



IMPORTANCE OF FESTIVALS IN ENHANCING TRADITION AND VALUES

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ABSTRACT:

The Aryan Vedic of celebrating festivals can be traced back to the Vedic era. Many sources of knowledge on festivals when celebrations were held to honour gods, plants, rivers, and mountains may be found in the Vedic scriptures and literature, how much important the festivals is having in preserving the values, traditions and belief of the land. The kumbh Mela recently in news according to data released on 26 February, more than 660 million (66 crores) people had taken a dip in the river. The MahaKumbh Mela is the world's largest peaceful congregation of people. This gathering contains millions of devotees immersing themselves in the Ganga Yamuna and the Saraswati waters of which are considered holy by the Hindus, symbolising a purification of the soul and a path to attaining moksha or liberation.

KEY WORDS: Festivals, Vedic, Culture, Values, Beliefs and Traditions.

INTRODUCTION

The Aryan Vedic of celebrating festivals can be traced back to the Vedic era. Many sources of knowledge on festivals when celebrations were held to honour gods, plants, rivers, and mountains may be found in the Vedic scriptures and literature. Many modern festivals and holidays originated in religious celebration. These celebrations usually included sacred communal meals, from which term festivals, also called feasts, was derived. And the word holiday originally meant "holy day." Holidays celebrating historic events and other occasions developed later. India, the Land of varied cultures and traditions is a land of festivals and fairs. It is a land of festivity - religious as well as folkloristic. Whether you go to the East or the West, North or the South you would be able to enjoy every month a festival or a fair. Festivals and fairs are an expressive way to celebrate glorious heritage culture and tradition. These are the special moments which we enjoy and share with our loved ones. They play an important role to add structures to our social lives and connect us with our families and background. They give a mood change and provide us break from our exhausting daily routine of life and give us some inspiring to remember. Through festivals we promote our culture and heritage. The traditional handicrafts and tourism of India also is promoted through fairs and festivals. The western world got attracts towards the rich cultural heritage of India. Different region has their own regional customs and rituals, they enjoy and celebrates their festivals according to their region. In commerce too, fairs and festivals play an important role as companies or group of companies organise various fairs or exhibition about their product or brands to create favourable image in front of customers.

Meaning of festivals

Festivals are an important part of cultures worldwide and can be religious, cultural, or seasonal in nature. A celebration, typically public and on a large scale. celebration. gala. fete. The theme of a festival might be an area of interest such as art, or an aspect of the community in which the festival is being held, such as the community's history or culture. Festivals are often periodical, for example, held annually. Festivals are an important part of our life. Most of the festivals in India are associated with religion. The Hindus are worshippers of many deities and naturally Hindu festivals are many. a series of public events connected with a particular activity or idea. The adjective connected with 'festa' was 'festivalis', and that word came into English, via French, as the adjective 'festival' ('relating to a religious feast'). The festival is the gathering of people in single platform to celebrate joy of happiness among themselves,

Reasons of celebrating festivals

Earlier mentioned that, in Solapur district there are many fairs and festivals for every season and every for reasons. Fairs and festivals celebrated on the different occasions such as the various harvest, commemorate great historical figures and events, devotion to the deities of different religion. Some celebrations are specific to certain villages. Some are celebrated by different sects and communities. This gives fairs and festivals their own flavor. Every fair and festival its own purpose. Such as religious purpose, social purpose, entertaining purpose and national integration purpose etc.

Significant of festivals

1. Religious Purpose: Fairs and festivals are celebrated to make life enjoyable and have fun. But there is also a religious reason behind celebrating all the fairs and festivals. Some people celebrate only to have fun, and others want to give respect to their religious god or to pay attention towards their god. There are number of festivals which are celebrated only religious purpose. Such as Ram Navami, Shri Krishna Janamashatmi, Hanuman Jayanti etc. are celebrated for express devotion to the deities. Festivals are mostly based on incidents which happened long ago mostly in which God is involved. For example, Eid-ul-Adha is celebrated because when Prophet Ibrahim was asked to sacrifice his son for God he willingly
2. India gives its People the liberty to choose their religion and celebrate any festivals they like. Festivals are very consequential in India and always bring happiness to every family. A country which is rich in culture and strong democracy in the world celebrates numerous festivals worldwide. There are national, seasonal or religious festivals to celebrate every year.
3. Learning About Cultural Diversity: India celebrates a plethora of festivals across the country and each festival showcases the value of other religions and cultures. The people of India get to know cultural diversity which also shows unity in people celebrating festivals like Diwali, Holi, Christmas Day, Eid etc irrespective of their backgrounds, castes or religions. Furthermore, the importance of festival in India is very crucial as festivals foster communal spirits in people.
4. Strong Bonds with Family Members: There are some rituals or customs associated with festivals that families must follow together such as preparing meals together for guests, cleaning and decorating the house, participating in any games or family events and praying the lord together etc. This strengthens the bonds among family members and makes one another feel valued. Festivals create a comfortable environment for a family to have open communication where they can express their feelings and love for one another.
5. Understanding Religious Significance; Festivals engage people in religious rituals to help them understand their religious significance. It is very important that parents should teach their children to appreciate and understand cultural diversity from an early age. Diwali symbolizes the festival of victory of light over darkness.
6. They promote cultural heritage: Indian having rich cultural heritage and festivals are a way to preserve and promote that with diverse customs, traditions, and beliefs of the people of India.

7. They strengthen social ties: To promote a sense of community, festivals are a time for people to come together and celebrate with their families and friends.
8. They promote religious harmony: Indian festivals are celebrated by people of all religions. They help to promote religious harmony and understanding.
9. They boost the economy: From tourism, hospitality point of view these festivals lift the economy by generating revenue.
10. They provide entertainment: Festivals are a great way to gather for dance, music and food to relax and have fun.
11. Connection with Tradition and Heritage: Festivals often revolve around age-old customs and traditions. Participating in these rituals can help individuals connect with their cultural heritage. This sense of continuity and connection can be a spiritually enriching experience.
12. Inner Transformation: Many festivals are designed to inspire personal transformation. For instance, the practice of fasting during certain religious festivals can help individuals cultivate self-discipline and self-control. These inner changes are often seen as steps toward spiritual growth.
13. Expressions of Gratitude: Festivals often include rituals of offering and gratitude. These acts of giving and thanking the divine or the universe can instill acknowledgment of the abundance in our lives.
14. Preservation of Traditions Every festival has its own meaning and brings in lots of happiness, colour, and prosperity. They promote harmony, cultural exchange and preservation of practices. For example, religious festivals help us to understand the cultural evolution, development of societies and thus help propagate a continuity of religious rituals and practices. All religious festivals convey the message of love, tolerance and understanding. On these occasions, we express our gratitude to God and celebrate the special occasion associated with a particular festival. Mahavir Jayanti, Gurunanak Jayanti, Ganesh Chaturthi etc. are few religious festivals of India.
15. Enhancing Destination Attractiveness Festivals are a great anchor for attracting tourism. A festival event encourages tourist to take advantage of this opportunity and visit the place during the celebration. For example, many people are interested in visiting the famous festival of Ganesh Chaturthi in Maharashtra or Durga Puja in West Bengal. Such festivals attract potential tourist and create a feeling of participation. The tourism destination attributes can be grouped into primary and secondary. The primary category includes innate characteristics such as climate, ecology, natural resources, culture, and historical architecture. The secondary characteristics are those developments introduced particularly for tourists such as hotels, catering, transport, activities, and entertainment. The festivals can come under both primary and secondary attributes. For example, religious and seasonal festivals are an inherent part of the community and can be classified as primary attributes whereas most of the thematic festivals like dance festivals and tourism festivals are secondary attributes. Destination attributes help tourist to evaluate the attractiveness of a destination and make destination choices. The more a destination can meet the needs of its tourist, the more it is perceived to be attractive and the greater the probability that it will be selected as the final destination.
16. Extended Seasonality at Destination Seasonality is generally viewed as a problem that limits the economic returns that can be obtained from tourism if destinations were able to attract tourists year-round. Seasonality has been defined as a temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, the expenditure of visitors, traffic on highways and other forms of transportation, employment, and admissions to attractions. The most common action is to attempt to lengthen the main season at a destination, most often by reducing prices charged for accommodation and services in the months immediately before and after the peak season. Here, the goal is to increase the attractiveness of the existing offerings through a price reduction, thus attracting a wider market. Festivals also play an important role in promoting extended seasonality particularly those festivals which fall outside the peak tourist months. Again, tourism festivals or other events when planned and organised just

before or just after the designated peak tourist months will entice the visitors to plan their trip during such festival time.

17. **Fostering community pride and stronger relationships** When festivals are promoted, it fosters a sense of pride within the host community. When residents see tourists taking part in the celebration of their festivals and appreciating them; they are more likely to volunteer with organizations and activities that promote such events. Tourism can develop and grow only when the host community has a positive attitude toward it. Again, the festival planning stage presents an opportunity for relationship-building. It is usually during the planning phase when the connection and bond among public and private organizations, government, and neighbourhood groups are forged. This leads to stronger relationships within a community.
18. **Destination Development** When festivals are recognised and promoted as tourist attractions, it creates a good opportunity to build and develop related infrastructure. To increase the ability to attract visitors and attend events, the infrastructure is a prerequisite for customers to choose destinations and bring satisfaction to tourists. Many projects are invested at the concerned destination to create a modern, synchronous and distinguished destination. This then becomes a catalyst to bring tourists to the destination where the festival is held.
19. **Boosting Local Economy** From a marketing perspective, festival events are increasingly being used as instruments for promoting tourism and boosting the local economy. The economic benefits of successful festivals ripple throughout a local economy benefitting both tourism and non-tourism-related businesses alike. The visitors spend money both on and off the festival site. On-site spending includes admission fees (if it is a ticketed festival event), parking fees, food, and souvenir sales while examples of off-site spending are related to accommodation, restaurants and eating joints, local transportation, general convenience stores etc.
20. **Good and Free Publicity** Festivals also provide good and free publicity for the host destination; first when public media covers it and second when visitors talk about their fun experiences when they go back home. Along with tourists, festivals attract tour operators and other opinion leaders. For these audiences, festivals are a 'media-event', generating an opportunity for a magazine or a news story. Posting comments and photos about their experiences on various social media platforms is yet another publicity which the destination gets free of cost. The only condition which will generate good and free publicity is when the tourists are satisfied and had enjoyed the festival events. The recent Kumbha festival has been made above all concept in single platform, how important is the fairs and festivals.

Some of the important festivals of India

Diwali, the festival of lights, is celebrated by Hindus, Jains, and Sikhs. It is a time for people to come together and light diyas (lamps) to signify the victory of good over evil.

Christmas, the festival of the birth of Jesus Christ, is celebrated by Christians. It is a time for people to come together and celebrate the birth of Jesus Christ.

Eid-ul-Fitr, the festival of breaking the fast, is celebrated by Muslims. It is a time for people to come together and celebrate the end of Ramadan, the month of fasting.

CONCLUSION

Festivals play an important role in everyone's lives as they always bring happiness and joy. Additionally, the festivals are divided into three categories Religious, Seasonal, and National festivals. The purpose of celebrating these festivals is to help us appreciate and embrace our culture or religions equally. The importance of festivals in India is just beyond celebrations because it shows the diversity, integrity and unity of India. Hence, parents must enlighten their kids with significant knowledge about the nation they belong. Festivals are a significant part of Indian culture, acting as a vehicle for the presentation of our values and emotions. While each community has its own festivals and holidays, all religious groups are welcome to participate in these celebrations. India is a secular nation, and holidays are observed for a variety of religious and community celebrations. The kumbh Mela recently in news

according to data released on 26 February, more than 660 million (66 crores) people had taken a dip in the river. The MahaKumbh Mela is the world's largest peaceful congregation of people. This gathering contains millions of devotees immersing themselves in the Ganga Yamuna and the Saraswati waters of which are considered holy by the Hindus, symbolising a purification of the soul and a path to attaining moksha or liberation.

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