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**Significance Of Fairs And Festivals In Human Life**

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## Fairs, Festivals And Communication In India

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### Abstract

*Fair and Festival celebration is a heart of Indian Culture. We can't imagine Indian culture without fair and festivals. This study is proposed to explain the how Indian fair and festivals is related to communication. Indian culture is having great diversities in traditions and customs. Fair, Festivals and communication these three things are interlinked with each other.*

*This study explore link among Fair, festivals and communication.*

**Key Words:** Fair and Festivals, Communication.

### Introduction

Due to fair and festivals human life becomes very colorful, joyful and meaningful. India is known as the land of fair and festivals. Indian people celebrate all events and incidents with the help of celebration. Indian people celebrate all things from birth of baby to death of person.

There are strong bond among fair, festivals and communication as covalent bond. Without communication we cannot imagine Indian fair and festivals. It is observed that sometimes some mythological stories and sometimes some atmospheric reasons are behind the celebration of fair and festivals.

This study explains the relation between fair, festivals and communication.

### Aims and objectives

- To study the communication approach of various fair and festivals celebrated in India.
- To explain the relation between fair, festivals and communication.

**Materials & methods:** Secondary source like internet, textbooks, blogs were used for such study.

For such study '**descriptive research methodology**' was used.

### Conceptual study

#### Meaning Fairs, Festivals and communication.

For the detailed and systematic study of the fairs and festivals and communication in India, we need to the understand meaning of fairs, festivals and communication. Generally, words fair and festival use as interchangeable.

#### Meaning of Fairs

Some scholars stated that the word "Fair" may have originated from the Latin word fair or holydays. According to evidence of fairs from Bible (holy book of christen religion), 2000 years ago fairs were considered as a commercial place for merchants to buy and sell their products or goods. On the basis of detailed study some scholars concluded that at that time business activities and religious activities were held in conjunction with each other. So some scholars believe that the word Fairs may have originated from the Latin word fair or holydays. In India fairs are mostly associated with cultural background of religious activities, festivals, agricultural events, local temple etc. Fair is a place where a large number of peoples gathered at specified time for purpose of buying and selling of goods. In short fair is a mixture of commerce, trade, festivals, religious feast and holydays.<sup>1(a)</sup>

#### Meaning of festivals

The etymology of feast is very similar to that of festival. Among many religions, a feast or festival is a set of celebrations in honor of god and goddesses. A feast and festival are historically interchangeable.<sup>1(b)</sup> There is some definition of festivals as follows.

According to the Webster's college dictionary, festivals means a day or time of religious or other celebration marked by feasting ceremonies or other observances.

According to the Oxford dictionary, festival is a day or period of celebration typically for religious reasons.

According to the Kernerman English learner's dictionary, festival is a celebration of a special religious or cultural event.

According to the Collins English dictionary, festival is a day or period set aside for celebration or feasting especially one of religious significance.

Dr. Robin Tribhuvan defines the festival as "It is an occasion that reinforces the presence of god in the life of the individual and the family and binds them to the community. They are also moments for young people

to absorb and be part of age-old yet still vibrant and living traditions.” A festival may be observed with acts of worship offerings to deity's puja, homa, aarti, fasting, vows etc. With the help of above definition, we define festival as “It is a time of celebration with involvement of family, friends, relatives and community to celebrate the special religious or cultural event.”

### Meaning of Communication

The English word ‘Communication’ is derived from the Latin word ‘communis’ and the Latin verb ‘communicare’ that means ‘to make common’.

‘Communication’ (together with its twin ‘information’) is perhaps one of the most loosely defined terms in contemporary media and cultural studies. Perhaps it is because the term encompasses a multitude of experiences, actions and events, as well as a whole variety of happenings and meanings, and technologies. Thus, a conference or an even a mela or procession is ‘communication event’, newspaper, radio, video and television is communication media’.

phones, computers, satellites and the internet are ‘communication technologies’, and journalist , advertisers, public relation personnel, and even camera crew and news-readers are ‘ communication professionals’.<sup>2</sup>

According to Webster’s Dictionary communication is “sending, giving or exchanging information of ideas, “which is often expressed non-verbally and verbally.

According to Denis McQuail, communication is a process which increase commonality – but also requires elements of commonality for it to occur at all.<sup>3</sup>

### Fair and Festivals in India

In a land of cultural and geographical diversities one gets to enjoy and experience wide varieties of cultures, fairs and festivals and India is the epitome of such experiences. A country where after every hundred kilometer you are embraced by a new cultural identity one gets to enjoy diverse backgrounds, beliefs and heritage. These fairs and festivals are part of the intrinsic cultural fabric of our society as well as a continuation of our heritage. It is in this spirit that we bring to you some of the **vibrant, fascinating and most beautiful fairs and festivals of India** that are organized and enthusiastically celebrated across the country.<sup>4</sup>

The major celebration in India include Holi, Id, Christmas, Diwali, Pushkar Mela, Ganpati, Navratri, Kumbh Mela, Republic day, Pongal, Onam, Surajkund Mela, Goa carnival, snake boat Race, Desert Festival many more, and these fair and festivals reveals diverse regions, religions and communities. During these celebrations of the fair and festivals, each of them reflects the life style and vigor of the people. Most of the celebrations are based on rituals of prayers, exchanging goodwill, decorating houses, wearing new clothes, Jeweler, music, singing and dance and feasting.<sup>5 (a)</sup>

All Indian fair and festivals have lots of diversity according to the culture, life style, language, religion of each states and region, like Durga Puja ( Navaratri) is major festival West Bengal, Ganpati in Maharashtra, also in the western and eastern parts of India, Pongal in Tamilnadu, Onam in Kerala , Goa carnival, Christmas and New year in Goa, car Festival of Puri, Pushkar fair in Rajasthan, Snake boat fair in Kerala, Holi in North India, Kumbh Mela in Haridwar and Varanasi, republic day in Delhi, Diwali is the festivals which is celebrated with almost same spirit all over India.<sup>5(b)</sup>

If someone wants to see the deep roots of the culture, belief, life style, living, food, art, traditions of India, the fair and festivals are the window to view the true color of India.

#### 1. Modhera Dance Festival, Gujarat



This festival was once called the Uttarardh Mahotsavor. Celebrated within the grounds of the famous Modhera Sun Temple, this festival is famous for introducing the cultural beauty and heritage of the land to the viewers via folk dance, music, and other performances. **This three-day festival is celebrated in the third week of January as an indication of the end of winter and welcoming Sun God.** Apart from cultural performances, the festival is also famous for unique rituals, stalls around the temple, legendary story narration, art exhibitions and much more.<sup>6 (a)</sup>

## 2. Konark Dance Festival, Odisha



This is one of the largest dance-based cultural celebrations in the land. **This festival is celebrated on the grounds of the famous Konark Sun Temple.** This festival is celebrated at the beginning of February. Top attractions to enjoy in this temple are dance, music, and cultural performances.<sup>6(b)</sup>

- ## 3. Jaisalmer Desert Festival, Rajasthan



During February, this festival is celebrated in Jaisalmer of Rajasthan. During this festival, you can find numerous local performances like fire dance, gair dance, jugglery, folk musical performances, and others. Camel race, turban tying contest, best mustache contest, and other games will be conducted. The region will be crowded with stalls, where you can buy interesting items like handloom, leather articles, paintings, and others. Puppet shows, camel safari, and other attractions will be conducted.<sup>6(c)</sup>

- ## 4. Goa Carnival, Goa



Goa is famous for its party element and the Goa carnival is one of the most important festivals that attract party lovers to the land. This festival takes place for three days and you can find numerous entertainment activities during this festival. The main attraction of the festival is the large parade of the land, which takes place in major regions of Goa like Margao, Panjim, Mapusa, and Vasco da Gama. You can find stalls filled with souvenirs, cultural performances and much more.<sup>6(d)</sup>

- ## 5. Nehru Trophy Boat Race, Kerala



Also called the Vallam Kali, this boat race is conducted on the Punnamada Lake of Alappuzha. This annual boat race takes place with traditional snake boats. The boat race takes place for 1.4 km of the channel and the boats will hold more than 100 rowers, each. **This festival usually takes place on the second Saturday of August.** However, the date varies from year to year.<sup>6(c)</sup>

• **6. Pushkar Mela, Rajasthan**



**Pushkar Mela or Pushkar camel festival is celebrated in November of every month.** The festival lasts for five days in the small cultural town, Pushkar. This is one of the largest camel fairs, where you will find cultural activities like dance, music, and other performances, local games, a beauty contest for camels, exhibition, camel race, and many other attractions in Pushkar. Souvenir hunting is also an important activity apart from photography, delicacy tasting and enjoying the cultural performances. Some people camp in the grounds of the fair overnight to enjoy nature and watch the early morning activities.<sup>6(f)</sup>

• **7. Hornbill Festival, Nagaland**



**Hornbill is a seven-day festival celebrated in December in Nagaland.** This festival is celebrated with many colorful cultural events like dance performances, local games, floral galleria, carnival activities, music events, and others. The warrior log drum performance is the most significant of all. Many stalls will be erected around the region where you can buy local craft items and other souvenirs. This is also the best festival to enjoy the local attire, delicacies and other elements of their culture.<sup>6(g)</sup>

• **8. Puri Rath Yatra, Odisha**



Puri Rath Yatra, as the name indicates **this festival is celebrated at Puri Jagannath Temple.** This is a car festival (chariot procession) of the temple. **This festival takes place in the month of June or July.** During this festival, the deities of the temple are taken on a procession on a large chariot from Puri Jagannath Temple to Gundicha Temple. Devotees pull the chariot through the streets towards the temple. During the procession, you can find numerous musical performances, dance performances, and unique rituals. You can also find an enormous number of stalls around the temple for souvenir hunting.<sup>6(h)</sup>



9. Hemis Festival, Ladakh



The festival is celebrated in the Hemis Monastery of Ladakh. This festival takes place in June for two days. Although it is a religious festival, numerous tourists visit this place for cultural experience. The main attraction of this festival is the famous masked dance performed by the monks. You can enjoy traditional music performances with instruments like trumpets, cymbals, and others, which are played by the monks. Religious artifacts and scrolls from the monastery are put out for display. This festival celebrates the birth of Padmasambhava, the founder of Tantric Buddhism and an important spiritual leader.<sup>60)</sup>

10. Jaipur Literature Festival



This festival takes place in the Diggi Palace of Jaipur in January. This festival is the largest free literary celebration in the world. Many events, exhibitions, lectures and seminars related to the literature genre are conducted. Many book shows and other activities are conducted by budding writers too. More than 300 speakers will be entertaining the audience during this festival.<sup>61)</sup>

11. Elephant Festival, Jaipur



Elephant festival is celebrated on the day of Holi (February or March) in Jaipur. This festival is celebrated as a tribute to the elephants of the land. Many Elephant based activities like Elephant dance, elephant polo, and others will be conducted. A large procession will be conducted with folk dancers, camels, elephants, horses and others. People sprinkle colored powder on the elephant as they walk in the procession. An elephant beauty contest is also conducted and you can find many elephants wearing accessories.<sup>62)</sup>

12. Rann Utsav, Kutch



This festival is celebrated for more than two months, starting from November to the beginning of February. This festival is celebrated in the salt desert of Rann of Kutch in Gujarat. This is a cultural and heritage-based festival. A temporary city is erected in the middle of the desert to offer numerous culture and adventure-style activities like folk dance performances, handicraft sales, adventure sports, camping, cultural shows, puppet shows, food stalls, and others.<sup>6 (0)</sup>

- **13. Khajuraho Dance Festival, Khajuraho**

**This festival is celebrated in March or February in Madhya Pradesh's Khajuraho Group of Temples.** This festival is conducted to celebrate the dance forms of the land. This festival takes place for a week and numerous dancers from around the country come to perform interesting local art forms like Kathakali, Manipuri, Bharatanatyam, Kathak, Kuchipudi, and others.<sup>6 (m)</sup>

- **14. Marwar Festival, Jodhpur**



**Do not confuse it with the Mewar Festival of Udaipur.** Marwar Festival is a cultural celebration conducted to honor the bravery and valor of warriors and kings of the land. Many folk dance and music performances will be conducted to highlight the heritage beauty of the land. Many folk performances for narrating major wars of the past can be enjoyed. **This festival falls in September or October and it is conducted for two days.** This festival is celebrated in different venues across Jodhpur like Mehrangarh Fort, Umaid Bhawan Palace, Mandore and others.<sup>6 (n)</sup>

- **15. Gangaur Festival, Jaipur**



This is a **16-days festival celebrated in March or April by Hindus.** This festival is observed for Goddess Gauri. This is one of the most colorful festivals, where you can find interesting rituals, processions, delicious delicacies and much more. The last day procession is the top highlight of the festival. The procession starts from Zaani-Deodhi of City Palace and reaches Talkatora after passing through Gangauri Bazaar, Chhoti Bazaar and Chaugan stadium. **Ghevar is the major delicacy of the festival.**<sup>6 (o)</sup>

- **16. Teej, Jaipur**

Teej festival is celebrated to welcome the rainy season. This festival is **celebrated in July or August.** Swings are built under trees and women dress up in green to swing and dance to welcome the rain. This festival is also celebrated to enjoy the union of **Lord Shiva and Goddess Parvati.** This festival is celebrated for two days and a large procession is conducted where the idol is taken around the streets with folk dance, musical instrument performances, and others.<sup>6 (p)</sup>

- **17. Holi, Mathura & Vrindavan**





When it comes to entertainment and color, Holi always catches the first place on the list. This festival is celebrated to spread love. This is also celebrated as a reminder that the Good will always wins Evil. The celebrations start on the eve of Holi when people create bonfire and dance around it. This ritual represents the fall of Holika, a she-demon. On the day of Holi, people drench each other in colors. Many interesting rituals take place in the temples of Krishna.<sup>66(q)</sup>

• **18. Ganesh Chaturthi**



Ganesh Chaturthi is one of the most famous Hindu festivals celebrated throughout the country. The cream of celebrations and activities can be enjoyed in Maharashtra. This festival usually falls in the months of August or September. **This festival is a ten-day celebration.** On the first day, people buy or make idols of Elephant God and pray to it for the next nine days. These nine days involve creating pandals, celebrating with cultural activities, rituals and sharing delicacies. On the tenth day, the idols are taken to any water body and immersed and dissolved in water, representing the circle of life. Many local games and cultural performances are conducted during this festival.<sup>66(r)</sup>

• **19. Durga Pooja, Kolkata**



On the last day of Navratri, the tenth day is celebrated for remembering the epic battle between Lord Ram and Raavan. This festival is also a celebration of victory of good over bad. Durga Pooja is celebrated throughout the country under various names but, the best entertainment and cultural activities are celebrated in Kolkata. This festival falls in September or October. In Kolkata, this festival is celebrated for four days and it concludes on the tenth day of Navratri. The best part of Durga Pooja in Kolkata is pandals where dance, music, musical instruments, plays, storytelling, and other cultural activities take place every day. Numerous delicacies are served each day.<sup>66(s)</sup>

• **20. Navratri, Gujarat**

Although this festival is celebrated throughout the country by Hindus, the state of Gujarat has the most fun and colorful way to celebrate these 9 days. This festival is celebrated for honoring the nine forms of Goddess Shakthi and the battle that killed Mahishasura. For the nine days, people fast, offer prayers and perform rituals. In the evening, many pandals will be erected where cultural performances, plays, and other stage activities will be conducted.<sup>66(t)</sup>

• **21. Diwali**



Diwali is the iconic festival of Hindus. This festival is famous for bursting crackers, fireworks and a long list of delicacies, which are shared with each other. This festival marks the return of Lord Ram to his kingdom after his exile. People decorate their homes with earthen lamps and perform many rituals to deities. The best of all is watching the night sky as it is colored with fireworks from all directions. This festival is celebrated in October or November, throughout the country.<sup>6(u)</sup>

• **22. Christmas**



Christmas is celebrated throughout the world by Christians. This festival is celebrated to mark the birth of Lord Jesus. This festival focuses on sharing gifts and delicacies. The churches of India will conduct special masses, feasts and cultural performances. **This festival is celebrated on 25th December.**<sup>6(v)</sup>

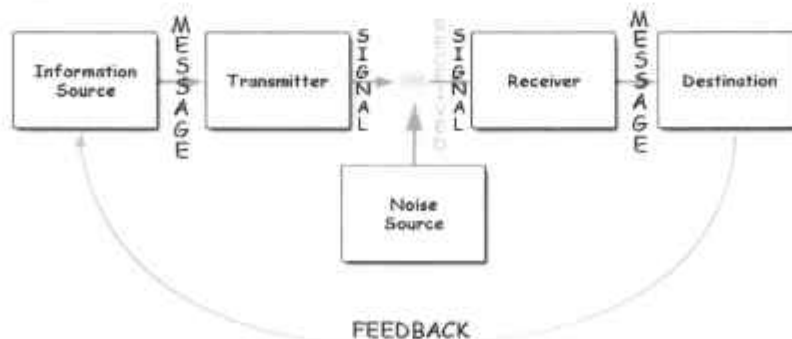
• **23. Kala Ghoda Arts Festival**



**This is an annual celebration, which takes place for 9 days in the Kala Ghoda region of southern Mumbai.** This festival focuses on expressing the art beauty of the land like dance, theatre, literature, music, cinema, and others. Apart from cultural performances, you can find heritage walk, stalls, art galleries, lectures, workshops and much more. This cultural festival is more focused on uplifting the lifestyle of the Kala Ghoda region.<sup>6(w)</sup>

- Each festival in the country is celebrated to recognize an event, element or religion. The best way to get to know India is by visiting it during festivals. There is no scarcity for festivals in the land. No matter when you visit the land, there is always a festival around the corner. This is not the exclusive list of celebrations and you will find much more, indigenous to a region, religion, ethnic group and so on.<sup>6(x)</sup>

• **Relation between Fairs, Festivals and communication**



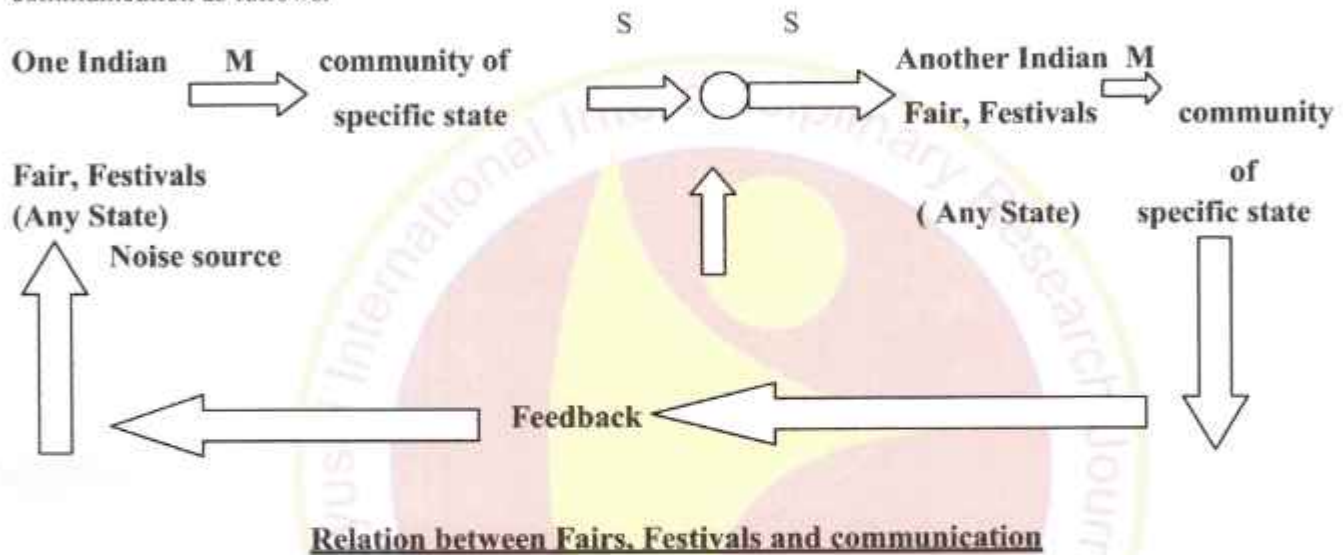
**Shannon Weaver model of communication**

Shannon Weaver model of communication was created in 1948 when Claude Elwood Shannon wrote an article "A Mathematical Theory of Communication" in *Bell System Technical Journal* with Warren Weaver. Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication or "**mother of all models.**" This model is more technological than other linear models.<sup>7(a)</sup>

**Concepts in Shannon Weaver Model**

1. **Sender (Information source)** – Sender is the person who makes the message, chooses the channel and sends the message.
2. **Encoder (Transmitter)** –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.
3. **Channel**–Channel is the medium used to send message.
4. **Decoder (Receiver)** – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.
5. **Receiver (Destination)** –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.
6. **Noise** –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.<sup>7(b)</sup>

With the help of this Shannon Weaver communication Model, we can relate fair, Festivals and communication as follows.



Here,

**M = Message ( values, belief, traditions, culture etc)**

**S = Signal**

**Noise Source = communication Barriers like linguistic, geographical etc.**

Thus, in above model one Indian fairs, festivals from one state is transmitted via communication with the help of community of specific state. And another community of state receives that fairs, festivals. And gives other fair festivals with the help of feedback. There is noise like communication barriers like geographical, linguistic barriers are happen in such communication process.

Besides that condition whole India celebrated such marvelous fairs, festivals with exchanging their values, beliefs, customs, traditions, food, culture, art, joy etc.

With the help of communication process I postulates another model of communication with the help of Shannon Weaver model.

**Conclusion**

Fairs and Festivals are heart of India. This study explains the strong relation between fairs, festivals and communication.

India celebrated such marvelous fairs, festivals with exchanging their values, beliefs, customs, traditions, food, culture, art, joy etc.

This research paper explains the communication approach of various fair and festivals celebrated in India. And also elaborates relation between fair, festivals and communication.



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