

Fairs and Festivals of India

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Learning Objectives

- Concept of Fairs and Festivals of India
- Significance of Fairs and Festivals
- Role of Fairs and Festivals in Tourism Promotion
- Types of Fairs and Festivals

India – Heritage & Culture

- India - Oldest civilization
- Cultural diversity – a unique assimilation of ethnic groups
- A land of festivals and fairs

Introduction to Festival

- The word '**festival**' comes from the Latin word '**festivus**'
- An event or a social gathering of the community.



INDIAN FESTIVALS



Introduction to Festival



National Festivals of INDIA

- Supreme importance for the citizens of India and remind us the significance of freedom, democracy and peace. India has three National festivals namely :-

- Republic Day
- Independence Day
- Gandhi Jayanti



Republic Day

- Celebrated every year on 26th Jan to commemorate the great historic event when Constitution came into force.
- Main Republic day event is held at Rajpath in New Delhi.
- Vibrant and beautiful tableau demonstrating the culture of different states and parade is organised.



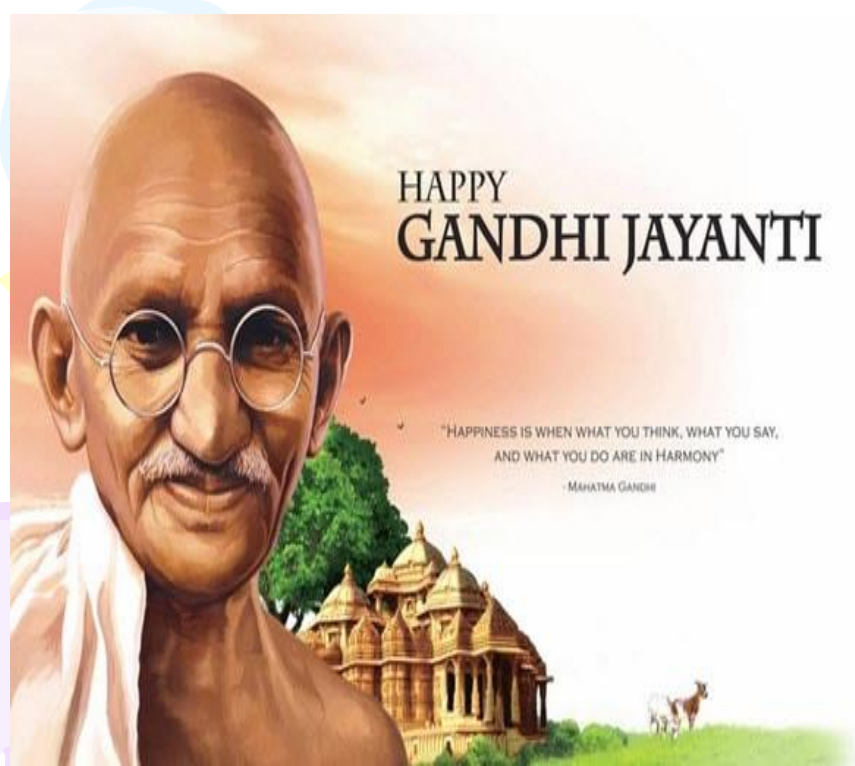
Independence Day

- Celebrated every year on 15th Aug to celebrate India's independence after the British left and pay homage to the freedom fighters.
- Indian National Flag is hoisted every year at Red Fort in New Delhi by the Hon'ble Prime minister of India.



Gandhi Jayanti

- 2nd Oct to commemorate the birth anniversary of the Father of the Nation, Mahatma Gandhi.
- ideologies of truth and non-violence.



Ganesh Festival

- Ganesh Chaturthi to Anant Chaturdashi (10-11 days festival).
- Various social and cultural events.



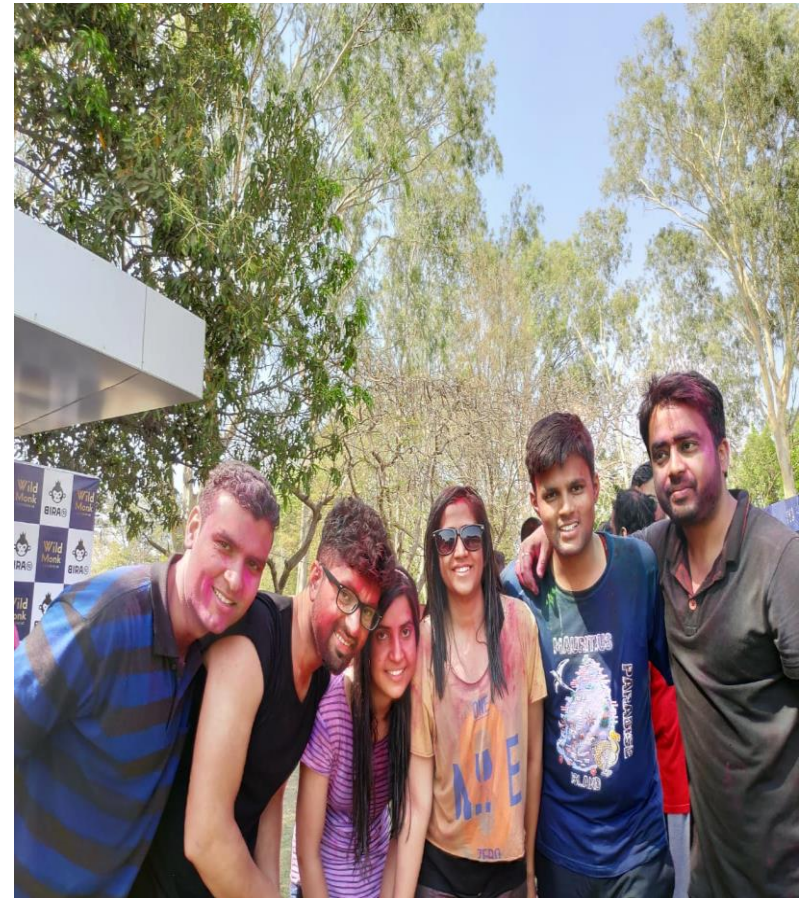
Diwali

- Celebrated in the month of Oct-Nov.
- People light up lamp in and around their houses, distributes sweets & exchange gifts.



Holi (The Festival of Colors)

- Marks the arrival of spring.



Onam

- Harvest Festival of Kerala.
- The Onam Sadya- A feast served on Plantain leaves consisting of about 26 dishes.



Pongal

- Thanks giving to Sun God for abundance in Harvest.
- Preparation of sweet dish called "Pongal" with newly harvested rice.



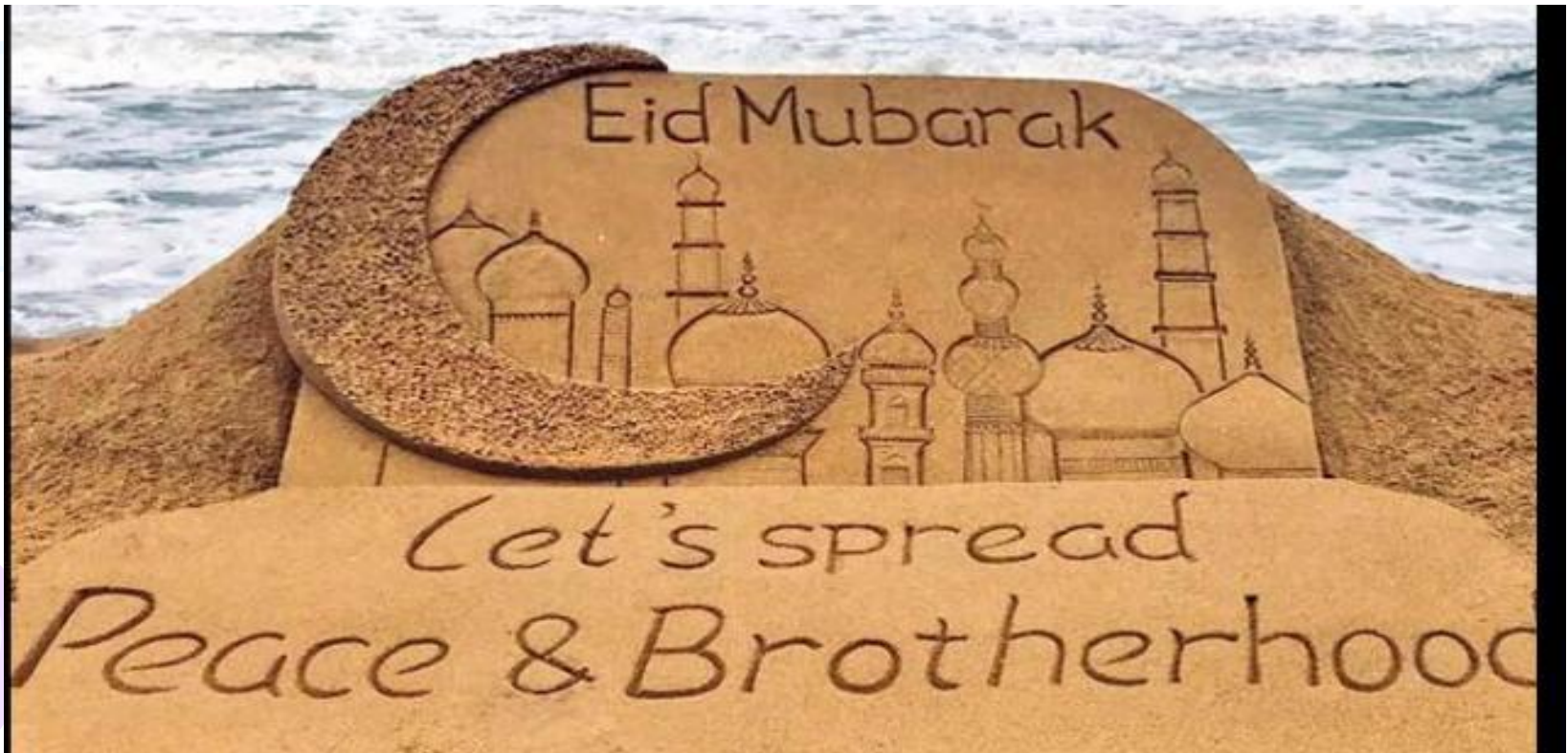
Id-ul-Fitr

- Marks end of the holy month "Ramzan".



Id-Ul-Zuha (Bakr-id)

- Commemorates the martyrdom of Abraham.
- Marked by the sacrifice of lambs.



Guru Nanak Jayanti

- Birth anniversary of the founder of "Sikh Faith"- Shri Guru Nanak Dev.
- Celebrated in the month of Oct-Nov.



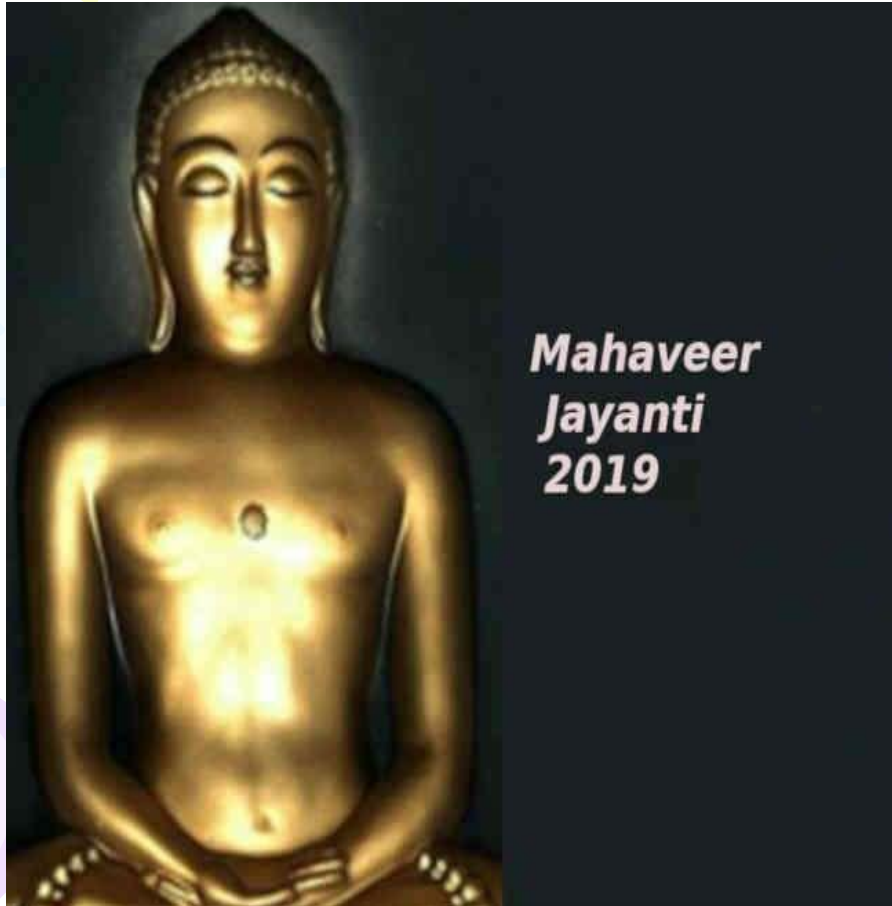
Christmas

- Birthday of Lord Jesus.



Mahavir Jayanti

- Birthday of Lord Mahavira- 24th Tirthankara of Jainism.



Paryushana Parva

- Annual festival of Jains
- Celebrated for 8-10 days.

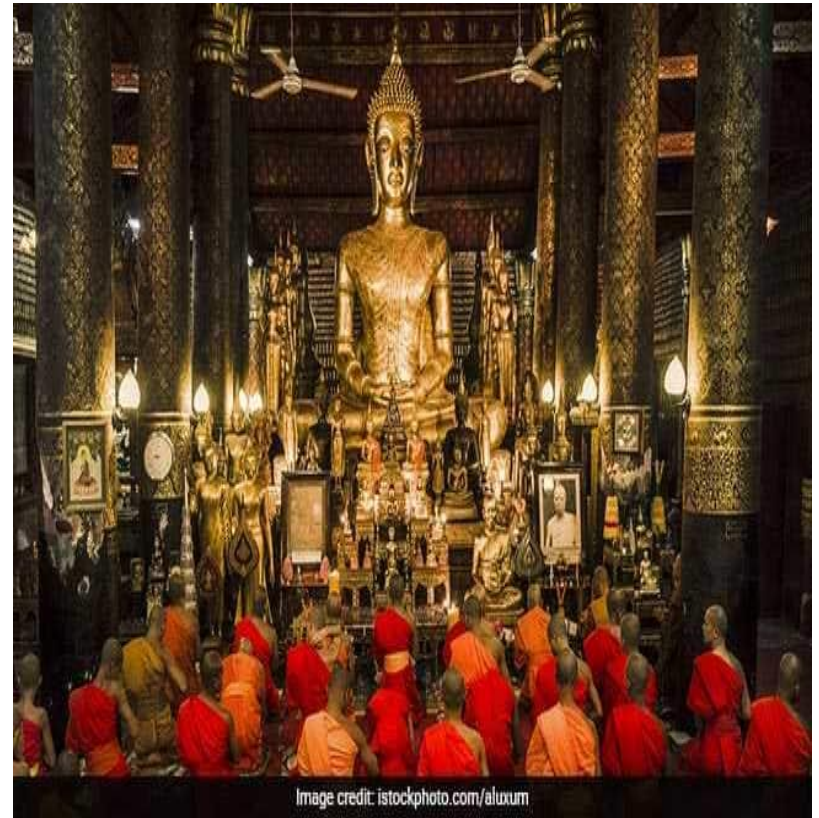
Micchāmi dukkaḍaṃ

"If I have caused you offence in any way,
knowingly or unknowingly, in thought, word or deed,
then I seek your forgiveness"



Buddha Purnima

- Birth Anniversary of Lord Buddha.



Jamshedi Navroz

- New year for the Parsi community.



A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is attached to a streamer that curves downwards. Small yellow triangular shapes are scattered around the balloons, resembling confetti or streamer details.

Introduction of Fairs

- Temporary gathering of people for a variety of recreational, entertainment and commercial activities
- Duration may be hours to weeks.

A decorative graphic on the left side of the slide features three balloons in shades of green, blue, and purple, each with yellow streamers and triangular flags trailing behind them.

Types of Fairs

- Trade Fair, Country/State Fair
- Street Fair, Agricultural fair
- Travelling carnival

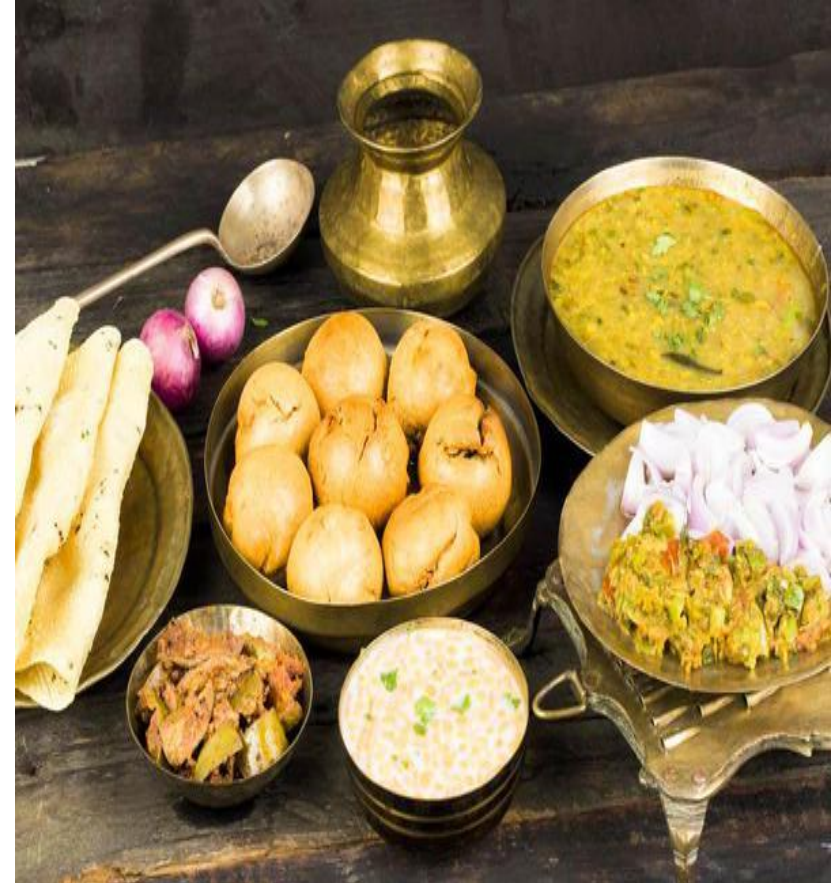
Kumbh Mela

- Considered to be the largest religious gathering on earth (visited by more than 12 Crore people).
- Held every 12 years
- Organized in Haridwar, Prayag, Nashik and Ujjain.



Pushkar Fair, Rajasthan

- Earlier begun as a trade fair in the deserts of Rajasthan.
- Now world-famous Cattle Fair.



Rann Utsav of Kutch

- Celebrated in Gujrat.
- Renowned world wide.



Rann Utsav
By Kutch Tour Guide
An Amazing Experience Of Kutch

Kutch Rann Utsav 2018-19

01 NOV 2018 – **20** FEB 2019



International Kite Festival, Gujrat

- On the occasssion of Uttararyan.



Goa Carnival

- Festival filled with fun, food, music, culture and entertainment.



Durga Puja Festival

- Celebrated in West Bengal during Shardiya Navratri.



Bihu Festival, Assam

- One of the most popular festivals of Assam.
- Marks the “Assamese New Year”.
- Festival is tied to changing seasons and harvests.



Ambubachi Mela, Assam

- Held in the premises of Kamakhya Temple, Guwahati.
- Mahakumbh of the east.



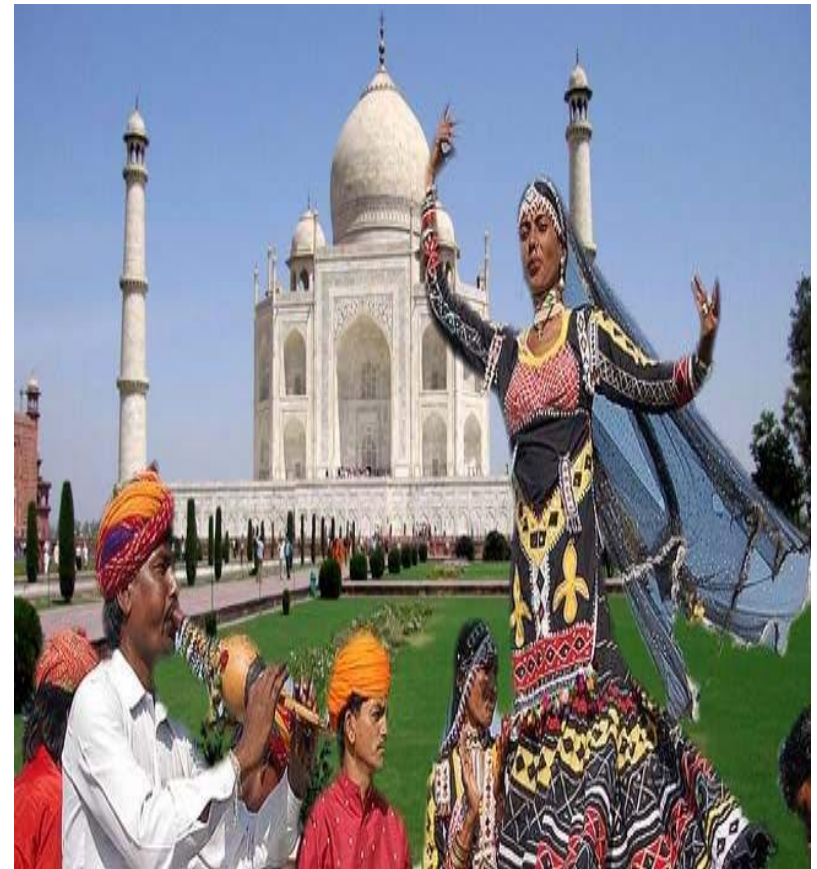
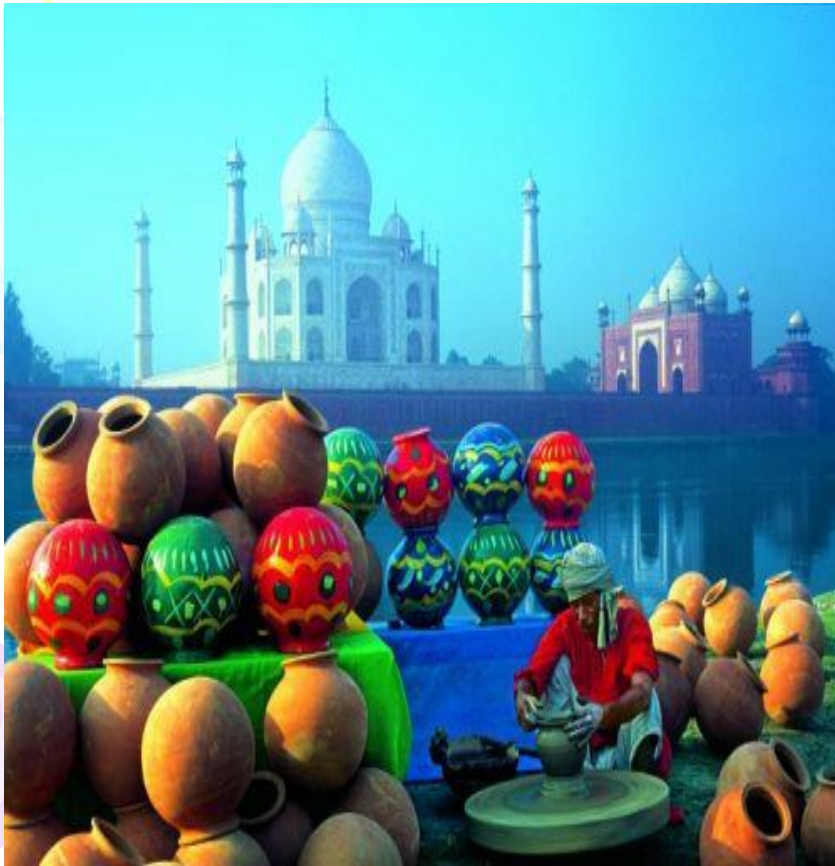
Hornbill festival

- Major Agricultural Festival of Nagaland.
- Held for 07 days starting from 1st December.



Taj Mahotsav

- Famous cultural festival of Agra attracting craftsman and artists from all over india.



Surajkund Crafts Mela

- Famous traditional Craft Mela organized in Haryana from 1st Feb-15th Feb.



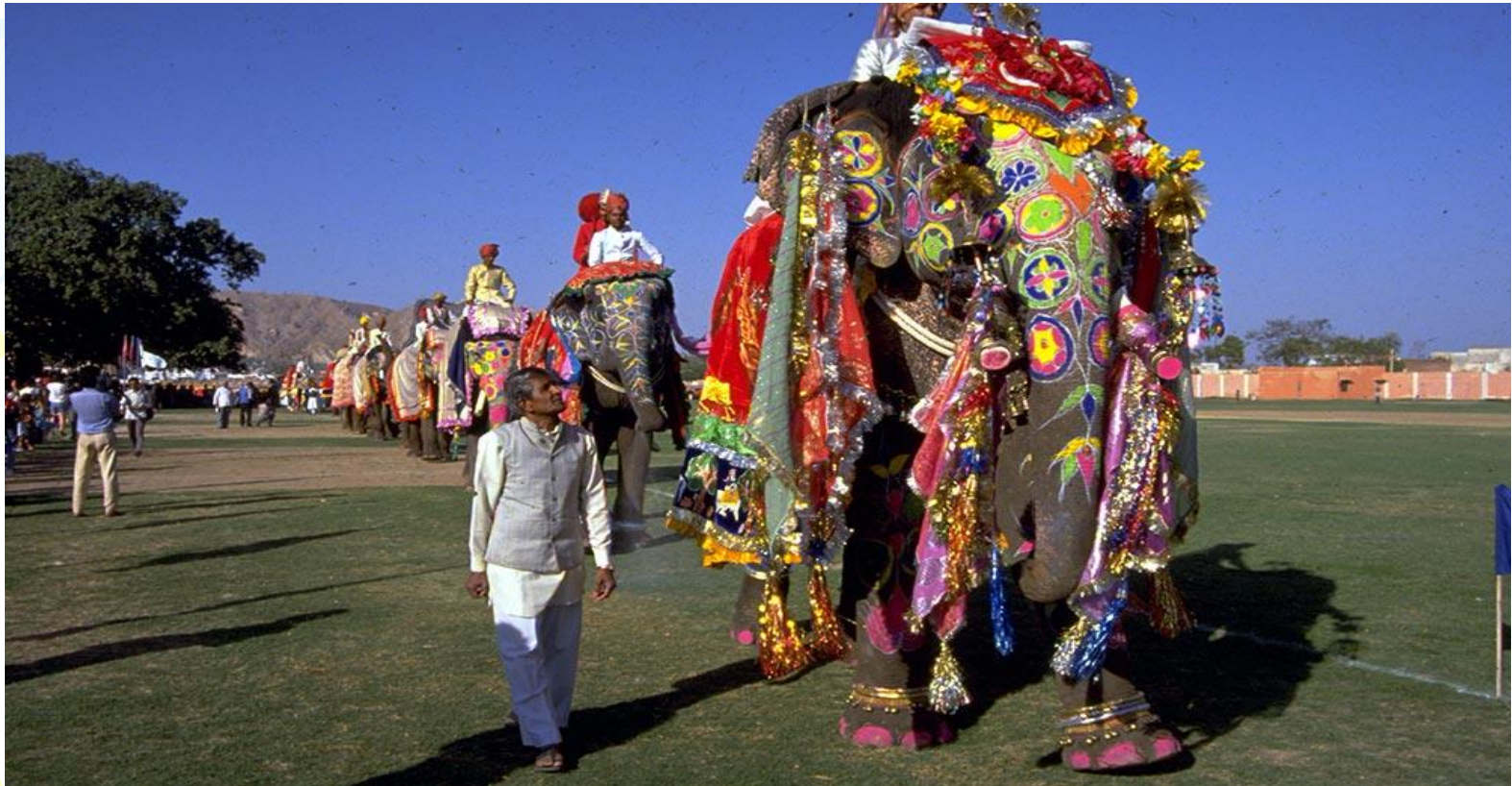
Khajuraho Dance Festival

- 10 days long annual festival.
- Brings together exponents of various forms of Indian classical and contemporary dances.



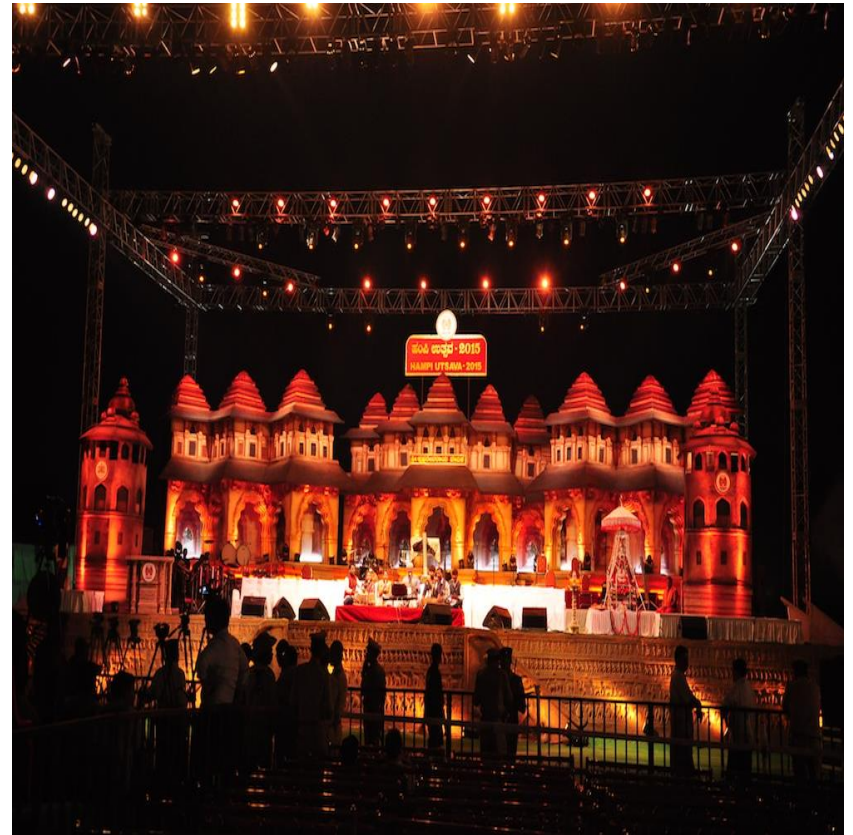
Sonepur Cattle Fair, Bihar

- The biggest cattle fair of Asia.
- Starts on Kartik Purnima and extends from fifteen to thirty days.



Hampi Festival, Karnataka

- Showcases rich culture of the place with pomp processions, puppet shows, fire works, dance and music shows.



Rath Yatra, Odisha

- Held in Puri, Odisha.
- Festival commemorates Lord Jagannath's annual visit to [Gundicha Temple](#) via [Mausi Maa Temple](#) near Balagandi Chaka, [Puri](#).





Significance

- Belonging to the community, social and religious groups.
- Organisation of fairs and festivals helps promote tourism in the country.
- Way to conserve culture and developing unity.
- An event of returning home (in the modern context) for all living away from home.
- Helps to keep alive the rich heritage of our country and introduce the young generation with great historical culture and values.

Festival Tourism

- Provide unique educational benefits to tourists giving them rich cultural & heritage first hand experience.
- Increase culture tourism and provides tourist destinations with economic and cultural benefits.
- Primary contributors in strengthening the image of Incredible India.



Importance of Festivals in Tourism

- Fairs & Festivals are rising in popularity along with creating trends in the niche tourism segment



Global Impact

- Fairs and festivals - our civilizational ethos have greatly pushed the nation's **soft power** and cultural influence worldwide.



International Yoga Festival

- For 2019, celebrated at Rishikesh where yoga workshops, quiz, poster presentation competitions etc. are organised..



Challenges

- A proper promotional strategy with special focus on Festival Tourism is necessary to create more awareness about the fairs and festivals pan India.
- Crowd management is an aspect that has to be provided with special attention, especially for fairs like the Kumbh Mela, which attracts a vast number of tourists from all over the world.
- Inadequate infrastructure

Conclusion

- Fairs and festivals are part of the intrinsic cultural fabric of our society as well as a continuation of our heritage
- Promote diversity, increase creativity, offer opportunities for civic pride, improve our general psychological well being and make our society a better place to live.
- People revel in the feeling of friendship, brotherhood and revelry – brings harmony, peace and universal brotherhood.

A large group of people, including men, women, and children, are participating in a circle dance at a festival. They are holding hands and moving in a circular pattern. The scene is outdoors, and the background shows a building with large windows. The overall atmosphere is festive and communal. On the left side of the image, there are decorative graphic elements: a green sun-like shape at the top, a blue swirl in the middle, and a purple swirl at the bottom, all with yellow triangular accents.

“The greatness of a culture can be found in its festivals”



Thank You

Any Queries???

