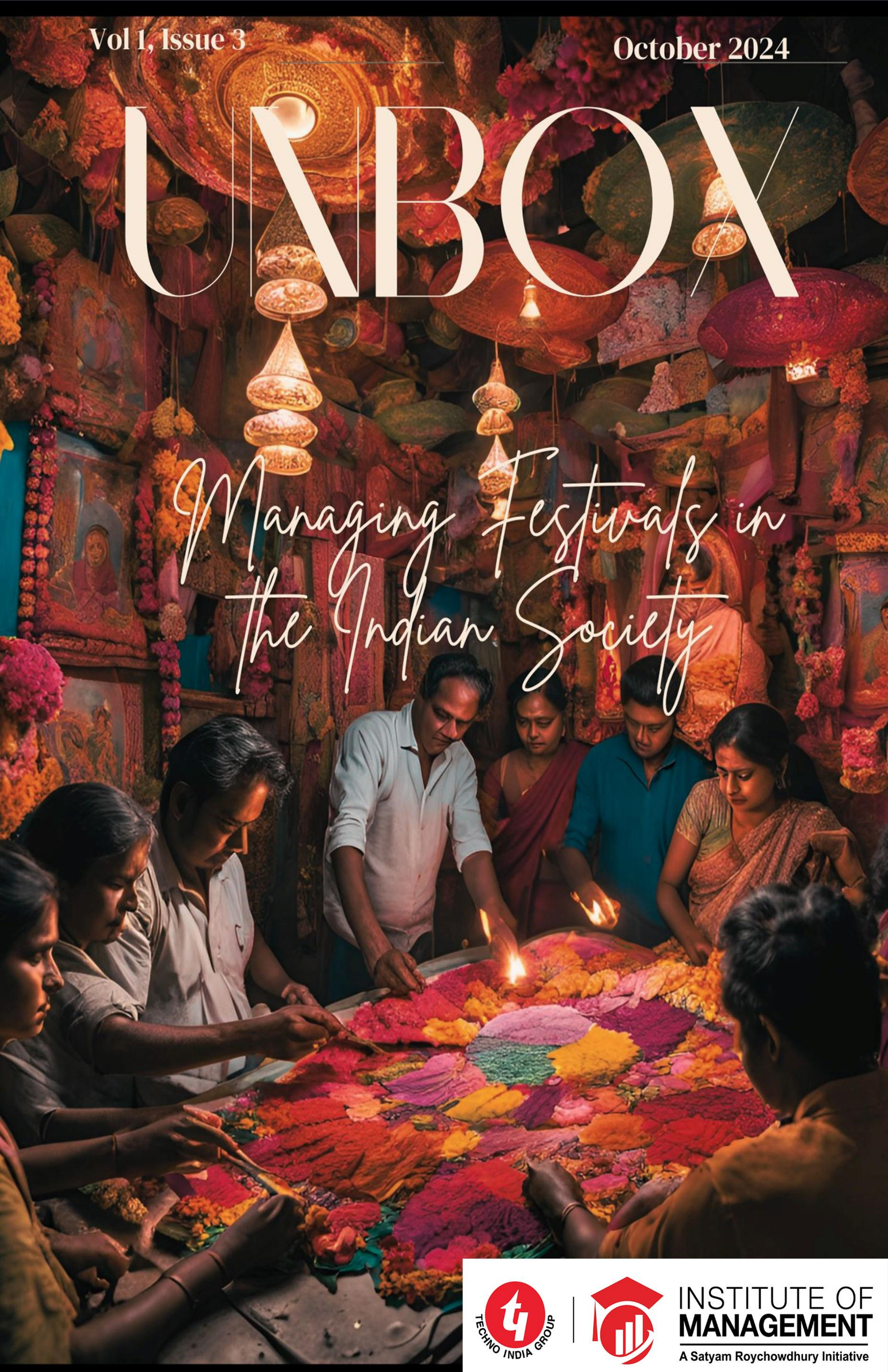


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UNBOY

*Managing Festivals in
the Indian Society*

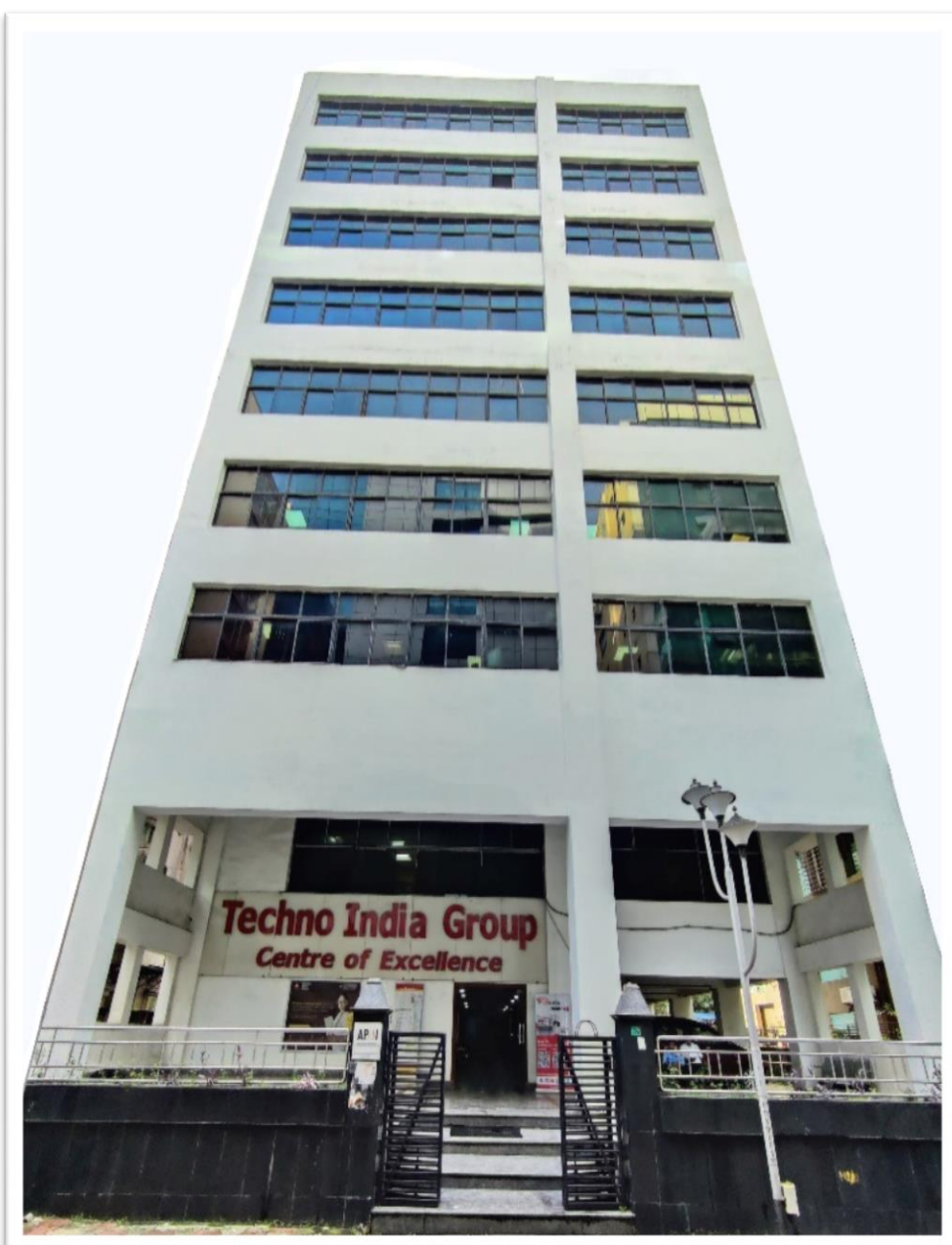


**INSTITUTE OF
MANAGEMENT**

A Satyam Roychowdhury Initiative

ABOUT US

Techno India Group – Institute of Management: A space of ideas



TECHNO INDIA GROUP (TIG) - Institute of Management, is committed to:

- Excellence in management education, research, and training
- Use of contemporary participant-centric pedagogies and teaching methods
- A presence in emerging segments of management education

Institute of Management, TIG rewards initiative, novelty and thinking outside the box. Our students seek to be individuals of constructive intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in a metropolis like Kolkata and thrives on challenges both inside and outside the classroom. Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.

Keeping in track with these values which constitutes the foundation of our Institution, we seek to bring to you our monthly newsletter – **(Un)box** – a mouthpiece for the Internal Quality Development Cell of the Institute.

Unboxing (Un)box

(Un)box poses itself as the mouthpiece of the Internal Quality Development Cell (IQDC) of Techno India Group – Institute of Management. It is a monthly newsletter of the Department which showcases the regular activities and the creative ideas of the students of the Institute. The name of the newsletter reverberates its spirit – a box without closure.

TIG-IOM welcomes its readers and members to the world of openness, welcome to the box of unboxing

Keepers of the Box ...

Co- Editor:

- Mr. Shadab Alam (Student of BBA 3rd Year)

Executive Editor:

- Ms. Srijita Ghosh (Administrative Staff)

UNBOXING IDEAS

A Note from the editor's desk

Festivals in Indian society are a testament to the interplay of culture, creation, expression and human behavior. The October edition of (Un)box delves into the theme of **Managing Festivals in Indian Society** through the lens of management students. We hope this edition of (Un)box helps us in understanding festivals through the perspective of organization and social responsibility!

Srijita Ghosh
Administrative Staff



UNBOXING IDEAS

A Kaleidoscope of Culture, Commerce, and Community: Indian Festivals

Indian Festivals are very vibrant and colorful. It is the time and opportunity for different businesses to increase their turnover by making maximum customers turn their way in search of massive and appealing discounts and offer deals. India is a country of diverse culture & religion. From the very first month of the year festivals starts and goes on till the last month of the year.

As we all know India is known as the “Third World Country”, then how the people of India still manage to celebrate festivals throughout the whole year! The festivals that are celebrated throughout the year brings back a huge amount of profit to many peoples.

According to 2019 British Council of India Report approximately 32,377 crore revenue was generated during Durga Puja, in 2024 this figure is expected to rise. During the time of festivals in India, people gather together to organize the festivals in a manner where people from every part of the society can come together and celebrate the vibrant times together. At the times of Durga puja or Kali Puja we can see that every corner, the narrowest lanes of the streets are decked up with beautiful lights of hope and joy.

Festivals are of crucial importance to the socio-economic fabric of India. Festivals support the informal economy of small vendors, artisans, and temporary workers who depend upon seasonal demand. People of India are very skilled in organizing festivals. At the time of any festival, we can see that different small clubs of different locality organizes pujas that attracts lots of people from different part of the society. Even we can see that many people take initiatives among themselves to organize such an extravaganza with their self-earned profit.

Festivals in India are much more than cultural celebrations rather they are economic powerhouse behind significant economic impact. Festivals also encourages community bonding, reinforces social values, and gives sense of continuity and belonging in an increasingly globalized world.

Managing a festival comes with greater spectrum of responsibilities. It starts with estimating the revenue, team formation, space accommodation, different events therewith and the post event evaluation.

Managing a large-scale festival presents challenges like crowd control, traffic management and most importantly public safety.

Effective planning and coordination are crucial to mitigate the challenges and ensure a smooth and enjoyable experience for everyone in the society.



Festivals in India are not just celebrations but significant economic drivers boosting sectors like retail, e-commerce, tourism. They also generate employment opportunities especially in rural areas, supporting small businesses and artisans.

Festivals play a vital role in preserving and promoting India’s rich cultural heritage. They provide a platform for showcasing their heritage to the world. Festivals bridge cultural and religious divides, promoting harmony and understanding. They provide opportunities for people from diverse backgrounds to interact and celebrate together. Festivals evoke feelings of happiness, gratitude and love promoting emotional well-being.

The festival atmosphere offers a much-needed break from the daily stress, allowing people to relax and rejuvenate.



The lights of festival bring hope to people of all strata of society. Some people find their way to relax and some people try to earn their living from it. Every festival of India has different significance in the society. Festivals have a profound impact on people's lives, shaping their

cultural identity, social interactions, and overall well-being. Festivals play a vital role in preserving and transmitting cultural heritage from

generation to generation. They help individuals to connect with their cultural roots and form a sense of belonging to a larger community. India's diverse festivals celebrate the country's rich cultural mosaic, fostering appreciation for different traditions and beliefs. Festivals bring people together, strengthening family ties, friendship, and fostering a sense of community. Shared celebrations create lasting memories and bonds, enhancing social connections.

Festivals in India serves as a catalyst for economic growth, contributing to GDP, generating employment, and promoting cultural heritage. Diwali generates billions of dollars in economic activity. Durga puja contributes around 2.58% of the West Bengal's GDP. Ganesh Chaturthi in Maharashtra and other parts of India generates significant revenue for businesses. Festival stimulates consumers spending, create employment opportunities. By preserving cultural heritage and promoting social harmony, festivals contribute to the overall well-being of the nation.

As India continues to evolve, festivals remain a constant source of joy, unity and prosperity.

- **Shibangshi Chowdhury**
MBA 1st Sem



UNBOXING IDEAS

MANAGING FESTIVALS IN INDIAN SOCIETY

Managing festivals in Indian society involves intricate planning, respect for cultural traditions and coordination among various stakeholders. Festivals in India are diverse and widely celebrated across communities, making them essential to the country's cultural fabric. Here are some key aspects of managing festivals in India. Diwali to Eid, Durga Puja, Holi, Christmas etc every festival being celebrated with enthusiasm at large across the country.

RELIGIOUS & SPIRITUAL SIGNIFICANCE OF FESTIVALS

Indian festivals are deeply woven into the cultural, social and religious fabric of the country reflecting India's diversity and long history. Each festival holds unique significance, celebrating a blend of religious values. Many festivals are rooted in religious and spiritual beliefs, helping people connect with their faith and cultural heritage. For example: Diwali, the festival of lights, is celebrated by Hindus, Jains and Sikhs to honour different mythological events, such as Lord Rama's return to Ayodhya or the enlightenment of Lord Mahavira.

Eid-ul-Fitr and Eid-l-Adha are central to the Islamic community in India. Christmas brings together the Christian community and non-Christians alike in celebration joy, compassion and giving.

Indian festivals play a crucial role in preserving folk dance, music, art and regional customs. For example: Pongal in Tamil Nadu and Makar Sankranti in other parts of India celebrate the harvest season honouring the sun god and local agricultural practices. Baisakhi in Punjab signifies the Punjabi New Year and holds historical importance as a remembrance of the formation of the Khalsa by Guru Gobind Singh.

Festivals also remind one of India's secular ethos, where the people of different religions can be seen coming together in mutual respect and harmony.

LOGISTICS AND PLANNING

The logistics and planning of festivals are complex, involving detailed coordination to ensure the smooth execution of cultural and regions events. The festivals call for millions of people participating in religious congregations, street processions etc. Hence requiring the need for a robust system of management to ensure smooth flow.

PUBLIC INFRASTRUCTURE

Public structures for cultural performances, rituals and ceremonies are erected in public spaces, often decorated elaborately. For examples: during Durga puja elaborate pandals are set up in Kolkata. Temporary stalls are set up to cater to the large crowds, offering traditional foods and festivals related items. Extra roads, barricades and diversion of traffic are normally made to accommodate the volume of people.

Enhanced public transport services, including buses and trains are deployed to accommodate the influx of people. Special services are often run during major festivals like Diwali or Eid.

EVENTS SYNCHRONIZATION

Events synchronization in the context of festivals and public celebrations involves the coordinated management of various activities, schedules and resources to ensure that events run smoothly

and efficiently. This is particularly important in a country like India, where multiple festivals may occur simultaneously or in close proximity, drawing large crowds and requiring logistical support. For example: West Bengal's Durga puja requires the erection of pandals, those temporary constructions for worship. The pandals have to be within the safety guidelines, especially on fire and emergency requirements because such a lot of decorations go into them.

For instance, during Navratri, Garba and Dandiya are organized across cities in Gujarat and Maharashtra. Security arrangements, medical facilities and public needs to be provided for the attends as such events.

SAFETY AND SECURITY

Safety and security during Indian festivals are paramount due to the large crowds, public celebrations and the potential for emergencies. Various measures are implemented to ensure the well-being of attendees, protect property and maintain public order. Authorities conduct thorough assessments to identify potential risks, including overcrowding, fire hazards and health emergencies. Detailed safety plans are developed, addressing crowd managements, emergency response and coordination among various agencies.

CROWD MANAGEMENT

Designated entry and exit points are established to regulate the flow of people and prevent overcrowding in certain areas. This is particularly important during major processions and celebrations. Temporary barriers are often set up to manage crowd movement and create safe zones for various activities, ensuring orderly participation. Install visible signage to direct attendees, indicate emergency exits and provide information on schedules and facilities.

Utilize CCTV cameras and drones to monitor crowd density and behaviour, enabling quick identification of potential issues

COMMUNAL SENSITIVITIES

Communal sensitivities in the context of Indian festivals refer to the awareness and considerations regarding the diverse cultural, religious and social dynamics that exists within the country. India is home to a multitude of religions, ethnicities and communities, each with its own traditions and beliefs. This diversity can lead to varying interpretations and practices during festivals, which necessitates a sensitive approach to ensure harmony and inclusivity.

Encouraging inter-community participation in festivals can foster a sense of belonging and shared celebration. This can include joint events or cultural exchanges that highlight the traditions of different groups.

Awareness of the specific religious sentiments associated with festivals is vital. For example: certain symbols, sounds or practices may be sacred to one community and offensive to another.

October, 2024

(UN)BOX



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ECOLOGICAL ISSUES

Ecological issues during Indian festivals are becoming increasingly significant due to the environmental impact of large-scale celebrations. While festivals are vital for cultural expression and community bonding, they can also lead to various ecological challenges.

Most festivals involve the use of firecrackers, submersion of idols in water bodies and high scale consumptions, resulting in air, water and noise pollution.

POLLUTION

Pollution is a major ecological concern during Indian festivals, impacting air, water, soil and noise levels due to the scale of celebrations and traditional practices. During Diwali time firecrackers release high levels of pollutants like sulphur dioxide, nitrogen oxides and particulate matter. These chemicals can exacerbate respiratory issues and reduce air quality. Increased travel during festivals adds to vehicular emissions especially in congested urban areas, raising carbon monoxide and other harmful pollutants.

Festivals like Ganesh Chaturthi and Durga puja involve the immersion of idols in water bodies, often made of non-biodegradable materials like plaster of Paris and painted with toxic chemicals. These materials can harm aquatic ecosystem.

Organic and non-organic offerings like flowers, food, plastic and cloth are often immersed in rivers or left along riverbanks, adding pollutants to the water.

WASTE MANAGEMENT

Waste management during Indian festivals is critical due to the large amounts of waste generated. Segregating waste at the source is crucial. Separate bins for biodegradable and non-biodegradable waste help in efficient recycling and composting. Many municipal corporations in cities like Mumbai and Delhi have started initiatives where they set up separate bins for festivals to encourage segregation. Waste items such as plastics, metals and glass can be recycled and some can even be upcycled into decor or other reusable items.

CONCLUSION

can ensure that these celebrations remain meaningful and environmentally conscious. Allowing festivals in India to evolve while still honouring their rich and cultural pride.

COMMERCIALIZATION OF FESTIVALS

The commercialization of festivals in India has transformed the way traditional celebrations are observed, impacting the cultural, social and economic fabric of the country. With the growth of malls, online shopping platforms, and brands targeting festival-specific sales, festivals have become highly consumer-driven events. Festivals like Diwali, Christmas and Raksha Bandhan now feature massive sales, discounts and promotional offers.

This shift has made gifting and shopping central aspects of celebrations, encouraging people to buy more than they might traditionally. In many cases, traditional practices and rituals are replaced by modern versions that fit the lifestyle of urban, working individuals. For instance, exchanging digital gift cards or pre-made hampers has become common, replacing the older, more personal practice of handmade or home-cooked gifts.

ROLE OF TECHNOLOGY

Technology plays a transformative role in how festivals are celebrated in India today, enhancing convenience, connectivity and engagement. With the rise of video conferencing tools like Zoom, Google Meet and WhatsApp, virtual celebrations have become popular, especially post-pandemic. Families and friends who are geographically distant can now celebrate together, preserving the essence of togetherness.

Virtual religious ceremonies and live-streamed rituals allow people to participate in festive activities remotely, which is especially useful for those unable to visit temples or participate in public celebrations.

Online shopping platforms have revolutionized festival spending, allowing people to purchase everything from festive outfits to decorations and gifts from home. Platforms like Amazon, Flipkart, Messo and Myntra run special festival sales, making shopping more accessible.

Customized, doorstep delivery options make it easy for people to send gifts across the country, making festivals like Raksha Bandhan, Diwali and Christmas even more special.

Social media platforms like Instagram, Facebook and Twitter play a major role in promoting festival-related products and traditions. Influencers and brands use these platforms to showcase festive trends, such as fashion, recipes and decor ideas.

In conclusion, technology has fundamentally reshaped the way festivals are celebrated in India, blending tradition with innovation. However, as festivals become more digitally driven and commercialized, it is essential to strike a balance that preserves their cultural essence. Responsible use of technology

- PURBA SARKAR

(MBA 1ST YEAR)

UNBOXING IDEAS

ECONOMICAL” FESTIVALS

'Festivals turns foes into friends, fill the void, bring comfort to grieving, elevate the inferior and strengthen the weak.' – Krishna Nada.

The pure joy of sharing with everyone, experiencing the good and bad together as a group, is what we call a festival. Amidst the daily routines filled with conflict, obstacles, sorrow, and pain, all Indians come together to celebrate with boundless energy and joy, overcoming life's harshness. Indian culture finds its essence through rituals, ceremonies, and festivals. India is home to people of diverse races, castes, languages, and religions. Hence, the poet, in admiration, joyfully remarked, *"In this fragmented land of Bengal, there is still an abundance of joy."*

In the Vedic era, festivals were joyful folk practices associated with the extraction of 'Somras'. However, these festivals have now transformed into traditional and historical ceremonies. In primitive societies, hunters would gather at the foot of the mountains at the end of the day to entertain themselves with dance and music. Alongside, they would also worship planets, stars, the sun, and the moon. Agricultural festivals arose to meet various needs in agrarian communities. Gradually, festivals developed around deities, crop production, birth, death, marriage, and other events, fulfilling the need for gatherings among different groups of people. For this reason, *Rabindranath* said, in *'every necessity, what is more, is a festival'*. India is the abode of people from various religions. As a result, throughout the year, different communities perform auspicious rituals through various religious ceremonies. At the beginning of the year, there are Shree Siddhivinayak, Dusshera, Rath Yatra, Onam, Rakhi Purnima, and the beloved Durga Puja of the Bengalis. Alongside these Hindu festivals, there are also the Muslim festivals of Eid, Muharram, the Buddhist celebration of Buddha Purnima, and the Christian holidays of Christmas and Good Friday, among others. Together, everyone prays for well-being through these festivals.

Rath Yatra, or Festival of Chariots, is an annual celebration in Puri, Odisha, that honours the deities of the Jagannath Temple: Lord Jagannatha, Lord Balabhadra, Goddess Shubhadra. The deities are brought from the temple to their chariots in a procession led by thousands of devotees. The chariots are then pulled by people to cover a distance of about 2 kilometres from the Jagannath temple to the Mausima temple.

The Rath Yatra festival has economic implications in a number of ways, including: The Temple Administration receives free timber from the forest department for the construction of the chariots. The cost of the timber alone can be around Rs 60 lakh. This high amount is especially surprising since Orissa is among the poorest state in India. The Profitability of the pilgrim business is yet unknown one sin centuries, particularly about Puri. The Odisha state government there only follows neatly in the predecessor's footprints it no longer imposes a pilgrim tax, collected from every pilgrim entering the city.



The government attributes centrality to Jagannath of Orissa and globality to Rath Yatra it intended to guarantee a successful festival it implemented various projects for infrastructure development and straightening of existing services and amenities around Puri in the year 2015 the finance department in a report mentioned 5 areas for which it provided a budget of 20 crore rupee for Nabakalebra; 5 crore rupees for other Jagannath Temple in Odisha and 3 Crore rupee for tourism police 40 lakh for free transportation from the newly built Malatipatpur bus stand. And other 67 crore rupees to ensure an uninterrupted power supply in Puri during the festival sum of these amounts provided 954 million rupees or depending on the exchange rate approximately 14 crore euros (Government of Odisha 2015).

Eid al-Fitr is one of two major holidays celebrated by Muslims and commemorates the end of the holy month of Ramadan. Eid festivals can have a significant economic impact, including: Increased consumer spending: During Eid, people shop for traditional clothing, handmade goods, and festive food, which can benefit local vendors and businesses.

Economic activities during **Eid-Ul-Adha** encompass and buoy up a wide range of sectors across the spectrum, including buyers, retailers, wholesalers, manufacturers, transportations, labourers, and government revenue collection. The period is indeed a godsend to many. It sees increased demand, leading to higher employment, production, and income, thus driving economic growth and ensuring family income. It is difficult, however, to track the flow of money accurately because the substantial financial transactions that occur during the festival largely go unrecorded. Overall, it's estimated that the size of the Eid-Ul-Adha economy is around Tk 700 to 800 billion, with the majority of the monetary transaction revolving around cattle and other livestock sales.

According to the Department of Livestock Services, a record number of 13

million animals have been prepared for sacrifice this year. As an added bonus, the stocks of locally reared animals are sufficient to meet the demand for sacrificial animals. This also proves that the country has come out of the rut of animal import dependence. Local cattle farming has witnessed a boom following India's restriction on export of cows in 2015. Subsequently, numerous far-sighted youths as well as prominent industrialists have shifted their focus to animal husbandry, making Eid-Ul-Adha the focal point of their business.

The **Onam** festival, a vibrant and colourful celebration in Kerala, is not only a cultural extravaganza but also carries significant economic implications for the region. Held annually, Onam prompts people to buy new clothes, decorate their homes, and prepare elaborate feasts, leading to a substantial economic impact across various sectors.

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During the Onam season, retail businesses see a significant uptick in sales. It is estimated that retail sales during the festival can increase by up to 20-30%, with expenditures on clothing and decorations alone reaching approximately ₹3,000 crores (\$360 million). The agricultural sector also benefits greatly, as the demand for perishable goods like rice, flowers, and fruits surges, contributing an estimated ₹500 crores (\$60 million) to local farmers and vendors.

The Vallamkali, or boat race festival, is a major highlight of Onam. This event draws thousands of visitors each year, contributing around ₹100 crores (\$12 million) to the local economy through ticket sales, tourism, and related activities. Additionally, the Onam Sadya, a grand traditional feast, generates significant revenue for restaurants and caterers, with an estimated ₹200 crores (\$24 million) in sales during the festival. The

tourism sector also experiences a boost during Onam, with hotel occupancy rates often reaching 90-95% in key tourist areas. This increase in tourism contributes approximately ₹150 crores (\$18 million) to the local hospitality industry.

Shree Siddhivinayak Ganesh Chaturthi is one of the biggest drivers of economic activity, especially for the 21 million people of Mumbai. According to Money Control, the 11-day festivities generate economic activities amounting to Rs 1 lakh crore. Although official government figures estimate business between Rs 45,000 to Rs 50,000 crore during Ganesh Chaturthi, independent analysts believe that the festival's economic impact may soon surpass that of Diwali, which currently stands at Rs,1.5 lakh crore.

As a symbol of grandeur and faith, Ganesh Chaturthi leads to a surge in demand across various sectors. Cities like Pune, Mumbai, and Nashik have reported a 50% increase in demand for pandal decorations compared to

Durga Puja is a significant part of West Bengal's economy, contributing to the state's GDP and generating employment opportunities: The creative industries around Durga Puja in West Bengal are worth billions of rupees,



last year. Shopkeepers in Dadar market, a popular shopping hub in Mumbai, have noted a 35-40% rise in sales related to the festival. Additionally, the growing awareness of environmental sustainability has significantly increased the demand for eco-friendly idols. Ganesh Chaturthi marks a fresh start for small, medium, and large businesses alike. The festival acts as a major catalyst for increased sales across product categories, providing a vital boost to the economy.

Small and medium enterprises (SMEs) have reported a 35% rise in business, and idol makers have done business worth Rs 500 crore. The tourism industry also benefits, with an estimated 10-15% rise in activity, while e-commerce platforms witness a growth of 35-40%. Overall, the Ganesh festival has a substantial impact on various economic sectors.

Durga Puja, each Bengali's emotion, in Bengal, it is not just a festival of joy; in this age of competition, it also serves as a significant supporter of wealth. The Bengali community waits all year for these five days. Just as large companies aspire to launch new products, small business owners also sit in hope for the betterment of their businesses.

contributing to the state's GDP. In 2023, Durga Puja was estimated to contribute around 84,000 crores to the state economy. In 2019, a study, conducted jointly by the British Council, IIT Kharagpur and Queen Mary University of London and commissioned by the state government, had pegged the creative economy around Durga Puja at Rs 32,377 crore. The economy had nosedived in 2020 and 2021 due to the pandemic.

Durga Puja creates employment opportunities for many people. In 2022, the festival created employment for around three lakh people. Many creative sectors thrive during Durga Puja, including installations, idol making, lighting, retail, sponsorship, advertising, and the food and beverage industry.

Diwali isn't just a festival of lights—it's become a significant economic event. Let's break down the numbers to understand its true impact on India's economy. According to the Confederation of All India Traders (CAIT), the 2023 Diwali season generated ₹3.75 lakh crore in economic activity. And this number

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is expected to increase to ₹4.25 lakh crore this festive season! In Delhi alone, the 2024 festive business is expected to exceed ₹75,000 crore. This

surge in economic activity is driven by several factors: - Consumer Spending: Diwali sees a spike in purchases across categories, from electronics to jewelry. Corporate Bonuses: Many companies distribute Diwali bonuses, injecting liquidity into the market. Real Estate: The auspicious period often correlates with increased property transactions. Stock Market: The 'Muhurat' trading session, while symbolic, can set the tone for market sentiment.

While Diwali's economic impact is significant, it's still outpaced by some international counterparts. Take China's Spring Festival. During the monthlong 2024 national online Spring Festival shopping season, China's online retail sales totaled 1.2 trillion yuan (about 168.86 billion U.S. dollars)! Or the 2024 US Christmas and holiday season, spanning a longer period, is expected to see retail sales exceed \$1 trillion!

When there is a ban on firecrackers, people may still buy them from local sellers, such as paan vendors, cigarette sellers, or flower stall owners. Some suppliers may also stock firecrackers in their homes or shops and sell them to customers through WhatsApp or Telegram groups.

The sacred ceremony where an enthusiastic gathering of people of all ages takes place in the hope of pure joy is called a festival. There will be excitement and joy in the festival, but everything will be bound by aesthetically pleasing order and the ties of society. Durga Puja, Kali Puja, or any worship has now taken on a universal form. Because these universal rituals lack the touch of individuals filled with heartfelt emotion, they do not hold the same significance; rather, they have become mere fashionable trends. As a result, the helpless, peace-seeking inhabitants of

middle-class society are forced to pay the price. In earlier times, performances, dances, and songs during the festive occasions were

entirely backed by the financial strength of the organizers. Now, the attitude of *'it costs money, so Gauri Sen must pay'* motivates fundraisers to write the amount of the donation according to their own wishes. In the excitement of spending the money lavishly, they revel in their delight.

The assembly of entire inconsistent foreign instruments are still bearable in the long carnival at 'Bisharjan'. But the obscene dance companied by pervasion is intolerable. There're children who standing on both sides of the carnival to bid farewell to another maternal figure. Don't the organizers know about that? How could they even allow the beautiful carnival turning into a sham? What belief a non-native would hold about our tradition, taste or artistic view if he witnesses this?

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- **Ashmita Halder**

(MBA 1ST YEAR)

UNBOXING IDEAS

Harmony in Diversity

Effective Festival Management in Indian Society

India, often called the "land of festivals". Indian festivals are vibrant and diverse, reflecting the country's rich cultural heritage. Major celebrations include Diwali, celebrated by over 1.3 billion people, and Holi, which attracts millions of tourists. States have unique celebrations too— Durga Puja in West Bengal, Pongal in Tamil Nadu, and Baisakhi in Punjab. These festivals drive the economy, with Diwali alone generating 3 million in sales annually. India hosts more than 20,000 festivals annually, blending religious, seasonal, and regional customs, demonstrating its unity in diversity across communities. India has cultural and religious richness on a global stage.



Meanwhile India celebrates a lot of festivals, it is needed to be managed. Festivals in India often attract massive gatherings, increasing the risk of crowd-related incidents, stampedes, accidents, and even potential terrorist threats in larger events. For instance, the 2019 Kumbh Mela, a Hindu pilgrimage gathering held once every 12 years, saw over 120 million

visitors in Allahabad (Prayagraj). Managing such a massive crowd required meticulous planning for crowd control, safety protocols, and emergency response setups. Despite extensive arrangements, previous festivals like the 2013 Kumbh saw tragic events, including a stampede that claimed 36 lives. Proper festival management involves deploying adequate law enforcement, medical teams, and trained personnel for crowd control, as well as setting up clear evacuation routes and accessible emergency medical facilities. In large festivals like Durga Puja in Kolkata, where millions of people gather across the city to visit intricately decorated pandals, the administration implements crowd management strategies such as restricting entry points, controlling traffic, and regulating foot traffic. This proactive approach minimizes accidents and ensures a safer environment for all participants. Festivals in India often have significant environmental repercussions, particularly concerning waste generation, water pollution, and air quality. Diwali, the festival of lights, is celebrated nationwide with fireworks, but this joyous tradition comes at an environmental cost. According to the Central Pollution Control Board (CPCB), air pollution levels in major cities like Delhi can spike by as much as 30-40% during Diwali due to firecrackers. The harmful emissions from fireworks, including particulate matter (PM2.5 and PM10), sulfur dioxide, and nitrogen oxides, contribute to respiratory issues. Effective festival management involves setting up temporary waste disposal units, deploying sanitation workers, and spreading awareness about littering. During Ganesh Chaturthi in Mumbai, several initiatives have been launched where volunteers help clean beaches immediately after idol immersion, reducing long-term pollution. Effective waste management practices during festivals not only help maintain hygiene

problems and environmental degradation. Another example is Ganesh Chaturthi, celebrated primarily in Maharashtra, where idols of Lord Ganesha are immersed in water bodies. Traditionally made of Plaster of Paris and coated with chemical-based paints, these idols contribute to water pollution, harming aquatic life and water quality. In 2022, it was reported that Mumbai alone generated over 1,500 metric tons of waste during Ganesh Chaturthi. Authorities and NGOs now promote the use of eco-friendly idols made from biodegradable materials, such as clay and natural dyes, reducing environmental impact. Effective festival management thus includes implementing eco-friendly practices. Several cities have adopted green protocols, promoting biodegradable decorations, reducing single-use plastics, and advocating for quieter and less polluting celebrations. These efforts contribute to sustainability and public health, ensuring that festivals honor cultural heritage without compromising the environment.

Festivals are vital to preserving India's cultural and religious diversity. By managing festivals thoughtfully, India can ensure that these events are accessible to all, inclusive of all age groups and abilities, while preserving traditions. Many festivals today strive to be more inclusive, providing facilities like ramps, wheelchair-accessible zones, and designated areas for the elderly and differently-abled. Furthermore, as festivals evolve to include diverse communities, maintaining cultural authenticity is important. In festivals like Durga Puja, local committees in Kolkata preserve the cultural essence by showcasing traditional art forms, folklore, and music. Properly managed festivals help maintain this cultural richness while embracing modernization, allowing each community to experience and enjoy the heritage without feeling



marginalized. Managing festivals effectively also addresses public health concerns, particularly sanitation and waste management. During large gatherings, waste accumulation can become a major issue, with piles of garbage left in streets, water bodies, and public spaces. Festivals like Holi, involve colorful powders and water balloons that leave residues, staining streets and increasing the workload on local sanitation workers. Ensuring a clean environment during

but also reduce the spread of diseases that may arise from unclean surroundings. Festivals play an integral role in fostering social unity and community bonding across religious, linguistic, and regional lines. By managing festivals effectively, communities can come together to celebrate inclusively, regardless of background.

UNBOXING IDEAS

Properly managed festivals also prevent issues like noise pollution, which can cause friction between communities in densely populated cities. In recent years, communities have agreed on regulated time frames for bursting crackers during Diwali to maintain harmony between celebrants and those sensitive to noise, such as children and the elderly. By creating a balance between celebration and respect for others, festival management promotes a more cohesive society.

Managing festivals in India is a multifaceted process requiring coordination among various government bodies, community leaders, and local authorities to ensure public safety, environmental sustainability, and smooth operations. During festivals, local police, along with the Rapid Action Force (RAF) and National Disaster Response Force (NDRF), are deployed to ensure safe crowd management. Technology, such as drones, CCTV cameras, and mobile applications, is now increasingly used to monitor crowd density, streamline navigation, and provide emergency contacts. Transport and traffic management are crucial, with traffic police setting up alternative routes and parking zones, as seen in festivals like Durga Puja in Kolkata, which can attract millions of visitors in a short period. Environmental sustainability is another critical focus, as festivals often result in significant waste and pollution. For example, during Diwali, air pollution in cities like Delhi can spike by 30-40% due to firecracker smoke, leading the Central Pollution Control Board (CPCB) to implement specific restrictions on firecracker usage. The Supreme Court has mandated the use of "green crackers," which reduce harmful emissions, and limited fireworks to certain hours.



During Ganesh Chaturthi and Durga Puja, idols made of plaster of Paris (Pop) and chemical-based paints are immersed in rivers and lakes, effecting water bodies and harming aquatic ecosystems. To address this, the Maharashtra Pollution Control Board (MPCB) promotes eco-friendly idols made from clay and natural dyes, as well as designated immersion sites to reduce water pollution. In 2022, Mumbai generated so much waste during Ganesh Chaturthi, illustrating the need for waste management measures like immediate clean-up drives, segregation of biodegradable and non-biodegradable waste, and bans on single-use plastics. These initiatives are part of broader efforts to minimize the environmental impact of festivals and ensure sustainable celebration practices. The government enforces numerous legal protocols and guidelines to facilitate safe, orderly, and sustainable festival management. These regulations are overseen by multiple agencies, including the Ministry of Home Affairs, CPCB, National Green Tribunal (NGT), and local municipal bodies, each playing a vital role in regulating different aspects of festivals. For example, the Ministry of Home Affairs oversees security protocols, deploying law enforcement and disaster response units, especially in high-risk gatherings. Environmental protection during festivals is regulated by the CPCB and NGT, which monitor pollution levels and impose penalties for violations of noise and pollution standards. Local municipalities, in coordination with state governments, handle waste management, providing additional facilities for waste collection, segregation, and disposal.

To preserve cultural integrity and inclusivity, the Ministry of Culture supports initiatives that encourage traditional practices, ensuring that festivals stay authentic and accessible to all community members. Regulatory frameworks for fair pricing, enforced by the Consumer Affairs Ministry, help stabilize prices for essentials during festivals to prevent inflationary practices. Collectively, these legal protocols ensure that festivals in India are celebrated responsibly, balancing cultural heritage with public welfare and environmental protection.

India's uniqueness lies in the sheer diversity and inclusivity of its festivals, in contrast to other countries where celebrations might be fewer or more region-specific. In many countries, festivals centre around specific national or religious events. India celebrates festivals that belong to various religions—Hindu, Muslim, Sikh, Christian, and Jain, among others—making it a truly multicultural society. This diversity brings people together across regional, linguistic, and religious lines, fostering unity and respect among communities. For example, while Christmas is primarily a Christian holiday, it is celebrated enthusiastically across India, with Christmas decorations, gift-giving, and feasts even in states with a Hindu majority. This inclusivity enhances India's cultural richness and provides each citizen an opportunity to participate in, learn about, and respect the customs of different communities. Festivals hold profound emotional significance in the lives of Indian people. They are times for families to gather, reconnect, and share joy. Diwali is seen as a time to renew bonds, clean and decorate homes, and worship together, while Raksha Bandhan celebrates the bond between brothers and sisters. Festivals also serve as emotional milestones, marking personal and collective memories that strengthen family ties. In Indian society, festivals are often connected to the agricultural calendar or historical events, creating a cyclical sense of belonging and identity. Even for those who have moved to other countries, Indian festivals often hold an emotional resonance that keeps them connected to their roots. For example, a Diwali celebration overseas often brings together the Indian community to celebrate with traditional foods, music, and attire, recreating a sense of home and shared identity. India preserves its cultural vibrancy while prioritizing public safety, setting an example of effective festival management in densely populated areas. This balanced approach safeguards both heritage and people, underscoring the importance of responsible celebration in modern society. Therefore, India skilfully balances tradition and safety during festivals.

**- Indrani Mukherjee
(BBA 2nd Year)**

Performers of the Month



Indrani Mukherjee
BBA, 3rd SEMESTER



Ashmita Halder-
MBA,
1st SEMESTER