adoption of certain customs, such as decorating with evergreen plants symbolizing renewal and light symbolizing hope amidst darkness.

Religious Significance

Christmas is the auspicious festival of Christians to celebrate the birth anniversary of Jesus Christ on 25th December. It symbolizes hope, salvation, and peace, emphasizing reconciliation between God and humanity. The event highlights Emmanuel, "God with us," fostering spiritual reflection, anticipation, and the celebration of divine presence and redemption.

Rituals

Christmas rituals include decorating homes, exchanging gifts, feasting with loved ones, attending church services, Christmas music, and volunteering for charity.

Industries Associated

- Retail • Food • Textile
- Handicrafts • Floriculture • Electronics
- Transportation • Entertainment • Packaging

Economic Impact

Christmas in India drives revenue across retail, food, hospitality, entertainment, events, transportation, and advertising sectors. The exact amount generated varies, reflecting diverse spending patterns and regional differences.

Associated Products

- | | |
|----------------------------------|--|
| Goa Cashew | Brass Broidered Coconut Shell Crafts of Kerala |
| Feni | Cannanore Home Furnishings |
| Goan Khaje | Kuthampully Sarees |
| Alleppey Coir | Kasaragod Sarees |
| Navara Rice | Wayanad Jeerakasala Rice |
| Malabar Pepper | Payyannur Pavithra Ring |
| Monsooned Malabar Arabica Coffee | |
| Monsooned Malabar Robusta Coffee | |
| Alleppey Green Cardamom | |
| Screw Pine Craft of Kerala | |



OBSERVATIONS & SUGGESTIONS



The economic aspect of Indian Festivals is not reported

Festivals surrounding economic reports are missing in India



GI based economy is not captured in Govt and Industry Chambers Report

Survey surrounding festivals and their economic impact are missing

Trade promotions associated with small festivals are missing

Inter-State Festival promotions are less prevalent

State level Cultural tourism surrounding festivals should be encouraged

Govt should develop specific places within city or outside the city to celebrate festivals

Festival destinations across country should be encouraged and developed



Local artisans, performers, and small businesses should be focused in festival arrangement

Heritage cities should be promoted and developed for festivals and celebrations

Festival based economy should be considered and analyzed

Govt and private bodies should invest in sustainable infrastructure to accommodate the influx of visitors during festivals

Environment friendly ecosystem should be developed to retain the traditional and religious value of the festival

Education and cultural preservation should be incorporated to teach history, significance, and traditions behind the celebrations

Inclusive Planning and Participation of all stakeholders should be encouraged to promote local and handcraft products in these festivals

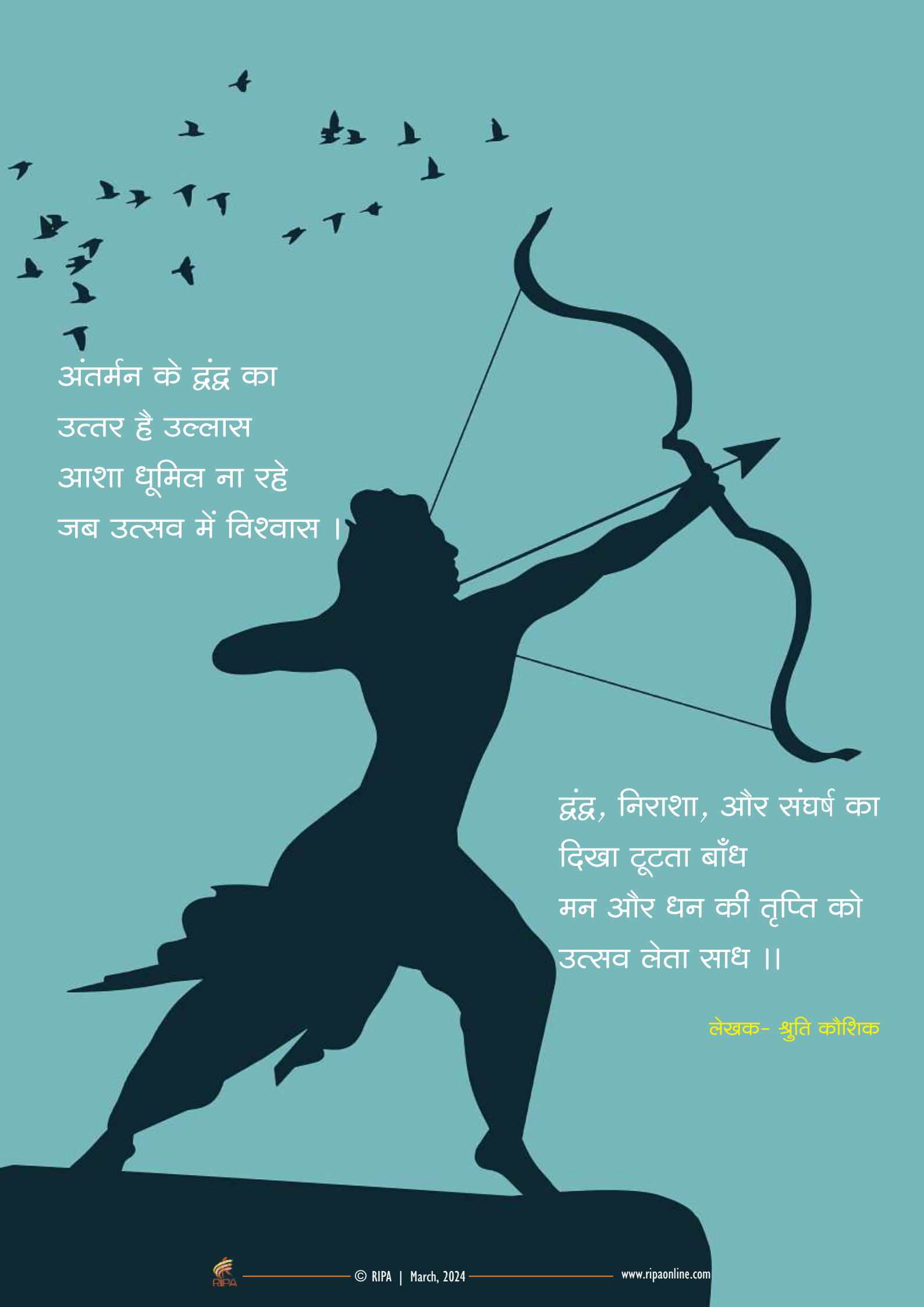
Offer tax incentives, grants, or subsidies to festival organizers and participants

Traditional Sports should be organized at lower to higher association level surrounding the festivals



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अंतर्मन के द्वंद्व का
उत्तर है उल्लास
आशा धूमिल ना रहे
जब उत्सव में विश्वास ।

द्वंद्व, निराशा, और संघर्ष का
दिखा टूटता बाँध
मन और धन की तृप्ति को
उत्सव लेता साथ ॥

लेखक- श्रुति कौशिक

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धनं धान्यं पशुं बहुपुत्रलाभं शतसंवत्सरं दीर्घमायुः

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