

**A STUDY ON SOCIO-ECONOMIC IMPACT OF
GANESH UTSAV IN MUMBAI**

मुंबई में गणेश उत्सव के सामाजिक – आर्थिक प्रभाव पर एक अध्ययन

A

Thesis

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DECLARATION

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DEDICATED TO
MY FAMILY, FRIENDS
AND WELL-WISHERS

PREFACE

CHAPTER 1- INTRODUCTION

The introduction chapter lays the foundation for the study on socio-economic impact of Ganesh Utsav in Mumbai. Socioeconomic impact highlights a social science based understanding that knowledge of economic activity affects the shape of social presence that analyses modern society progress and regional economic changes. Festival mainly emphasizes sales opportunities and various employment across sectors in Food and beverage entertainment, travel commercial logistics, and others which have direct contributions to socio economic factors. On the other hand, it provides a significant role in managing cultural heritage and socio cultural relationship development. This chapter provides an accurate aim and objective of the thesis that provides an accurate understanding of Ganesh Chaturthi celebration and its related impact in managing social and economic aspects. Further, this chapter highlights an overview of overall research based on socioeconomic impact in managing Ganesh Chaturthi Utsav in Mumbai significantly. First chapter mainly focuses on research rationale backgrounds creating aims, and objectives of research. Further, evaluation of research significance has also been obtained that maintains the relation of this research accordingly, and developing further research attributes understanding Ganesh Chaturthi Utsav in Mumbai and socio-economic impact of this festival

CHAPTER 2- LITERATURE REVIEW

The literature review chapter provides an extensive analysis of existing research and traces the inclusiveness of the secondary approach that may facilitate the collection, analysis and synthesis of the present study concerning the socio-economic impact of Ganesh Utsav in Mumbai. The secondary data collection procedure remarkably initiates with the recognition of the related books, secure online data, academic journals as well as books. In this context, the keywords involving the “socio-economic influences”, “cultural importance”, Ganesh Utsav”, “environmental repercussions” and “Mumbai festivals” are incorporated to collect the information for the applicable literature.

Moreover, the publications from the Government and the reports by the Indian authorities are insightful and are taken for evaluation along with the information from the non-governmental institutions that may regulate the aspects of the study. In this context, it can be stated that the gathered information is crucially evaluated to recognize the trends of the research, gaps in the study and rudimentary themes, from the ground of identifying the wider applications of Ganesh Utsav on the socio-economic scenario of Mumbai. Therefore, the structured approach ensures the comprehensive evaluation of the sturdy and fostering coherence in the literature review.

CHAPTER 3- RESEARCH METHODOLOGY

The research methodology chapter provides a comprehensive outline of the procedures and techniques used in the study titled "Socio-Economic Impact of Ganesh Utsav in Mumbai." This chapter includes the research design, data collection methods, sampling techniques, tools and instruments used, data analysis methods, and ethical considerations. The aim is to provide a clear and detailed explanation of how the study was conducted to ensure reliability, validity, and accuracy of the findings.

This chapter outlines the research methodology adopted for the study, which is characterized as an exploratory cum descriptive study. The exploratory aspect aims to investigate the various dimensions of Ganesh Utsav's socio-economic impact on Mumbai, identifying key variables and relationships that influence the festival's outcomes. The descriptive component seeks to provide a detailed account of these impacts by systematically collecting and analyzing quantitative and qualitative data from three primary stakeholder groups: pandals, vendors, and devotees. Through well-structured questionnaires, in-depth interviews, and observational methods, the study captures a comprehensive picture of the economic benefits, social interactions, cultural preservation, and environmental practices associated with the festival. This dual approach allows for a thorough understanding of both the underlying factors and the explicit manifestations of Ganesh Utsav's influence, providing a robust foundation for informed conclusions and actionable recommendations.

CHAPTER 4- DATA ANALYSIS

The purpose of this chapter is to present the results of the data collected for the study on the socio-economic impact of Ganesh Utsav in Mumbai. The chapter aims to analyze the quantitative and qualitative data gathered from various stakeholders, including pandals, vendors, and devotees. By employing statistical techniques and thematic analysis, this chapter seeks to provide a comprehensive understanding of the festival's impact on the local economy, social cohesion, cultural preservation, and environmental sustainability.

Ganesh Utsav, celebrated with great fervor and enthusiasm, not only holds religious significance but also plays a pivotal role in shaping the socio-economic landscape of Mumbai. This chapter delves into the multifaceted impacts of the festival, examining how it influences income generation, employment, social interactions, cultural awareness, and environmental practices. The data analysis is structured to address the key objectives of the study, which include Economic Impact Analysis, Social Impact Analysis, Cultural Impact Analysis, Environmental Impact Analysis.

CHAPTER 5- CONCLUSION AND SUGGESTIONS

This chapter presents the conclusions drawn from the comprehensive analysis of the socio-economic impacts of Ganesh Utsav in Mumbai, as detailed in the previous chapters. This chapter synthesizes the key findings from the data collected from pandals, vendors, and devotees, highlighting the festival's multifaceted contributions to the local economy, social cohesion, cultural preservation, and environmental practices. Building on these insights, the chapter offers actionable recommendations for various stakeholders, including government authorities, community organizations, businesses, and residents, to enhance the positive impacts of the festival while addressing its challenges. The suggestions aim to foster sustainable practices, improve economic benefits, strengthen community bonds, and preserve cultural heritage. By providing a strategic framework and practical steps, this chapter aims to guide policymakers and community leaders in maximizing the overall benefits of Ganesh Utsav, ensuring its continued significance and positive influence on Mumbai's vibrant social and economic landscape. This chapter aims to synthesize the findings from our study on the socio-economic impact of Ganesh Utsav in Mumbai and provide detailed recommendations to enhance the festival's positive effects while addressing the challenges identified.

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CHAPTER – I

INTRODUCTION



1 Introduction

Festivals are a significant part of any culture or tradition. Celebrating, honoring and rejoicing festivals as a part of culture brings numerous benefits to society. The word festival is derived from the word fest which originated from Festivus, a Latin word (Selkani, 2018). There are various definitions of festivals termed by various researchers and scholars throughout the years. Festivals are often special occasions celebrated by various people, cultures, traditions which focus on religious, cultural aspects of society (Kamil Pasya et al., n.d.). Celebrating festivals bring people together accompanied by joy and enthusiasm thus bringing everyone together for a common purpose. However, the meaning of festivals can vary depending on different contexts of culture, tradition or social background. Festivals are usually accompanied by various benefits to various stakeholders associated to the celebration. It brings people irrespective of caste, creed or gender, communal participation is witnessed, it brings joy, enthusiasm and pride to all the people associated (THE IMPACT OF CULTURAL FESTIVALS ON TOURISM, n.d.).

Various research says that festivals are a large cultural event that showcases various art, socio cultural well-being of the society thereby contributing to social, cultural, economic development of the host place. Many festivals are celebrated as a part of religious significance; such festivals are termed as religious festivals. They include various rituals, traditions, ceremonies and express deep gratitude towards culture, devotion and respect to the deities that are worshipped accompanied by spiritual existences. These festivals are celebrated as a part of social gatherings, people joining irrespective of their backgrounds and contributing to sharing, exchanging and participating and strengthening the community bond (Tyagi et al., 2022). Some festivals are celebrated as a part of seasonal changes occurring as a natural cycle of life. This may celebrate the natural agricultural harvest season, arrival of various seasons like spring or winter and achieving the seasonal milestones (Measuring the Impacts of Large-Scale Cultural Events: A Literature Review, 2009). Each festival has its own significance and is associated with its own customary traditions, rituals making it of a unique character. These festivals are also accompanied by special and exclusive decorations, food, rituals, and attire, making it culturally significant. According to researchers' festivals are marked with joy and enthusiasm as it is a grand

celebration usually conducted out of our regular routine. Festival celebrations are done globally and have their existence across various cultures and backgrounds having different agenda of celebration (Saxena, 2021). However, it is celebrated with a common purpose of coming together and celebrating it by keeping community participation in place. Festival thus contributes to various aspects of culture, society, economic and emotional well-being of various people in the community leading to societal welfare, community participation, sense of belonging, foster cultural unity and many other benefits (Singhvi & Ranawat, n.d.). India being a land of culture, traditions and devotion witnesses and honors many religions and festivals with grandeur and opulence. In India, festivals earlier were celebrated with mere religious or cultural intentions. However, nowadays the celebrations have become a large economic activity contributing to the overall development of our country. It was earlier restricted to the host territory but today people from various parts of the world prefer attending different festivals of different regions to experience various aspects of the host place (Singhvi & Ranawat, n.d.).

Festivals around the world reflect the rich cultural heritage of the host place and are incredibly diverse, contributing to overall development (Kamil Pasya et al., n.d.). There are many festivals celebrated and rejoiced around the world. Religious festivals are celebrated keeping in mind the rich religious tradition and rituals of a particular religion. It is accompanied by keeping faith in a particular religion or culture. Religious festivals often involve prayers, rituals, and grand ceremonies to commemorate various teachings and religious practices. It has a great spiritual significance for the believers and followers, giving them an opportunity to reflect and worship thereby deepening the religious identity of people and community by keeping the religious beliefs intact. There various religious festivals celebrated in India and around the world like Deepavali fondly known as Diwali which is a Hindu festival celebrated significantly by the Hindus. Marking the end of Ramdan, Eid- al- Fitr is grand Muslim festival celebrated in various parts of the world. Commemorating the birth of Jesus Christ, Christmas is one of the biggest festivals celebrated around the world by Christians. Hanukkah a Jewish festival celebrated by the Jewish community depicting light, love and peace. Vesak also known as Buddha day is celebrated by the Buddhist marking the birth of Buddha and depicting enlightenment and reflecting on

the principles and teaching of Buddha. Durga Puja from Kolkata, Ganesh Festival of Maharashtra, Holi from Uttar Pradesh, Guru Nanak Jayanti of Sikhs and Punjab etc. are a few examples of religious festivals.

Regional Harvest or Seasonal Festival follows the agricultural calendar and marks a significant moment in the natural seasonal changes occurring. These festivals are celebrated to thank the God for the beginning of various seasons, abundant harvests, and ever flourishing nature. They are also accompanied by various prayers, ceremonies, rituals and offering various deities grand feasts and thanking the agricultural heritage of the host place. These festivals express gratitude and heartfelt thanks to the blessing of nature and are also passed on through generations. Harvest festivals like Pongal, Onam from the South of India, Thanksgiving from the United States of America. To mark the beginning of summer Midsummer festivals are celebrated in Sweden and Lithuania. To mark the winter solstice, winter festivals are celebrated around the world. Pongal a Tamil harvest festival, Baisakhi a harvest festival from Punjab and Onam a harvest festival from Kerala features culture, traditions, rituals and prayers.

Cultural festivals are celebrated to showcase the rich cultural heritage, customs, rituals, art, of a particular region. Cultural festivals depict and showcase the cultural identity thereby preserving the cultural diversity of the host place. These festivals bring people irrespective of their caste, creed, gender and contribute to the community wellbeing and participation. Cultural festivals celebrated around globe are Chinese New Year popularly known as Spring Festival significantly celebrated by the Chinese population as the new beginning of lunar new year. Various carnivals are celebrated by different countries especially in Brazil, New Orleans etc. A very famous traditional beer festival of Germany known as Oktoberfest is now celebrated in various parts of the world. Holi, Navratri, Durga Puja, Ganesh festival are also a few examples of cultural Indian festivals.

Socioeconomic impact includes a social science based understanding that knowledge of economic activity affects the shape of social presence that analyses modern society progress and regional economic changes. Festival mainly emphasises sales opportunities and various employment across sectors in Food and beverage

entertainment, travel commercial logistics, and others which have direct contributions to socio economic factors. Ganesh Chaturthi is one of the major festivals called Navratri in Mumbai that contains four to five day programmes and different rituals in managing the pooja of Lord Ganesha. In Mumbai, India financial capital generated for the festival of Ganesh Chaturthi contains the biggest economic trigger of the state. On the other hand, it provides a significant role in managing cultural heritage and socio cultural relationship development. The purpose of this present study is to evaluate the socio economic impact of Ganesh Utsav in Mumbai. Inclusion of cultural attribute understanding provides social contribution and maintaining accurate collaboration within society which are possible along with the festival of Ganesh Chaturthi in Mumbai. On the other hand, this festival contains economic triggers along with developing different industry based expenses that also manage economic exchange and GDP maintenance. This chapter provides an accurate aim and objective of the thesis that provides an accurate understanding of Ganesh Chaturthi celebration and its related impact in managing social and economic aspects. Further, this chapter highlights an overview of overall research based on socioeconomic impact in managing Ganesh Chaturthi Utsav in Mumbai significantly.

India, the nation of diverse culture, mainly celebrates 11 festivals along with significant 17 occasions annually. These festivals contain different occasions of joy and as well as religious significance which also contain our economic simulation of ecommerce, culture, and community maintenance. Inclusion of different festivals manage communication, and social relationships that also provide a positive impact in managing collaboration within our society. In the context of an economic downturn, Ganesh Utsav festival provides vital respite where the e-commerce Sector can face significant boost during festive season. From a report of 2023, it is seen that Flipkart business has reported gobbling of the sales from previous year where Amazon business witnessed remarkable 150% increase of smartphone sales as well as 3.7 times sales rate development in large appliances (LinkedIn, 2024). This growth of sales provides a direct impact on the economy, which is possible to manage along with these corners that plays a vital role in managing economic aspects of Mumbai as well as in India. On the other hand, the festive season includes social relationship development along with managing communication development and managing

collaboration within society that also provide an important role in managing social relationships. This activity provides a positive role in maintaining social behaviour of humans, and managing knowing each other that manages a collaborative relationship within society to manage overall cultural standard and diversity.

Festivals in India such as Ganesh Utsav in Mumbai contain major economic impact along with including different activities, and rituals that provide positive impact in managing overall economic growth in India. For instance, in 2023 “Ganesh Chaturthi generated approximately Rs 20,000 crore business, employing more than 20,000 families during the peak season” (LinkedIn, 2024). This economic activity and employment development provide major contributions from event management companies to the core food beverage industry that provide a positive role in managing economic growth of the country as well as managing economic exchanges within people and industry. On the other hand, this chapter also provides understanding about localisation industry during festivals that manage marketplace events and overall sales opportunity maintenance of business. However, festivals also impose some challenges such as import of cheaper Chinese products that provide issues in managing overall economic aspect maintenance. It is seen that Chinese products capture 40% of the fireworks business Diwali as well as provide contributions in Ganesh Chaturthi that provide issues in managing economic growth and capability development (LinkedIn, 2024). In this aspect, the Indian government and local authority of Mumbai are needed to take initiative in reducing the use of imported products rather than using local market products that provide a major contribution in managing the economic growth of the country. This chapter provides an overview of the Ganesh Chaturthi Utsav, and its related socio-economic impact that can further manage along with developing appropriate initiatives and planning.

1.1 Background of the study

1.1.1 Changing nature and cultural aspects of the festivals

Expressing the socio-economic effect of *Ganesh Utsav in Mumbai* needs delving into its cultural and historical along with financial roots. The culture of celebrating Ganesh Chaturthi in Mumbai dates to the late 19th century when *Lokmanya Tilak*, a freedom fighter (De Koning, 2022). Modify it from a commercial household occasion to a grand public display. Tilak saw the energy of *Ganesh Utsav* as a platform for

encouraging union among Indians through British society rule. Since then, the occasion has engaged into one of the biggest and most expected public occasions in Mumbai. The socio-economic importance of *Ganesh Utsav* is complicated, from a social motive it works as a combined force, which has brought together overtop boundaries of caste and class along with creed. This has encouraged a sense of community harmony and consensus among Mumbaikars. In a city as diverse as Mumbai, where people recognise individual parts of India and the world.

1.1.2 Religious festival and ethnic aspects in the Maharashtra

Ganesh Utsav acts as an ethnic glue, which has strengthened the attachments of social togetherness. Additionally, the occasion was organised as a platform for artistic creativity and traditional expression. The convoluted pandals built across the city display innovative themes and intricate artwork along with stunning decoration. Skilled workers and craftsmen energetically craft the icon of Lord Ganesh, which has ranged from cultural to modern design, distributing to the promotion and preservation of cultural crafts and arts. Therefore, traditional events like dance performance and music concerts along with theatre enactments are performed during the occasion, which gives a platform for domestic artists to display their creativity. From a financial standpoint, Ganesh Utsav creates employment opportunities and substantial revenue (Sheth, 2022). The occasion drives a rush in customer spending, as people bought creative items and clothing along with sweets and different commodities for the occasion.

1.1.3 History of Ganesh Chaturthi in the city of Mumbai

The Siddhivinayak Temple has witnessed crucial crowds before the 11-days of “*Ganesh Chaturthi*”, which has enabled the introduction of an exceptional gate providing rapid entrance with an amount of money. This gate, amounted to around *Rs 1500*, incorporated products such as a framed photograph of *Lord Ganesha*, a scarf, saffron-coloured laddoos and a raw coconut (Money Control, 2024). The encouragement of tourists has represented the importance of Ganesha as the lord of new beginnings, wisdom, and intelligence in Indian culture.

1.1.4 Location, choice, and exploration of the study areas

The temple of Mumbai has typically acquired around **1.5 to 2 lakhs** tourists regularly during this significant festival, compared to approximately **20k to 30k** on weekdays (Money Control, 2024). The Ganesh Chaturthi festival has performed as an essential financial trigger, which has fostered diverse businesses for an entire month and during this festival. Therefore, financial activities have originated from selling products like flowers, sweets and idols to enhanced sales of consumer durables such as refrigerators and smartphones.

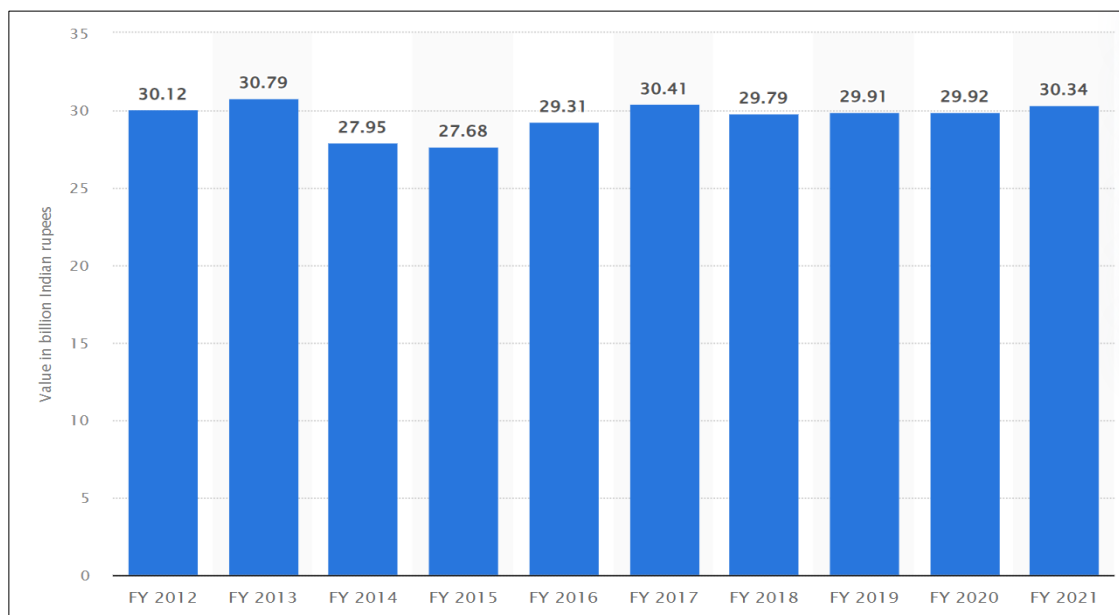


Fig. 1.1 : Gross Value added across Maharashtra in India

(Source: Statista, 2024a)

Maharashtra amounted for around **30 billion Indian rupees** throughout the Indian economy in the financial year 2021 (Statista, 2021). This amount was elevated than the contribution of earlier years from the following state. The extensive surge in requirement for comprehensive festival-oriented services, which has demonstrated an essential financial bloom during this festival, pushed by discounts and offers.

1.1.5 Origin and historical evolution of the Ganesh festival

This financial aspect has expanded beyond Mumbai to different cities such as Nashik and Pune, which has demonstrated a comprehensive effect of the **Ganesh Chaturthi** festival (Money Control, 2024). Community businesses, mostly those engaged in the items and sale of icons and food items along with decorations, observed a notable

boost in vending during this period. Small-scale and Street vendors along with artisans depend on the occasion season to receive a substantial portion of their yearly income. Moreover, the inundation of visitors during *Ganesh Utsav* contributes to the city's economy. Tourists from across India and abroad group to Mumbai to eyewitness the splendour of the occasion which has led to developing demand for transportation and hospitality (Lynch, 2020). Accommodation and hotel and restaurant along with travel agencies sponsor this surge in journey by offering exceptional packages and services customised to the needs of visitors.

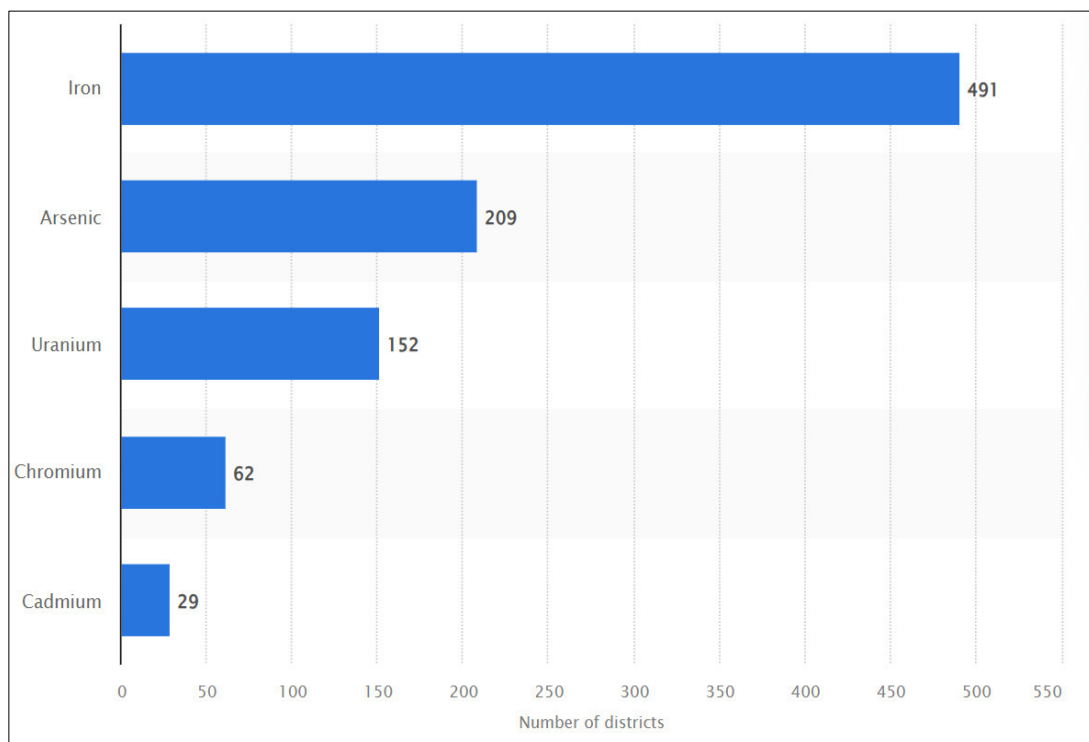


Fig. 1.2 : Water Contamination throughout India

(Source: Statista, 2024b)

In the year 2022, groundwater across **491 Indian areas** had extensive concentrations of iron, which makes it the superior water pollutant throughout the South Asian nations. Moreover, parallel to its socio-economic advantages, Ganesh Utsav also causes certain provocations which have included traffic congestion and environmental degradation along with safety concerns. The concentration of icons made of “*plaster of Paris*” (PoP) conduct to water pollution in Mumbai’s water anatomy which has posed a warning to oceanic life and environmental health (Fuchs, 2023). Therefore,

the huge crowds and parades during the occasion often result in overcrowding and traffic snarls along with safety hazards.

1.1.6 Transformation of the Ganesh Festival to Ganesh Utsav

Ganesh Utsav is not purely a cultural event: It is a socio-economic occurrence that structures the dynamics of Mumbai. Comprehension of its effect requires a panoramic analysis surrounding cultural and economic dimensions along with social. The study targets the complicated interplay between cultural and development along with modernity during the *Ganesh Utsav* in Mumbai.

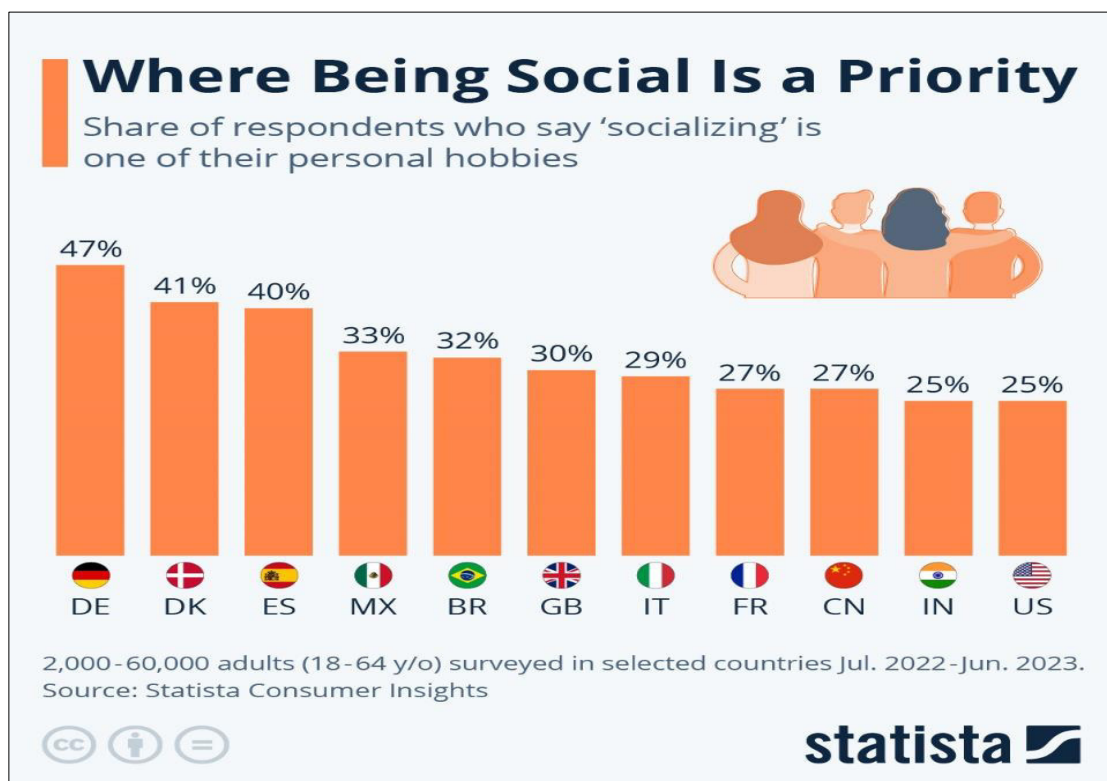


Fig. 1.3 : Socialising Rate of India

(Source: Statista, 2024c)

According to *Figure 3*, in the context of Indian society and culture, being socialised have been claimed around 25% of research participants (Statista, 2024c). On this note, the *Ganesh Utsav* also works as a platform for generous activities and society welfare capability. Many *Ganesh mandals* attract in charitable attempts like arranged blood donation camps which distribute food to the needy and approving educational occasions for disadvantaged children. These advantages reflect the soul of altruism and compassion genetic in the occasion which has reinforced its role as a stimulus for

cultural change and society development. *Ganesh Utsav* rises above strict limits, joining Mumbaikars of all religions in shared festivals. The intricate parades, beautiful enhancements, and energetic cooperation mirror Mumbai's dynamic social personality. Through conventional ceremonies and local meetings, the celebration reinforces social bonds and encourages a feeling of having a place among inhabitants (Saglio-Yatzimirsky and Tang, 2021). The financial meaning of Ganesh Utsav is certain, with the celebration filling in as a significant monetary driver for organisations across Mumbai. From road merchants offering merry treats to huge scope businesses taking special care of the interest for symbols, enrichments, and purchaser products, the celebration creates significant income and works amazing open doors.

1.1.7 Celebration of the Ganesh Festival in Mumbai

The flood in buyer spending during this period helps nearby organisations and animates monetary development in the area. Ganesh Utsav draws in many guests from inside India and abroad, contributing fundamentally to Mumbai's travel industry. The city turns into a dynamic centre point of the travel industry, drawing in enthusiasts and sightseers the same to observe the loftiness of the celebrations (Galton, 2023). Inns, eateries, and other neighbourliness foundations experience uplifted movement, taking special care of the convergence of guests during the celebration season. The soul of magnanimity is profoundly implanted in Ganesh Utsav, as aficionados and local area associations effectively participate in magnanimous drives. From coordinating free feasts for the oppressed to supporting instructive and medical services programs, the celebration encourages a culture of rewarding society. Through different social government assistance exercises, Ganesh Utsav supports the upsides of sympathy and fortitude inside the local area.

1.2 Research Aim and Objectives

Aim

The aim of this study is to explore Ganesh Utsav festival and Socio-economic impact of Ganesh Utsav in Mumbai.

Objectives

The major objectives of the study are:

a) To analyse the impact of Ganesh Utsav to the economy of Mumbai

To study the employment and income generation in both organized and unorganized sector. The boost happening in various sectors like food industry, music industry, real estate sector, idol making and decoration sector and various other sub- sectors during the Utsav is phenomenal therefore the amount of money that flows into different activities needs to be systematically studied. The study will also help evaluate the financial impressions of Ganesh Utsav on the local economy of Mumbai that involves the generation of revenue from the street vendors, tourism and small businesses.

Further this impact will be analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

b) To study the socio-cultural contribution of Ganesh Utsav in Mumbai

To understand the cultural pride and traditional values, community participation and communication, awareness of the culture, improved quality of community life, strengthening of community bonds as a part of cultural and social contribution to Mumbai during Ganesh Utsav festivity. Understanding the social responsibilities fulfilled by various stakeholders involved in the Ganesh Utsav activities for betterment of the city and the people. Further this impact will be analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

c) To construct a suggestive model

The main aim of this research is focused on Ganesh Chaturthi Utsav, and its related socio-economic impact understanding that provides a major contribution on the economy and social collaboration maintenance in Mumbai. In this context, analysis of different factors that provide significant contribution in managing the economy and social context are needed to evolve (Kumar et al., 2020). Festivals help to develop sales of different products, and service requirements for exchanging money. In this context, inclusion of suitable products based on the local market can develop an

overall economic impact which provides a contribution in managing the triggering of this state economy as well as maintaining impact on the country's economy in India. On the other hand, Ganesh Chaturthi has a significant role in managing cultural aspects that enhance cultural diversity and social relationships within people. In this regard, Mumbai people celebrate this festival around four to five days that contribute to the major significance of this festival as well as maintaining social collaboration (Harsha et al., 2020). Research objectives also focused on the understanding of socio economic impact regarding the festival of Ganesh Chaturthi that provides major influence in managing economic growth and prospective maintenance. Inclusion of appropriate strategies are also managed overall economic and social impact along with managing contribution of festivals which ensure the overall growth of Mumbai, India.

1.2.1 Research Questions

- What is the festival of Ganesh Chaturthi Utsav and its related significance in managing socio economic effect in Mumbai?
- What are different factors based on Ganesh Chaturthi Utsav and its impact on handling economic and social contributions in Mumbai?
- What are challenges in handling social and economic effects regarding the festival of Ganesh Chaturthi and its related challenges in managing contribution to socio-economy?
- What are recommended strategies in managing cultural, economic and social effect for Ganesh Chaturthi Utsav in Mumbai?

Research questions mainly help to set out the overall answer of research, which ensures further planning to maintain understanding of Ganesh Chaturthi potential in managing social, and economic aspects in Mumbai. Inclusion of this question also helps to understand potential challenges in managing social and economic factors that provide negative impact in managing economic growth (Harsha et al., 2020). On the other hand, different factors such as market trend, market situations, customer requirements and others also provide a major impact, in managing the festivals of Ganesh Chaturthi, and related social economic contributions which are needed to consider. Answering questions based on strategy provides understanding about

cultural and social activities as well as economic performance maintenance in Mumbai along with Ganesh Chaturthi Utsav.

1.2.2 Problem Statement

Challenges in managing socio economic activity in regards Ganesh Chaturthi obtained such as import products from other countries, improper planning of events, insufficient skilled labour, and others that provide an impact on the economy of Mumbai. In this regard, present market trends are also changing along with differences of customer requirements that also provide impact in managing this festival related economic sustainability. Food wastage is one of the major challenges that is obtained during festivals that also provide negative influence in managing economic aspects (Prajapati, 2024). Skill labour shortage also contains challenges along with abduction of technologies that provide issues in managing event activity maintenance as per customer requirement. These challenges provide impacts the event managers of these poojas are focused on reputed organisation-based event management activity handling that provide a negative impact on local business. On the other hand, the perspective of import such as importing products from China for cheapest hinges also contains challenges in supporting the local economy and provide limitations in handling economic contribution for Ganesh Chaturthi Utsav. These issues contain problems in maintaining the contribution of Ganesh Chaturthi Utsav in the economy of Mumbai that are needed to resolve.

Ganesh Chaturthi Festival celebrates Lord Ganesha's birthday that includes the cultural and social values that reflect unity and diversity within people. Freedom of people has also been noticed along with different cultural activities and rituals in India. However, discrimination of social classes provides a negative contribution in managing overall social influence and culture maintenance that are needed to mitigate (Noonwal & Kaur, 2021). On the other hand, poverty and corruption also provide challenges in managing social relationships that also provide barriers in managing collection within people during festivals such as Ganesh Chaturthi. Inclusion of appropriate social relationship, and employment are required in managing more social and economic growth maintenance along with Ganesh Chaturthi in Mumbai that place contribution in maintaining overall growth of Mumbai.

1.2.3 Research Rationale

The celebration of Ganesh Utsav in Mumbai, is an annual occasion respecting the elephant headed creator Lord Ganesha, is extremely implanted in the socio-cultural structure of the city. Moreover, amongst the vibrant occasions and cultural flavour, there survives a pressing issue that commands attention: the socio-economic effect of Ganesh Utsav on the city and its residents. Primarily, the sheer clamber of the occasion poses important challenges, with millions of enthusiastic participants participating in the occasion (Chatterjee, 2023). There is a pressure on the city's structure, which includes waste management and transportation along with environmental pollution which are frequently compound during this period which has affected visitors and residents. Moreover, the financial implications of **Ganesh Chaturthi** are complicated, while the occasion serves as a crucial source of earning for numerous businesses which have included icon makers and event organisers.

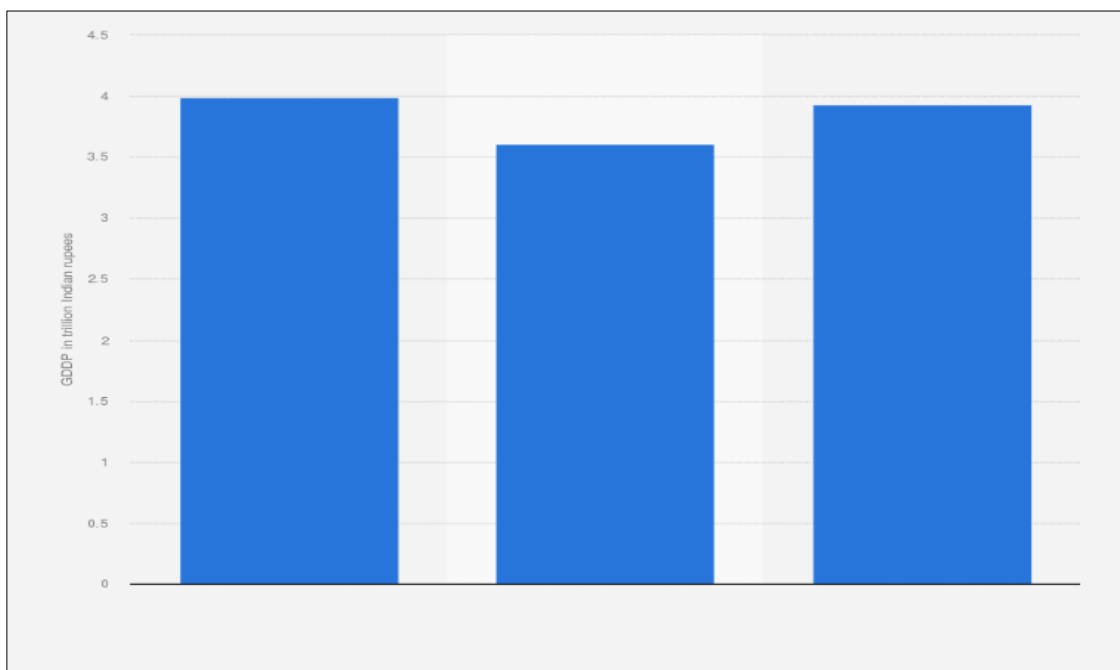


Fig. 1.4 : GDP Growth of India

(Source: Statista, 2024d)

According to *Figure 4*, the real GDP of Mumbai was around **3.93 trillion Indian rupees**, an elevated from the earlier fiscal year (Statista, 2024d). It also places economical barriers on specific societies, most have the families invest considerable resources in arranging elaborate celebrations and frequently leading to economic debt

and strain. Therefore, the exploited of the occasion construct questions about its traditional inclusivity and integrity. As business interests progressively dominate the historical surrounding *Ganesh Utsav* and cultural practices and advantages may be reflected or marginalised (Konar, 2024). Moreover, the commodification of traditional events can provide social disproportion as access to excessive celebration becomes accidental on economical means. Additionally, the environmental effect of *Ganesh Utsav* cannot be neglected, the concentration of Plaster-of-Paris (PoP) icons in water bodies present a warning to aquatic ecosystems. While the use of non-biodegradable items adds to the city's unwanted management challenges, enterprise advertising *eco-friendly* celebrations have earned traction in new year, but more interactive efforts are required to mitigate the environmental impression.

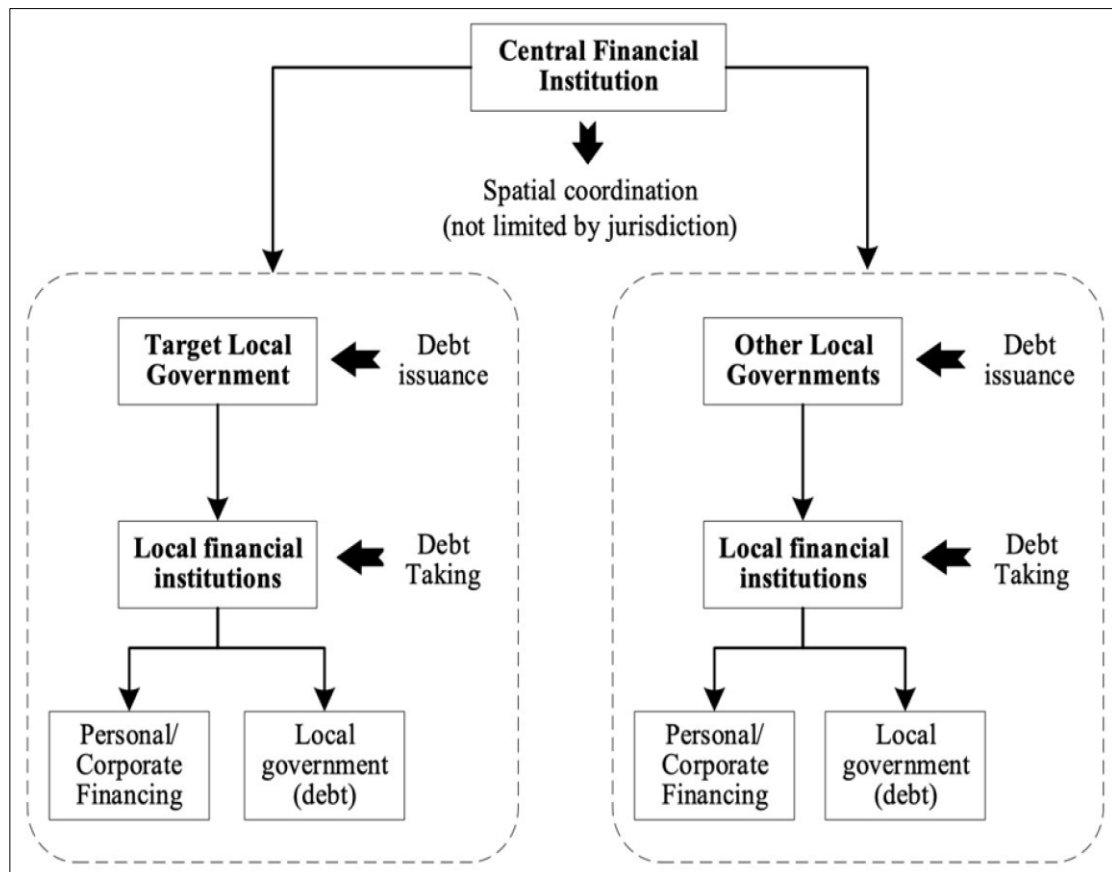


Figure 1.5: Central Financial Scenario

(Source: MDPI, 2024)

The socio-economic effect of Ganesh Utsav in Mumbai, the consequence of addressing the problem lies in its complicated suggestion for the city's cultural fabric and financial stability along with environmental sustainability. Initially, from a

financial thought process, *Ganesh Utsav* presents the two difficulties and prospects (Gusinge, 2023). At a point, while it encourages social articulation and society union alongside the event, structure strains the city's foundation and assets. This tension appears in various ways, as wrecked public administrations and uplifted security worries alongside gridlock. In addition, the conservative boundaries put on unambiguous and families to subsidise elaborate festivals can compound existing financial incongruities which has influenced minimised society lopsidedly. Also, learning the monetary components of Ganesh Utsav unveil its mind-boggling association with local area organisations and work alongside action. On one hand. The event invigorates monetary exercises which has helped areas, for example, transportation and symbol making alongside accommodation.

Additionally, the utilisation of abundance and financial matters in unambiguous regions might keep up with imbalances, while the reliance on temporary work for event related difficulties might need fair compensation and dependability. Furthermore, the additional utilisation of assets like water and power which has persevered through the event period grows ecological examination of environmental change and corruption (Benjamin and Pillai, 2023). The socio-economic effect of Ganesh Utsav in Mumbai is a crucial issue justifying analysis and investigation. Comprehension the interplay between regional economics activities and tradition along with environmental examination is crucial for informed policy formulation and decision making. Collaborators can work concerning fostering a more resilient and inclusive society along with an acceptable framework for celebrating Ganesh Utsav which has endured its relevance and longevity in the dynamic urban prospect of Mumbai.

The study examines how Ganesh Utsav impacts Mumbai's social economic and cohesion along with dynamic and environmental sustainability which has highlighted the need for stabilised approaches to preserve culture while confessing contemporary challenges. The schedule of the study on the socio-economic effect of Ganesh Utsav in Mumbai is specifically relevant due to various contemporary factors structure the occasion's implications and significance for the city. Firstly, rapid demographic and urbanisation shifts have converted Mumbai's socio-economic landscape which has influenced the dynamics of traditional and cultural practices (Tikkha, 2023). As the

city incident spatial expansion and population growth, the company and structure of occasions such as Ganesh Utsav have progressed which has impacted various features of urban life, which has included commerce and community identity along with infrastructure. Secondly, international and technological development have facilitated improved exchange and connectivity which has influenced the commodification and commercialisation of traditional events. Ganesh Utsav has become not only a cultural observation but also a marketing opportunity and visitor attraction which has affected local societal and economic values.

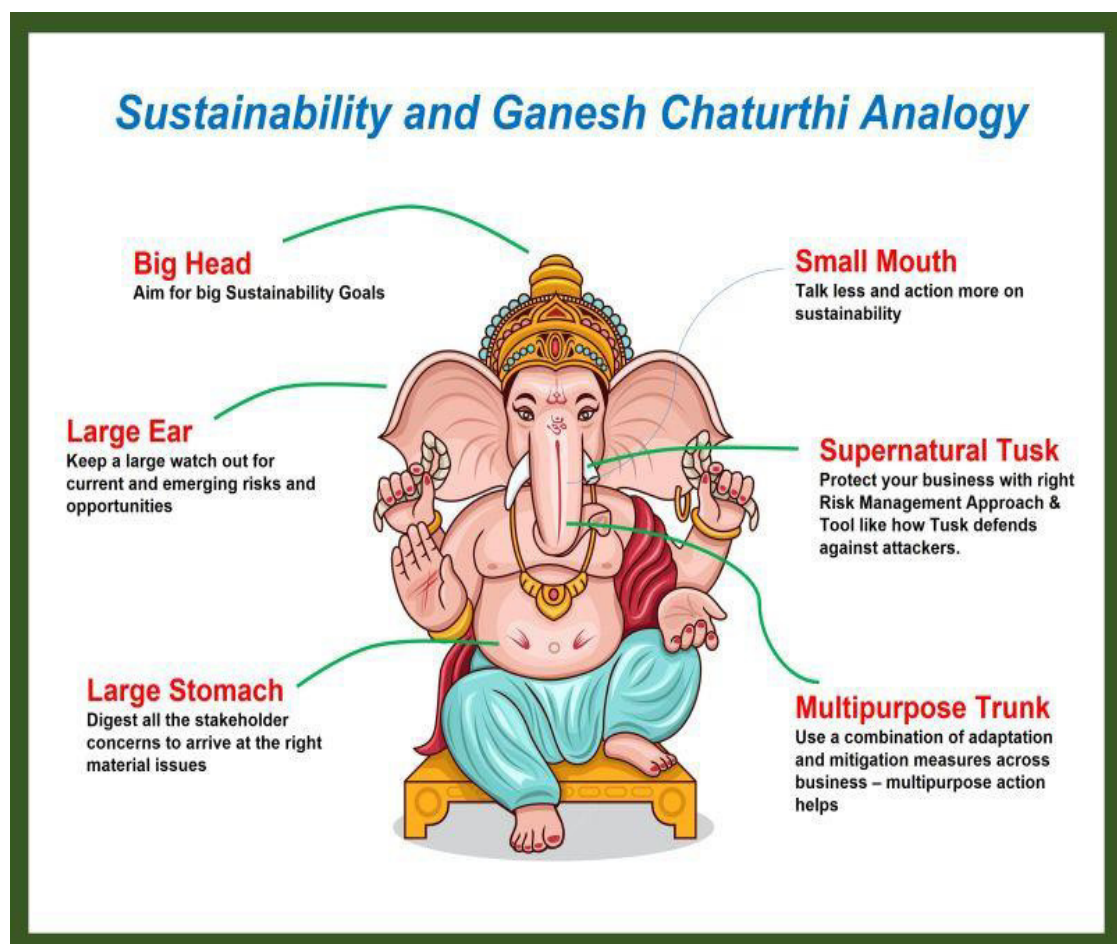


Fig. 1.6: Analogy between Ganesh Chaturthi and Sustainability

(Source: LinkedIn, 2024)

Comprehension of the contemporary financial dimensions of the occasion is critical for assessing its socio-cultural significance. Therefore, extended environmental awareness and concerns over renewables have generated calls for eco-friendly practices and dependable stewardship of organic resources. Against the scenery of

surrounding change and environmental humiliation the environmental effect of Ganesh Utsav which has particulates the concentration of non-biodegradable icons, has assembled heightened attention. Moreover, socio-political dynamics which has included governance model and policy structure along with society engagement play a remarkable role in the socio-economic effect of *Ganesh Utsav*. Issues like culture of occasion and inclusivity and allocation of resources in decision-making structure intersect with barriers, debates on citizenship, and social justice along with governance (Norhidayah and Ahmad, 2024). The study's readiness lies in its inspection of *Ganesh Utsav* within the modern context of globalisation and urbanisation along with governance dynamics and environmental awareness.

The research has shed light on an in-depth socio-economic effects of Ganesh festival throughout India, which has explored the multilayered impact on diverse factors of the life of the cities. The review, first and foremost, explains the celebration's part in encouraging social solidarity and character. Ganesh Utsav rises above strict limits, filling in as a bringing together power that unites individuals of different foundations. Through lively parades, elaborate improvements, and common customs, the celebration fortifies social union and supports Mumbai's social mosaic. Ganesh Utsav develops a feeling of having a place among occupants, cultivating a common social personality that rises above contrasts by praising variety and inclusivity (Mueller-Wolfertshofer and Boucsein, 2023). Also, the analysis features the celebration's huge commitment to the neighbourhood economy. Ganesh Utsav fills in as a significant financial improvement, creating income and work prospects across different areas.

From the limited scale merchants offering conventional desserts and contributions to the enormous scope ventures delivering symbols and improvements, the celebration fills financial action and drives business development in Mumbai. The flood in customer spending during the celebration season gives an essential help to organisations, supporting deals and invigorating financial improvement in the locale (Tang, 2021). Moreover, the review highlights the celebration's effect on the travel industry and cordiality. Ganesh Utsav draws in many guests from across India and all over the planet, changing Mumbai into a clamouring centre point of the travel industry. Lodgings, cafés, and other cordiality foundations experience a flood popular

during the celebration season, taking special care of the inundation of travellers and fans.

1.2.4 Signification of the Research

The present research signifies the impact of Ganesh Chaturthi Utsav in Mumbai in handling economic and social context management. The present study has been initiated in managing the contribution of accurate goals in reducing issues and handling social and economic growth in Mumbai along with evaluation of festivals. Different aspects such as cultural attributes, social connectivity and others also provide a major contribution in managing overall social relationships (Nair, 2022). On the other hand, different festivals and rituals contribute a rival effect in managing resources and handling overall business sales which provide an impact in maintaining the overall GDP of the state as well as the country. These activities led to sufficient growth maintenance along with taking the understanding of Ganesh Chaturthi Utsav that provided a significant role in distributing economic and developing employability in maintaining overall workflow that triggered the development of Mumbai (Kapoor, 2024). This research led to a significant understanding of A festival importance in managing social and economic activity as well as managing collaboration with people that enhance overall society context accurately. utilisation of appropriate employability and economic opportunities, it is possible to manage the positive impact of a festival such as Ganesh Chaturthi Utsav.

The research significance also provides understanding about the influence of Ganesh Chaturthi in managing economic context and growth in Mumbai that plays a positive role to trigger the overall economic situation of the state as well as country. This present study also covers prominent activities, and influence regarding Ganesh Chaturthi, and its associated influence in handling the economic sustainability of Mumbai. On the other hand, this study also managed direction in managing further economic activity and growth along with utilising festivals in figuring economy, and social relationship development. This study also plays an important role in determining the value of Ganesh Chaturthi in managing social terms and relationships, which provide impact in managing overall growth of society. On the other hand, local businesses also faced issues for import from foreign markets that also provided limitations in managing economic aspects that further needed to

develop along with taking appropriate initiatives (Piramanayagam & Seal, 2021). This resource provides understanding about initiatives that the government can take in managing economic, and social growth as well as managing customer focus on local products that ensure overall economic sustainability in Mumbai.

Ganesh Chaturthi Utsav Celebrated all over India, this festival started and ended with different rituals and gearing up for Garnish Visarjan. In Mumbai, this festival is popular with the passion of celebrating this festival that provides impact on social and economic activity maintenance. Ganesh Chaturthi was celebrated all over India that festival started and will now end with great pomp and fun as India is now gearing up for Ganesh Visarjan. “The idol of Ganesh is generally made up of clay, Plaster of Paris (POP), plastic and cement where toxic paints are also used in decorating the idol” (Indiatoday, 2024). This festival of Ganesh Chaturthi celebrates the birth of Lord Ganesha that reflects diversity, prosperity and freedom of people, which maintains cultural diversity in India. On the other hand, along with the vibrant session of Navratri, it is possible to understand the multifaceted impact of the festival such as in economic employment generation and local ecosystem maintenance (Saxena, 2020). Along with rituals and festivals of Navratri, major economic impact has been noticed that provides influence in managing economic growth, maintenance and handling local people's economic perspective accurately in Mumbai.

Along with maintaining the celebration of Ganesh Chaturthi Utsav, it is possible to manage the financial expense of people that provide contributions towards the economy that are possible to understand with more clarity. This understanding contains a significant role in managing further decision making processes related to this type of festivals and managing triggers towards social and economic relationship handling (Mohan et al., 2023). However, the limitations are also needed to understand in maintaining appropriate initiative which ensure the overall economic growth as well as social perspective development in Mumbai. On the other hand, this Navratri festival also provides a contribution in understanding Indian cultural diversity and heritage that plays an important role in managing other country people's attraction in attending this type of festival. This factor contains opportunities to devolve over economic growth and provide positive influence in managing social and cultural diversity development in India.

1.2.5 Dissertation Structure

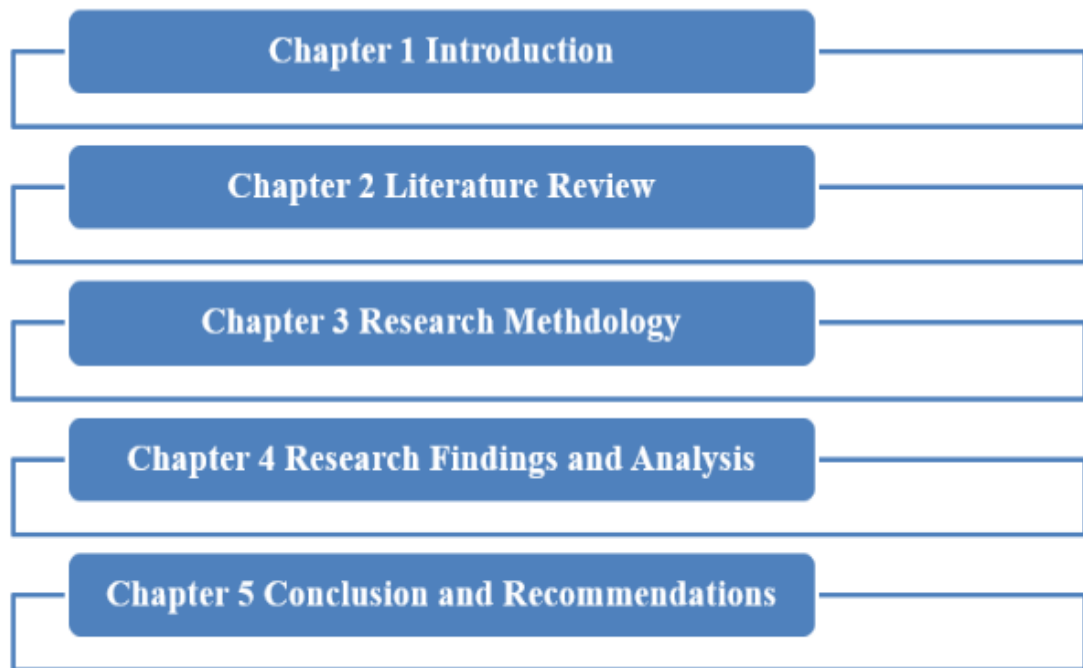


Fig. 1.7 : Structure of Dissertation

(Source: Created by Author)

Dissertation structure plays an important role in managing overall research activity and overview that ensure appropriate understanding of the overall research. This present research is focused on Ganesh Chaturthi Utsav in Mumbai, and its related impact on social and economic factors that are needed to evaluate along with using appropriate structure of the dissertation. First chapter mainly focuses on research rationale backgrounds creating aims, and objectives of research. Further, evaluation of research significance has also been obtained that maintains the relation of this research accordingly, and developing further research attributes understanding Ganesh Chaturthi Utsav in Mumbai and socio-economic impact of this festival. The second chapter has focus on existing literature based understanding, and power crucial areas of thesis that review existing literature as per research topic. This evolution provides understanding about Chaturthi Utsav significance and related impact of social as well as in economy. Third chapter focused on research methods that undertake accurate research activity based on objectives As well as provides justification in selecting appropriate methods of data collection. Chapter four covers

data analysis and results with undertaking research contexts and discussion of the key findings of study. The chapter 5 provided conclusions, and recommended strategies in managing the situation of research more accordingly.

1.2.6 Chapter Summary

In synopsis, the examination uncovers knowledge into the huge monetary effects of the Ganesh festivity in Mumbai, outlining its assorted impact on various elements of metropolitan life. It, first and foremost, features the festival's work in empowering social courage and connection. Ganesh Utsav transcends social cutoff points, joining individuals of grouped establishments through vivacious motorcades, elaborate embellishments, and normal functions. This celebration builds up friendly bonds and supports a sensation of having a spot among Mumbai's tenants, empowering a typical social person that embraces assortment and inclusivity. Also, the audit includes the festival's gigantic obligation to the nearby economy. Ganesh Utsav fills in as a critical money related driver, enlivening pay and work open entryways across various regions. From restricted scope traders offering standard commitments to colossal extension endeavours making images and upgrades, the festival fills monetary development and advances business improvement in Mumbai.

The flood in purchaser spending during the festival season offers significant assistance to associations, supporting arrangements and driving monetary headway in the region. The festival's pervasiveness as a getaway destination upholds pay for the area as well as updates Mumbai's remaining as an enthusiastic area for social experiences. Likewise, the assessment uncovers understanding into the festival's part in propelling social government help and charitableness. Ganesh Utsav propels showings of respectable objective and compassion, as fans and neighbours take part in various social government help drives. From figuring out free meals for the poor to supporting enlightening and clinical benefits programs, the festival energises a culture of compensating society. In this manner, through their total undertakings, individuals in Ganesh Utsav add to the thriving of their organisations and reaffirm the potential gains of compassion and grit.

CHAPTER – II

REVIEW OF LITERATURE



2 Literature Review

The literature review methodology for the current study represents the inclusiveness of the secondary approach that may facilitate the collection, analysis and synthesis of the present study concerning the socio-economic consequences of the Ganesh Utsav in Mumbai. The secondary data collection procedure remarkably initiates with the recognition of the related books, secure online data, academic journals as well as books (Pederson *et al.* 2020). In this context, the keywords involving the “socio-economic influences”, “cultural importance”, Ganesh Utsav”, “environmental repercussions” and “Mumbai festivals” are incorporated to collect the information for the applicable literature. As stated by Baldwin *et al.* (2022), collecting the data from the priorly reviewed articles is essential to foster the dependability and reasonability of the information. Furthermore, the historical documents and the previous evaluations of the social and economic influences of a similar context are reviews for conducting a comparative exploration.

Moreover, the publications from the Government and the reports by the Indian authorities are insightful and are taken for evaluation along with the information from the non-governmental institutions that may regulate the aspects of the study. In this context, it can be stated that the gathered information is crucially evaluated to recognize the trends of the research, gaps in the study and rudimentary themes, from the ground of identifying the wider applications of Ganesh Utsav on the socio-economic scenario of Mumbai. Therefore, the structured approach ensures the comprehensive evaluation of the sturdy and fostering coherence in the literature review.

2.1 Theoretical Underpinnings

2.1.1 Festival Economy

The idea of the festival economy is circumscribed by the economic functions, created by the social as well as cultural programs (Bouquillion and Ithurbide, 2023). This can be addressed as profound for addressing the driving significance of Ganesh Utsav towards the economic activity and establishment of jobs in Mumbai (Burte, 2020). Depending on the “*multiplier effect theory*”, it can be stated that the festival economy is important for recognizing the spending of the economy in a particular sector that fosters the activity of the economy throughout different industries (Tribe, 2020).

During the period of Ganesh Utsav, investments in food, idol decoration and entertainment facilitate the local retailers, business persons, artisans and vendors (Dutta, 2023). Moreover, in return, various employee opportunities are created which can be both permanent as well as temporary, in the different industries such as transport, retail and hospitality (Behera, 2024). On the other hand, “*Richard Florida’s theory*” concerning the creative class is essential in spotlighting the contribution of the cultural programs that captivate tourists and escalate the local economies (Richards, 2020). Furthermore, the “Ganesh Utsav” attracts thousands of visitors that represent the advantages in the local economy through the enhanced expenditures on transportation, accommodation and dining (Tang and d’Auria, 2023). However, this incursion not only escalates the revenue but also encourages the local economies by establishing jobs and reinforcing the social tourism that accelerates the integral contribution of the festive in the economic scenario of Mumbai.

2.1.2 Gift Economy

The purpose of the gift economy is as demonstrated by the *anthropologist “Marcel Mauss”* in “The Gift” which represents the contribution of sponsorships as well as donations for encouraging the Ganesh Utsav and reinforcing the social alliances (Sanchez, 2022). This framework does not define the exchange as a pure transaction but also represents it as social saturation and cultural importance that increases the coherence of the community and its reciprocity (Sanchez, 2022). Furthermore, the fundamental funding of the Ganesh Utsav comes from sponsorships and donations from different businesses, individuals and families that foster the activities of the festivals to enlarge the idols for arranging the public events (De Koning, 2022). However, these contributions are often conducted without the desire of direct coming back which indicates the perception of responsibility as well as community efforts (De Koning, 2022). In this regard, the way of generating strengths in the social bond, as a contributor and receiver associate in a shared religious and heritage experience, the cooperation and respect can be reinforced. In this way, such liberality and abundance nurture the cycle of permitting and sustaining, the study underpins the social independence that ensures the sustainability of the festivals and elucidates the rigorous social aspects implicit in the gift economy.

2.1.3 Civil Society and Social Capital

Manuals can function as a tool for robust social capital and it can be explored in the consideration of the Ganesh Utsav in Mumbai. In this context, social capital indicates the networks of communication, reciprocity as well as trust that belong to a community (). Furthermore, civil society organizations which are inclusive of community groups can establish and reinforce the shared importance through multiple means. The manuals produced by the community organizations associated with the Ganesh Utsav can be identified as a “civil society tool” as these are essential to indicate proper procedures for the immersion of idols. Moreover, the manuals are important for outlining the reduction of environmental consequences and regulations of order in the meantime of the celebrations. In this way, the manuals have significantly become the path of civil society for reinforcing cooperation and common values that leverage more coherence and resilience in the community.

2.1.4 Urban Public Space and Placemaking

The transformation of the public latitudes is ensured by Ganesh Utsav by making the placemaking approaches that can be related to the *theory of “urban public space”*. Temporarily reformation of the square, parks and streets is done for the festival of Ganesh Utsav which also reinforces the interactions of the community and expressions of the cultures (Carr, 2020). In this context, the idea of the *“right to the city by Henri Lefebvre”* indicates the collective accuracy of the citizens and their urban spaces at the time of the festival (Biagi, 2020). Moreover, *“Jan Gehl’s theory”* can be stated as essential for designing human-scale and rejuvenating public spaces that increase the pedestrian-friendly culture and social correspondence (Cerrone *et al.* 2021). In this way, the redefinition of the urban space has been fostered as inclusive and vibrant hubs by Ganesh Utsav concerning the collection of social association and celebration.

2.1.5 Cultural Production and Consumption

The Ganesh Utsav is circumscribed by the production of culture and the consumption of theories that formulate the social structures, meaning and identity. In this regard, *“Stuart Hall’s decoding/encoding model”* can be recognized for indicating the way by which the rituals and symbols of the festival conduct cultural communication and promote the collection of acknowledgement of religious specifications and

community stuff (Huang *et al.* 2021). On the other hand, “*Pierre Bourdieu’s theory of cultural capital*” represents the performances and involvements in the festivals for emphasizing the social hierarchies and elaborating the celebrations that monitor prestige as well as status (Jæger, 2022). In this way, based on these theories, the functions of Ganesh Utsav as a cultural site can be identified which indicates the construction of cultural values, identification of identities and negotiations with social distinctions.

2.2 Economic Impact of Ganesh Utsav

2.2.1 Industry and Employment Generation

Ganesh Utsav in public was started in 1894 by Lokmanya Tilak to unite people from all religions and casts. As part of a national celebration, Bappa, who was present in the home and inside the temple, was now worshipped on the road and it was accessible to people from all classes of the society. Ganpati Utsav was quickly adopted by the people who in general love festivals. Tilak began educating people through kirtan, music, fairs, and speeches. Soon these Ganpati Utsav in public become very popular in Mumbai. There was a time when many workers took part in Ganesh Utsav. (Tilak.,2023). These fairs and public gatherings created opportunities for sales and promotion of different products among the locals.

In recent times medium-sized and small enterprises have been growing in India continuously, and sales and production for this business are growing steadily. In India, in the festive season, the companies run different marketing strategies like offers and discounts to get the attention of the consumers. The festivities provide opportunities to the companies and give these businesses the ability to grow their workforces and increase sales. Festive season sales account for between thirty-five and forty percent of typical sales of sweets, namkeen, and other snacks, so it's a great time for merchants to increase their sales. As the festival season progresses from Rakhi to Diwali, there is an increasing need for snacks to be eaten at the house. This enables the merchants to maximize the event and increase revenues. a whole nation where devotion to traditions and values influences significant and costly decisions regarding religion. To enhance the impact of these events, retailers and other suppliers offer various incentives, like discounts and giveaways, to draw in more individuals. The feeling of belonging that festivities promote benefits both the economy as well as

society as a whole, acting as catalysts for the functioning of the market. One may fairly contend that festivals strengthen ties, promote civic pride, and enlighten individuals. The hospitality sector of events, exhibitions, and festivals constitutes one of the travel sectors' most rapidly expanding categories. It is becoming increasingly well-liked as a means of stimulating regional economies in the countryside.

Around September the celebration of Ganesh Chaturthi is observed in India, primarily in Maharashtra and the surrounding areas. A previous assessment from ASSOCHAM stated that the event produces a business of twenty thousand crores. It turned out that, in contrast with popular belief, Owaisi's hometown of Hyderabad produced twenty-five percent out of this staggering amount. As reported by CAIT, over twenty crores of idols were supposedly sold in the past year. Order for pandal designers increased by thirty-eight percent while that of the Pandit ji (the person who offers the puja) increased by fifty percent. So, the Revenues of idols were not the only things that increased significantly during Ganesh Utsav: Pandit Ji's, household decorators, flower dealers, and ornament makers all noticed increases in sales (Pote.,2023)

Cost Expenditure Spent

Sr. No	Expenditure spent on	Domestic	Mandal	Total
1	Cost of production to create Ganapati idol	11,25,77,400	4,50,99,000	15,76,76,400
2	Sale of Ganapati Idol	27,24,35,400	65,30,400	27,89,65,800
3	Temple and Podium Mandir and Stage	12,97,82,000	4,25,58,000	17,23,40,000
4	Decoration and lighting	3,63,24,720	7,25,58,000	10,88,82,720
5	Traditional Musical Instrument (Dhol and Tasha)	75,99,600	3,75,99,300	4,51,98,900
6	Rangoli	80,19,774	2,89,82,700	3,70,02,474
7	Handkerchief and Thread	63,72,900	3,45,000	67,17,900

Fig 2.1: Expenditure related to Ganesh Utsav in Pune

Source: (Jadhav., 2020)

Sr.No	Expedition	Domestic	Mandal	Total
8	Haladi and kumkum	60,45,390	9,54,000	69,99,390
9	Agarbati	1,05,90,600	12,30,700	11,82,13,00
10	Dhup and kapur	1,53,90,610	15,75,000	1,69,65,610
11	Harali and pathri	45,40,590	9,45,000	54,85,590
12	Kewad and rose	27,72,900	3,09,600	30,82,500
13	Dry coconut	60,52,140	6,75,900	67,28,040
14	Coconut	5,17,65,130	60,35,200	5,78,00,330

Fig 2.2 : Expenditure related to Ganesh Utsav in Pune

Source: (Jadhav., 2020)

Sr.No	Expedition	Domestic	Mandal	Total
15	Pedha and Modhak	11527200	375000	11902200
16	Khadishakar and Shaker Phutane	2171700	175500	2347200
17	Pooja Thali	—	630000	630000
18	Garland	4577400	9817200	14394600
19	Garland by Bhaktas	—	250000	250000
20	Coconut garland	—	5400000	540000
21	Gold and silver Items	250000	1332700	1582700
22	Bettlenut and Bettlenut Leaf	18526300	17980400	36506700

Fig 2.3: Expenditure related to Ganesh Utsav in Pune

Source: (Jadhav., 2020)

The above table mentions the different types of costs related to the Ganesh festival in the city of Puna, one of the major cities in Maharashtra and often informally called a twin city to Mumbai. The categorization by the researchers has been divided into

different components of the festival like the cost of production of the idols as well as the total sales number of those and other components that are required to furnish a public festival. The numbers are further categorized into domestic (the individual household pujas) and mandals (the public pujas). The table contains all the items that are related to puja only it does not include the overall market that is involved in the festivities like the sales of foods, dresses, and other household items. More than one hundred and twenty-three crores and more than one hundred and fifty-six are the total costs for the domestic and Mandals celebration; the combined amount is two hundred eighty crores (Jadhav., 2020).

All the points mentioned above where sells and production are involved, employment is generated. From the production of puja related materials to transporting those materials jobs are getting created. In the times of gig economy, more people getting employed at the times of more demands from the consumer. The online food deliveries and gift deliveries during these festive seasons observe a strong rise, which in terms create more jobs. Advancement of online marketplace in India helped the sellers to sell their product in different platforms. More and more customized and niche products are getting produced keeping these festivals in mind. Many of these products are being made in rural areas, many pujas related items are sourced from smaller cities helps the producers with employment and steady income. This helps in both ways the consumers are getting chance to choose from different sellers and the sellers are also getting more business during these festive seasons.

2.2.2 Tourism and Hospitality

During the celebration of Ganesh Utsav, the streets of Maharashtra become vibrant with a diverse spectrum of shades, sounds, and aromas as millions gather to commemorate. The festival stimulates both emotions and intellect. Various parts of Maharashtra become the epicenter of celebration. Ganesh Utsav plays a pivotal role in boosting the economy (Pote., 2023). The festival draws travelers from different corners of the globe inside and outside India. The influx of tourists also immensely contributes promote cultural tourism.

The number of spectators during the Ganpati immersion procession in Mumbai has reached a whopping 2 million. Since the number of people participating in the

celebration is increasing day by day, an estimation of the impact on the economy becomes significantly important. A survey was conducted by ASSOCHAM in 2019, which revealed the fact that yearly revenue generated from the Ganesh Utsav was approximately Rs 25,000 crore. This revenue has been growing at an annual rate of 20% (Malwade., 2018). The surge of visitors during Ganesh Utsav benefits the local economy. Occupancy rates in resorts, homestays and hotels notice a hike as people start coming from different parts of the world. The rise in demand leads to an upsurge in price rates. Therefore, the generated revenue from the hospitality industry tends to escalate (Pote., 2023).

Recently it was reported that The Maharashtra Tourism Development Centre and the Brihanmumbai Municipal Corporation (BMC) have collaborated to create specialized facilities for international tourists wishing to take part in the city's Ganesh Utsav. The aim of the collaboration was to elevate the status of the Utsav to an international level (Chitnis., 2023). They announced a lot of standardized amenities like online hotel registration on the BMC portal, pick-and-drop facilities, mobile toilets and clean drinking water.

According to Anand Singh, the director of Earthen Experience, there is a high demand among travelers coming from Thailand regarding Ganesh Utsav themed tours around the city. It shows the growing popularity of the festival. Tour operators are experiencing a significant increase in demand for travel during the festive season, despite the rise in airfares and accommodation prices. Hotel prices have increased by approximately 150-200% compared to the previous year. Road transportation has also become a more viable option due to enhanced infrastructure (Kaushik., 2023). Daniel D'Souza, president and country head of vacations at SOTC Travel, said that a growing enthusiasm among clients for train journeys can be witnessed. Zubin Saxena, the managing director of Radisson Hotel Group in South Asia, expressed confidence that the hospitality industry will experience more growth due to the impending festive season and the strong demand for travel that has been building up.

Brands look forward to this festive season to increase their spending on advertisements which revive the economic slowdown. Many sectors invest heavily in radio, TV and social media. When compared to the data of previous years, almost

every category is increasing their ad volumes. The maximum ad volumes generally come from building and real estate, retail, clothes, household goods and travel-tourism. In terms of categories, the travel industry has seen the highest percentage of increase in ads during the last fiscal year (around 150%) (Bhattacharjee., 2019). The hospitality industry which includes both local small eateries and famous brands also prosper during Ganesh Chaturthi. They cater to and satisfy the different tastes of the tourists. Sales in foods and beverages hikes as many franchises offer good amount of discounts and exclusive menus to attract visitors. To meet the diverse demands of foreign tourists, many companies in the hospitality industry organize skill development programs for their workforce.

Festivals offer visitors a chance to gain understanding and an understanding of different cultures and traditions. Therefore, it facilitates connection and fosters an awareness of alternative perspectives. Internationally, countries have recognized the importance of promoting such festivals, and numerous National Tourism Organizations actively promote them in India (Jha., 2023). As the memory of Covid-19 fades, events centered around food and culture have become significant. Ganesh Utsav draws a substantial number of foreign tourists every year. A significant number of travelers, coming from Double Income No Kids (DINKS) demographic are attracted towards a cultural and religious festival like Ganesh Chaturthi. National Tourism Organisations are marketed as valuable enhancements to the typical tourist route. In a society characterized by divisions, tourism activities provide platforms to exhibit a diverse range of insights into a foreign culture. Ganesh Utsav isn't just a religious event, it's also a cultural festival that represents the rich customs and energetic celebrations of India (Pote., 2023). The processions and idol immersion events offer a unique cultural experience for tourists. People from all over the world come to the festival to witness the busy streets, vibrant pandals, and the overall joyous atmosphere taking over places like Mumbai and Pune.

Ganesh Utsav brings in cultural enthusiasts from around the world which helps the economy and creates jobs opportunities. It also contributes to improving infrastructure. But the ability to maintain a sustainable influence on the tourists is very much important.

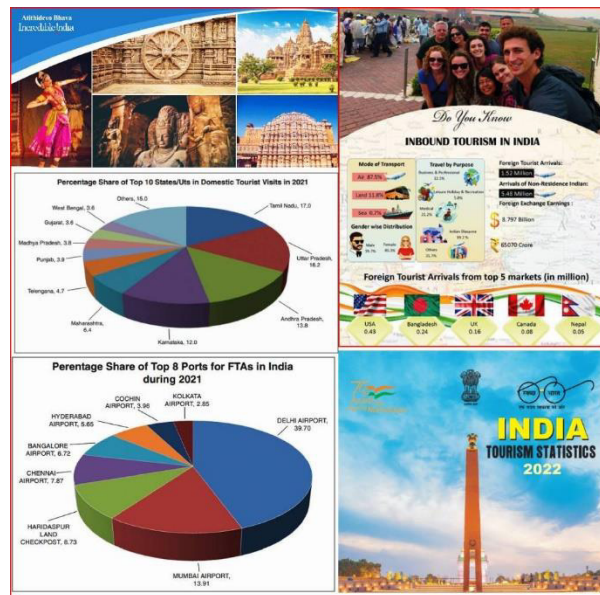


Fig 2.4: Indian tourism at a glance

Source: (indiatehonline.com, 2022)

2.2.3 Donations and Sponsorships

Financial contributions in terms of corporate sponsorships and donations have a crucial part in economic streamlining in a grand occasion like Ganesh Chaturthi. Although the aesthetic and religious importance of the event cannot be denied, it also generates substantial economic activity through gifts and sponsorships. The backbone of this auspicious festival is donations and contributions from individuals as well as corporate sponsorships (Malwade., 2018). The earnings from these contributions are utilized to finance the construction of pandals, idols, and various cultural events organized throughout the festival.

Mumbai has been commemorating the Ganesh festival for almost three centuries. However, despite Mumbai being a cosmopolitan city from its inception, the focus was primarily on the family level. The event remained merely a family affair until 1893. Then it was publicly introduced as Sarvajanik Ganeshotsav under the guidance of Lokmanya Tilak (Malwade.,2018). The festival has consistently grown in scale and has been celebrated publicly with increasing magnitude. The celebration held in 2022 witnessed the immersion of over 170,000 statues at immersion locations in Mumbai only. Mumbai is also home to approximately 10 thousand officially registered public festival Mandals. Additionally, an equal number of Mandals celebrate the festival as a public event without official registration. Approximately one hundred thousand

Ganesh idols from the home celebrations remain to be submerged. Since the magnitude and budget of the Mandals have increased a lot, the importance of sponsorship has also grown. The majority of the public Ganesh Mandals have commenced their operations by receiving financial donations from the public. These contributions might vary from Rs. 50 to one lakh rupees for each family located near the Mandal's area of operation. If the gifts and offerings from the devotees exceeded the required amount, they were either added to the funds for the following year or utilized for beneficial initiatives in the local community (Malwade., 2018). The contributions made to the Mandal were primarily driven by religious or idealistic motivations.

Subsequently, there was an era when the Mandals became subjected to political patronage. Several Sarvajanik Ganesh Mandals, like the one located in Matunga, have also been established connections from organized criminal syndicates in Mumbai. The same applies to the Ganpati located in Dagadi Chawl. Corporate sponsorship has become more prevalent in recent years, namely after 90s. The cumulative revenue generated by these Ganesh Mandals is approximately Rs. 250 crores, excluding the five biggest Ganesh Mandals in Mumbai. They additionally contribute another 600 crore rupees to this industry (Mastakar., 2018). The Brihanmumbai Sarvajanik Ganeshutsav Samanvay Samiti, any renowned Ganesh Mandal generally spends roughly 2.5 crore rupees for the 10-day event. A single major sponsorship can earn up to 4 crores, not to mention the numerous smaller sponsorships. The devotees also donate to the funds of the Mandal. Between fifteen to twenty lakh visitors come to see the idol of Lalbaugcha Raja. On any given day, as many as five lakh visitors contribute around 25 crore rupees in cash as daan or presents. Similar amount is collected through the auction of gold, silver, and other presents (Mastakar., 2018). Due to their mental connection to the deity, people are likely to continue their contribution to the occasion even during economic downturn. Even small entrepreneurs and merchants show great enthusiasm for the Ganesh festival. Religious celebrations are independent of the nation's economic situation. People do not want to reduce expenses when it pertains to religious festivities. Despite the economic recession, there is currently a jovial atmosphere surrounding the Ganesh celebration. Though the Mandal representatives tend to differ from this report in this context.

According to them, during recession, they received approximately 20% less fund. The samiti president also fingered at less advertisements during that period. Commercial participation also shrinks (Pinto and Jaisinghani, 2019). The representative of Chinchpoklichha Chintamani, a mandal that was going to celebrate its centenary in 2019, stated that their Mandal attracts advertisements worth Rs 10 lakh annually. However, during the worldwide recession during 2019, it came down to a range of Rs 7-8 lakh. A report by Hindustan Times also suggested that primary sponsors like FMCG corporations, real estates and retails curtailed their contribution to these Ganpati mandals.

The gifts and sponsorships during Ganesh Utsav have numerous socio-economic advantages. They encourage social unity. Professional event management services are in high demand due to the influence of corporate sponsorships. This not only enhances the growth of the event management business but also generates employment prospects. Certain firms expand their sponsorship to finance community development projects as a part of their CSR activities. Money raised in the festival also contributed to various relief funds. Regarding getting donations, the Mandal must ensure keeping transparency (Pathare., 2023). Recently restrictions were forced on the Mandals in getting donations if they fail to submit audit reports. Complaints about forced donations are also tackled strictly.

However, adopting a sustainable approach that benefits all stakeholders is essential. Ganesh Utsav will survive economically and culturally for years if they can explore alternate funding channels and ensure transparency.

2.2.4 Market Trends and Consumer Spending

Market trend is defined by the direction of price of an asset over a definite timespan. The usual direction of the market perceived by the analysts is also regarded by the term of Market trend. Ganesh Utsav being a widely celebrated event across India, especially in Mumbai has noteworthy implications in the segment. It is important to mention that the stock market and related activities get postponed during celebration. In order to understand the market trend effect at first the NIFTY 50 index will be considered. NIFTY 50 index of India encompasses the eminent 50 organisations across diverse business sectors of the mentioned region (Fathali, et al., 2022). Studies

conducted on this topic, provides unique insight to ponder. Market trend and performance tend to suffer from short term fluctuation, although it stabilizes in the long term. NIFTY has experienced a dip in return statement thrice in the last five years. The dip was significant in 2018. The Ganesh Chaturthi of the mentioned year experienced over 7% decline in 30 days after the exaltation. The available data also suggests there was a spike over 3% in 2021, in the 30 days' time period following the event. Although the market boomed over 50% between the august of 2020 and September of the following year. It is worth mentioning that the stock market in India gets impacted in the festive season due to outflow, and inflow of funds. This phenomenon occurs due to withdrawal or investment of money by the people (Shaik, S., 2023). over the period of time the IT industry has boasted highest returns, while the oil and gas industry has assumed close second rank regarding profitability during festive time. From a holistic perspective it can be concluded that the holiday and festival has a very short impact on the market trend including the NIFTY index. According to data, Over a longer period of time, NIFTY 50 and other financial indicators have shown positive impacts.

Nifty 50				
Ganesh Chaturthi	30 Days Before Chaturthi	Close Before Chaturthi	30 Days After Chaturthi	1-Year Return
13th Sept 2018	11355	11369	10472 (▼7.88%)	
2nd Sept 2019	10997	11023	11359 (▲3.04%)	▼3.04%
22nd Aug 2020	11132	11371	11153 (▼1.91%)	▲3.15%
10th Sept 2021	16280	17369	17895 (▲3.02%)	▲52.75%
31st Aug 2022	17158	17759	17094 (▼3.74%)	▲2.24%

Fig 2.5 : Nifty 50 performance of past years in Ganesh Utsav

(Source: Equentis, 2023)

India with numerous religious occasions including Ganesh Utsav of Mumbai contributes to astonishing growth according to the available data. Consumer spending upticks due to various factors. To further underscore the previous claim made in the study, the exuberant growth in GST revenue is presented. Reports suggest that in several states including Maharashtra where Ganesh Utsav zeal is ardent, the YoY

growth regarding GST revenue is around 17%. While five crucial sectors of industry registered a double digit surge in YoY growth, services PMI has seemed to be depicting the largest increment compared to the last several years. Apart from that festive season also sparked growth in the sales of flowers, idols and other related merchandise of deity according to FMCG data. The steep rise in the demand of television, smartphone, laptop has also accounted for the consumption of consumers. Apart from that, festival related services have also enjoyed a huge jump in several cities of Maharashtra including Mumbai. It is also worth mentioning that the sales of deity idols made from trees have enjoyed significant sales growth. In the wake of the digital age, customers tend to buy products from diverse online platforms. Considering diverse factors leads to the selection of the platform. Diverse population of India including people from Mumbai is impacted by online rebates during spending (Tripathi, D. and Dubey, A., 2024). Studies suggest that online discount accounts for change in shopping habits, particularly during festive season. It leads to spending options, hence significantly increasing expenditure. Along with that, Indian consumers tend to shop according to suggestions of friends and close people, thus it emphasizes collectivism in the shopping behavior (Gattu, M., 2024). The marketers produce advertisements aligned with the festival ongoing to gain traction among potential consumers, hence Ganesh Utsav celebration indirectly impacts the spending behavior of consumers. Renowned E-commerce platforms namely Amazon, Flipkart targets this time starting from Ganesh Utsav to maximize profit by employing a range of initiatives to offer discounts and gain consumer engagement. In summary, attracting online rebates, perfectly executed advertisements aligned with contemporary festivals, and collectivism mentality in shopping has a serious impact on consumer spending. The aforementioned reasons coupled with festive zeal results in the steep rise of core sectors namely steel, cement, electricity, coal and natural gas' economy. It in turn impacts the profit and revenue of a larger geographical region. Although various financial indicators deliver mixed results, the temporary rise in the economy is a point worth pondering.

2.2.5 Challenges and Considerations

Ganesh Utsav being an important cultural event in India, particularly in Mumbai comes with numerous benefits. Although some economic downturn blemishes the

celebrated event severely. The downside may be splinted across various perspectives. Inflation has gripped every sector of the economy. Consequently, the cost to celebrate Ganesh Utsav has risen astonishingly. It has entailed a burden on event organizers, local people, in addition to involved stakeholders. Reports suggest around 20% increase in price has plagued the celebrated event. The soaring price of food items including milk, sugar fruits in the wake of Ganesh Utsav, also contributes to the previously mentioned factors. Dip in the amount of oxygen, contamination issues hamper the ecological chain severely. Deep analysis depicts that toxic chemical materials used to prepare colors and other materials for worship tend to harm the world from diverse aspects. Researchers have identified that the aforementioned phenomenon possesses a latent effect of labor loss and future economic hindrances (Taghizadeh-Hesary, F., 2020).

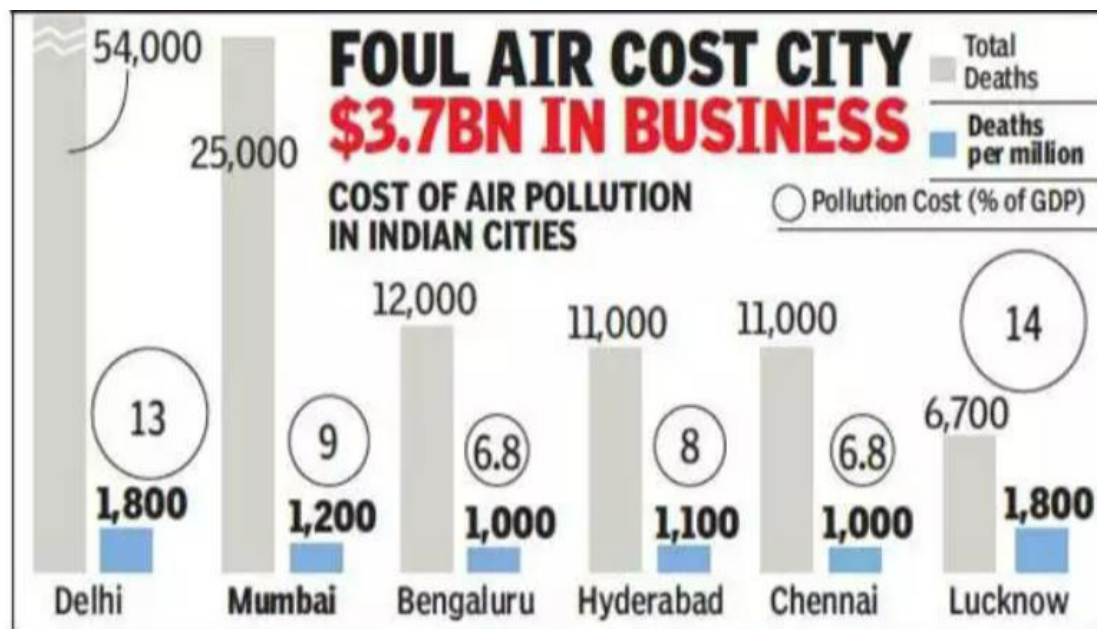


Fig 2.6: Economic impact of air pollution in Mumbai

(Source: Times of India, 2021)

the air pollution may hinder the economy further. Recent report suggests that the BMC had planned to invest a whopping amount of money to curb air pollution. over 20 cr. rupees worth investment for installation of air purifiers had been planned according to various reports. The noise pollution may prove to be another detrimental factor regarding the celebrated event. Researches have shown that, people contributing to the economy tend to think of noise nuisance as a negative aspect.

Apart from that, increasing noise pollution leads to a burden on the public health care sector with excessive burden (Alzain, 2021). In addition to previously mentioned factors the utilization of resources namely electricity, water may prove to be points worth musing. To further underscore the problem of power consumption, researchers have shown that it has experienced over 20% rise and reached approximately 140 billion units in the times of events and festivals. Small scale businesses encompass a significant portion of the economy of India including Mumbai (economic times, 2023). The hearty Ganesh Chaturthi celebration expands over several days, leading to significant detrimental effects to the economy. While daily commerce and small size business gets hindered, the large scale business organisations tend to enjoy the boom caused due to festivity. It entails uneven distribution of the economy, affecting a large section of population. To increase the throes of the festive season, a scarcity of artisans and price hike of raw materials in recent days has also contributed to the already aggravated situations. Water crisis in the region of Mumbai is another burning issue, contributing to the existing problems of price hike, according to sculptors. Due to the increase in water draught usage of Plaster of Paris has increased significantly. Thus importing that material from Arab and other middle east countries has resulted in tribulations regarding cost. Due to the rise in demand of Plaster of Paris the cost has also ratcheted up around two times. The rise in cost of clothes and sewing has also contributed to the economic crisis organizers are facing in recent times, according to people, while the former has increased substantially, the latter has risen around 25%. Data from recent times has also revealed that steep rise in material cost has also contributed to high price of ornaments presented for deities. Apart from that, opportunity cost is also a crucial point to consider (CNBCTV, 2023). It is stated that higher consumption during festivals and celebrations may result in sharp dip in investment. Hence, activities related to productivity have a severe chance to get hampered. Apart from that, the available data suggests that convergence of festivals and agricultural periods tend to yield around 20% lower income in households. It further underscores the detrimental effect Ganesh Utsav may produce if it coincides with the harvesting season. Hence discussing the available data shows that different types of pollution, including sound, air and water leads to detrimental effects regarding the economy. Plus, the drought and flood of recent times has also prompted

a water crisis, entailing rising prices of manufacturing deity idols due to increment in importing price of Plaster of Paris. The making of ornaments and production of cloth and sewing has also contributed to increased cost of worshipping. Further research has concluded that coincidence of planting period of agriculture with festive season has plagued the household earning significantly. Hence, it can be concluded that although the short term boost in the economy is enticing, the long term impact of this festival of Mumbai is also worth pondering.

2.3 Social Impact of Ganesh Utsav

2.3.1 Community Building and Social Cohesion:

A festival cultivates a sense of harmony and community as people here share the emotions, spread helping hands to each other and contribute to the society. Ganesh Utsav cannot be described just as a religious festival, as many cultural and social values are cultivated in the festival. The unity in diversity is observed as people from diverse regions, castes, languages celebrate it with equal energy and enthusiasm. In building social capital, the social role of Ganesh Utsav is inevitable.

The celebration of Ganesh Utsav at community level helps to build social cohesion. Ganesh festival gives an opportunity for social gathering for people from different castes and classes. Unlike previous discrimination where specific castes were allowed, Ganesh puja allows pandal entry irrespective of their caste. To be an active member of the community, various families participate in this festival. It signifies them as a 'good citizen' by forming beneficial reciprocal relationships. Though Ganesh puja is celebrated in different parts of the country, nothing comes close to the grandeur celebration and enthusiasm that is noticed in Mumbai.

The Maratha ruler Shivaji Raje first introduced the festival, later it turned into a public event by the impetus of the freedom fighter Lokmanya Tilak. By attending the festival, social capital is built as it helps to develop community resources. In the process of arranging festivals, a face to face interaction with the general community and local business needs to be done by the organizers. This social interaction acts as a bridge between previously unrelated groups. The awareness of community resources is raised by the interaction during the festival. In Mumbai, Ganesh Utsav as a catalyst for developing new partnership as well as nurturing the existing partnership. For

example, in festivals volunteering provides opportunity for development of various skills and influences more effective use of local resources. In the ten-days celebration of Ganesh Utsav various anonymous local resources are explored by the organizers and participants, thus community resources are effectively used and valued.

Through social cohesiveness, social capital is developed. By participating in a festival, all members of a community unite by maintaining historical, linguistic, and religious bonds.

Another way of developing social capital is public celebration. By celebrating Ganesh Utsav in the different parts of Mumbai, people get the opportunity to break the daily cycle of monotonous life and allow them to socialize with friends and family within the community.

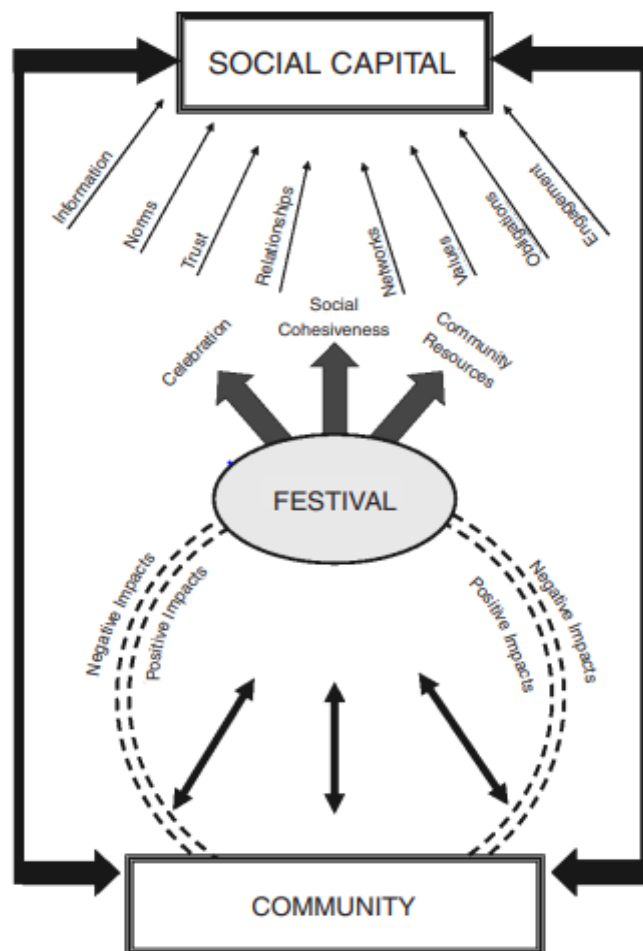


Fig 2.7: Social Cohesion of Ganesh Utsav in Mumbai

The secret foundations following back to the pre-opportunity time, this ten-day party sees the introduction of Ruler Ganesha, the respected elephant-headed god, tending to figuring out, accomplishment, and great karma. Past its serious importance, Ganesh Utsav has shaped into a social capriciousness, showing the rich winding of Mumbai's social surface and creating unmatched social relationship among its different people. At the focal point of Ganesh Utsav lies the soul of inclusivity, rising above impediments of position, conviction, and money related status. Regardless of their experiences, Mumbaikars from changing establishments get together to partake in the celebrations, joined by their typical love for Ruler Ganesha.

The streets of Mumbai change into a kaleidoscope of assortments, resounding with the bangs of ordinary drums and the tunes of hymns, as extravagantly further created pictures of Ruler Ganesha are walked around the city's courses amidst joyful party. One of the most striking pieces of Ganesh Utsav is its grassroots nature, exemplifying area and full scale endeavor. Through acts of kindness and sympathy, Ganesh Utsav keeps up with the ethos of repaying society and supporting a culture of empathy and spine.

This grassroots ethos enables an impression of having a spot as well as supports social protections, as neighbors get together to recognition, arrangement, and gain persevering through encounters. Also, Ganesh Utsav fills in as an impulse for connecting with interfaith congruity and social exchange Mumbai. Amidst the battle of extraordinary times, one can observe Muslims, Christians, Sikhs, and people of various religions participating in the celebrations with basically indistinguishable energy and love. The festival transcends serious cutoff points, filling in as a phase for talk, understanding, and common respect among various affiliations. Through sincere presentations, craftsmanship shows, and culinary joys, Ganesh Utsav provides a short examination with the multicultural twisting of Mumbai, chipping away at the social surface of the city.

2.3.2 Cultural Preservation and Transmission

a) Cultural preservation of Urban Public Space and Placemaking

By celebrating and participating in festivals, the cultural traditions are preserved, maintained and transmitted through one generation to another generation and have an

important role in the society. Ganesh Utsav holds a unique position within the cultural discourse especially in Mumbai. During the ten days of Ganesh Utsav experience of space is predominant. Sociability is observed in the main part of public space that is used to manifest various forms of social life, cultural interaction and communication between different individuals and groups of people. A new social practice can be formed by transforming the urban public space that may lead to the addition of a new type of urban life. In the modern city, Mumbai is transforming the public space for the preservation of cultural heritage like Ganesh Utsav due to implementation of diversity and to change the social activity of a modern man.

The social and economic value of historical buildings needs to be preserved for sustainable development. During Ganesh Utsav, people from different ages participate in the procession. So the planning of designing of public space needs to be safe, comfortable irrespective of age, status and ability. The urban spaces need to be a reflection of unique identity and communal culture. For the placemaking of Ganesh Utsav, a unique place needs to be created to cultivate commercial, civic, and residential uses in a single place. For the sake of community engagement in the form of workshops, surveys, placemaking needs to be done. These forms of engagement inspire community members to share concerns for public spaces and to give suggestions on particular design proposals. By including the community members in the Ganesh Utsav place making process, the trust and responsibilities within the community can be achieved.

For the sake of cultural preservation, Place making is done. This process involves shaping and creating new spaces for social interaction. By preserving historical buildings and sites, the placemaking process plays an important role for the preservation of cultural heritage. Historical preservation has a vital role of protecting buildings with high cultural significance. Not only that it also helps to build social equity. Placemaking is a process that prioritizes people rather than infrastructure. The main purpose of this approach is to create public space to promote and inspire social interaction and preservation of culture. In Mumbai, while Ganesh puja the public streets of the city plays an essential role in the cultural and social life of communities. This helps to build a sense of place and feeling of identity. Placemaking creates a

balance between social needs and economic development. It encourages economic activity and also provides social equity.

b) Cultural Transmission of civil and social capital

Social transmission expects a critical part in the age and spread of normal and social capital inside friendly orders. Normal capital suggests the associations, principles, and trust that work with investment among individuals and get-togethers inside a neighborhood, social capital integrates the social affiliations, associations, and shared values that add to total flourishing and strength. The two sorts of capital are significantly interweaved with social transmission, framing and supporting the surface of social orders long term. Furthermore, social transmission occurs inside families as well as through greater social foundations like schools, severe affiliations, and nearby get-togethers. These foundations go about as guides for the dispersal of social characteristics, customs, and guidelines, affecting individuals' social approaches to acting and participations. For instance, schools that advance potential gains of inclusivity, versatility, and compassion add to the improvement of social capital by developing good intergroup relations and propelling a sensation of having a spot among students from various establishments.

One of the fundamental instruments through which social transmission influences normal and social capital is through intergenerational move. Social practices, norms, and values are passed down beginning with one age then onto the following, shaping individuals' approaches to acting, points of view, and impression of social cooperation. For example, in social orders where respect for seniors and common backbone are significantly regarded, more energetic ages will undoubtedly keep up with these guidelines, thusly reassuring social connection and trust inside organisations. Similarly, the transmission of metropolitan characteristics like city responsibility, volunteerism, and political speculation from gatekeepers to young people supports a culture of dynamic citizenship and city commitment, building up normal capital inside society. Additionally, social transmission manages various kinds of media and correspondence channels, shaping total characters and records that help social connection and grit. Through composition, workmanship, music, and mechanized stages, social orders send social pictures, stories, and depictions that help shared esteems and empower a sensation of total character. For example, social

festivals, services, and celebrations go about areas of strength for as for social transmission, imbuing a sensation of fulfilment, having a spot, and neighborhood individuals and spectators the equivalent, thusly supporting social bonds and social capital inside society.

2.3.3 Charitable Activities and Social Welfare

Globally, it became customary to donate or give to those who are in need. Besides, contributing to charitable organisations became a global practice in several societies. Giving to the needy is considered a virtuous act across the globe, in all types of culture and Religion. Donating to charitable trust (Jadhav, 2020) by the members of the society upgrades the well-being of both the giver and the community as a whole, without diminishing the well-being of any individual.

Model of Charity by Arrow and Sen

Kenneth Arrow, an American economist and mathematician introduced a theory in 1963 named, “Social choice and individual values” (Fleurbaey and Salles, 2021). To address the issue of accumulating preferences of individuals into a social welfare function collectively. The framework looks at a society with individuals having their personal liking over other available options, like different outcomes or policies. To find a system which can metamorphose a collective preference from an individual preference, illustrating the overall choice of the society is the key objective of this framework.

As stated by Arrow, every individual has dissimilar likings for charitable giving, depending upon their individual beliefs, moral values and cultures. The model describes the significance of considering individual likings and social values to understand the charitable behavior (Broughel, 2021).

Amartya Sen, an Indian economist and philosopher with the model in 1970. Focusing on the concept of capabilities, Sen argued that charity should not be only focused on the shifting of wealth, but should also focus on amplifying the capabilities of individuals to satisfy their needs in life.

As stated by Sen, his model of charity should empower every individual to conquer the barriers to well-being.

Both the economists highlighted the importance of understanding the vast economic and social factors where charitable practices occur and the necessity to address injustice and inequalities in the society.

One of the biggest festivals in India is Ganesh utsav in Mumbai, Maharashtra, apart from its cultural and religious magnitude, this festival plays a significant role to promote strong understanding of community spirit by mass social welfare and charitable activities as well as addressing numerous social issues. The initiatives taken by Sarvajanic Ganesh Utsav Mandals or community Ganesh pandals. Few of the charitable and social welfare activities discussed below.

Annadanams and distribution of meals:

One of the basic activities of any charitable puja Mandal is feeding indigents. More than 60% of the Mandals in Mumbai arrange food distribution drives on a large scale. Besides, a Hindu culture called “Annadanams”-means feeding rice to needy communities performs by more than 30% of Mandals during the festival. India ranks 111th out of 125 countries in the hunger index. These drives provide free of cost meals to more than 2.5million people in the festival days including communities who are unprivileged, laborers work for daily wages, and homeless peoples ensuring no one sleeps hungry during the festival days. These initiatives help to arrest the hunger issue in the community.

Relief and shelter for destitute:

There are more than 2 million (Approx.) people are homeless in all over India and over 25,000 (Approx.) people in Maharashtra. During the festival days, many Mandals offer temporary shelters to homeless people as well as provide essential supplies like, first aid, clothes, toiletries etc. This initiative offers a sense of dignity to the community people.

Health Camps:

Most of the people are not able to access the proper health care facilities in India (Rout, Sahu and Mahapatra, 2021). Realizing the inequality in healthcare access, an impressive number of Mandals organize free health camps for the underprivileged people. The camps offer a wide range of basic health care including, general health check-ups, eye care, dental check-up. Besides, they provide free medications and

consultations with doctors. This camp helps more than 1 lakh unprivileged per annum. The Mandals ensure sustainability towards the health of the community people.

Cloth Distributions:

The Ganesh Utsav takes place around monsoon. Keeping that in mind, a significant number of Mandals as well as individuals distribute cloths and blankets to the needy community. This initiative helps thousands of unfortunate people to keep safe in damp and cold weather. The gravity of the Utsav is defined by these activities.

Initiatives for Education:

Apart from other charitable programs, many Mandals are focusing on the education of underprivileged children. The initiative includes distribution of educational materials, school supplies, and organizing tuition classes. Some Mandals also organize scholarship programs to the deserving students. These initiatives are becoming trends and more mandals are taking initiatives day by day towards education to empower underprivileged children.

Seminar for waste management:

Over 62 million tons of waste India produces per annum (Hossain et al., 2022). Nowadays recycling products and waste management systems have become very significant for sustainable living. During the Utsav a huge amount of waste has been generated. Many mandals in collaboration with other organizations undertaking the initiative to promote the necessity of waste recycling, separation and proper dumping of waste. This initiative helps to reduce the impact of the festival on the environment and will encourage people for sustainable waste management practices.

Workshops for skill development and cultural programme:

Many workshops conducted by the Mandals with the help of professionals where some activities focus on development of personal skills. The workshops conduct few training sessions on skills like, handicrafts, computer literacy and tailoring. Besides, cultural programs like, dance performance, traditional art, musical programs conducted by the organizers of the Utsav. These programs not only entertain but also provide a good opportunity for local artists to showcase their expertise.

Conservation and Environmental awareness campaigns:

In recent times, with the growing concerns on the environment most of the Mandals are focusing on environmental awareness and conservation policies. During Utsav the organizers are using eco-friendly, natural and recyclable ingredients to make Idol of lord Ganesh (Prajapati, 2024), and Puja pandals. During the procession of immersion most of the Mandals use waste collection drives. The initiative is a step towards a healthier and cleaner environment for our posterity.

Blood donation Camps:

The deficiency of blood in hospitals and blood banks remains throughout the year mainly in summer and festival time, to address this deficiency a vast number of organizers conduct blood donation camps during the festival. This activity encourages the community to participate and contribute to the health care facilities of our country. More than 50 thousand units of blood are collected annually by these camps, which cater significantly to the blood banks of Mumbai.

Women empowerment programme:

Most of the Mandals nowadays promote women empowerment in social welfare during the Ganesh Utsav. Significant number of Mandals conduct workshops on development of vocational skill, financial literacy and rights of women for underprivileged women in collaboration with NGOs.

2.3.4 Social Conflict and Environmental Concerns

When celebrating Ganesh Utsav or any festival for that matter, people commonly disregard the negative effects of solid waste, air and water pollution, noise and various other pollutants produced by several puja ceremonies and the ingredients that people use for the whole occasion. Throughout the occasion, many individuals display their happiness with pyrotechnics and various kinds of crackers. Air pollution arises from hazardous gases and toxic substances such as nitrates, sodium, barium, and mercury which are released into the atmosphere. Suspended particulate matter also increases around this time of year due to the microscopic particles released into the air by those firecrackers. Increased consumerism leads to a jump in the number of vehicle traffic throughout the celebration, which in turn increases the pollution in the air from cars. An increase in the number of harmful gases, like Sulphur dioxide (also known as

SO₂) and carbon monoxide, is observed in the atmosphere due to the yearly celebration of Ganapati celebrations. A study refers that there were more than a thousand fire cracker units in the Virudhunagar district in Karnataka in 2022 (Jayaram, Karunanithi., 2023)

In recent years, though there has been an increase in knowledge regarding the effects of visarjan, or the immersion of plaster-of-Paris Ganesh idols in rivers, ponds, lakes, and the sea. It takes a while for Plaster of Paris Ganesh statues to entirely dissolve in the water. Furthermore, when the idol melts, dangerous materials like lead and mercury leak into the water from the colors used to beautify the idols. It causes the water's acidity, TDS (total dissolved solids), and concentration of pollutants to increase. It damages the submerged environment by destroying aquatic vegetation and underwater creatures.

Along with the Ganesh deities, people also throw other materials, such as plastics and thermocol, which worsens water pollution. The different items used in puja are thrown in the water during the immersion ritual, which causes blocking of the water flow. This stagnant water in turn becomes the birthplace of mosquitos that can cause several ailments to the population. The investigation conducted by the scientists revealed that the water quality assessments were above the baseline limits established by the US Environmental Protection Agency (1986) and the World Health Organization (2017). The increased chemical burden that deity immersion causes on water bodies could be detrimental to aquatic ecosystems (Ujjania, Et al., 2023)

In honour of the great event, worshippers enjoy kirtans, devotional songs, and other songs while blasting out loud music through large speakers. Anant Chaturdashi, the very last day of the celebration, sees heavy traffic, which contributes to pollution in the air (car particles) and noise pollution (uncontrolled honking). The late-night procession in many areas can cause severe discomfort to the people. The snowballing power of all the above-listed elements results in sound pollution levels which are significantly higher than the regulatorily advised thresholds of forty-five decibels at night and fifty-five dB during the day. These specifically impact kids as well as elderly people since, in certain cases, the noise level may surpass what is acceptable for their ears, which can be extremely distressing.

A study was conducted in Bhopal, Madhya Pradesh on the effects of Ganesh idol immersion and its environmental impact of chemical disintegration. It was evaluated in great detail by examining the physical properties of the water used in the procedure before and following immersion.

Throughout the study, the pH of the water under investigation varied, fluctuating between just above 6 to just shy of 10 before and after immersion. The pH level was acidic before immersion; it became alkaline after that. With a maximum diffusion of twenty times, the outcome was not much different from 8. The pH rose due to the dissolution of ammonium bicarbonate, making it alkaline. Moreover, a large number of artificial compounds from the plaster of Paris idols mix with water during chemical dilution, changing the pH (Saxena, et al., 2020)

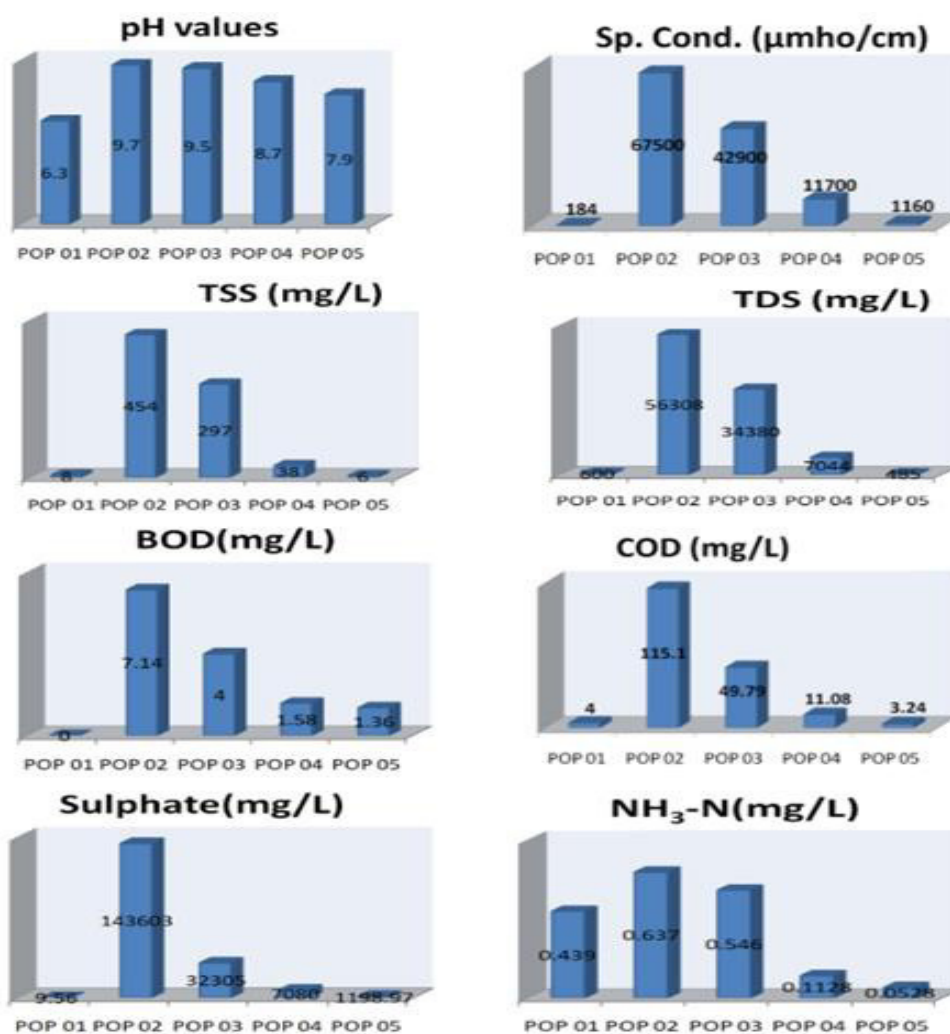


Fig 2.8: changes in different components pre and post-immersion of idols

(Saxena, et al., 2020)

Extended exposure to sound at higher volumes can have detrimental effects on everyone who is around it. The loud sound can cause adverse effects on young children and elderly people especially those who are suffering from heart ailments. The findings of a comparative study carried out by researchers in Raipur, Chhattisgarh, indicated that significant festivities affected general noise levels. During the event, the maximum sound levels in every section were more than 70 decibels. Additionally, fifty percent of the areas had higher noise levels, during the days leading up to and including the celebration. Sounds that were between ten and fifteen decibels louder than allowed were heard. Consequently, the study discovered that the Raipur region's sound pollution has reached a worrying level and is endangering individual physical and emotional well-being (Prasad., 2023)

The encouraging fact is that more and more people are becoming aware of the environmental impacts of the festival. More and more people understand the harmful effects of noise and water pollution even though the festivals happen for a few days. The cumulating effect of many pujas can multiply the effect many times. The use of non-plaster of Paris idols is increasing. Many items are being used as alternatives to the plaster of Paris. These items range from wheat dough, coconut husk, clay, paper and even plant based idols which can be planted in the garden after all the rituals are completed. These idols are made of clay and seeds.

The law and enforcement authorities are becoming stricter to curb the use of firecrackers. Green firecrackers (which cause less sound and emit nontoxic gases) are being used by several puja committees and individuals. The government also promotes the use of green crackers and encourages people to use them. The loud sound during the immersion ride in the late hours is also being restricted, and concerned citizen groups and law and enforcement departments keep and vigilant eye on the sound levels and timings. In addition to that different awareness programs from NGOs and many government organisations on the benefits of using eco-friendly items during puja helped to reduce the use of chemical components during the festivals.

2.4 Conceptual Framework

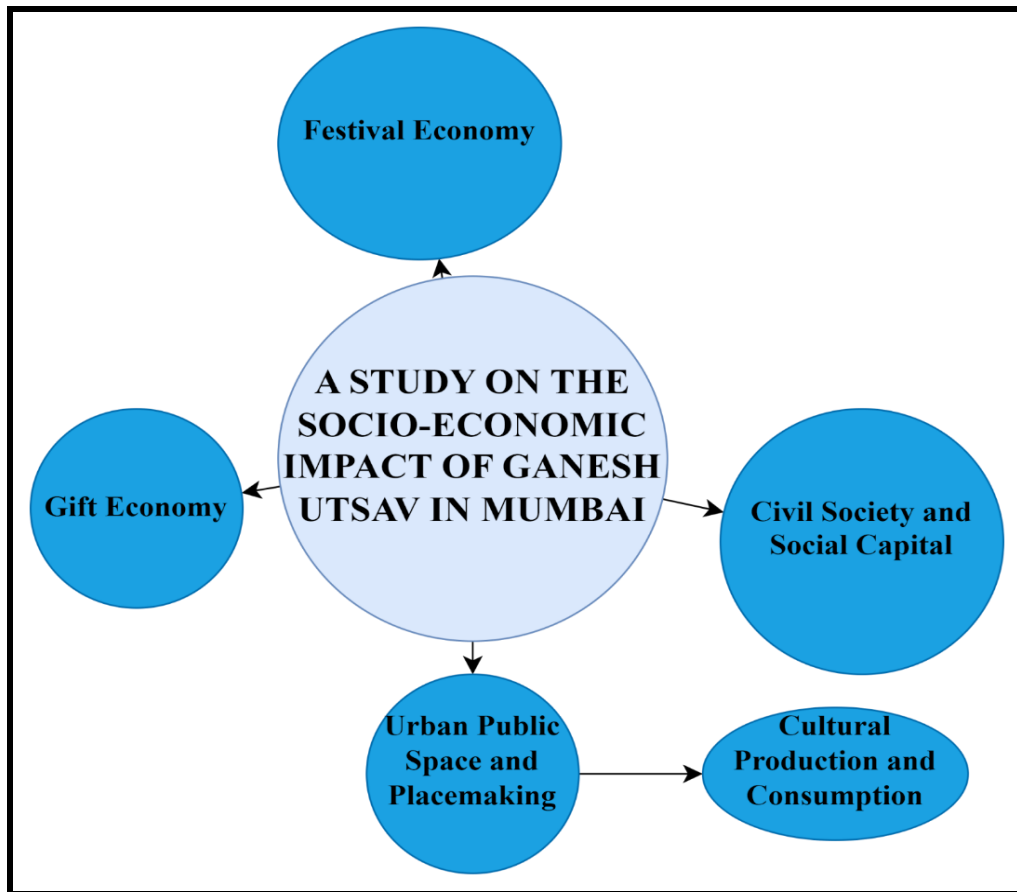


Fig 2.9: Conceptual framework

(Source: Self-developed)

The conceptual framework for recognizing the Ganesh Utsav represents the amalgamation of the “cultural production theories” with the concepts of “urban public space” that explores the role of festivals in formulating the identity, social aspects and meaning with the public latitude of Mumbai. Thus, through the conceptual framework, different dynamics, aspects and components of the research have been illustrated.

2.5 Literature Gap

Besides the enlarged study on the approaches of the socio-economy and culture of Ganesh Utsav, there has been identified a limitation in recognizing the influences on the marginalized populations and their involvements. The present literature has been seen to ignore the dynamic experiences of a marginalized community, involving the residents with *“lower-income and religious minorities”*, within the narration of the

festivals. In this way, the elucidation of these limitations can be essential to conduct the perceptions regarding the *“power dynamics, exclusion or inclusion processes”* along with the interconnectedness of identity within the considerations of the diversified urban scenario of Mumbai.

2.6 Conclusion of Literature Review

The socio-economic impact of Ganesh Utsav in Mumbai, one of the biggest festivals in India, has been examined through different models, theories and perspectives. The significance of religious festivals blends with socio economic structures of the society (Jadhav, 2020). The Mandals play a significant role towards charity and social welfare through various activities. This literature review has pinpointed the insights of the festivals by shedding light on both the constructive and pessimistic aspects of the festival.

The days of Ganesh Utsav play a vital role to stimulate the economic activities in different sectors like, hospitality, tourism, FMCG sectors and small-scale local industries in Mumbai. The Utsav days contribute significantly to the GDP (Prajapati, 2024) of Mumbai, by generating temporary employment opportunities for individuals like artisans, vendors, craftsmen and many support staff as well as the small-scale industries get opportunity to collaborate with large companies, government bodies and other charitable organizations. The investments in Idol making, flowers, pandal setup, sweet shops (Singh and Madhav, 2021), and other decorating logistics regarding the Utsav boosts up. The beneficiaries from this increment in economics of the city are mainly community residents' people of Mumbai.

Though the Ganesh Utsav is mainly a Hindu festival, it plays a significant role to promote cultural unity and social solidarity among the community. The various kinds of cultural and other programs and activities organized by Mandals are mostly performed by the community people irrespective of having barriers of religion, class and ethnicity. Everybody is buoyed by the joy of the festival which shows the rich culture and fascinating heritage of Mumbai.

However, with all this positivity there are some socio-economic and environmental challenges too with this festival. Due to building pandals for the festival on the roads and people visiting those pandals in greater numbers, the traffic congestion and crowd

on streets became uncontrollable sometimes. Due to various kinds of charitable and other activities a huge amount of waste is generated during the festival days, and the lack of waste management system in most of the Mandals increases the environmental pollution. Enormous numbers of sound systems at the pandals makes the sound pollution heavily. The immersion of the Ganesh Idols in the sea (Koning, 2022) causes water pollution in a vast area of the sea shore of Mumbai. The dangerous chemicals used in the Idols cause the death of many aquatic faunas. These issues need to be looked after carefully with proper management and planning to ensure the flawless conduct of the festivals, while minimizing the negative impact on the society and the residents of the surrounding areas.

In conclusion, the study on socio-economic impact of Ganesh Utsav in Mumbai emphasizes the festival's importance as an operator of social cohesion and economic growth. The festival creates short-term employment, strengthens bonding among the communities and generates huge revenue. Meeting tangible welfare towards the city, it also poses some challenges like Sound pollution, traffic congestion and water pollution etcetera. Some of the Mandals are already taking initiatives to take care of these issues but these things can be arrested fully by the help of community people, policy makers, other associated organizations and the local peoples of the city. By harnessing the pragmatic aspects and arresting these challenges of the Utsav, the Mumbai city can ensure the sustainability of the Ganesh Utsav and enjoy the economic boost and rich essence of culture which Lord Ganesh brings in the city every year.

CHAPTER – III

RESEARCH METHODOLOGY



3 Research Methodology

3.1 Introduction

The research methodology chapter provides a comprehensive outline of the procedures and techniques used in the study titled "Socio-Economic Impact of Ganesh Utsav in Mumbai." This chapter includes the research design, data collection methods, sampling techniques, tools and instruments used, data analysis methods, and ethical considerations. The aim is to provide a clear and detailed explanation of how the study was conducted to ensure reliability, validity, and accuracy of the findings.

This chapter outlines the research methodology adopted for the study, which is characterized as an exploratory cum descriptive study. The exploratory aspect aims to investigate the various dimensions of Ganesh Utsav's socio-economic impact on Mumbai, identifying key variables and relationships that influence the festival's outcomes. The descriptive component seeks to provide a detailed account of these impacts by systematically collecting and analyzing quantitative and qualitative data from three primary stakeholder groups: pandals, vendors, and devotees. Through well-structured questionnaires, in-depth interviews, and observational methods, the study captures a comprehensive picture of the economic benefits, social interactions, cultural preservation, and environmental practices associated with the festival. This dual approach allows for a thorough understanding of both the underlying factors and the explicit manifestations of Ganesh Utsav's influence, providing a robust foundation for informed conclusions and actionable recommendations.

3.1.1 Research Aim and Objectives

Aim

The aim of this study is to explore Ganesh Utsav festival and Socio-economic impact of Ganesh Utsav in Mumbai.

Objectives

The major objectives of the study are:

a) To analyse the impact of Ganesh Utsav to the economy of Mumbai.

To study the employment and income generation in both organized and unorganized sector. The boost happening in various sectors like food industry, music industry, real estate sector, idol making and decoration sector and various other sub- sectors during

the Utsav is phenomenal therefore the amount of money that flows into different activities needs to be systematically studied. The study will also help evaluate the financial impressions of Ganesh Utsav on the local economy of Mumbai that involves the generation of revenue from the street vendors, tourism and small businesses.

Further this impact was analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

b) To study the socio-cultural contribution of Ganesh Utsav in Mumbai

To understand the cultural pride and traditional values, community participation and communication, awareness of the culture, improved quality of community life, strengthening of community bonds as a part of cultural and social contribution to Mumbai during Ganesh Utsav festivity. Understanding the social responsibilities fulfilled by various stakeholders involved in the Ganesh Utsav activities for betterment of the city and the people. Further this impact will be analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

c) To construct a suggestive model

3.1.2 Research Questions

- What is the festival of Ganesh Chaturthi Utsav and its related significance in managing socio economic effect in Mumbai?
- What are different factors based on Ganesh Chaturthi Utsav and its impact on handling economic and social contributions in Mumbai?
- What are challenges in handling social and economic effects regarding the festival of Ganesh Chaturthi and its related challenges in managing contribution to socio-economy?

- What are recommended strategies in managing cultural, economic and social effect for Ganesh Chaturthi Utsav in Mumbai?

3.1.3 Research Design

The research design is a detailed framework or plan for the study, aimed at answering the research questions and achieving the study objectives. This study employs a mixed-methods approach, combining both quantitative and qualitative research methodologies to provide a comprehensive understanding of the socio-economic impact of Ganesh Utsav.

a. Mixed-Methods Approach:

- **Quantitative Research:** This involves the collection and analysis of numerical data to quantify the economic impact of the festival. Surveys and structured questionnaires are used to gather data from a large sample of participants, including pandals, vendors, and devotees.
- **Qualitative Research:** This involves the collection and analysis of non-numerical data to explore the social and cultural impact of the festival. Interviews, focus groups, and participant observations are used to gather in-depth insights from stakeholders.

3.2 Data Collection Methods

3.2.1 Surveys and Questionnaires:

- **Pandals:** Structured questionnaires were designed to collect data from pandals regarding their expenditures, revenue, footfall, and overall experience during Ganesh Utsav.
- **Vendors:** Surveys were administered to vendors to understand their sales, income generation, and challenges faced during the festival.
- **Devotees:** Questionnaires were distributed to devotees to gather information on their spending patterns, participation, and perceptions of the festival's impact.

3.2.2 Interviews:

- **In-Depth Interviews:** Conducted with key stakeholders such as pandal organizers, community leaders, and government officials to gain qualitative insights into the socio-economic and cultural significance of Ganesh Utsav.
- **Focus Groups:** Held with groups of vendors and devotees to discuss their experiences, challenges, and suggestions for improving the festival.

3.2.3 Participant Observation:

- **Field Visits:** Researchers attended various events, processions, and activities related to Ganesh Utsav to observe and document the interactions, behaviors, and engagement of participants.
- **Immersion:** Researchers participated in the festival activities to gain a deeper understanding of the cultural practices and community dynamics.

3.2.4 Secondary Data Analysis:

- **Document Review:** Analysis of existing literature, reports, and archival materials related to Ganesh Utsav to provide historical context and support the primary data.
- **Economic Reports:** Review of economic reports and data from local government and tourism authorities to supplement the quantitative analysis.

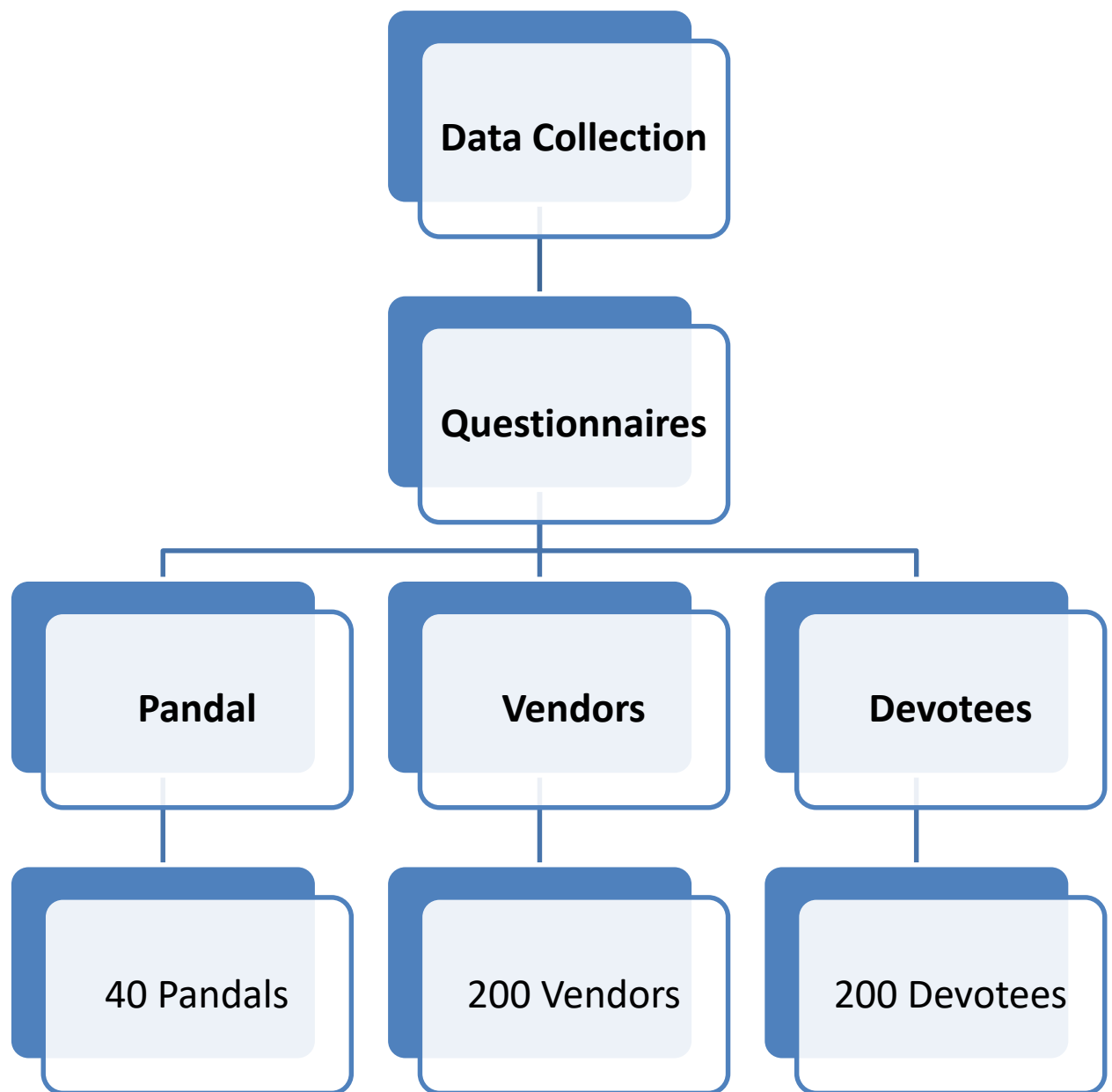


Fig 3.1: Sample Size

3.3 Sampling Techniques

3.3.1 Sampling Design:

- **Population:** The study population includes all stakeholders involved in Ganesh Utsav in Mumbai, including pandal organizers, vendors, and devotees.
- **Sampling Frame:** A list of all registered pandals, vendors operating during the festival, and registered devotees was used to create the sampling frame.

3.3.2 Sample Size:

- **Pandals:** A total of 40 pandals were selected for the survey to represent a diverse range of sizes and locations.
- **Vendors:** 200 vendors were sampled to provide a comprehensive view of the economic impact on different types of vendors.
- **Devotees:** 200 devotees were surveyed to understand their spending patterns and perceptions.

Sampling Techniques:

- **Stratified Random Sampling:** Used to ensure representation from different categories of pandals, vendors, and devotees. The population was divided into strata based on specific characteristics, and random samples were drawn from each stratum.
- **Purposive Sampling:** Used for selecting key informants for in-depth interviews and focus groups based on their knowledge and involvement in the festival.

3.4 Tools and Instruments

Questionnaire Design:

- **Structured Questionnaires:** Developed for pandals, vendors, and devotees, including both closed-ended and open-ended questions. The questionnaires were pre-tested and revised based on feedback to ensure clarity and relevance.
- **Interview Guides:** Semi-structured interview guides were prepared for in-depth interviews and focus groups to ensure consistency while allowing flexibility for exploring emerging themes.

Data Collection Instruments:

- **Digital Surveys:** Online survey tools were used to collect data from respondents who preferred digital responses.
- **Paper-Based Surveys:** Printed questionnaires were distributed to respondents who preferred or had limited access to digital tools.

Observation Checklists:

- **Field Notes:** Researchers used observation checklists and field notes to systematically document their observations during the festival.

3.5 Data Analysis Methods**Quantitative Data Analysis:**

- **Descriptive Statistics:** Used to summarize and describe the main features of the quantitative data, including frequencies, percentages, means, and standard deviations.
- **Inferential Statistics:** Employed to draw conclusions and make inferences about the population based on sample data.
- **Economic Impact Analysis:** Calculated the total economic impact by aggregating the expenditures and revenues reported by pandals, vendors, and devotees.

Ethical Considerations**a. Informed Consent:**

- **Voluntary Participation:** All participants were informed about the purpose of the study, the nature of their involvement, and their right to withdraw at any time without any consequences.
- **Consent Forms:** Written consent forms were provided to all participants, ensuring they understood the study and agreed to participate voluntarily.

b. Confidentiality and Anonymity:

- **Data Protection:** Personal information and responses were kept confidential, and data was anonymized to protect the identity of participants.
- **Secure Storage:** All data was stored securely, with access limited to the research team. Digital data was encrypted, and physical documents were kept in locked storage.

3.6 Limitations

Sampling Bias:

- **Representation:** While efforts were made to ensure a representative sample, there may be limitations due to the non-random selection of some participants, especially for qualitative interviews.

Response Bias:

- **Honesty and Accuracy:** Respondents may have provided socially desirable answers or may not have accurately recalled their expenditures and experiences.

Time Constraints:

- **Data Collection Period:** The data collection period was limited to the duration of the festival, which may not capture the full extent of its socio-economic impact over a longer period.

Limited Scope:

- **Geographical Focus:** The study focused on Mumbai, and the findings may not be generalizable to other regions where Ganesh Utsav is celebrated.

The research methodology employed in this study was designed to comprehensively analyze the socio-economic impact of Ganesh Utsav in Mumbai. By using a mixed-methods approach, the study was able to capture both quantitative data on economic activities and qualitative insights into the social and cultural significance of the festival. The use of diverse data collection methods, robust sampling techniques, and rigorous data analysis ensured the reliability and validity of the findings. Ethical considerations were paramount throughout the study, ensuring the rights and well-being of all participants were protected. Despite some limitations, the methodology provided a solid foundation for understanding the multifaceted impact of Ganesh Utsav and informing recommendations for enhancing its positive effects while addressing its challenges.

CHAPTER – IV

DATA ANALYSIS



4. Data Analysis

4.1 Introduction

The purpose of this chapter is to present the results of the data collected for the study on the socio-economic impact of Ganesh Utsav in Mumbai. The chapter aims to analyze the quantitative and qualitative data gathered from various stakeholders, including pandals, vendors, and devotees. By employing statistical techniques and thematic analysis, this chapter seeks to provide a comprehensive understanding of the festival's impact on the local economy, social cohesion, cultural preservation, and environmental sustainability.

Ganesh Utsav, celebrated with great fervor and enthusiasm, not only holds religious significance but also plays a pivotal role in shaping the socio-economic landscape of Mumbai. This chapter delves into the multifaceted impacts of the festival, examining how it influences income generation, employment, social interactions, cultural awareness, and environmental practices. The data analysis is structured to address the key objectives of the study, which include:

4.1.1 Economic Impact Analysis:

- Assessing the direct and indirect economic benefits to local vendors, artisans, and businesses.
- Evaluating the increase in income and employment opportunities during the festival period.
- Analyzing the expenditure patterns of devotees and tourists.

4.1.2 Social Impact Analysis:

- Investigating the extent of community participation and volunteerism.
- Examining the enhancement of social networks and community cohesion.
- Understanding the role of the festival in fostering social responsibility and philanthropy.

4.1.3 Cultural Impact Analysis:

- Exploring the preservation and promotion of traditional practices and rituals.
- Analyzing the transmission of cultural knowledge to younger generations.
- Assessing the effectiveness of cultural education programs and artistic expressions.

4.1.4 Environmental Impact Analysis:

- Evaluating the adoption of eco-friendly practices and their effectiveness.
- Analyzing waste management strategies and their implementation.
- Understanding the environmental challenges and proposing sustainable solutions.

The chapter begins with a detailed description of the data collection process, including the design of questionnaires, sampling methods, and data gathering techniques. This is followed by the presentation and analysis of data, using appropriate statistical tools and thematic analysis. The results are interpreted in the context of the study's objectives, providing insights into the various impacts of Ganesh Utsav on Mumbai's socio-economic and cultural environment.

By systematically analyzing the data, this chapter aims to offer evidence-based conclusions and recommendations that can help stakeholders, including policymakers, community leaders, and festival organizers, enhance the positive impacts of Ganesh Utsav while addressing its challenges. The findings from this analysis will also contribute to the broader understanding of how cultural festivals influence urban communities, providing a model that can be applied to similar events in other contexts.

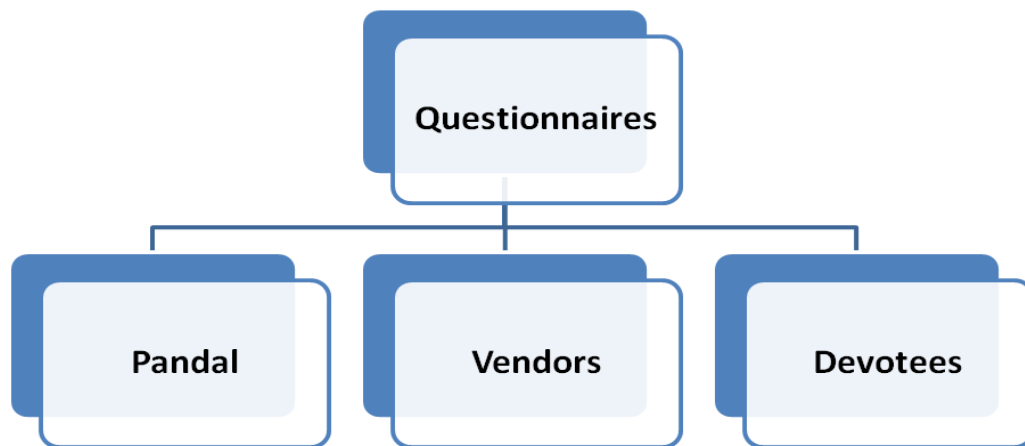


Fig 4.1: Questionnaire pattern

To comprehensively assess the socio-economic impact of Ganesh Utsav in Mumbai, three meticulously designed questionnaires were developed to collect data from the key stakeholders: pandals, vendors, and devotees. The questionnaire for pandals aimed to capture detailed information on their organizational practices, financial expenditures, revenue generation, social and cultural activities, and environmental initiatives. Questions focused on aspects such as the size and type of Ganesh idols used, the duration and scale of celebrations, footfall, and the various expenses incurred, including those for decorations, security, and community services. The vendor questionnaire sought to understand the economic benefits accrued during the festival, examining changes in income levels, employment opportunities, and the types of goods and services offered. It also explored the challenges vendors face and their perceptions of the festival's impact on their businesses. The devotees' questionnaire focused on capturing their expenditure patterns, the extent of their participation in various events, and their views on the festival's cultural and environmental aspects. It included questions on their spending on travel, food, and donations, as well as their preferences for idol types and immersion practices. By gathering data from these diverse perspectives, the study aims to provide a holistic understanding of the multifaceted impacts of Ganesh Utsav on Mumbai's economy, social fabric, and cultural heritage.

4.2 Analysis of Data collected from Questionnaire designed for Pandal

The data analysis of the questionnaire designed for pandals, which comprised 18 questions, provides an in-depth look at the organizational, financial, social, and

environmental aspects of Ganesh Utsav celebrations. This comprehensive survey covered various dimensions, including the types and sizes of Ganesh idols used, with questions probing whether pandals opted for traditional POP (Plaster of Paris) idols or eco-friendly alternatives. It examined the estimated footfall over the festival days, capturing data on visitor numbers and the demographic mix. Financial aspects were thoroughly explored, with detailed questions about expenditures on idols, decorations, food, security, and other logistical needs, alongside revenue sources such as donations, sponsorships, and event fees. The questionnaire also addressed the pandals' contributions to social cohesion and cultural preservation, querying their involvement in community activities, cultural programs, and charitable efforts. Environmental practices were scrutinized through questions on waste management, the use of sustainable materials, and the methods of idol immersion. By analyzing these responses, the study aims to quantify the economic impact on pandals, assess their role in fostering community spirit, and evaluate their adherence to sustainable practices, providing a holistic view of the festival's influence on Mumbai's socio-cultural landscape.

4.2.1 Economic Impact Analysis- Pandal perspective

a. Name of the Major Pandals:

1. Ekta Mitra Mandal
2. Silver Group
3. Shivshakti Ganesh Mandal
4. Oripada Ganesh Utsav Mandal
5. Siddhivinayak Mitra Mandal
6. Amar Seva Ganesh Utsav Mandal
7. Ambawadi Ganesh Utsav Mandal
8. Bhatladevi Ganesh Utsav Mandal
9. Bal Gopal Mitra Mandal
10. Sanjay Nagar Ganeshotsav Mandal
11. Pushprikhar Colony
12. Mumbaicha Raja Ganesh Utsav Mandal
13. Tejukaya Ganesh Utsav Mandal

The major pandals that play a significant role in the Ganesh Utsav celebrations in Mumbai include prominent names such as Ekta Mitra Mandal, Silver Group, Shivshakti Ganesh Mandal, Oripada Ganesh Utsav Mandal, and Siddhivinayak Mitra Mandal. Other notable pandals include Amar Seva Ganesh Utsav Mandal, Ambawadi Ganesh Utsav Mandal, Bhatladevi Ganesh Utsav Mandal, Bal Gopal Mitra Mandal, Sanjay Nagar Ganeshotsav Mandal, Pushprihar Colony, Mumbaicha Raja Ganesh Utsav Mandal, and Tejukaya Ganesh Utsav Mandal. These pandals are renowned for their grand celebrations, elaborate decorations, and significant cultural and social contributions to the community, attracting thousands of visitors and devotees during the festival.

b. Analysis by Size Classification:

- **Large Pandals:** 12
- **Medium & Small Pandals:** 28

The analysis by size classification of the pandals, categorized into 12 large pandals and 28 medium and small pandals, reveals distinct patterns in their operational and economic dynamics during Ganesh Utsav. Large pandals, with their substantial resources and extensive reach, typically attract higher footfall, often exceeding 100,000 visitors, and incur significant expenditures on elaborate decorations, multiple idols, and grand cultural programs. Their financial models heavily rely on substantial donations, corporate sponsorships, and event-driven revenue, reflecting their prominent role in the community. Conversely, medium and small pandals, while smaller in scale, play a crucial role in local neighborhoods, fostering closer community bonds and participation. Their expenditures are relatively modest, focusing on essential decorations, single idols, and community-centric events, and they primarily depend on local donations and volunteer support. This size-based analysis highlights the differential economic impacts, cultural contributions, and community engagements of large versus medium and small pandals, underscoring the diverse ways in which Ganesh Utsav influences various segments of Mumbai's society.

c. Analysis of Years of Organizing:

1. **1-5 years:** 3 small pandals

2. **6-10 years:** 8 small and medium pandals
3. **11-15 years:** 17 small and medium pandals
4. **More than 25 years:** 6 large pandals
5. **More than 50 years:** 5 large pandals
6. **61 years:** 1 large pandal

The detailed analysis reveals a wide range of experience among the pandals, from those that have recently started to those with over half a century of tradition. The majority of the pandals (17) have been organizing the festival for 11-15 years, indicating a significant level of experience and continuity.

Summary:

- **1-5 years:** This group represents newer pandals, indicating the festival's growing popularity and new organizers stepping in.
- **6-10 years:** These pandals are likely established but still relatively new compared to the more seasoned ones.
- **11-15 years:** This is the largest group, showing a stable and sustained involvement in organizing the festival.
- **More than 25 years:** These pandals are highly experienced and likely well-known in their communities.
- **More than 50 years and 61 years:** These pandals are historical and have a deep-rooted tradition, indicating a long-standing cultural significance.

d. How many days do you celebrate Ganesh Utsav in your Pandal?

- a. 1.5 days- **6 pandals**
- b. 5 days- **12 pandals**
- c. 7 days
- d. 11 days- **22 pandals**
- a. Other _____

The duration of Ganesh Utsav celebrations in various pandals across Mumbai shows a diverse range of festivities, reflecting the differing scales and traditions of these community centers. According to the data, six pandals celebrate the festival for 1.5 days, a shorter duration often characterized by more intimate and localized festivities. Twelve pandals extend their celebrations to five days, balancing elaborate rituals and community activities with logistical manageability. The most common duration, observed by twenty-two pandals, is eleven days, which aligns with the traditional full-length celebration of Ganesh Utsav, featuring extensive rituals, cultural programs, and significant community involvement. This variation in celebration lengths illustrates the flexibility and adaptability of Ganesh Utsav, accommodating different community capacities and traditions while maintaining the festival's core essence.

e. Detailed Analysis of Footfall during Ganesh Utsav Celebration

Estimated Footfall by Duration of Celebration:

1. Small Pandals (1.5 days):

- Expected Footfall: 2500 to 5000 people
- Analysis: Small pandals that celebrate Ganesh Utsav for 1.5 days generally experience a modest footfall. These pandals likely have limited resources and smaller community participation, which is reflected in the lower number of visitors. Despite the shorter duration, the celebration still attracts a significant number of people, indicating the widespread appeal of the festival.

2. Small and Medium Pandals (5 days):

- Expected Footfall: 3500 to 10000 people
- Analysis: Pandals that extend the celebration to 5 days see a noticeable increase in footfall. This period allows for more events and activities, attracting a larger audience. The range of 3500 to 10000 people suggests a mix of small and medium-sized pandals with varying capacities and reach within their communities.

3. Medium and Large Pandals (11 days):

- Expected Footfall: 15000 to more than 100000 people

- **Analysis:** The majority of medium and large pandals celebrate Ganesh Utsav for the full 11 days, resulting in a substantial footfall. These pandals are often well-established with significant resources and community support, enabling them to attract and manage large crowds. The footfall ranging from 15000 to over 100000 people highlights the festival's massive appeal and the pandals' capability to host large-scale celebrations. This extended duration allows for a variety of events, rituals, and activities, catering to a wide audience and maintaining high engagement throughout the festival period.

Summary:

- **1.5 Days Celebration:** Small pandals, 2500 to 5000 visitors. Suitable for newer or smaller community-focused pandals.
- **5 Days Celebration:** Small and medium pandals, 3500 to 10000 visitors. Allows for more events and broader community engagement.
- **11 Days Celebration:** Medium and large pandals, 15000 to over 100000 visitors. Indicates high popularity and significant community involvement, with the ability to host and manage large-scale events.

This analysis shows how the duration of the Ganesh Utsav celebration impacts the footfall, with longer celebrations attracting significantly larger crowds. It also reflects the pandals' varying capacities and their role in the community, from local gatherings to major cultural events drawing vast numbers of participants.

Table 4.1- Detailed Analysis of Expenditures during Ganesh Utsav Celebration

Items	Small	Medium	Large
Ganesh Idols	45000	135000	380000
Flower and Garlands	8000	22000	95000
Sweets/ Mithai/ Modak/ Prasad	8500	22000	75000
Food and Beverages	12500	30000	75000
Grocery/Fruits/Dairy Items	9000	20000	120000
Pooja Samagri/ Pooja	5500	11000	19000

necessities (Brahman fee)			
Decoration	22000	92000	480000
Music/ DJ/ Dhol	10000	20000	75000
Clothing	5000	45000	45000
Transport	6000	10000	18000
Security, Housekeeping, Volunteer Management			45000
Total	131500	407000	1427000
No. of Pandals	10000	6400	4000
Total	1315000000	2604800000	5708000000
G. Total Expenditure	₹ 9,62,78,00,000		

a. Detailed Analysis of Expenditures during Ganesh Utsav Celebration

a. Ganesh Idol:

- **Small Pandals:** ₹20,000 to ₹60,000
- **Medium Pandals:** ₹50,000 to ₹1,50,000
- **Medium and Large Pandals with Two Idols:** ₹2,00,000 to ₹4,50,000
 - **Analysis:** The cost varies significantly based on the size and prominence of the pandal. Smaller pandals manage with lower budgets, whereas medium and large pandals invest heavily, especially if they maintain two idols for different purposes.

b. Flower and Garlands:

- **Small Pandals:** ₹4,000 to ₹8,000
- **Medium Pandals:** ₹10,000 to ₹25,000
- **Large Pandals:** ₹30,000 to ₹1,00,000 and above
 - **Analysis:** Floral decorations are a significant expenditure, with larger pandals investing substantially to enhance the visual appeal and spiritual ambiance.

c. Sweets/Mithai/Modak/Prasad:

- **Small Pandals:** ₹5,000 to ₹10,000
- **Medium Pandals:** ₹10,000 to ₹25,000
- **Large Pandals:** ₹30,000 to ₹80,000 (2 pandals spend around ₹1,00,000 and above)
 - **Analysis:** The distribution of sweets and prasad is an integral part of the celebrations, reflecting the pandal's generosity and capacity to cater to a large number of devotees.

d. Food and Beverages:

- **Small Pandals:** ₹5,000 to ₹15,000
- **Medium Pandals:** ₹20,000 to ₹35,000
- **Large Pandals:** ₹30,000 to ₹80,000
 - **Analysis:** The provision of food and beverages shows the pandal's hospitality and ability to accommodate visitors, with larger pandals providing more substantial offerings.

e. Grocery/Fruits/Dairy Items:

- **Small Pandals:** ₹5,000 to ₹10,000
- **Medium Pandals:** ₹10,000 to ₹25,000
- **Large Pandals:** ₹50,000 and above
 - **Analysis:** Regular groceries and dairy items form a basic yet crucial part of the expenditure, ensuring continuous offerings and rituals.

f. Pooja Samagri/Pooja Necessities (Brahman fee):

- **Small Pandals:** ₹3,000 to ₹7,000
- **Medium Pandals:** ₹7,000 to ₹12,000
- **Large Pandals:** ₹12,000 to ₹20,000
 - **Analysis:** Expenses on pooja samagri and Brahman fees indicate the emphasis on religious rituals and the involvement of priests.

g. Decoration:

- **Small Pandals:** ₹10,000 to ₹25,000
- **Medium Pandals:** ₹30,000 to ₹1,00,000
- **Large Pandals:** ₹1,00,000 to ₹5,00,000 (2 pandals spend above ₹5,00,000)
 - **Analysis:** Decoration costs are substantial, with large pandals investing heavily to create a visually stunning and spiritually uplifting environment.

h. Music/DJ/Dhol:

- **Small Pandals:** ₹5,000 to ₹10,000
- **Medium Pandals:** ₹10,000 to ₹25,000
- **Large Pandals:** ₹40,000 to ₹80,000
 - **Analysis:** Music and entertainment are key elements of the celebration, with larger pandals allocating more funds to ensure a vibrant atmosphere.

i. Clothing:

- **Most Small and Medium Pandals:** Do not spend on clothing
- **Few Medium and Large Pandals:** ₹10,000 to ₹50,000 (for common t-shirts or kurta for organizers)
 - **Analysis:** Some medium and large pandals invest in clothing for their organizers, enhancing group identity and uniformity.

j. Transport:

- **Small Pandals:** ₹2,000 to ₹7,000
- **Medium Pandals:** ₹7,000 to ₹10,000
- **Large Pandals:** ₹10,000 to ₹20,000
 - **Analysis:** Transport expenses vary, with larger pandals spending more on logistics and transportation needs.

k. Fuel and Other Automobile Expenses:

- **Most Pandals:** Did not provide specific details
- **Few Pandals:** Up to ₹5,000
 - **Analysis:** Fuel and automobile expenses are relatively minor but essential for the smooth operation of the pandal's activities.

l. Parking:

- **Not Applicable:**
 - **Analysis:** Parking is generally not a separate expense for pandals.

m. Security, Housekeeping, Volunteer Management:

- **Small Pandals:** Managed by own organizers
- **Few Medium and Large Pandals:** ₹20,000 to ₹50,000
 - **Analysis:** Security and housekeeping are crucial for maintaining order and cleanliness, with larger pandals outsourcing these services.

n. Plane, Train, Inter-city Bus Tickets (Long Distance Travel):

- **Not Applicable:**
 - **Analysis:** This expense category is not relevant for the majority of pandals as most volunteers are local.

Summary of Expenditures:

The analysis shows that the scale of expenditures varies significantly based on the size and duration of the celebration. Small pandals manage with relatively modest budgets, while medium and large pandals incur substantial costs to enhance the festival's grandeur and accommodate large crowds. The expenditures reflect the diverse needs and priorities of each pandal, contributing to the overall economic impact of Ganesh Utsav in Mumbai.

g. Detailed Analysis of Ganesh Idol Types in Pandals**Types of Ganesh Idols:****1. POP Based Idols (Plaster of Paris):**

- **Number of Pandals:** 26 (Large and Medium)
- **Analysis:** POP idols are traditionally popular due to their affordability and ease of molding into intricate designs. However, they are less environmentally friendly, as they do not dissolve easily in water and can contribute to water pollution. The prevalence of POP idols in 26 large and medium pandals indicates a continuing preference for these traditional materials despite growing environmental concerns.

2. Environment Friendly Idols (Mud Based):

- **Number of Pandals:** 14 (Small and Medium)
- **Analysis:** Mud-based idols are gaining popularity due to their eco-friendly nature, as they dissolve easily in water without causing significant pollution. These idols align with increasing environmental awareness and efforts to promote sustainable practices. The adoption by 14 small and medium pandals showcases a shift towards more sustainable celebration methods, reflecting a growing environmental consciousness among organizers and devotees.

3. Other Types:

- **Number of Pandals:** Data not specified
- **Analysis:** This category would include any other materials used for idols that are not POP or mud-based, though specific data is not provided. It suggests that while POP and mud-based idols are the most common, there might be a few pandals experimenting with alternative materials to balance tradition and sustainability.

Summary:

- **POP Based Idols:** The choice of 26 large and medium pandals for POP idols suggests a strong traditional preference, though it comes with environmental drawbacks.
- **Environment Friendly Idols:** The use of mud-based idols by 14 small and medium pandals indicates a positive trend towards eco-friendly practices, driven by the need to minimize environmental impact.
- **Other Types:** Although unspecified, this category suggests some diversity in materials used for idol-making, reflecting innovation and adaptation in response to environmental concerns.

The analysis highlights a significant transition towards environmentally friendly practices in Ganesh Utsav celebrations, with a notable number of pandals adopting sustainable materials for their idols. This shift is critical for promoting a more sustainable future for the festival, balancing cultural heritage with ecological responsibility.

h. Detailed Analysis of Ganesh Idol Immersion Practices**Immersion Locations:**

1. **Natural Water Body (Sea, Pond, Lake, River, etc.):**
 - **Number of Pandals:** 11
 - **Analysis:** Immersing Ganesh idols in natural water bodies is a traditional practice. This method is deeply rooted in the cultural and religious significance of returning the idol to nature. However, it poses environmental concerns, particularly with non-biodegradable idols like those made of POP. The choice by 11 pandals indicates a continued adherence to traditional practices, though it may require more stringent environmental management measures to mitigate pollution.
2. **Artificial Water Body (Artificial Ponds, etc.):**
 - **Number of Pandals:** 29
 - **Analysis:** The use of artificial ponds for idol immersion is a more recent practice aimed at reducing environmental impact. These

controlled environments prevent water pollution and allow for better management of the dissolved materials. The adoption by 29 pandals demonstrates a significant shift towards more sustainable practices, reflecting increased environmental awareness and efforts to minimize the ecological footprint of the festival.

3. Other Locations:

- **Number of Pandals:** Data not specified
- **Analysis:** This category would include any other methods or locations used for immersion that do not fall under natural or artificial water bodies. While specific data is not provided, it suggests that there may be innovative or alternative approaches being adopted by some pandals.

Summary:

- **Natural Water Body:** The choice of 11 pandals to immerse idols in natural water bodies reflects strong cultural traditions but highlights the need for better environmental practices to prevent pollution.
- **Artificial Water Body:** The use of artificial ponds by 29 pandals indicates a proactive approach towards environmental conservation, showcasing a significant move towards sustainable celebration practices.
- **Other Locations:** This unspecified category suggests diversity in immersion practices, pointing towards innovation and alternative methods being explored by some pandals.

The analysis underscores a notable shift towards environmentally responsible practices in Ganesh Utsav celebrations, with a majority of pandals opting for artificial ponds to mitigate environmental impact. This transition is crucial for balancing cultural traditions with ecological sustainability, ensuring the festival's future in harmony with nature.

i. Detailed analysis of Types of Celebration:**1. Silent Procession:**

- **Number of Pandals:** Data not specified
- **Analysis:** Silent processions are the least disruptive to the environment and local communities, offering a peaceful way to honor the ritual. While data on the number of pandals choosing this option is not provided, the emphasis on silence reflects a more introspective and serene approach to the immersion ceremony.

2. Music/DJ/Dancing Procession:

- **Number of Pandals:** 37
- **Analysis:** This is the most popular form of celebration, with 37 pandals opting for vibrant and energetic processions involving music, DJs, and dancing. These celebrations are highly engaging and attract large crowds, creating a festive atmosphere. However, they can also lead to noise pollution and require careful management to ensure safety and minimize disruption.

3. Singing Traditional Aarti and Bhajan:

- **Number of Pandals:** 4
- **Analysis:** Traditional aarti and bhajan singing during the procession is a more spiritual and culturally rooted form of celebration. Chosen by 4 pandals, this method blends religious devotion with cultural expression, offering a balanced approach that maintains the festival's traditional essence while being less disruptive than music/DJ processions.

4. Other Types:

- **Number of Pandals:** Data not specified
- **Analysis:** This category would include any other unique or innovative celebration methods that do not fall under the specified types. The

absence of specific data suggests these practices are less common but indicate a diversity of approaches among pandals.

Summary:

- **Silent Procession:** Reflects a peaceful and serene approach to the immersion ceremony, though the popularity of this option is not quantified.
- **Music/DJ/Dancing Procession:** Chosen by 37 pandals, this is the most favored method, creating a lively and engaging atmosphere but requiring effective management to handle noise and crowd control.
- **Singing Traditional Aarti and Bhajan:** Selected by 4 pandals, this approach maintains a strong cultural and spiritual connection, offering a less disruptive but equally meaningful celebration.
- **Other Types:** Suggests a variety of innovative approaches being used, though specific details are not provided.

The analysis highlights a predominant preference for lively and energetic celebrations during Visarjan, with a significant number of pandals choosing music and dance to mark the occasion. However, there remains a notable segment that adheres to more traditional and quieter forms of celebration, reflecting the diverse ways in which Ganesh Utsav is honored.

j. Detailed Analysis of Revenue Gained during Ganesh Utsav Celebration

a. Entry or Admission Fees:

- **Charging Pandals: 2**
 - **Revenue Range:** ₹2,000 to ₹10,000
- **Non-Charging Pandals: 38**
 - **Analysis:** The vast majority of pandals (38 out of 40) do not charge any entry or admission fees for associated events. This suggests that these pandals rely on other sources of revenue, such as donations and sponsorships, to fund their activities and celebrations. The few that do charge entry fees have a relatively modest revenue range, indicating that entry fees are not a significant source of income.

b. Donations/Vargani/Danpeti:

- **Large Pandals:**
 - **Revenue Range:** ₹5,00,000 to ₹20,00,000
- **Medium Pandals:**
 - **Revenue Range:** ₹2,00,000 to ₹8,00,000
- **Small Pandals:**
 - **Revenue Range:** ₹60,000 to ₹1,50,000
 - **Analysis:** Donations are a crucial source of revenue for pandals, with large pandals receiving substantial amounts, ranging from ₹5,00,000 to ₹20,00,000. Medium pandals also receive significant donations, although in a lower range compared to large pandals. Small pandals, while receiving lesser amounts, still rely heavily on donations to fund their celebrations. This indicates a strong community support system where devotees contribute generously to sustain the festivities.

c. Sponsorship:

- **Small Pandals:**
 - **Revenue Range:** ₹50,000 to ₹2,00,000
- **Medium Pandals:**
 - **Revenue Range:** ₹3,00,000 to ₹8,00,000
- **Large Pandals:**
 - **Revenue Range:** ₹10,00,000 to ₹20,00,000
 - **Analysis:** Sponsorship is another significant revenue stream, with various local businesses and organizations contributing to the pandals. Small pandals attract sponsorships in the range of ₹50,000 to ₹2,00,000, while medium and large pandals secure much higher amounts. The higher sponsorship amounts for large pandals reflect their ability to attract more prominent sponsors due to their larger scale and reach.

Summary:

- **Entry or Admission Fees:** Minimal revenue source, with only 2 pandals charging fees.
- **Donations/Vargani/Danpeti:** Major revenue source across all pandal sizes, with large pandals receiving the highest amounts.
- **Sponsorship:** Significant revenue source, particularly for medium and large pandals, indicating strong local business support.

The analysis shows that donations and sponsorships are the primary revenue sources for pandals during Ganesh Utsav, highlighting the importance of community and business support in sustaining the celebrations. The limited reliance on entry fees suggests an inclusive approach, making the festivities accessible to a wider audience without financial barriers.

k. Detailed Analysis of COVID-19 Impact on Pandal Incomes and Operations during Ganesh Utsav**Impact of COVID-19:****1. Yes, COVID-19 Affected Incomes and Operations:**

- **Number of Pandals:** 32
- **Analysis:** The majority of pandals (32 out of 40) reported that COVID-19 significantly impacted their incomes and operations during Ganesh Utsav. This impact likely includes reduced donations and sponsorships, limitations on gatherings, and increased costs for health and safety measures. The pandemic would have forced these pandals to adapt by scaling down their celebrations, implementing virtual events, or enhancing hygiene and social distancing protocols, all of which could strain financial resources and operational capabilities.

2. No, COVID-19 Did Not Affect Incomes and Operations:

- **Number of Pandals:** 8
- **Analysis:** A smaller segment of pandals (8 out of 40) indicated that COVID-19 did not affect their incomes and operations. These pandals

might have had better financial resilience, strong community support, or the ability to adapt their celebrations effectively to comply with health guidelines without significant financial losses. This could include measures like shifting to online donations, smaller-scale events, or having existing reserves to manage through the pandemic period.

Summary:

- **Pandals Affected by COVID-19:** 32 out of 40
 - **Key Issues:** Reduced donations, limited gatherings, increased health and safety costs, operational adjustments.
- **Pandals Not Affected by COVID-19:** 8 out of 40
 - **Key Factors:** Financial resilience, strong community support, effective adaptation to guidelines.

The analysis indicates that the COVID-19 pandemic had a substantial impact on the majority of pandals, affecting their financial stability and operational execution of the festival. However, a minority managed to navigate the challenges without significant disruptions, showcasing varying levels of resilience and adaptability among different pandals.

I. Detailed Analysis of the Importance of Ganesh Utsav for Pandals**Importance Rating:****Scale:**

- 0: Not Important
- 10: Very Important

Responses:**1. Rated 10 (Very Important):**

- **Number of Pandals:** 37
- **Analysis:** An overwhelming majority of pandals (37 out of 40) consider Ganesh Utsav to be of utmost importance, rating it a 10. This

indicates the festival's critical role in their cultural, religious, and community activities. It reflects the deep-rooted significance of Ganesh Utsav in their operations, planning, and overall identity. The high rating underscores the festival's value in fostering community spirit, religious devotion, and cultural pride.

2. Rated 9:

- **Number of Pandals:** 3
- **Analysis:** A smaller segment of pandals (3 out of 40) rated the importance of Ganesh Utsav as 9. While still considering the festival extremely important, these pandals might face certain constraints or have slightly different priorities impacting their rating. Nevertheless, the high rating close to 10 still indicates a strong commitment to the festival and its activities.

Summary:

- **Rated 10 (Very Important):** 37 pandals
 - **Significance:** Indicates critical importance in cultural, religious, and community activities.
- **Rated 9:** 3 pandals
 - **Significance:** Reflects high importance, though with minor constraints or varying priorities.

The analysis clearly shows that Ganesh Utsav holds immense importance for nearly all pandals, with the majority rating it as very important. This highlights the festival's vital role in the pandals' annual activities and its profound impact on community bonding and cultural preservation.

m. Detailed Analysis of the Overall Rating of Ganesh Utsav Carnival in Mumbai

Overall Rating:

Scale:

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:**1. Rated 10 (Very Satisfied):**

- **Number of Pandals:** 35
- **Analysis:** The majority of respondents (35 out of 40) rated their satisfaction with the Ganesh Utsav Carnival in Mumbai as 10. This indicates an extremely high level of satisfaction with the way the festival is organized and celebrated. Factors contributing to this rating likely include the successful execution of events, high community engagement, cultural richness, and the overall festive atmosphere.

2. Rated 9:

- **Number of Pandals:** 3
- **Analysis:** A smaller group of respondents (3 out of 40) rated their satisfaction as 9. While still highly satisfied, these respondents may have minor concerns or areas where they believe improvements could be made. Nevertheless, a rating of 9 indicates that these pandals are very pleased with the festival's execution and impact.

3. Rated 8:

- **Number of Pandals:** 2
- **Analysis:** A few respondents (2 out of 40) rated their satisfaction as 8. This suggests that while they are generally satisfied with the carnival, there are more notable areas for improvement compared to those who rated 9 or 10. These areas could include logistical issues, crowd management, or specific event aspects that could be enhanced.

Summary:

- **Rated 10 (Very Satisfied):** 35 pandals
 - **Significance:** Indicates an extremely high level of satisfaction with the festival's organization and celebration.
- **Rated 9:** 3 pandals

- **Significance:** Reflects high satisfaction with minor areas for potential improvement.
- **Rated 8:** 2 pandals
 - **Significance:** Shows general satisfaction with more noticeable areas for improvement.

The analysis reveals a predominant trend of very high satisfaction with the Ganesh Utsav Carnival in Mumbai among the respondents. The majority rating it as 10 highlights the festival's success in meeting the expectations and needs of the community, contributing to a positive and enriching cultural experience. The few who rated it slightly lower still indicate high satisfaction, pointing to the overall success and appeal of the carnival.

n. Detailed Analysis of Ratings for Various Characteristics of Ganesh Utsav

1. Police Support:

Scale:

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:

1. Rated 8:

- **Number of Pandals:** 27
- **Analysis:** A significant majority (27 out of 40) rated police support during Ganesh Utsav as 8. This high rating suggests that most pandals are quite satisfied with the level of support provided by the police. The rating reflects effective crowd control, safety measures, and overall cooperation with festival organizers.

2. Rated 7:

- **Number of Pandals:** 10
- **Analysis:** A smaller group (10 out of 40) rated police support as 7. This indicates general satisfaction but suggests some room for improvement. These pandals likely experienced good support but may

have encountered minor issues or believe there are areas where police support could be enhanced.

3. Rated 6:

- **Number of Pandals:** 3
- **Analysis:** A few respondents (3 out of 40) rated police support as 6, indicating moderate satisfaction. This rating suggests that while the police support was adequate, there were noticeable areas where it fell short of expectations. These issues could include delays in response, insufficient presence, or specific incidents that affected the overall rating.

Summary:

- **Rated 8 (Very Satisfied):** 27 pandals
 - **Significance:** Indicates a high level of satisfaction with police support, reflecting effective and reliable assistance.
- **Rated 7:** 10 pandals
 - **Significance:** Reflects general satisfaction with some areas for improvement.
- **Rated 6:** 3 pandals
 - **Significance:** Indicates moderate satisfaction with more noticeable areas needing improvement.

The analysis shows that the majority of pandals are satisfied with the police support during Ganesh Utsav, with most ratings falling between 7 and 8. This suggests that the police provide reliable and effective assistance, although there are some areas where improvements could enhance the overall experience for the pandals.

2. Footfall in the Pandal:

Scale:

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:**1. Rated 10 (Very Satisfied):**

- **Number of Pandals:** 10
- **Analysis:** A significant portion (10 out of 40) rated their satisfaction with footfall as 10, indicating they are extremely satisfied with the number of visitors their pandal attracted. This high rating reflects successful outreach and engagement, ensuring a vibrant and well-attended festival.

2. Rated 9:

- **Number of Pandals:** 15
- **Analysis:** The largest group (15 out of 40) rated their satisfaction as 9, showing they are very pleased with the footfall but see slight room for improvement. This indicates that while the footfall is excellent, there are minor aspects that could enhance the experience further.

3. Rated 8:

- **Number of Pandals:** 10
- **Analysis:** Another substantial group (10 out of 40) rated their satisfaction as 8. This suggests a high level of satisfaction with the footfall, though there are more noticeable areas that could be optimized to achieve even higher visitor engagement.

4. Rated 6:

- **Number of Pandals:** 5
- **Analysis:** A smaller group (5 out of 40) rated their satisfaction as 6, indicating moderate satisfaction. These pandals likely experienced adequate footfall but encountered significant challenges or limitations in attracting visitors, suggesting a need for improved outreach or logistical arrangements.

Summary:

- **Rated 10 (Very Satisfied):** 10 pandals
 - **Significance:** Indicates extremely high satisfaction with footfall, reflecting successful engagement and high visitor turnout.
- **Rated 9:** 15 pandals
 - **Significance:** Reflects very high satisfaction with minor areas for improvement.
- **Rated 8:** 10 pandals
 - **Significance:** Shows high satisfaction with more noticeable areas needing optimization.
- **Rated 6:** 5 pandals
 - **Significance:** Indicates moderate satisfaction with significant areas needing improvement.

The analysis highlights that the majority of pandals are satisfied with the footfall during Ganesh Utsav, with most ratings falling between 8 and 10. This suggests that while footfall is generally high and satisfactory, there are still areas that could be enhanced to further boost visitor numbers and engagement.

3. Donation:**Scale:**

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:**1. Rated 9:**

- **Number of Pandals:** 22 (10 respondents marked 9 points, 12 respondents marked 9 points)
- **Analysis:** A combined total of 22 out of 40 respondents rated their satisfaction with donations as 9. This high rating indicates that these

pandals are very satisfied with the amount of donations received, suggesting strong community support and effective fundraising efforts. However, there may be minor areas where they believe improvements could still be made.

2. Rated 8:

- **Number of Pandals:** 11
- **Analysis:** A significant number of respondents (11 out of 40) rated their satisfaction as 8. This suggests a high level of satisfaction with donations, though there are more noticeable aspects that could be improved to increase the overall satisfaction and amount of donations received.

3. Rated 6:

- **Number of Pandals:** 5
- **Analysis:** A smaller group (5 out of 40) rated their satisfaction as 6, indicating moderate satisfaction with the donations received. These pandals likely faced challenges in fundraising, such as limited community engagement or competition with other pandals for donations, pointing to areas where significant improvements are needed.

4. Rated 3:

- **Number of Pandals:** 2
- **Analysis:** A very small number (2 out of 40) rated their satisfaction as 3, indicating significant dissatisfaction with the donations received. This low rating suggests that these pandals faced major difficulties in securing funds, which could be due to various factors such as economic conditions, lack of outreach, or ineffective fundraising strategies.

Summary:

- **Rated 9:** 22 pandals
 - **Significance:** Indicates very high satisfaction with donations, reflecting strong community support and effective fundraising with minor areas for improvement.
- **Rated 8:** 11 pandals
 - **Significance:** Shows high satisfaction with donations but identifies more noticeable areas needing enhancement.
- **Rated 6:** 5 pandals
 - **Significance:** Indicates moderate satisfaction with significant challenges in fundraising efforts.
- **Rated 3:** 2 pandals
 - **Significance:** Reflects significant dissatisfaction with donations, pointing to major issues in securing sufficient funds.

The analysis reveals that the majority of pandals are satisfied with the donations received during Ganesh Utsav, with most ratings falling between 8 and 9. This indicates strong community support and effective fundraising efforts, though there are still areas for improvement. A small segment of pandals expressed significant dissatisfaction, highlighting the need for targeted strategies to enhance fundraising and community engagement.

4. Infrastructure Facilities:**Scale:**

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:

1. **Rated 9:**
 - **Number of Pandals:** 22 (10 respondents marked 9 points, 12 respondents marked 9 points)

- **Analysis:** A combined total of 22 out of 40 respondents rated their satisfaction with infrastructure facilities as 9. This high rating indicates that these pandals are very satisfied with the infrastructure provided during the festival. The facilities likely include adequate space, amenities, and support services, contributing to a positive experience. However, there may be minor aspects that can still be improved.

2. Rated 8:

- **Number of Pandals:** 11
- **Analysis:** A significant number of respondents (11 out of 40) rated their satisfaction as 8. This suggests a high level of satisfaction with the infrastructure facilities, though there are more noticeable areas that could be enhanced to further improve the overall experience.

3. Rated 6:

- **Number of Pandals:** 5
- **Analysis:** A smaller group (5 out of 40) rated their satisfaction as 6, indicating moderate satisfaction with the infrastructure facilities. These pandals likely encountered challenges or limitations with the provided facilities, pointing to significant areas needing improvement.

4. Rated 3:

- **Number of Pandals:** 2
- **Analysis:** A very small number (2 out of 40) rated their satisfaction as 3, indicating significant dissatisfaction with the infrastructure facilities. This low rating suggests that these pandals faced major issues such as inadequate space, poor amenities, or insufficient support services, which severely impacted their experience.

Summary:

- **Rated 9:** 22 pandals
 - **Significance:** Indicates very high satisfaction with infrastructure facilities, reflecting adequate space, amenities, and support services with minor areas for improvement.
- **Rated 8:** 11 pandals
 - **Significance:** Shows high satisfaction with infrastructure facilities but identifies more noticeable areas needing enhancement.
- **Rated 6:** 5 pandals
 - **Significance:** Indicates moderate satisfaction with significant challenges in the provided facilities.
- **Rated 3:** 2 pandals
 - **Significance:** Reflects significant dissatisfaction with infrastructure facilities, pointing to major issues that severely impacted the experience.

The analysis reveals that the majority of pandals are satisfied with the infrastructure facilities provided during Ganesh Utsav, with most ratings falling between 8 and 9. This indicates that the facilities generally meet the needs and expectations of the pandals, although there are still areas for improvement. A small segment of pandals expressed significant dissatisfaction, highlighting the need for targeted enhancements to address specific issues with space, amenities, and support services.

5. Safety and Security:**Scale:**

- 0: Very Unsatisfied
- 10: Very Satisfied

Responses:

1. **Rated 9:**
 - **Number of Pandals:** 17

- **Analysis:** A significant portion of respondents (17 out of 40) rated their satisfaction with safety and security as 9. This high rating indicates that these pandals feel very secure and well-protected during the festival. The effective presence and actions of security personnel, along with well-implemented safety measures, contribute to this high level of satisfaction. However, there may be minor aspects that can still be improved.

2. Rated 8:

- **Number of Pandals:** 10
- **Analysis:** A substantial number of respondents (10 out of 40) rated their satisfaction as 8. This suggests a high level of satisfaction with safety and security, though there are noticeable areas that could be enhanced to provide an even higher sense of security and safety.

3. Rated 7:

- **Number of Pandals:** 10
- **Analysis:** Another significant group (10 out of 40) rated their satisfaction as 7. This indicates a general level of satisfaction with the safety and security measures, but it also points to several areas where improvements are needed to meet higher standards and expectations.

4. Rated 6:

- **Number of Pandals:** 3
- **Analysis:** A smaller number of respondents (3 out of 40) rated their satisfaction as 6, indicating moderate satisfaction with safety and security. These pandals likely encountered significant challenges or felt that the measures in place were not fully adequate, highlighting areas needing substantial improvement.

Summary:

- **Rated 9:** 17 pandals
 - **Significance:** Indicates very high satisfaction with safety and security, reflecting effective measures and presence with minor areas for improvement.
- **Rated 8:** 10 pandals
 - **Significance:** Shows high satisfaction with safety and security but identifies noticeable areas needing enhancement.
- **Rated 7:** 10 pandals
 - **Significance:** Indicates general satisfaction with safety and security, but with significant areas needing improvement.
- **Rated 6:** 3 pandals
 - **Significance:** Reflects moderate satisfaction with safety and security, pointing to substantial challenges or inadequacies that need addressing.

The analysis shows that while a majority of pandals are satisfied with the safety and security measures during Ganesh Utsav, there is a spectrum of satisfaction levels, with most ratings falling between 7 and 9. This suggests that while the safety and security measures are generally effective, there are still important areas that could be improved to enhance the overall sense of security for the pandals and attendees.

o. Detailed Analysis of the Most Disappointing Aspects of the 10 Days Celebration and Suggested Improvements**Identified Issues:****1. Traffic Management:**

- **Issue:** Inefficient traffic management causing congestion and delays.
- **Suggested Improvements:**
 - Implement better traffic control measures and road closures.
 - Coordinate with local authorities to ensure smooth flow of vehicles.

- Use technology for real-time traffic monitoring and management.
- Increase the number of traffic personnel during peak hours.

2. Maximum Rainfall:

- **Issue:** Heavy rainfall leading to event cancellations.
- **Suggested Improvements:**
 - Plan for contingency events that can be moved indoors.
 - Invest in weatherproof tents and coverings for outdoor events.
 - Have a rain-check policy to reschedule events if possible.
 - Enhance drainage systems to prevent waterlogging.

3. Electricity Issues:

- **Issue:** Power outages or instability affecting celebrations.
- **Suggested Improvements:**
 - Arrange for backup generators to ensure uninterrupted power supply.
 - Coordinate with electricity providers for stable supply during the festival.
 - Regular maintenance of electrical setups to prevent failures.
 - Use energy-efficient lighting and equipment to reduce load.

4. Damage to Decorations due to Rain:

- **Issue:** Rain causing damage to decorations, requiring rework.
- **Suggested Improvements:**
 - Use waterproof materials for decorations.
 - Install coverings or canopies to protect decorations from rain.
 - Have a maintenance team ready to quickly address any damages.

- Schedule decoration activities considering weather forecasts.

5. Crowd During Ganesh Visarjan:

- **Issue:** Overcrowding causing safety and logistical challenges.
- **Suggested Improvements:**
 - Implement crowd control measures such as barricades and designated pathways.
 - Increase the number of security personnel to manage crowds.
 - Use staggered timings for different groups to prevent overcrowding.
 - Provide clear communication and signage for crowd movement.

6. None:

- **Issue:** Some respondents did not find any aspect disappointing.
- **Analysis:** This indicates a high level of satisfaction among these respondents, reflecting well-organized and executed celebrations.

The analysis identifies key areas of disappointment during the 10-day Ganesh Utsav celebration, such as traffic management, weather-related disruptions, electricity issues, and crowd control during Visarjan. Addressing these issues through better planning, coordination with local authorities, investment in infrastructure, and effective communication can significantly enhance the overall experience for pandals and attendees.

4.2.2 Social, Cultural, and Environmental Impact Analysis- Pandal perspective Responses and Analysis:

1. Ganesh Utsav enhances the image of the community:

- **Agree:** 8
- **Strongly Agree:** 32

- **Analysis:** Overwhelming agreement that Ganesh Utsav enhances the community's image, reflecting its positive impact on cultural pride and recognition.
2. **Ganesh Utsav helps me to show others why my community is unique and special:**
- **Agree:** 8
 - **Strongly Agree:** 32
 - **Analysis:** High levels of agreement indicate that the festival is a key cultural event that highlights the uniqueness and special attributes of the community.
3. **Ganesh Utsav contributes to a sense of community well-being:**
- **Neutral:** 1
 - **Agree:** 7
 - **Strongly Agree:** 32
 - **Analysis:** Majority agreement reflects the festival's role in promoting community well-being, although a small number perceive a neutral impact.
4. **Ganesh Utsav contributes to a sense of togetherness within the community:**
- **Neutral:** 1
 - **Agree:** 7
 - **Strongly Agree:** 32
 - **Analysis:** Strong agreement on the festival fostering community togetherness, with minimal neutral responses.
5. **Ganesh Utsav provides more socializing opportunities for the local people:**
- **Neutral:** 1

- **Agree:** 9
- **Strongly Agree:** 30
- **Analysis:** Predominantly positive impact on socializing opportunities, with slight neutral feedback.

6. Ganesh Utsav increases opportunities for family reunions:

- **Neutral:** 1
- **Agree:** 7
- **Strongly Agree:** 32
- **Analysis:** Widely seen as a catalyst for family reunions, enhancing family bonds during the festival.

7. Friendships are strengthened through participation during Ganesh Utsav:

- **Agree:** 28
- **Strongly Agree:** 12
- **Analysis:** Strong agreement that the festival strengthens friendships, with the majority in agreement.

8. Ganesh Utsav brings people together irrespective of caste or creed:

- **Neutral:** 1
- **Agree:** 7
- **Strongly Agree:** 32
- **Analysis:** High levels of agreement that the festival promotes inclusivity across different social divides.

9. Ganesh Utsav brings people together irrespective of gender:

- **Neutral:** 1
- **Agree:** 7
- **Strongly Agree:** 32

- **Analysis:** Similar to caste or creed, the festival is seen as inclusive and gender-neutral.

10. Ganesh Utsav brings in a sense of pride and recognition to the locals:

- **Agree:** 8
- **Strongly Agree:** 32
- **Analysis:** Overwhelming agreement that the festival fosters local pride and recognition.

11. I am exposed to a variety of cultural and traditional experiences throughout the Utsav:

- **Neutral:** 2
- **Agree:** 8
- **Strongly Agree:** 30
- **Analysis:** Strong cultural exposure and experience, with minor neutral responses.

12. It leads to an improvement in police protection in my community:

- **Neutral:** 2
- **Agree:** 10
- **Strongly Agree:** 28
- **Analysis:** Agreement that the festival improves police protection, though some perceive no change.

13. It contributes to the increasing availability of recreation facilities/opportunities:

- **Neutral:** 2
- **Agree:** 7
- **Strongly Agree:** 31
- **Analysis:** Positive impact on recreational opportunities, with slight neutral feedback.

14. It leads to overcrowding in local shops, streets, and facilities during the Utsav:

- **Agree:** 7
- **Strongly Agree:** 33
- **Analysis:** Overwhelming agreement that the festival causes overcrowding, highlighting a significant logistical challenge.

15. It leads to increased prices of goods and services during the Utsav:

- **Neutral:** 2
- **Agree:** 7
- **Strongly Agree:** 31
- **Analysis:** General agreement on increased prices, reflecting economic impact.

16. It leaves an ongoing positive cultural impact on my community:

- **Agree:** 7
- **Strongly Agree:** 33
- **Analysis:** Strong agreement on the festival's lasting positive cultural impact.

17. It can help preserve the cultural identity of the host population:

- **Agree:** 7
- **Strongly Agree:** 33
- **Analysis:** High agreement that the festival aids in preserving cultural identity.

18. Noise levels are increased to an unacceptable point during the Utsav:

- **Neutral:** 5
- **Agree:** 10
- **Strongly Agree:** 25

- **Analysis:** Significant concern about noise pollution, with a notable agreement that it reaches unacceptable levels.

19. Criminal activities (e.g., theft, prostitution, vandalism) in my community increase during the Utsav:

- **Neutral:** 6
- **Agree:** 12
- **Strongly Agree:** 22
- **Analysis:** Concerns about increased criminal activities, with a mixed response indicating varying experiences.

20. Ganesh Utsav leads to a disruption in the normal routines of community residents:

- **Neutral:** 2
- **Agree:** 10
- **Strongly Agree:** 28
- **Analysis:** General agreement that the festival disrupts normal routines, indicating a significant impact on daily life.

21. The celebration leads to an increase in alcoholism:

- **Neutral:** 2
- **Agree:** 6
- **Strongly Agree:** 32
- **Analysis:** Concerns about increased alcoholism, with strong agreement on its prevalence during the festival.

22. Litter is increased to unacceptable levels during the festival:

- **Neutral:** 2
- **Agree:** 6
- **Strongly Agree:** 32

- **Analysis:** Significant concerns about littering, reflecting the environmental impact of the celebrations.

23. Natural water bodies are hampered during the immersion ceremony:

- **Neutral:** 12
- **Agree:** 10
- **Strongly Agree:** 18
- **Analysis:** Mixed responses, with notable concerns about the environmental impact on natural water bodies during immersion ceremonies.

24. Artificial ponds help in the sustainable celebration of the Utsav:

- **Agree:** 4
- **Strongly Agree:** 36
- **Analysis:** Strong agreement on the positive role of artificial ponds in promoting sustainable celebrations, highlighting their importance in mitigating environmental damage.

The analysis reveals a predominantly positive perception of Ganesh Utsav's social, cultural, and environmental impact, with high levels of agreement on its benefits in enhancing community image, fostering togetherness, and preserving cultural identity. However, there are notable concerns about environmental and logistical issues, such as overcrowding, noise pollution, increased prices, and littering. The feedback underscores the importance of addressing these challenges to further enhance the festival's positive impact and ensure its sustainable celebration.

The respondents provided comprehensive feedback on the social, cultural, and environmental impact of Ganesh Utsav in Mumbai. An overwhelming majority agreed that the festival significantly enhances the community's image, portraying it as vibrant and culturally rich. Many emphasized that Ganesh Utsav helps highlight the uniqueness and special nature of their community, fostering a sense of pride and recognition among locals.

The festival is also perceived as a major contributor to the well-being and togetherness of the community. Respondents noted that Ganesh Utsav brings people together irrespective of caste, creed, or gender, promoting inclusivity and unity. It provides ample opportunities for socializing and family reunions, strengthening both familial and friendship bonds.

From a cultural perspective, the festival offers a rich tapestry of traditional and cultural experiences, exposing participants to a variety of rituals and customs. This cultural immersion helps preserve the cultural identity of the host population and leaves a lasting positive impact on the community.

However, the respondents also pointed out several challenges associated with the festival. Issues like overcrowding in local shops and streets, increased prices of goods and services, noise pollution, and littering were commonly cited. While these aspects reflect the logistical and environmental pressures of hosting a large-scale event, they underscore the need for better management and sustainable practices.

Interestingly, the feedback indicates that the use of artificial ponds for idol immersion is seen as a positive step towards sustainability, reducing the adverse impact on natural water bodies. Despite the challenges, the overall sentiment is highly positive, with the festival being regarded as a vital cultural event that enhances community cohesion, cultural pride, and social interaction.

4.2.3 Detailed Analysis for Objective 1: Economic Impact Analysis of Ganesh Utsav on Pandals

a. Objective:

To analyze the economic impact of Ganesh Utsav on the economy of Mumbai, focusing on employment and income generation in both organized and unorganized sectors. This involves examining the boost in various sectors such as the food industry, music industry, real estate sector, idol making, decoration sectors, and other sub-sectors during the festival. The study also analyzes the financial impact on different stakeholders, specifically pandals.

b. Key Findings:

1. Duration and Footfall:

- Pandals with varying durations of celebrations, from 1.5 days to 11 days, witness significant differences in footfall. Small pandals (1.5 days) report 2500-5000 visitors, medium pandals (5 days) attract 3500-10000 visitors, and large pandals (11 days) see 15000 to over 100000 visitors. This variation directly influences the economic activities and income generation at these pandals.

2. Expenditures:

- **Ganesh Idol Costs:** Small pandals spend ₹20,000 to ₹60,000, medium pandals spend ₹50,000 to ₹1,50,000, and large pandals spend ₹2,00,000 to ₹4,50,000 on idols. This reflects the scale of their celebrations and the financial commitment towards the festival.
- **Flower and Garlands:** Costs range from ₹4,000 to ₹8,000 for small pandals, ₹10,000 to ₹25,000 for medium pandals, and ₹30,000 to over ₹1,00,000 for large pandals.
- **Food and Beverages:** Expenditure varies from ₹5,000 to ₹15,000 for small pandals, ₹20,000 to ₹35,000 for medium pandals, and ₹30,000 to ₹80,000 for large pandals.
- **Decoration and Music:** Decoration costs range from ₹10,000 to ₹25,000 for small pandals, ₹30,000 to ₹1,00,000 for medium pandals, and up to ₹5,00,000 for large pandals. Music and entertainment expenses also follow a similar pattern.

3. Revenue Generation:

- **Donations/Vargani/Danpeti:** Large pandals receive between ₹5,00,000 to ₹20,00,000 in donations, medium pandals receive ₹2,00,000 to ₹8,00,000, and small pandals receive ₹60,000 to ₹1,50,000. This highlights the reliance on community support and the substantial funds raised through public contributions.
- **Sponsorship:** Small pandals secure ₹50,000 to ₹2,00,000 in sponsorship, medium pandals receive ₹3,00,000 to ₹8,00,000, and large pandals attract ₹10,00,000 to ₹20,00,000. Sponsorship from local

businesses and organizations plays a crucial role in funding the festivities.

4. Impact of COVID-19:

- 32 pandals reported that COVID-19 significantly affected their incomes and operations, with reduced donations and sponsorships, and increased costs for health and safety measures. Only 8 pandals indicated that their operations and incomes were not affected by the pandemic, showcasing variability in resilience and adaptability among different pandals.

5. Economic Activities:

- The festival stimulates economic activities across various sectors. For example, the food industry benefits from the increased demand for sweets, snacks, and beverages. The decoration sector sees heightened activity due to the need for elaborate decorations, flowers, and garlands. The music and entertainment industries also gain from the demand for DJs, bands, and other performers during the celebrations.

6. Employment Generation:

- Ganesh Utsav creates numerous employment opportunities, both temporary and permanent. Pandals employ workers for setting up and dismantling decorations, security personnel, caterers, performers, and other support staff. This influx of employment opportunities provides a significant economic boost to the local community, especially in the unorganized sector.

7. Environmental Considerations:

- There is a notable shift towards using eco-friendly materials for idols, with 14 small and medium pandals opting for mud-based idols, reflecting growing environmental awareness. However, 26 large and medium pandals still use POP-based idols. The use of artificial ponds

for immersion is seen as a positive step towards sustainability, helping mitigate the environmental impact on natural water bodies.

The economic impact of Ganesh Utsav on pandals in Mumbai is substantial, with significant contributions to local businesses, employment, and overall economic activity. The festival's success in generating revenue through donations and sponsorships underscores its cultural and economic significance. However, challenges such as the impact of COVID-19 and environmental concerns highlight areas for improvement. Addressing these challenges through sustainable practices and better management can enhance the festival's positive impact, ensuring its continued contribution to Mumbai's economy and cultural heritage.

4.2.4 Detailed Analysis for Objective 2: Socio-Cultural Contribution of Ganesh Utsav in Mumbai on Pandal

a. Objective:

To study the socio-cultural contributions of Ganesh Utsav in Mumbai, focusing on cultural pride, traditional values, community participation, communication, and awareness of the culture. This also includes understanding the improvement in the quality of community life, strengthening of community bonds, and the social responsibilities fulfilled by various stakeholders for the betterment of the city and its people during the festivities.

b. Key Findings:

1. Cultural Pride and Traditional Values:

- Ganesh Utsav is deeply rooted in cultural and religious traditions, fostering a strong sense of cultural pride among participants. The festival's rituals, music, and dance performances highlight traditional values, which are cherished and passed down through generations. This cultural immersion helps preserve and promote the rich heritage of Mumbai.

2. Community Participation and Togetherness:

- **Survey Responses:**

- **Strongly Agree:** 32 respondents
- **Agree:** 8 respondents
- The festival significantly enhances community participation and togetherness. People from various backgrounds come together to celebrate, breaking social barriers and fostering unity. The communal activities during the festival, such as setting up pandals, organizing events, and participating in processions, promote a sense of belonging and collective identity.

3. Socializing Opportunities and Family Reunions:

- **Survey Responses:**
 - **Strongly Agree:** 30 respondents
 - **Agree:** 9 respondents
 - **Neutral:** 1 respondent
- Ganesh Utsav provides ample opportunities for social interactions, strengthening relationships within the community. It also acts as a catalyst for family reunions, bringing together relatives who may have been separated by distance or busy schedules. These socializing opportunities contribute to a stronger, more cohesive community.

4. Inclusivity and Unity:

- **Bringing People Together Irrespective of Caste, Creed, or Gender:**
 - **Strongly Agree:** 32 respondents
 - **Agree:** 7 respondents
 - **Neutral:** 1 respondent
- The festival is known for its inclusivity, bringing together people from different castes, creeds, and genders. This unity is crucial in a diverse city like Mumbai, where social harmony is essential for community well-being.

5. Exposure to Cultural Experiences:

- **Survey Responses:**
 - **Strongly Agree:** 30 respondents
 - **Agree:** 8 respondents
 - **Neutral:** 2 respondents
- Ganesh Utsav exposes participants to a variety of cultural and traditional experiences. These experiences not only educate people about their heritage but also foster a sense of pride and identity. The exposure to different cultural aspects during the festival enhances cultural awareness and appreciation among the community members.

6. Improvement in Community Services:

- **Survey Responses on Police Protection Improvement:**
 - **Strongly Agree:** 28 respondents
 - **Agree:** 10 respondents
 - **Neutral:** 2 respondents
- The festival often leads to improvements in community services, such as police protection. The increased focus on safety and security during the festival benefits the community by ensuring a safe environment for all participants.

7. Recreational Facilities and Opportunities:

- **Survey Responses:**
 - **Strongly Agree:** 31 respondents
 - **Agree:** 7 respondents
 - **Neutral:** 2 respondents
- Ganesh Utsav contributes to the availability of recreational facilities and opportunities. The various events and activities organized during the festival provide entertainment and leisure options for the community, enhancing the quality of life.

8. Environmental and Logistical Challenges:

- Despite its many benefits, Ganesh Utsav also poses environmental and logistical challenges. Issues such as overcrowding, increased prices of goods and services, noise pollution, and littering are common concerns. Respondents highlighted the need for better management and sustainable practices to mitigate these challenges.

9. Positive Cultural Impact:

- **Survey Responses:**
 - **Strongly Agree:** 33 respondents
 - **Agree:** 7 respondents
- The festival leaves a lasting positive cultural impact on the community, reinforcing cultural identity and traditions. It plays a crucial role in preserving the cultural heritage of Mumbai and passing it on to future generations.

10. Preservation of Cultural Identity:

- **Survey Responses:**
 - **Strongly Agree:** 33 respondents
 - **Agree:** 7 respondents
- Ganesh Utsav is seen as an important event for preserving the cultural identity of the host population. It provides a platform for showcasing cultural traditions and values, ensuring their continuity and relevance in a rapidly changing world.

11. Artificial Ponds for Sustainability:

- **Survey Responses:**
 - **Strongly Agree:** 36 respondents
 - **Agree:** 4 respondents

- The use of artificial ponds for idol immersion is highly appreciated as a sustainable practice. This measure helps reduce the environmental impact on natural water bodies, aligning the festival with environmental conservation efforts.

Ganesh Utsav plays a vital role in enhancing the socio-cultural fabric of Mumbai. It fosters cultural pride, unity, and inclusivity, providing numerous opportunities for social interactions and family reunions. The festival's ability to bring people together, irrespective of caste, creed, or gender, highlights its importance in promoting social harmony. While there are challenges related to environmental and logistical issues, the overall impact of the festival is overwhelmingly positive, contributing to the cultural preservation and community well-being of Mumbai. Sustainable practices, such as the use of artificial ponds for idol immersion, further enhance the festival's contribution to the community.

4.3 Analysis of Data collected from Questionnaire designed for Vendors

4.3.1 Economic Impact Analysis- Vendor perspective

Detailed Description of Vendor Data

a. Demographics:

1. Gender:

- **Male:** 132 respondents
- **Female:** 68 respondents
- **Analysis:** The majority of the vendors participating in Ganesh Utsav are male, with 132 respondents, representing 66% of the total. Female vendors make up 34% of the respondents, totaling 68 individuals. This gender distribution highlights a significant involvement of both men and women in the festival's economic activities. However, the higher participation rate from men suggests that the vendor market is more male-dominated, potentially reflecting broader gender roles and dynamics within the local economy.

2. Age:

- **18 to 25:** 22 respondents

- **26 to 35:** 29 respondents
- **36 to 45:** 46 respondents
- **46 to 55:** 52 respondents
- **56 to 65:** 39 respondents
- **66 and above:** 12 respondents
- **Analysis:** The age distribution of vendors shows that the festival attracts a wide range of age groups, with a notable concentration of middle-aged individuals. Specifically, 22 respondents are aged 18 to 25, 29 respondents are aged 26 to 35, 46 respondents are aged 36 to 45, 52 respondents are aged 46 to 55, 39 respondents are aged 56 to 65, and 12 respondents are aged 66 and above. This spread indicates that the majority of vendors, particularly those aged 36 to 65, likely have significant experience and well-established customer relationships. Their participation reflects stability and sustained involvement in the festival's economic activities, contributing to their business success during Ganesh Utsav.

3. Religion:

- **Hindu : 118** respondents
- **Muslim : 29** respondents
- **Buddhist : 27** respondents
- **Catholic: 16** respondents
- **Other: 10** respondents

The religious composition of the vendors is predominantly Hindu, with 118 respondents, followed by 29 Muslims, 27 Buddhists, 16 Catholics, and 10 individuals from other religious backgrounds. This diversity indicates that Ganesh Utsav, while primarily a Hindu festival, engages vendors from various religious communities, reflecting the inclusive nature of the event and its broad economic appeal.

4. Types of Ventures:

Vendor	No. of respondents
a) Sweet Vendor	10 respondents
b) Flower Vendor	25 respondents
c) Decorator	10 respondents
d) Idol Makers	20 respondents
e) Music and Dhol Organizer	15 respondents
f) Clothing	15 respondents
g) Transport	5 respondents
h) Kirana shop	20 respondents
i) Priest/ Brahman for Pooja	5 respondents
j) Local Food Stall	15 respondents
k) Infrastructure facilities	5 respondents
l) Restaurants/ Hotel	20 respondents
m) Souvenir Shop/ small home business	20 respondents
n) Other (please describe)	15 respondents- local street vendors selling decorative articles, pooja items shop,

This variety illustrates the diverse economic activities and services that contribute to the festival, highlighting the event's multifaceted economic impact on the local market.

5. Residency:

A significant majority of the vendors, 179 respondents, are residents of Mumbai, hailing from areas such as Borivali, Dahisar, Kandivali, Andheri, Bandra, Lower Parel, Nerul, Vashi, Dadar, Sion, Virar, and Vasai. Only 21 respondents are non-

residents, coming from cities and states like Pune, Navi Mumbai, Nashik, Bihar, and Andhra Pradesh. The predominance of local vendors underscores the festival's strong local economic integration and its importance to the Mumbai economy.

6. Goals During Ganesh Utsav:

The vendors' primary goals during Ganesh Utsav are diverse, with a majority focusing on selling products (166 respondents) and services (55 respondents). Additionally, many aim to distribute information (22 respondents), create sales leads (86 respondents), and engage in marketing activities (69 respondents). Some vendors (described as selling products from home like sweets, modak, and decorative articles) indicate that the festival provides a significant opportunity to promote and expand their business operations, reflecting the event's critical role in supporting local entrepreneurship and commerce.

b. Years of Contribution to Ganesh Utsav by Vendors

Data Summary:

- **Less than 5 years:** 26 respondents
- **5-10 years:** 54 respondents
- **11-20 years:** 86 respondents
- **20-30 years:** 16 respondents
- **30 years and above:** 18 respondents

Analysis:

1. Less than 5 years (26 respondents):

- **Analysis:** This group represents newer vendors who have recently started participating in the Ganesh Utsav festival. Their involvement is crucial for understanding the entry barriers and initial challenges faced by new vendors. These vendors likely contribute fresh ideas and innovation to the festival's marketplace, though they may still be in the process of establishing their presence and customer base.

2. 5-10 years (54 respondents):

- **Analysis:** Vendors with 5 to 10 years of experience have typically overcome the initial hurdles and have begun to stabilize their businesses. They have gained a better understanding of the market dynamics during Ganesh Utsav and have started building a loyal customer base. This group is essential for examining the medium-term economic impact and the growth trajectory of businesses involved in the festival.

3. 11-20 years (86 respondents):

- **Analysis:** This is the largest group, indicating a significant number of vendors with long-term commitment to Ganesh Utsav. Vendors with 11 to 20 years of experience are likely well-established and have a deep understanding of the festival's economic landscape. They play a pivotal role in sustaining the festival's economic vitality and can provide insights into the evolving trends and consumer behaviors over the years. Their sustained involvement also suggests a profitable and rewarding engagement with the festival.

4. 20-30 years (16 respondents):

- **Analysis:** Vendors in this category have a substantial tenure, indicating a high level of dedication and success. Their long-term participation highlights the festival's stability and its importance as a reliable source of income. These vendors have likely seen the festival grow and evolve, providing a historical perspective on changes in market trends, vendor competition, and customer preferences.

5. 30 years and above (18 respondents):

- **Analysis:** The vendors with more than 30 years of experience represent the cornerstone of the festival's economic ecosystem. Their longstanding involvement underscores the festival's enduring appeal and economic significance. These vendors have likely adapted to

numerous changes in the market and have a wealth of knowledge regarding the festival's impact on local commerce. Their businesses are likely deeply integrated into the festival, and they may have established brands that are well-recognized by the community.

The analysis of the years of contribution by vendors to Ganesh Utsav reveals a diverse range of experiences and levels of involvement. The significant number of vendors with over a decade of participation indicates a stable and lucrative economic environment fostered by the festival. These vendors not only contribute to the festival's immediate economic impact but also ensure its long-term sustainability through their continuous engagement.

Newer vendors bring innovation and fresh perspectives, while long-term vendors provide stability and deep market understanding. Together, they create a dynamic and resilient marketplace that supports the economic vibrancy of Ganesh Utsav in Mumbai. Understanding the experiences and challenges of vendors across these different time spans can help in designing better support systems and policies to enhance the economic benefits of the festival for all stakeholders involved.

c. Estimated Annual Business by Vendors

Data Summary:

- **Less than ₹100,000:** 15 respondents
- **₹100,000 to ₹500,000:** 54 respondents
- **₹500,001 to ₹1,000,000:** 20 respondents
- **₹1,000,001 to ₹1,300,000:** 86 respondents
- **More than ₹1,300,001:** 25 respondents

Analysis:

1. Less than ₹100,000 (15 respondents):

- **Analysis:** Vendors in this category represent the smallest businesses, likely including those who have recently started or those with very niche markets. Their limited revenue suggests that they may face

significant challenges in scaling their operations, such as limited access to capital, restricted customer base, or intense competition. These vendors might rely heavily on the seasonal boost provided by Ganesh Utsav but struggle to maintain substantial business volumes throughout the rest of the year.

2. ₹100,000 to ₹500,000 (54 respondents):

- **Analysis:** This group includes small to medium-sized vendors who have managed to establish a more stable revenue stream. They likely have a modest but consistent customer base and may be seeing steady growth. The festival period could be a crucial time for these vendors to maximize their sales and potentially secure a significant portion of their annual revenue. Their business model might include a mix of seasonal and year-round sales strategies.

3. ₹500,001 to ₹1,000,000 (20 respondents):

- **Analysis:** Vendors in this income bracket are typically more established with a solid market presence. They have likely overcome initial growth barriers and are in a phase of expansion. This group can invest more in marketing, better quality products, and possibly more significant stalls during the festival, making them more competitive. The revenue generated during Ganesh Utsav plays a pivotal role in achieving their annual financial targets.

4. ₹1,000,001 to ₹1,300,000 (86 respondents):

- **Analysis:** This is the largest group, indicating that a significant number of vendors achieve substantial annual revenue. These vendors are well-established and have a significant presence in the market. The income in this range suggests efficient business operations, strong customer loyalty, and possibly a diversified product or service offering. Ganesh Utsav is likely a critical period for them, contributing a substantial portion of their annual income.

5. More than ₹1,300,001 (25 respondents):

- **Analysis:** Vendors earning more than ₹1,300,001 annually represent the most successful and possibly the largest businesses in this sample. They have a robust market presence and significant customer base. Their operations are likely highly efficient, with substantial investments in infrastructure, marketing, and supply chain management. For these vendors, Ganesh Utsav provides an opportunity to reinforce their brand, launch new products, and significantly boost their revenue.

The analysis of the estimated annual business by vendors participating in Ganesh Utsav reveals a diverse range of economic scales. Vendors range from small-scale operators earning less than ₹100,000 annually to large businesses with revenues exceeding ₹1,300,001. This diversity underscores the festival's broad economic impact, providing opportunities for various levels of business operations.

Small and medium-sized vendors, particularly those earning between ₹100,000 and ₹1,300,000, form the majority and highlight the festival's role in supporting local commerce. These vendors rely significantly on the increased footfall and sales opportunities during the festival to achieve their financial goals.

Larger vendors, with revenues exceeding ₹1,300,001, showcase the potential for significant economic activity generated by Ganesh Utsav. These businesses benefit from the festival's scale and popularity, leveraging it to reinforce their market position and achieve substantial revenue growth.

Overall, the data indicates that Ganesh Utsav is a vital economic event for vendors in Mumbai, providing a crucial boost in sales and revenue, and supporting the financial health of a wide range of businesses. Understanding the economic dynamics across different vendor scales can help in designing targeted support and policies to maximize the festival's economic benefits for all participants.

d. Estimated Business During the 10 Days of Ganesh Utsav

Data Summary:

- **Less than ₹10,000:** 27 respondents
- **₹10,000 to ₹50,000:** 52 respondents

- **₹50,001 to ₹100,000:** 60 respondents
- **₹100,001 to ₹200,000 and above:** 61 respondents

Analysis:

1. Less than ₹10,000 (27 respondents):

- **Analysis:** Vendors in this category represent those with minimal sales during Ganesh Utsav. This group might include very small-scale vendors or those with niche products that have limited appeal during the festival. These vendors face significant challenges in attracting customers and generating substantial revenue, indicating potential areas for support and development to enhance their business performance during the festival.

2. ₹10,000 to ₹50,000 (52 respondents):

- **Analysis:** This group includes small to medium-scale vendors who manage to generate a modest income during the festival. They likely have a stable but not extensive customer base and may be providing essential or moderately popular items. These vendors benefit from the increased footfall and festive spending but may need to adopt better marketing strategies or diversify their offerings to maximize their earnings.

3. ₹50,001 to ₹100,000 (60 respondents):

- **Analysis:** Vendors in this income range are generally more established and experience a significant boost in sales during Ganesh Utsav. They likely offer products or services that are in high demand during the festival, such as sweets, flowers, idols, and decorations. This income bracket indicates a healthy level of business activity, with vendors successfully leveraging the festival period to achieve substantial revenue.

4. ₹100,001 to ₹200,000 and above (61 respondents):

- **Analysis:** This is the largest group, indicating a substantial number of vendors who achieve significant revenue during the 10-day festival. These vendors are well-positioned in the market and likely provide high-demand products or services. Their ability to generate over ₹100,000 during the festival suggests strong business acumen, effective marketing, and possibly a loyal customer base. They maximize the festival's economic potential, making it a critical period for their annual business success.

e. Revenue from Specific Vendor Types:

- **Sweet Shops, Murti Shops, and Flower Shops:** These vendors typically earn around ₹100,000 during the festival. Idol makers, in particular, generate substantial revenue, with large idols costing between ₹100,000 to ₹500,000. These vendors start preparing and booking months in advance, indicating the significant economic impact of their activities on the festival.

Impact of COVID-19:

- **Affected Businesses:** 183 respondents reported that COVID-19 affected their business during Ganesh Utsav, highlighting the pandemic's significant impact on their revenue and operations.
- **Unaffected Businesses:** 17 respondents indicated that their business was not affected, showing some resilience among a small number of vendors.

The analysis of estimated business during the 10 days of Ganesh Utsav reveals the festival's substantial economic impact on vendors. A significant number of vendors (61 respondents) report earning over ₹100,000, underscoring the festival's critical role in their annual revenue generation. Vendors providing high-demand products such as sweets, idols, and flowers benefit the most, leveraging the festival's popularity and increased spending.

However, there is a noticeable disparity in revenue generation, with 27 respondents earning less than ₹10,000. This indicates the need for targeted support and strategies to help smaller vendors increase their sales and fully benefit from the festival's economic opportunities.

The data also highlights the significant impact of COVID-19 on vendor operations, affecting 183 respondents. This underscores the need for resilience-building measures and support to help vendors recover and adapt to disruptions.

Overall, Ganesh Utsav serves as a vital economic driver for vendors in Mumbai, offering substantial revenue opportunities. Understanding the factors that contribute to successful revenue generation can help in designing policies and interventions to support all vendors and enhance the festival's overall economic benefits.

f. Importance of Ganesh Utsav for Vendors' Business

Data Summary:

- **0 (Not Important):** 0 respondents
- **1:** 0 respondents
- **2:** 0 respondents
- **3:** 0 respondents
- **4:** 0 respondents
- **5:** 0 respondents
- **6:** 41 respondents
- **7:** 0 respondents
- **8:** 53 respondents
- **9:** 0 respondents
- **10 (Very Important):** 106 respondents
- **Don't Know:** 0 respondents

Analysis:

1. Rating 10 (Very Important):

- **Number of Respondents:** 106
- **Analysis:** A substantial majority of respondents (106 out of 200) consider Ganesh Utsav to be very important for their business, rating it a 10. This underscores the festival's critical role in driving economic

activity and revenue generation for these vendors. The festival likely represents a peak sales period, providing a significant portion of their annual income. The high rating reflects the vendors' reliance on the increased footfall, festive spending, and market opportunities that Ganesh Utsav brings.

2. Rating 8:

- **Number of Respondents:** 53
- **Analysis:** Another significant group of respondents (53 out of 200) rated the importance of Ganesh Utsav as 8. While not as high as 10, this rating still indicates that the festival is very important for their business. These vendors may benefit significantly from the festival but might also have other peak sales periods throughout the year or additional revenue streams that mitigate their reliance on Ganesh Utsav alone.

3. Rating 6:

- **Number of Respondents:** 41
- **Analysis:** A smaller group (41 out of 200) rated the importance of the festival as 6. This indicates a moderate level of importance, suggesting that while Ganesh Utsav positively impacts their business, it may not be as critical as for those who rated it higher. These vendors might have a more diversified business model with multiple sources of income, making them less dependent on the festival season.

4. Ratings 0-5, 7, 9, Don't Know:

- **Number of Respondents:** 0
- **Analysis:** No respondents rated the importance of Ganesh Utsav in these ranges, indicating a clear consensus on the festival's significant impact. This uniformity highlights the overall positive economic influence of Ganesh Utsav on vendors in Mumbai.

Conclusion:

The analysis of the importance of Ganesh Utsav for vendors' business reveals a strong consensus on the festival's critical economic role. The majority of respondents (106 out of 200) rated the festival as very important (10), emphasizing its peak sales and revenue-generating opportunities. Another significant portion (53 respondents) also considers it very important, rating it 8, while a smaller group (41 respondents) sees it as moderately important, rating it 6.

This data underscores the festival's substantial economic impact on the vendor community, highlighting its importance in their annual business cycle. The absence of lower ratings (0-5) and other intermediate ratings (7, 9) further emphasizes the uniformity in recognizing the festival's value.

Understanding this critical importance can help policymakers and festival organizers in providing targeted support, ensuring that the necessary infrastructure, marketing, and logistical arrangements are in place to maximize the economic benefits for vendors during Ganesh Utsav. It also points to the need for strategies to support vendors in diversifying their income sources to build resilience against potential disruptions, such as those experienced during the COVID-19 pandemic.

g. Overall Rating of Ganesh Utsav Carnival to the Economy of Mumbai

Data Summary:

- **0 (Very Unsatisfied):** 0 respondents
- **1:** 0 respondents
- **2:** 0 respondents
- **3:** 0 respondents
- **4:** 12 respondents
- **5:** 0 respondents
- **6:** 20 respondents
- **7:** 0 respondents
- **8:** 56 respondents
- **9:** 0 respondents

- **10 (Very Satisfied):** 112 respondents
- **Don't Know:** 0 respondents

Analysis:**1. Rating 10 (Very Satisfied):**

- **Number of Respondents:** 112
- **Analysis:** The majority of respondents (112 out of 200) rated their satisfaction with the economic impact of Ganesh Utsav on Mumbai as 10. This high level of satisfaction indicates that the festival is perceived as a significant economic driver for the city. The festival likely generates substantial business opportunities, increases footfall, and boosts sales for a wide range of vendors. This rating reflects the positive financial impact and the festival's role in stimulating the local economy.

2. Rating 8:

- **Number of Respondents:** 56
- **Analysis:** A significant number of respondents (56 out of 200) rated their satisfaction as 8. While not as high as 10, this rating still indicates a strong positive perception of the festival's economic impact. Vendors in this group may see considerable benefits from the festival, though they might also recognize some areas for improvement, such as logistical challenges or competition.

3. Rating 6:

- **Number of Respondents:** 20
- **Analysis:** A smaller group of respondents (20 out of 200) rated their satisfaction as 6, indicating moderate satisfaction. These vendors likely experience some economic benefits from the festival, but they may also face significant challenges that temper their overall satisfaction. Issues such as competition, market saturation, or operational

difficulties during the festival could contribute to this more moderate rating.

4. Rating 4:

- **Number of Respondents:** 12
- **Analysis:** A minor portion of respondents (12 out of 200) rated their satisfaction as 4, indicating dissatisfaction with the economic impact of the festival. These vendors might struggle to compete or attract sufficient business during Ganesh Utsav, facing challenges that outweigh the benefits. Their lower satisfaction could be due to various factors, including inadequate support, high competition, or logistical issues.

5. Ratings 0-3, 5, 7, 9, Don't Know:

- **Number of Respondents:** 0
- **Analysis:** No respondents selected these ratings, indicating a clear consensus on the festival's significant economic impact, whether positive or moderate.

The overall rating of Ganesh Utsav's economic impact on Mumbai reveals a strong positive perception among vendors. The majority of respondents (112 out of 200) are very satisfied with the festival's economic benefits, rating it 10. Another significant portion (56 respondents) also expresses strong satisfaction with a rating of 8, while a smaller group (20 respondents) indicates moderate satisfaction with a rating of 6. Only a minor portion (12 respondents) reports dissatisfaction with a rating of 4.

This data underscores the substantial economic contribution of Ganesh Utsav to Mumbai's economy, highlighting its importance for local vendors. The high levels of satisfaction reflect the festival's role in generating business opportunities, increasing sales, and boosting overall economic activity.

Understanding these satisfaction levels can help festival organizers and policymakers in enhancing the festival's economic impact. Addressing the concerns of those with moderate or low satisfaction by improving logistical support, marketing, and infrastructure can further maximize the economic benefits for all stakeholders

involved. Additionally, strategies to support smaller vendors and reduce competition-related challenges can help ensure a more equitable distribution of economic gains during the festival.

h. Rating of Ganesh Utsav for Various Characteristics Associated with Business

Data Summary:

Sales Volume:

- **9-10 (Very Satisfied):** 92 respondents
- **8:** 43 respondents
- **6:** 29 respondents
- **4:** 12 respondents
- **2:** 24 respondents

Respect for the Vendors:

- **9-10 (Very Satisfied):** 72 respondents
- **8:** 66 respondents
- **6:** 33 respondents
- **4:** 19 respondents
- **2:** 12 respondents

Support from the Government:

- **9-10 (Very Satisfied):** 42 respondents
- **8:** 41 respondents
- **6:** 59 respondents
- **4:** 32 respondents
- **2:** 26 respondents

Support from the Pandal Organizers:

- **9-10 (Very Satisfied):** 12 respondents
- **8:** 36 respondents

- **6:** 34 respondents
- **4:** 76 respondents
- **2:** 42 respondents

Foot Traffic Near Your Stall/Shop:

- **9-10 (Very Satisfied):** 72 respondents
- **8:** 56 respondents
- **6:** 24 respondents
- **4:** 26 respondents
- **2:** 22 respondents

Safety and Security:

- **9-10 (Very Satisfied):** 42 respondents
- **8:** 36 respondents
- **6:** 34 respondents
- **4:** 46 respondents
- **2:** 42 respondents

Traffic Management:

- **9-10 (Very Satisfied):** 12 respondents
- **8:** 8 respondents
- **6:** 42 respondents
- **4:** 66 respondents
- **2:** 72 respondents

Analysis:**A. Sales Volume:**

- **Very Satisfied (9-10):** 92 respondents
- **Satisfied (8):** 43 respondents

- **Moderately Satisfied (6):** 29 respondents
- **Unsatisfied (4):** 12 respondents
- **Very Unsatisfied (2):** 24 respondents
- **Analysis:** The majority of vendors are very satisfied with their sales volume during Ganesh Utsav, highlighting the festival's strong positive impact on their business. However, there is a noticeable portion of respondents who are less satisfied, indicating areas where sales could be improved, perhaps through better marketing or strategic placement of stalls.

B. Respect for the Vendors:

- **Very Satisfied (9-10):** 72 respondents
- **Satisfied (8):** 66 respondents
- **Moderately Satisfied (6):** 33 respondents
- **Unsatisfied (4):** 19 respondents
- **Very Unsatisfied (2):** 12 respondents
- **Analysis:** Most vendors feel respected during the festival, which is crucial for their morale and business relationships. Nonetheless, a significant number of respondents are moderately satisfied or dissatisfied, suggesting the need for better treatment and recognition of vendors.

C. Support from the Government:

- **Very Satisfied (9-10):** 42 respondents
- **Satisfied (8):** 41 respondents
- **Moderately Satisfied (6):** 59 respondents
- **Unsatisfied (4):** 32 respondents
- **Very Unsatisfied (2):** 26 respondents

- **Analysis:** The support from the government receives mixed reviews. While some vendors are satisfied, many express moderate satisfaction or dissatisfaction, indicating room for improvement in government assistance, possibly in areas such as permits, security, and infrastructure.

D. Support from the Pandal Organizers:

- **Very Satisfied (9-10):** 12 respondents
- **Satisfied (8):** 36 respondents
- **Moderately Satisfied (6):** 34 respondents
- **Unsatisfied (4):** 76 respondents
- **Very Unsatisfied (2):** 42 respondents
- **Analysis:** Support from pandal organizers appears to be a significant area of concern, with the majority of vendors expressing dissatisfaction. Improving communication, logistical support, and overall coordination between vendors and organizers could enhance this aspect.

E. Foot Traffic Near Your Stall/Shop:

- **Very Satisfied (9-10):** 72 respondents
- **Satisfied (8):** 56 respondents
- **Moderately Satisfied (6):** 24 respondents
- **Unsatisfied (4):** 26 respondents
- **Very Unsatisfied (2):** 22 respondents
- **Analysis:** Foot traffic is a crucial factor for vendors, and while many are satisfied, there is a notable portion of vendors who are not. This suggests the need for better crowd management and strategic placement of stalls to ensure even distribution of foot traffic.

F. Safety and Security:

- **Very Satisfied (9-10):** 42 respondents

- **Satisfied (8):** 36 respondents
- **Moderately Satisfied (6):** 34 respondents
- **Unsatisfied (4):** 46 respondents
- **Very Unsatisfied (2):** 42 respondents
- **Analysis:** Safety and security receive mixed reviews, with many vendors expressing moderate to severe dissatisfaction. Enhancing security measures and ensuring vendor safety can improve overall satisfaction and create a more secure environment for business operations.

G. Traffic Management:

- **Very Satisfied (9-10):** 12 respondents
- **Satisfied (8):** 8 respondents
- **Moderately Satisfied (6):** 42 respondents
- **Unsatisfied (4):** 66 respondents
- **Very Unsatisfied (2):** 72 respondents
- **Analysis:** Traffic management is a significant concern, with the majority of respondents expressing dissatisfaction. Improving traffic flow, reducing congestion, and providing better access to vendor stalls are critical areas for improvement.

The detailed analysis of various characteristics associated with business during Ganesh Utsav highlights key areas of vendor satisfaction and concern. While sales volume and foot traffic generally receive high satisfaction ratings, respect for vendors, support from the government, and especially support from pandal organizers show room for improvement. Safety and security, as well as traffic management, are notable areas of dissatisfaction, indicating the need for enhanced measures in these areas.

Addressing these concerns through better organization, improved infrastructure, and more effective communication can significantly enhance the economic benefits of Ganesh Utsav for vendors. Ensuring that vendors feel supported and respected, and

that logistical issues are minimized, will contribute to a more positive and profitable experience for all participants.

i. Suggestions for Improving Ganesh Utsav in Mumbai

Data Summary:

Vendors provided various suggestions for improving the Ganesh Utsav festival in Mumbai. Key themes and suggestions are summarized as follows:

A. Better Traffic Management:

- **Issue:** Vendors face significant challenges due to poor traffic management, leading to congestion and delays that affect both the movement of goods and customer access to stalls.
- **Suggestions:**
 - Implementing better traffic control measures, such as designated lanes for festival traffic.
 - Increasing the presence of traffic police to manage the flow of vehicles and prevent congestion.
 - Utilizing technology for real-time traffic monitoring and management to provide timely updates and route suggestions to vendors and attendees.

B. Support from Government:

- **Issue:** Vendors feel that government support is inadequate, affecting their ability to operate smoothly during the festival.
- **Suggestions:**
 - Streamlining the process for obtaining necessary permits and licenses to reduce bureaucratic delays.
 - Providing financial support or subsidies to small vendors to help them cope with increased operational costs during the festival.

- Enhancing coordination between government bodies and festival organizers to ensure that vendors' needs and concerns are addressed promptly.

C. Police Patrolling and Security:

- **Issue:** Vendors express concerns about safety and security, particularly regarding theft, vandalism, and crowd control.
- **Suggestions:**
 - Increasing police patrolling in and around festival areas to ensure a safe environment for vendors and attendees.
 - Installing security cameras and other surveillance measures to deter criminal activities.
 - Establishing clear protocols for handling emergencies and ensuring that vendors are informed and trained on these procedures.

D. Support from Buyers:

- **Issue:** Vendors encounter issues with buyers bargaining excessively, affecting their profitability.
- **Suggestions:**
 - Running awareness campaigns to educate buyers on the fair pricing of goods and services during the festival.
 - Encouraging festival organizers to promote a culture of fair trade and respect for vendors' prices.
 - Providing a platform for vendors to collectively agree on pricing standards to minimize excessive bargaining.

E. Help During Rains:

- **Issue:** Monsoon rains often disrupt festival activities, causing damage to goods and infrastructure.
- **Suggestions:**

- Setting up waterproof shelters and tents for vendors to protect their goods from rain damage.
- Improving drainage systems in festival areas to prevent waterlogging and ensure smooth operations.
- Providing financial assistance or insurance options to help vendors recover from losses incurred due to weather-related disruptions.

F. Logistical Support:

- **Issue:** Vendors face logistical challenges related to the setup, maintenance, and dismantling of their stalls.
- **Suggestions:**
 - Offering logistical support services to help vendors with the setup and maintenance of their stalls.
 - Ensuring that there are adequate facilities for waste disposal, electricity, and water supply in festival areas.
 - Providing storage facilities for vendors to securely store their goods overnight.

The suggestions provided by vendors highlight several key areas for improvement in the organization and management of Ganesh Utsav in Mumbai. Addressing issues related to traffic management, government support, security, buyer behavior, and logistical challenges can significantly enhance the festival experience for vendors and attendees alike.

Implementing these suggestions requires a collaborative effort between festival organizers, government bodies, and the vendor community. By focusing on these areas, the festival can not only continue to be a significant cultural and economic event but also ensure that it remains inclusive, safe, and beneficial for all stakeholders involved.

4.3.2 Social, Cultural, and Environmental Impact Analysis- Vendor perspective**Data Summary:****Analysis:****1. Enhancement of Community Image:**

- **Strongly Agree:** 156 respondents
- **Agree:** 26 respondents
- **Neutral:** 18 respondents
- **Analysis:** The vast majority of respondents strongly agree or agree that Ganesh Utsav enhances the image of the community. This highlights the festival's role in fostering community pride and a positive public image.

2. Showing Community's Uniqueness:

- **Strongly Agree:** 164 respondents
- **Agree:** 32 respondents
- **Neutral:** 4 respondents
- **Analysis:** Ganesh Utsav is seen as a key event that showcases the uniqueness and special qualities of the community. The overwhelming agreement underscores the festival's cultural significance.

3. Sense of Community Well-being:

- **Strongly Agree:** 143 respondents
- **Agree:** 24 respondents
- **Neutral:** 30 respondents
- **Disagree:** 3 respondents
- **Analysis:** The festival contributes significantly to the sense of well-being within the community, promoting social cohesion and collective happiness.

4. Sense of Togetherness:

- **Strongly Agree:** 164 respondents
- **Agree:** 32 respondents
- **Neutral:** 4 respondents
- **Analysis:** There is a strong consensus that Ganesh Utsav fosters a sense of togetherness, uniting community members across various divides.

5. Socializing Opportunities:

- **Strongly Agree:** 113 respondents
- **Agree:** 54 respondents
- **Neutral:** 30 respondents
- **Disagree:** 3 respondents
- **Analysis:** The festival provides ample opportunities for social interactions, strengthening relationships and community bonds.

6. Family Reunions:

- **Strongly Agree:** 168 respondents
- **Agree:** 26 respondents
- **Neutral:** 6 respondents
- **Analysis:** Ganesh Utsav acts as a catalyst for family reunions, bringing together relatives and reinforcing family ties.

7. Strengthening Friendships:

- **Strongly Agree:** 164 respondents
- **Agree:** 32 respondents
- **Neutral:** 4 respondents
- **Analysis:** The festival significantly strengthens friendships, fostering a sense of camaraderie and mutual support.

8. Inclusivity (Caste or Creed):

- **Strongly Agree:** 97 respondents
- **Agree:** 54 respondents
- **Neutral:** 30 respondents
- **Disagree:** 16 respondents
- **Strongly Disagree:** 3 respondents
- **Analysis:** While the majority agree that the festival brings people together irrespective of caste or creed, there are some who are neutral or disagree, indicating room for improvement in inclusivity.

9. Inclusivity (Gender):

- **Strongly Agree:** 113 respondents
- **Agree:** 54 respondents
- **Neutral:** 30 respondents
- **Disagree:** 3 respondents
- **Analysis:** The festival is perceived as inclusive regarding gender, although some respondents remain neutral or disagree, suggesting that gender inclusivity could be further enhanced.

10. Pride and Recognition:

- **Strongly Agree:** 164 respondents
- **Agree:** 32 respondents
- **Neutral:** 4 respondents
- **Analysis:** The festival brings a strong sense of pride and recognition to locals, highlighting its role in community identity and pride.

11. Cultural and Traditional Experiences:

- **Strongly Agree:** 94 respondents
- **Agree:** 57 respondents
- **Neutral:** 49 respondents

- **Analysis:** Respondents generally feel exposed to a variety of cultural and traditional experiences, though a significant number remain neutral, indicating a potential area for increasing engagement.

12. Improvement in Police Protection:

- **Strongly Agree:** 103 respondents
- **Agree:** 46 respondents
- **Neutral:** 44 respondents
- **Disagree:** 7 respondents
- **Analysis:** While many agree that the festival leads to improved police protection, a notable portion of respondents are neutral or disagree, suggesting variability in perceived safety enhancements.

13. Recreation Facilities/Opportunities:

- **Strongly Agree:** 91 respondents
- **Agree:** 36 respondents
- **Neutral:** 66 respondents
- **Disagree:** 6 respondents
- **Strongly Disagree:** 1 respondent
- **Analysis:** Opinions on the availability of recreational facilities and opportunities are mixed, with a significant number of respondents remaining neutral.

14. Overcrowding in Local Areas:

- **Strongly Agree:** 94 respondents
- **Agree:** 67 respondents
- **Neutral:** 39 respondents
- **Analysis:** A significant number of respondents agree that Ganesh Utsav leads to overcrowding in local shops, streets, and facilities,

indicating a common concern about the festival's impact on local infrastructure and daily life.

15. Increased Prices:

- **Strongly Agree:** 76 respondents
- **Agree:** 51 respondents
- **Neutral:** 58 respondents
- **Disagree:** 15 respondents
- **Analysis:** While many respondents agree that the festival leads to increased prices of goods and services, a large portion remains neutral, reflecting mixed experiences regarding price inflation during the festival.

16. Positive Cultural Impact:

- **Strongly Agree:** 116 respondents
- **Agree:** 69 respondents
- **Neutral:** 7 respondents
- **Disagree:** 8 respondents
- **Analysis:** The majority of respondents believe that Ganesh Utsav leaves an ongoing positive cultural impact on the community, reinforcing cultural traditions and values.

17. Preservation of Cultural Identity:

- **Strongly Agree:** 113 respondents
- **Agree:** 63 respondents
- **Neutral:** 24 respondents
- **Analysis:** Most respondents agree that the festival helps preserve the cultural identity of the host population, although some are neutral, suggesting varying degrees of cultural engagement.

18. Noise Levels:

- **Strongly Agree:** 107 respondents
- **Agree:** 54 respondents
- **Neutral:** 12 respondents
- **Disagree:** 15 respondents
- **Strongly Disagree:** 12 respondents
- **Analysis:** Many respondents agree that noise levels increase to an unacceptable point during the festival, highlighting a common environmental concern.

19. Criminal Activities:

- **Strongly Agree:** 48 respondents
- **Agree:** 72 respondents
- **Neutral:** 54 respondents
- **Disagree:** 19 respondents
- **Strongly Disagree:** 7 respondents
- **Analysis:** Opinions on the increase in criminal activities during the festival are mixed, with a significant number of respondents remaining neutral or disagreeing, indicating variability in experiences and perceptions of safety.

20. Disruption of Normal Routines:

- **Strongly Agree:** 74 respondents
- **Agree:** 32 respondents
- **Neutral:** 52 respondents
- **Disagree:** 24 respondents
- **Strongly Disagree:** 18 respondents
- **Analysis:** Many respondents agree that the festival leads to a disruption in normal routines, though a substantial number are neutral

or disagree, reflecting differing levels of tolerance and adaptability to the disruptions.

21. Increase in Alcoholism:

- **Strongly Agree:** 42 respondents
- **Agree:** 72 respondents
- **Neutral:** 54 respondents
- **Disagree:** 21 respondents
- **Strongly Disagree:** 11 respondents
- **Analysis:** Opinions on the increase in alcoholism are varied, with a significant number of respondents neutral or disagreeing, suggesting that this issue may not be uniformly experienced or perceived.

22. Increase in Litter:

- **Strongly Agree:** 93 respondents
- **Agree:** 56 respondents
- **Neutral:** 21 respondents
- **Disagree:** 19 respondents
- **Strongly Disagree:** 11 respondents
- **Analysis:** Litter is a notable environmental concern, with many respondents agreeing that it increases to unacceptable levels during the festival.

23. Impact on Natural Water Bodies:

- **Strongly Agree:** 114 respondents
- **Agree:** 52 respondents
- **Neutral:** 17 respondents
- **Disagree:** 11 respondents
- **Strongly Disagree:** 6 respondents

- **Analysis:** There is significant concern about the impact on natural water bodies during the immersion ceremonies, with many respondents agreeing that they are adversely affected.

24. Sustainability through Artificial Ponds:

- **Strongly Agree:** 172 respondents
- **Agree:** 21 respondents
- **Neutral:** 7 respondents
- **Analysis:** The overwhelming agreement on the positive role of artificial ponds in promoting sustainable celebrations highlights a strong consensus on their environmental benefits.

The analysis of the responses to the social, cultural, and environmental impact of Ganesh Utsav in Mumbai reveals several key insights:

- **Positive Social and Cultural Impact:** The festival is widely recognized for enhancing the community's image, fostering a sense of pride, promoting togetherness, and providing opportunities for socializing and family reunions. It is also seen as important for preserving cultural identity and providing diverse cultural experiences.
- **Environmental Concerns:** There are significant concerns about noise pollution, litter, and the impact on natural water bodies during immersion ceremonies. These issues highlight the need for better environmental management practices to mitigate the negative impacts of the festival.
- **Mixed Perceptions on Inclusivity and Safety:** While the festival is generally seen as inclusive and beneficial for police protection, some respondents express neutral or negative views, indicating areas where inclusivity and safety measures could be improved.
- **Economic Disruptions:** The festival's impact on local businesses, such as overcrowding and increased prices, is noted, with respondents expressing both positive and negative views on these economic effects.

- **Sustainability Efforts:** The strong support for the use of artificial ponds underscores the community's willingness to adopt sustainable practices to protect the environment.

Social, Cultural, and Environmental Impact:

Vendors largely agree that Ganesh Utsav positively impacts the community's social and cultural fabric, enhancing community image, promoting togetherness, providing socializing opportunities, and preserving cultural identity. However, there are concerns about environmental issues, such as noise pollution, litter, and the impact on natural water bodies. The strong support for using artificial ponds for idol immersion reflects a community preference for more sustainable practices.

In conclusion, the vendor data for Ganesh Utsav highlights the festival's significant economic, social, and cultural impact on the local community. While there are areas for improvement, particularly in logistical and environmental management, the overall perception of the festival is highly positive, underscoring its importance as a vital economic driver and cultural celebration in Mumbai.

4.3.3 Detailed Analysis for Objective 1: Economic Impact Analysis of Ganesh Utsav on Vendors**a. Objective:**

To analyze the economic impact of Ganesh Utsav on vendors in Mumbai, focusing on employment and income generation in both organized and unorganized sectors. This involves examining the boost in various sectors such as food, decorations, music, transport, and other sub-sectors during the festival. The study also looks at the financial impact on different types of vendors.

b. Key Findings:**1. Vendor Demographics:**

- The vendor community consists predominantly of males (132 respondents) compared to females (68 respondents). This indicates a male-dominated market, though females also play a significant role.
- Age distribution shows a majority of vendors are middle-aged, with most respondents between 36 and 65 years old. This age group is likely to have more experience and established customer bases.

2. Type of Ventures:

- Vendors represent a wide array of businesses, including sweet vendors, flower vendors, decorators, idol makers, music and dhol organizers, clothing vendors, transport providers, kirana shops, priests for pooja, local food stalls, infrastructure facilities providers, restaurants/hotels, souvenir shops, and other local street vendors.
- This diversity illustrates the broad economic impact of Ganesh Utsav, supporting various sectors and contributing to the local economy.

3. Years of Contribution:

- The majority of vendors (86 respondents) have been participating in Ganesh Utsav for 11-20 years, indicating a stable and long-term involvement in the festival. A significant number have also contributed for over 30 years, highlighting the festival's enduring economic importance.
- Newer vendors (26 respondents with less than 5 years of participation) indicate that the festival continues to attract new businesses, suggesting ongoing economic opportunities.

4. Annual Business Revenue:

- Vendors report varying levels of annual business revenue, with a significant number (86 respondents) earning between ₹1,000,001 to ₹1,300,000 annually. This indicates that Ganesh Utsav is a crucial period for achieving substantial revenue.
- A smaller segment of vendors earns less than ₹100,000 annually, highlighting the economic challenges faced by smaller or newer businesses.

5. Revenue During Ganesh Utsav:

- During the 10 days of Ganesh Utsav, revenue varies significantly. 61 respondents report earning over ₹100,000, demonstrating the festival's substantial economic boost.

- Smaller vendors (27 respondents) earn less than ₹10,000, indicating potential challenges in capturing the festival's economic benefits.

6. Impact of COVID-19:

- The pandemic significantly affected 183 respondents, highlighting the vulnerability of vendors to external shocks. The disruption underscores the need for resilience measures and support systems to help vendors recover and adapt.

7. Importance of Ganesh Utsav:

- The festival is critically important for vendors, with 106 respondents rating its importance as 10 (very important). This underscores the festival's role as a peak sales period and a major contributor to annual revenue.

8. Overall Satisfaction and Business-Related Ratings:

- Overall satisfaction with the festival's economic impact is high, with 112 respondents rating it 9 or 10. Vendors are generally satisfied with sales volume and foot traffic.
- However, there are areas of concern, particularly regarding support from pandal organizers, safety and security, and traffic management. Addressing these issues could further enhance the festival's economic benefits.

9. Vendor Goals and Activities:

- Vendors primarily aim to sell products (166 respondents) and services (55 respondents) during the festival. Many also focus on creating sales leads (86 respondents) and marketing (69 respondents).
- These goals highlight the festival's role in business promotion and customer acquisition, indicating its broader economic impact beyond immediate sales.

10. Suggestions for Improvement:

- Vendors suggest several improvements, including better traffic management, increased government support, enhanced security measures, and better logistical support. These suggestions indicate areas where improvements can further enhance the festival's economic impact on vendors.

The economic impact of Ganesh Utsav on vendors in Mumbai is substantial, providing significant revenue opportunities and supporting various sectors. The festival's importance is underscored by the high levels of satisfaction and the critical role it plays in vendors' annual business cycles. However, addressing challenges related to support, security, and logistics can further enhance the festival's economic benefits, ensuring that all vendors can fully capitalize on the opportunities presented by this major cultural event.

4.3.4 Detailed Analysis for Objective 2: Socio-Cultural Contribution of Ganesh Utsav in Mumbai on Vendor

a. Objective:

To study the socio-cultural contributions of Ganesh Utsav in Mumbai, focusing on cultural pride, traditional values, community participation, communication, and awareness of the culture. This includes understanding the improvement in the quality of community life, strengthening of community bonds, and the social responsibilities fulfilled by various stakeholders for the betterment of the city and its people during the festivities.

b. Key Findings:

1. Cultural Pride and Traditional Values:

- Ganesh Utsav fosters a strong sense of cultural pride among vendors, who play a vital role in maintaining and promoting traditional values. The festival's rituals, decorations, and activities emphasize the rich cultural heritage of Mumbai, and vendors contribute significantly by offering culturally relevant products such as idols, traditional sweets, and decorations.

2. Community Participation and Togetherness:

- The festival significantly enhances community participation and togetherness. According to the survey data, 164 respondents strongly agree, and 32 agree that Ganesh Utsav contributes to a sense of togetherness within the community. Vendors are integral to this process as they interact with a diverse range of community members, fostering a spirit of unity and cooperation.

3. Socializing Opportunities and Family Reunions:

- Ganesh Utsav provides ample opportunities for social interactions and family reunions. The majority of respondents (168 strongly agree, 26 agree) acknowledge that the festival increases opportunities for family reunions. Vendors benefit from these gatherings as they attract large crowds to the festival areas, boosting their business and enabling them to form lasting connections with customers.

4. Inclusivity and Unity:

- The festival is seen as inclusive, bringing together people of different castes, creeds, and genders. Although some respondents (16 disagree, 3 strongly disagree) feel that more inclusivity is needed, a large majority (97 strongly agree, 54 agree) recognize the festival's role in promoting social harmony. Vendors, by serving a diverse clientele, help bridge social divides and contribute to a more inclusive community atmosphere.

5. Promotion of Local Culture and Traditions:

- Ganesh Utsav is instrumental in promoting local culture and traditions. With 164 respondents strongly agreeing and 32 agreeing, the festival is acknowledged for enhancing the image of the community and showcasing its unique cultural aspects. Vendors play a key role by offering traditional products and participating in cultural displays, thus supporting the festival's cultural objectives.

6. Exposure to Cultural Experiences:

- The festival provides vendors and attendees with a variety of cultural and traditional experiences. While 94 respondents strongly agree and 57 agree that they are exposed to a rich cultural tapestry during the festival, 49 remain neutral, suggesting that there is potential for even greater cultural engagement. Vendors contribute by setting up stalls that reflect the cultural vibrancy of the festival, enhancing the overall experience for visitors.

7. Strengthening Friendships and Community Bonds:

- The festival helps in strengthening friendships and community bonds. With 164 respondents strongly agreeing and 32 agreeing, it is evident that Ganesh Utsav fosters a sense of camaraderie and mutual support among community members. Vendors, through their interactions with customers and fellow vendors, contribute to this social fabric, reinforcing community ties.

8. Environmental Considerations:

- Despite its cultural and social benefits, Ganesh Utsav also poses environmental challenges. Concerns about increased litter, noise pollution, and the impact on natural water bodies during the immersion ceremonies are significant. However, there is strong support (172 strongly agree, 21 agree) for the use of artificial ponds, indicating a collective willingness to adopt more sustainable practices.

9. Economic and Social Responsibility:

- Vendors fulfill important social responsibilities during the festival, contributing to the betterment of the city and its people. By offering essential goods and services, they support the festival's infrastructure and enhance the overall experience for attendees. Their participation not only drives economic activity but also underscores their role as key stakeholders in the community.

10. Challenges and Areas for Improvement:

- While the festival is largely positive for social and cultural engagement, there are areas for improvement. Issues such as overcrowding, price increases, and the need for better traffic management were highlighted. Addressing these concerns can enhance the festival's socio-cultural impact and ensure a more enjoyable experience for all participants.

Ganesh Utsav plays a crucial role in enhancing the socio-cultural fabric of Mumbai, fostering cultural pride, traditional values, and community participation. Vendors are integral to this process, contributing significantly to the festival's cultural, social, and economic dimensions. While the festival promotes inclusivity, unity, and cultural awareness, addressing environmental and logistical challenges can further enhance its positive impact. Overall, Ganesh Utsav is a vital event that strengthens community bonds, supports cultural heritage, and provides valuable socializing opportunities, with vendors playing a key role in its success.

4.4 Analysis of Data collected from Questionnaire designed for Devotees

4.4.1 Economic Impact Analysis- Devotees perspective

a. Monthly Household Income of Devotees

Data Summary:

- **0 to ₹20,000:** 43 respondents
- **₹20,001 to ₹40,000:** 69 respondents
- **₹40,001 to ₹60,000:** 52 respondents
- **₹60,001 and above:** 36 respondents

Analysis:

1. Income Bracket: 0 to ₹20,000 (43 respondents):

- **Analysis:** This group represents the lower-income segment of the devotees. Despite their limited financial resources, their participation in Ganesh Utsav highlights the festival's cultural and social importance across all economic classes. Their expenditures are likely focused on

essential items, and they may rely on budget-friendly options for decorations, food, and other festival-related purchases. This segment's spending can significantly impact small and local vendors who cater to budget-conscious customers.

2. Income Bracket: ₹20,001 to ₹40,000 (69 respondents):

- **Analysis:** This is the largest income group among the respondents. Devotees in this bracket have a moderate income, allowing them to spend more freely on festival-related activities and purchases compared to the lower-income group. Their expenditures likely include a mix of essential and non-essential items, contributing to a broader range of local businesses. This group's spending is crucial for the economic vitality of mid-range vendors and service providers during the festival.

3. Income Bracket: ₹40,001 to ₹60,000 (52 respondents):

- **Analysis:** Devotees in this income bracket are relatively affluent, with higher disposable incomes to spend on Ganesh Utsav celebrations. Their expenditures are likely more substantial, including higher-quality decorations, more elaborate celebrations, and greater spending on food, clothing, and entertainment. This group significantly contributes to the local economy by supporting higher-end vendors and services, driving demand for premium products and experiences.

4. Income Bracket: ₹60,001 and above (36 respondents):

- **Analysis:** The smallest group in terms of number but with the highest spending power, devotees in this bracket can significantly influence the festival's economic impact. Their expenditures are likely to be extensive, involving luxury items, large-scale celebrations, and significant donations to pandals and charitable activities. This group supports a wide range of businesses, from local artisans and craftsmen to high-end service providers and caterers, enhancing the overall economic benefits of the festival.

Economic Impact:

The diversity in household income among devotees attending Ganesh Utsav demonstrates the festival's wide-reaching appeal and its ability to engage various economic segments. Each income group contributes differently to the local economy:

- **Lower-Income Group (0 to ₹20,000):** Their spending, though modest, supports budget-friendly vendors and small businesses. These expenditures ensure that the economic benefits of the festival reach the grassroots level, promoting inclusivity and economic equity.
- **Middle-Income Group (₹20,001 to ₹60,000):** This group's spending on mid-range products and services supports a broad spectrum of local businesses, driving significant economic activity during the festival. Their participation is crucial for sustaining the financial health of medium-sized vendors and service providers.
- **Higher-Income Group (₹60,001 and above):** Their substantial expenditures drive demand for premium products and services, boosting the local economy's upper tier. Their contributions can also include large donations and sponsorships, supporting larger-scale festival activities and charitable initiatives.

Overall, the economic impact of Ganesh Utsav on devotees is multifaceted, with each income group playing a vital role in sustaining and enhancing the festival's economic benefits. The festival not only fosters cultural and social engagement but also stimulates significant economic activity across different sectors, benefiting a wide range of businesses and service providers in Mumbai.

b. Employment Status of Devotees**Data Summary:**

- **Students:** 42 respondents
- **Employed:** 72 respondents
- **Unemployed:** 12 respondents
- **Self-employed:** 18 respondents

- **Homemakers:** 36 respondents
- **Retired:** 20 respondents

Analysis:**1. Students (42 respondents):**

- **Analysis:** Students make up a significant portion of the respondents, reflecting the younger demographic's engagement with Ganesh Utsav. Their participation indicates that the festival is an important cultural event for young people, fostering a sense of community and tradition. Students are likely to have limited disposable income, focusing their spending on essential and affordable items. Their presence at the festival supports local vendors who cater to budget-conscious consumers, such as street food stalls and inexpensive decoration vendors.

2. Employed (72 respondents):

- **Analysis:** The employed respondents represent the largest group, highlighting the festival's appeal to working professionals. This group likely has a steady income, allowing for more discretionary spending on festival-related activities. Employed individuals are crucial for the local economy as they can afford higher-quality goods and services, from premium decorations to more elaborate celebrations. Their participation supports a wide range of businesses, from local artisans to service providers.

3. Unemployed (12 respondents):

- **Analysis:** Unemployed respondents, while the smallest group, still participate in Ganesh Utsav, indicating the festival's cultural importance transcends economic status. Their limited financial resources mean their spending will focus on essential items, supporting vendors who offer affordable goods. Their participation underscores the inclusive nature of the festival, ensuring that even those without steady income can partake in the celebrations.

4. Self-employed (18 respondents):

- **Analysis:** Self-employed respondents, such as small business owners and freelancers, bring unique economic contributions to the festival. Their spending patterns are likely diverse, depending on their business success. This group can significantly impact the local economy by reinvesting their earnings into festival purchases, supporting other local businesses. Their engagement with the festival can also include promoting their own services and products, creating a cycle of local economic support.

5. Homemakers (36 respondents):

- **Analysis:** Homemakers form a substantial part of the respondent pool, reflecting the festival's significance within households. Their spending is often focused on family-oriented purchases, such as food, decorations, and clothing for the festival. Homemakers' participation highlights the festival's role in fostering family traditions and social bonds. Their expenditures support a wide range of vendors, particularly those offering household and family-related products.

6. Retired (20 respondents):

- **Analysis:** Retired individuals contribute to the festival by bringing in their life-long savings and pensions, which they may spend on enjoying the festival's cultural aspects. Their participation often involves supporting traditional and nostalgic elements of the festival, such as buying sweets and participating in community events. Retired individuals help sustain businesses that cater to traditional festival needs, ensuring the preservation of cultural heritage through their spending.

Economic Impact:

The diverse employment status of the devotees attending Ganesh Utsav highlights the festival's broad appeal and its capacity to engage various economic segments. Each group contributes differently to the local economy:

- **Students and Unemployed:** Their limited spending focuses on essentials, supporting budget-friendly vendors and ensuring the festival remains accessible to all economic classes.
- **Employed and Self-employed:** These groups drive significant economic activity with their discretionary spending, supporting a wide range of businesses and service providers.
- **Homemakers:** Their family-oriented spending supports vendors offering household goods and services, highlighting the festival's role in fostering family traditions.
- **Retired:** Their traditional spending patterns help preserve cultural heritage and support businesses catering to traditional festival needs.

Overall, the economic impact of Ganesh Utsav on devotees with varied employment statuses underscores the festival's role in stimulating significant economic activity across different sectors. The inclusive nature of the festival ensures broad participation, contributing to the overall economic vitality of Mumbai.

c. Residency Status of Devotees

Data Summary:

- **Residents of Mumbai:** 189 respondents
- **Non-residents:** 11 respondents

Places within Mumbai:

- Andheri: 26 respondents
- Dahisar: 28 respondents
- Borivali: 32 respondents
- Malad: 12 respondents
- Vile Parle: 8 respondents

- Bandra: 12 respondents
- Dadar: 22 respondents
- Sion: 21 respondents
- Lalbaug: 23 respondents
- Marine Lines: 6 respondents
- Churchgate: 12 respondents
- Wadala: 11 respondents
- Santacruz: 8 respondents

Non-residents (City/Town-State/Country):

- Pune: 3 respondents
- Navi Mumbai: 2 respondents
- Kerala: 3 respondents
- Rajasthan: 3 respondents

Analysis:

1. Residents of Mumbai (189 respondents):

- **Analysis:** The overwhelming majority of respondents are residents of Mumbai, indicating that Ganesh Utsav is predominantly a local festival deeply rooted in the city's cultural fabric. The high participation from Mumbai residents underscores the festival's significance in local traditions and community life. Residents' participation supports a wide range of local businesses, from street vendors to established shops, contributing to the city's economy.

2. Non-residents (11 respondents):

- **Analysis:** A small but notable number of respondents are from outside Mumbai, including nearby cities and states like Pune, Navi Mumbai, Kerala, and Rajasthan. This indicates that Ganesh Utsav has a broader appeal, attracting visitors from outside the city who travel specifically

to participate in the festival. Their participation adds to the festival's economic impact by increasing demand for local hospitality services, such as hotels, restaurants, and transportation.

3. Impact of Local Residency:

- **Neighborhood Participation:** The detailed breakdown of respondents from various neighborhoods within Mumbai, such as Andheri, Dahisar, Borivali, Dadar, and others, shows widespread local engagement. Each neighborhood's participation helps sustain local vendors and small businesses, as residents typically make purchases close to home. This local spending circulates money within the community, supporting neighborhood economies.
- **Local Traditions and Community Bonds:** The strong local participation emphasizes the festival's role in reinforcing community bonds and local traditions. Residents' involvement in Ganesh Utsav celebrations fosters a sense of community pride and belonging, enhancing the social and cultural cohesion of Mumbai's diverse neighborhoods.

4. Impact of Non-resident Participation:

- **Economic Boost from Tourism:** Non-residents contribute to the local economy through their spending on accommodation, food, transportation, and other services. This influx of visitors during the festival period provides a significant economic boost to the hospitality and service sectors. Hotels, guest houses, and restaurants benefit from increased occupancy and patronage, while local transportation services see higher demand.
- **Extended Stays:** The data on the duration of stay for non-residents indicates that most visitors stay for more than three days, with some staying up to 11 days or more. Extended stays mean higher spending on various services and goods, further enhancing the festival's economic impact on the city.

5. Community Engagement:

- **Neighborhood Celebrations:** Many Mumbai residents actively participate in neighborhood-specific celebrations, contributing to the vibrant and diverse nature of Ganesh Utsav. These localized celebrations include setting up pandals, organizing processions, and hosting communal events, all of which stimulate local economic activity.
- **Cross-Neighborhood Interaction:** The festival also encourages cross-neighborhood interactions, as residents visit famous pandals and participate in events across the city. This movement of people enhances the economic benefits for businesses located in different parts of Mumbai, promoting a city-wide economic uplift.

The residency status of devotees attending Ganesh Utsav reveals a strong local engagement with significant contributions from non-residents. The predominance of Mumbai residents participating in the festival underscores its deep cultural roots and its importance in local traditions. Their participation drives economic activity across various neighborhoods, supporting local businesses and vendors.

Non-resident participation, though smaller in number, adds to the festival's economic impact by boosting the hospitality and service sectors. Extended stays and spending on accommodation, food, and transportation contribute significantly to the local economy.

Overall, the residency status data highlights the dual economic impact of Ganesh Utsav: sustaining local economies through resident participation and enhancing economic activity through the influx of non-resident visitors. This combination ensures a comprehensive economic uplift for Mumbai during the festival period, benefiting a wide range of sectors and fostering community engagement across the city.

d. Duration of Stay for Non-Resident Devotees

Data Summary:

- **1-3 days:** 3 respondents
- **4-6 days:** 2 respondents
- **6-10 days:** 1 respondent
- **More than 11 days:** 5 respondents

Analysis:**1. 1-3 Days (3 respondents):**

- **Analysis:** This group represents the shortest stay among non-resident devotees. Their brief visits likely involve quick trips to participate in key events or visit specific pandals. While their overall economic impact may be limited compared to longer-staying visitors, they still contribute to the local economy through expenditures on transportation, food, and entry fees for specific events. Their spending benefits short-term service providers such as local eateries, public transport, and short-term parking facilities.

2. 4-6 Days (2 respondents):

- **Analysis:** Devotees staying for 4-6 days engage in a more extended participation in Ganesh Utsav activities. This duration allows them to attend multiple events, visit various pandals, and partake in the cultural and social aspects of the festival. Their spending is spread across a range of services, including accommodation, local transportation, food, and shopping. This group significantly supports mid-range hospitality businesses, such as budget hotels and guesthouses, as well as local restaurants and retail shops.

3. 6-10 Days (1 respondent):

- **Analysis:** A single respondent indicated a stay of 6-10 days, representing an in-depth engagement with the festival. This longer duration allows for a comprehensive experience of Ganesh Utsav, including participation in various rituals, processions, and community

events. The economic impact of this stay is more substantial, benefiting a wide range of sectors. Expenditures likely include higher accommodation costs, extensive local transportation, dining at various restaurants, and purchasing festival-related items such as decorations and souvenirs. This duration of stay supports both the hospitality industry and local vendors.

4. More than 11 Days (5 respondents):

- **Analysis:** The group staying for more than 11 days represents the most significant economic impact among non-resident devotees. Their prolonged stay involves substantial spending on accommodation, food, transportation, and festival-related activities. These devotees likely participate in multiple aspects of the festival, including setup, main events, and post-festival rituals. Their extensive engagement supports high-end hotels, long-term rental accommodations, and a variety of local businesses. This group's spending has a multiplier effect on the local economy, benefiting sectors such as hospitality, retail, and transportation.

Economic Impact:

The duration of stay for non-resident devotees has a direct correlation with their economic impact on Mumbai's local economy. Longer stays result in higher expenditures across various sectors, supporting a wide range of businesses and contributing to the overall economic vitality of the city during Ganesh Utsav.

- **Short-Term Stays (1-3 days):** While limited in duration, short-term stays still contribute economically through spending on immediate needs such as transportation and food. These visits benefit local eateries, public transport systems, and event-specific services.
- **Medium-Term Stays (4-6 days):** This group's extended engagement allows for more substantial economic contributions, supporting budget accommodation, local dining establishments, and retail shops. Their participation enhances the economic benefits for mid-range businesses.

- **Long-Term Stays (6-10 days):** The in-depth participation of this group results in a broad spectrum of expenditures, benefiting higher-end accommodation, extensive local transportation services, and a variety of local vendors. Their prolonged presence supports sustained economic activity.
- **Extended Stays (More than 11 days):** The most significant economic impact comes from extended stays. These devotees' prolonged engagement with the festival supports high-end hospitality services, long-term rentals, and numerous local businesses. Their comprehensive participation drives economic activity across multiple sectors, ensuring a robust economic uplift during the festival period.

The duration of stay for non-resident devotees during Ganesh Utsav highlights the festival's wide-ranging economic impact on Mumbai. While short-term stays contribute to immediate economic activity, longer stays drive sustained economic benefits across various sectors. The diverse duration of stays ensures that different aspects of the local economy, from hospitality and transportation to retail and food services, experience significant boosts during the festival.

Understanding the economic contributions based on the duration of stay can help policymakers and festival organizers tailor their strategies to maximize the economic benefits. By catering to the needs of both short-term and long-term visitors, Mumbai can enhance the overall economic impact of Ganesh Utsav, ensuring a prosperous festival period for all stakeholders involved.

e. Group Size Visiting Ganesh Utsav Pandals

Data Summary:

- **1-3 members:** 86 respondents
- **4-6 members:** 53 respondents
- **6-10 members:** 36 respondents
- **More than 11 members:** 25 respondents

Analysis:

1. Group Size: 1-3 Members (86 respondents):

- **Analysis:** The largest group consists of smaller parties, with 86 respondents indicating they visit Ganesh Utsav pandals in groups of 1-3 members. These small groups likely include individuals, couples, or small family units. Their spending is typically focused on essential items such as food, transportation, and modest purchases of festival-related items like flowers, sweets, and small decorations. These smaller groups contribute to the overall footfall at pandals and support local vendors by making frequent, smaller purchases.

2. Group Size: 4-6 Members (53 respondents):

- **Analysis:** Groups of 4-6 members, making up the second largest category, generally comprise families or groups of friends. Their collective spending power is higher than smaller groups, as they are likely to spend more on a wider range of goods and services. Expenditures for these groups include food and beverages, transportation, and various festival-related purchases. Their visits provide substantial economic support to local eateries, transportation services, and retail shops selling festival necessities.

3. Group Size: 6-10 Members (36 respondents):

- **Analysis:** Larger groups of 6-10 members often include extended families or large groups of friends. Their visits to Ganesh Utsav pandals involve significant spending, covering a wide range of products and services. These groups are likely to spend more on meals, festival decorations, transportation, and souvenirs. Their collective expenditures support mid-sized to larger vendors, catering services, and transport operators, contributing significantly to the festival economy.

4. Group Size: More than 11 Members (25 respondents):

- **Analysis:** The smallest category in terms of number of groups, but potentially the most impactful economically, consists of very large groups of more than 11 members. These groups could include large families, community groups, or organized tours. Their spending

encompasses a wide array of goods and services, including large-scale purchases of food, extensive transportation arrangements, and bulk buying of festival-related items. Their significant spending power supports a wide range of businesses, from large vendors and catering companies to transportation providers and accommodation services if they are non-residents.

Economic Impact:

The size of the groups visiting Ganesh Utsav pandals directly correlates with their economic contributions to the local economy. Larger groups generally have a higher spending capacity, resulting in greater economic impact across various sectors.

- **Small Groups (1-3 members):** Although they make up the largest number of visitors, their individual economic impact is smaller. Their cumulative spending, however, supports a broad base of small vendors and service providers.
- **Medium Groups (4-6 members):** These groups contribute significantly through their higher collective spending on food, transportation, and festival items. Their expenditures support mid-range vendors and local businesses.
- **Large Groups (6-10 members):** The substantial spending by these larger groups benefits a wide range of businesses, including eateries, retail shops, and transport services. Their presence at the festival contributes significantly to the local economy.
- **Very Large Groups (More than 11 members):** Although fewer in number, these groups have the most substantial economic impact. Their large-scale spending supports diverse sectors, including large vendors, catering services, and extensive transportation networks.

Social and Cultural Impact:

The size of the groups also has social and cultural implications for Ganesh Utsav:

- **Community Engagement:** Larger groups often represent community organizations, neighborhood associations, or extended families, reflecting the festival's role in fostering community bonds and social cohesion. Their

collective participation enhances the festival atmosphere and promotes a sense of unity.

- **Cultural Preservation:** The participation of large groups helps preserve cultural traditions, as these groups often partake in traditional rituals, processions, and communal meals. Their involvement ensures the transmission of cultural values and practices to younger generations.
- **Support for Local Traditions:** By participating in large numbers, these groups support local traditions and contribute to the vibrant and dynamic nature of Ganesh Utsav. Their presence at pandals and events enhances the cultural richness of the festival.

The analysis of group sizes visiting Ganesh Utsav pandals highlights the diverse economic and social contributions of devotees. While smaller groups are numerous and provide consistent support to local vendors, larger groups have a more substantial economic impact, driving significant spending across various sectors. The participation of both small and large groups ensures a comprehensive economic uplift during the festival period.

Understanding the spending patterns and social dynamics of different group sizes can help festival organizers and local businesses tailor their offerings to better meet the needs of diverse visitors. By catering to the unique preferences of small, medium, and large groups, Mumbai can maximize the economic and cultural benefits of Ganesh Utsav, ensuring a prosperous and inclusive celebration for all participants.

f. Years of Attending Ganesh Utsav in Mumbai

Data Summary:

- **1-5 years:** 21 respondents
- **6-10 years:** 50 respondents
- **11-15 years:** 61 respondents
- **More than 15 years:** 65 respondents
- **Never attended before:** 3 respondents

Analysis:**1. 1-5 Years (21 respondents):**

- **Analysis:** This group represents the newcomers to the Ganesh Utsav celebrations in Mumbai. Their participation indicates a growing interest in the festival among new devotees. As recent attendees, their spending patterns may be more exploratory, focusing on essential festival experiences such as visiting major pandals, purchasing basic decorations, and participating in key rituals. Their contributions are crucial for local vendors and businesses as they represent new economic activity and potential long-term patrons.

2. 6-10 Years (50 respondents):

- **Analysis:** Devotees with 6-10 years of attendance have established a tradition of participating in Ganesh Utsav. This group is likely to have a better understanding of the festival's various aspects and may engage more deeply in the celebrations. Their spending extends beyond basics to include more elaborate decorations, participation in multiple events, and purchases of higher-quality festival items. This group significantly supports local businesses, particularly those offering mid-range products and services.

3. 11-15 Years (61 respondents):

- **Analysis:** Devotees with 11-15 years of attendance are well-versed in the festival's traditions and customs. Their long-term participation indicates a deep-rooted connection to Ganesh Utsav. Their spending habits are likely to be consistent and substantial, covering a wide range of products and services. This group supports local vendors, artisans, and service providers, contributing to the festival's economic stability and growth. Their sustained engagement also reflects their role in preserving and promoting cultural heritage.

4. More than 15 Years (65 respondents):

- **Analysis:** The largest group, with more than 15 years of attendance, represents the most dedicated and long-term participants of Ganesh Utsav. Their extensive experience with the festival likely involves significant spending on all aspects of the celebrations, including large-scale decorations, high-quality idols, extensive food purchases, and donations to pandals. This group's economic contributions are substantial, supporting a wide array of businesses and ensuring the festival's continued economic success. Their deep-rooted involvement also highlights the festival's importance in maintaining cultural continuity and community traditions.

5. Never Attended Before (3 respondents):

- **Analysis:** A small number of respondents have never attended Ganesh Utsav before. Their inclusion in the survey indicates a potential interest in future participation. Understanding their motivations and barriers to attending can help organizers attract new devotees and expand the festival's reach.

Economic Impact:

The duration of attendance at Ganesh Utsav correlates with different levels of economic impact:

- **Newcomers (1-5 years):** Their spending is more exploratory, supporting essential vendors and businesses. Their participation indicates fresh economic activity and potential for future growth.
- **Established Participants (6-10 years):** This group's deeper engagement translates into higher spending, benefiting mid-range businesses and contributing significantly to the local economy.
- **Long-term Devotees (11-15 years):** Their consistent and substantial spending supports a wide range of local vendors and service providers, ensuring economic stability during the festival.

- **Veteran Participants (More than 15 years):** The most dedicated group, their extensive and significant spending supports diverse sectors, from artisans to high-end service providers. Their long-term involvement ensures sustained economic growth and cultural preservation.

Social and Cultural Impact:

The years of attendance at Ganesh Utsav also have profound social and cultural implications:

- **Cultural Continuity:** Long-term devotees play a crucial role in maintaining and transmitting cultural traditions and values. Their participation ensures that the festival's rituals and customs are preserved and passed down through generations.
- **Community Engagement:** Frequent attendees strengthen community bonds and foster a sense of belonging. Their involvement in local celebrations enhances social cohesion and community spirit.
- **Cultural Adaptation:** Newcomers bring fresh perspectives and ideas, contributing to the festival's evolution and adaptation. Their engagement helps keep the festival dynamic and inclusive.

The analysis of years of attendance at Ganesh Utsav reveals the festival's deep-rooted cultural significance and its substantial economic impact on Mumbai. Long-term participants provide economic stability and cultural continuity, while newcomers contribute fresh economic activity and new perspectives.

Understanding the spending patterns and cultural contributions of different attendee groups can help festival organizers and local businesses tailor their offerings to meet the diverse needs of devotees. By catering to both long-term and new participants, Ganesh Utsav can maximize its economic and cultural benefits, ensuring a prosperous and vibrant celebration for all.

g. Private Celebrations of Ganesh Utsav at Home

Data Summary:

- **Yes:** 132 respondents

- **No:** 57 respondents
- **Not applicable (Non-residents):** 11 respondents

Analysis:**1. Yes (132 respondents):**

- **Analysis:** A significant majority of respondents (132) celebrate Ganesh Utsav privately at their homes. This indicates the deep cultural significance of the festival, extending beyond public pandals to private household celebrations. These private celebrations involve a variety of expenditures, contributing substantially to the local economy. The following are the key areas of spending for private celebrations:
 - **Ganesh Idol:** Most households purchase a Ganesh idol, with costs ranging from ₹3,000 to ₹25,000. This spending supports local artisans and idol makers.
 - **Flower and Garlands:** Households spend between ₹1,000 to ₹10,000 on decorations, benefiting flower vendors and decorators.
 - **Sweets/Mithai/Modak/Prasad:** Expenditures on traditional sweets and prasad range from ₹1,000 to ₹10,000 and above, supporting local sweet shops and food vendors.
 - **Food and Beverages:** Families spend ₹2,000 to ₹15,000 on food and beverages, providing a boost to local grocery stores and food suppliers.
 - **Pooja Samagri/Pooja Necessities:** Spending on pooja items and Brahman fees ranges from ₹1,000 to ₹10,000 and above, supporting vendors specializing in religious items.
 - **Decoration:** Expenditures on decorations range from ₹1,000 to ₹10,000 and above, supporting local businesses that provide festival decorations.

- **Music/DJ/Dhol:** Spending on music and entertainment varies, with some households spending up to ₹10,000 or more.
- **Clothing:** Many families buy new clothes for the festival, with expenditures ranging from ₹2,000 to ₹15,000, benefiting local clothing retailers.
- **Transport:** Transport expenses, including fuel and other automobile expenses, range from less than ₹1,000 to ₹15,000, supporting local transport services.
- **Other Expenses:** Additional expenditures may include parking, local transportation, and miscellaneous items, further contributing to the local economy.

2. No (57 respondents):

- **Analysis:** A smaller but notable portion of respondents do not celebrate Ganesh Utsav privately at home. These individuals likely participate in public celebrations and visit pandals instead. Their spending is directed towards public festivities, contributing to the economic vitality of public pandals and related activities.

3. Not Applicable (Non-residents - 11 respondents):

- **Analysis:** Non-residents, making up 11 respondents, are not involved in private home celebrations due to their temporary stay in Mumbai. Their expenditures are more focused on travel-related expenses such as accommodation, food, and local transportation. Their participation still significantly impacts the local economy by boosting the hospitality and service sectors.

Economic Impact:

The data on private celebrations of Ganesh Utsav at home highlights the festival's substantial economic impact on various local businesses and vendors:

- **Artisans and Idol Makers:** The purchase of Ganesh idols provides significant support to local artisans and craftsmen.

- **Florists and Decorators:** Spending on flowers, garlands, and decorations boosts local florists and decorators.
- **Food Vendors and Sweet Shops:** Expenditures on traditional sweets, prasad, and food support local sweet shops and food vendors, driving significant sales during the festival period.
- **Grocery Stores and Pooja Vendors:** Spending on grocery items, pooja samagri, and other religious necessities benefits local grocery stores and vendors specializing in religious items.
- **Entertainment and Clothing Retailers:** Expenditures on music, entertainment, and new clothing support local DJs, musicians, and clothing retailers.
- **Transport Services:** Spending on transportation, including fuel and other automobile expenses, benefits local transport services and fuel stations.

Social and Cultural Impact:

Private celebrations of Ganesh Utsav at home also have significant social and cultural implications:

- **Cultural Preservation:** Private home celebrations play a crucial role in preserving cultural traditions and customs associated with Ganesh Utsav. Families engage in rituals, poojas, and traditional festivities, ensuring the transmission of cultural values to younger generations.
- **Community Engagement:** While these celebrations are private, they often involve friends, relatives, and neighbors, fostering community bonds and social cohesion.
- **Family Unity:** Private celebrations strengthen family bonds as members come together to participate in the festivities, reinforcing a sense of unity and shared cultural heritage.

The detailed analysis of private celebrations of Ganesh Utsav at home highlights the festival's deep cultural significance and substantial economic impact on Mumbai's local economy. The majority of respondents engage in private celebrations, supporting a wide range of local businesses and vendors through their expenditures.

Understanding the spending patterns and cultural contributions of households celebrating Ganesh Utsav privately can help local businesses and festival organizers tailor their offerings to better meet the needs of these participants. By recognizing the dual impact of private and public celebrations, Mumbai can maximize the economic and cultural benefits of Ganesh Utsav, ensuring a prosperous and vibrant festival for all.

h. Duration of Private Ganesh Utsav Celebrations at Home

Data Summary:

- **1.5 days:** 52 respondents
- **5 days:** 34 respondents
- **7 days:** 22 respondents
- **11 days:** 13 respondents
- **Other:** 11 respondents

Analysis:

1. 1.5 Days (52 respondents):

- **Analysis:** The most common duration for private celebrations is 1.5 days, chosen by 52 respondents. This shorter duration is likely more manageable and less resource-intensive, appealing to families with limited time or financial resources. Their spending focuses on essential items such as the Ganesh idol, basic decorations, and simple offerings. This group contributes to the local economy by supporting small vendors and artisans who provide affordable festival essentials. The shorter celebration also allows for quick turnover of goods and services, benefiting local businesses that cater to short-term festival needs.

2. 5 Days (34 respondents):

- **Analysis:** Celebrating Ganesh Utsav for 5 days is preferred by 34 respondents. This duration allows for a more immersive and extended celebration, involving additional rituals, community participation, and

possibly multiple poojas. Families celebrating for five days likely spend more on decorations, food, and religious items, supporting a broader range of vendors. Their longer engagement provides sustained economic activity for local businesses, including florists, decorators, and food vendors.

3. 7 Days (22 respondents):

- **Analysis:** Celebrating for 7 days, as chosen by 22 respondents, reflects a deeper commitment to the festival's traditions and rituals. This extended duration involves significant preparations and higher expenditures on various items such as pooja samagri, decorations, and food. Families celebrating for a week support local artisans, caterers, and service providers, ensuring continuous economic activity throughout the festival period. Their spending patterns benefit mid-sized businesses that offer festival-related products and services.

4. 11 Days (13 respondents):

- **Analysis:** The 11-day celebration, selected by 13 respondents, represents the most traditional and extensive form of Ganesh Utsav celebration at home. This duration involves comprehensive planning, multiple poojas, and significant social gatherings. The expenditures for an 11-day celebration are substantial, covering high-quality idols, elaborate decorations, extensive food preparations, and possibly entertainment services. Families celebrating for 11 days contribute significantly to the local economy by supporting a wide array of businesses, from high-end decorators to specialized pooja item vendors and caterers. Their long-term engagement also highlights the festival's cultural richness and the deep-rooted traditions maintained by these families.

5. Other (11 respondents):

- **Analysis:** The "Other" category, chosen by 11 respondents, indicates variations in the duration of the celebrations, possibly tailored to specific family traditions or local customs. These variations reflect the

flexibility and adaptability of Ganesh Utsav celebrations, accommodating different schedules and preferences. The economic impact of these celebrations depends on their specific duration and the extent of their activities, but they contribute to the overall diversity and richness of the festival's economic and cultural landscape.

Economic Impact:

The duration of private Ganesh Utsav celebrations at home significantly influences the economic contributions to the local economy:

- **Short-term Celebrations (1.5 days):** These celebrations focus on essential items, supporting small vendors and artisans. Their quick turnover of goods and services benefits businesses that cater to short-term festival needs.
- **Medium-term Celebrations (5-7 days):** These durations allow for more immersive participation, with higher spending on decorations, food, and religious items. They provide sustained economic activity for local businesses and support a broader range of vendors.
- **Long-term Celebrations (11 days):** The most extensive celebrations involve significant expenditures across various categories, supporting high-end decorators, caterers, and specialized vendors. These celebrations drive continuous economic activity and contribute substantially to the local economy.

Social and Cultural Impact:

The duration of private celebrations also has profound social and cultural implications:

- **Cultural Engagement:** Longer celebrations reflect a deeper engagement with the festival's traditions and rituals, promoting cultural preservation and the transmission of values across generations.
- **Community Participation:** Extended celebrations often involve community participation, including neighbors, friends, and relatives, fostering social cohesion and community bonds.

- **Family Unity:** The varying durations accommodate different family schedules and preferences, ensuring that the festival remains inclusive and adaptable to diverse household needs.

The analysis of the duration of private Ganesh Utsav celebrations at home reveals the festival's significant economic and cultural impact on Mumbai's local economy and social fabric. While shorter celebrations support small vendors and provide quick economic benefits, longer celebrations drive substantial and sustained economic activity across various sectors.

Understanding the spending patterns and cultural contributions associated with different durations of celebrations can help local businesses and festival organizers tailor their offerings to better meet the needs of diverse families. By recognizing the economic and cultural benefits of both short-term and long-term celebrations, Mumbai can maximize the overall impact of Ganesh Utsav, ensuring a prosperous and vibrant festival for all participants.

i. Total Expenditures During Private Household Celebrations of Ganesh Utsav

Data Summary:

Table 4.2 : Total Expenditures During Private Household Celebrations of Ganesh Utsav

Items	Expenses
Ganesh Idol	12000
Flower and Garlands	6000
Sweets/Mithai/Modak/Prasad	3500
Food and Beverages	6000
Pooja Samagri/Pooja Necessities	3500
Decoration	5000
Music/DJ/Dhol	8000
Clothing	4500
Transport	4500
Total	53000
No. of private celebrations	225000
Total Expenditure	₹ 11,92,50,00,000

Approximately 11,92,50,00,000 expenditure done by private celebration in Mumbai

Ganesh Idol:

- ₹3,000 to ₹8,000: 53 respondents
- ₹8,000 to ₹15,000: 72 respondents
- ₹15,000 to ₹25,000: 7 respondents

Flower and Garlands:

- ₹1,000 to ₹3,000: 71 respondents
- ₹3,000 to ₹6,000: 26 respondents
- ₹6,000 to ₹10,000: 35 respondents

Sweets/Mithai/Modak/Prasad:

- ₹1,000 to ₹5,000: 69 respondents
- ₹5,000 to ₹10,000: 26 respondents
- ₹10,000 and above: 37 respondents

Food and Beverages:

- ₹2,000 to ₹5,000: 62 respondents
- ₹5,000 to ₹8,000: 37 respondents
- ₹8,000 to ₹15,000: 33 respondents

Grocery/Fruits/Dairy Items:

- ₹2,000 to ₹5,000: 77 respondents
- ₹5,000 to ₹8,000: 32 respondents
- ₹8,000 to ₹15,000: 23 respondents

Pooja Samagri/Pooja Necessities (Brahman Fee):

- ₹1,000 to ₹5,000: 53 respondents
- ₹5,000 to ₹10,000: 36 respondents
- ₹10,000 and above: 43 respondents

Decoration:

- ₹1,000 to ₹5,000: 73 respondents
- ₹5,000 to ₹10,000: 32 respondents
- ₹10,000 and above: 27 respondents

Music/DJ/Dhol:

- Less than ₹1,000: 73 respondents
- ₹1,000 to ₹5,000: 26 respondents
- ₹5,000 to ₹10,000: 22 respondents
- ₹10,000 and above: 11 respondents

Clothing:

- ₹2,000 to ₹5,000: 57 respondents
- ₹5,000 to ₹8,000: 62 respondents
- ₹8,000 to ₹15,000: 13 respondents

Transport:

- Less than ₹1,000: 12 respondents
- ₹2,000 to ₹5,000: 70 respondents
- ₹5,000 to ₹8,000: 42 respondents
- ₹8,000 to ₹15,000: 8 respondents

Other Expenses:

- Less than ₹1,000: 36 respondents
- ₹2,000 to ₹5,000: 72 respondents
- ₹5,000 to ₹8,000: 21 respondents
- ₹8,000 to ₹15,000: 3 respondents

Total Amount:

- ₹8,000 to ₹15,000: 64 respondents

- ₹15,000 to ₹30,000: 26 respondents
- ₹30,000 to ₹50,000: 24 respondents
- ₹50,000 and above: 18 respondents

Analysis:**1. Ganesh Idol:**

- **Expenditures:** Most households spend between ₹3,000 to ₹15,000 on the Ganesh idol, with a few spending up to ₹25,000. This spending supports local artisans and idol makers, ensuring the preservation of traditional craftsmanship.
- **Economic Impact:** High demand for Ganesh idols during the festival provides significant income for artisans, boosting the local economy and preserving cultural heritage.

2. Flower and Garlands:

- **Expenditures:** A majority of households spend between ₹1,000 to ₹6,000 on flowers and garlands, with some spending up to ₹10,000. This spending benefits florists and decorators.
- **Economic Impact:** The festival season significantly increases sales for flower vendors, contributing to their annual income and supporting related agricultural sectors.

3. Sweets/Mithai/Modak/Prasad:

- **Expenditures:** Households spend between ₹1,000 to ₹10,000 on traditional sweets and prasad, with a notable number spending above ₹10,000. This supports local sweet shops and food vendors.
- **Economic Impact:** The demand for traditional sweets during Ganesh Utsav boosts the sales of sweet shops, helping maintain the viability of these small businesses.

4. Food and Beverages:

- **Expenditures:** Spending on food and beverages ranges from ₹2,000 to ₹15,000. This spending supports local grocery stores, food suppliers, and caterers.
- **Economic Impact:** The increased demand for food and beverages during the festival provides significant business for local food vendors and grocery stores.

5. Grocery/Fruits/Dairy Items:

- **Expenditures:** Households spend between ₹2,000 to ₹15,000 on grocery items, supporting local grocery stores and fruit vendors.
- **Economic Impact:** The festival season drives sales for grocery stores and fruit vendors, contributing to their overall annual revenue.

6. Pooja Samagri/Pooja Necessities:

- **Expenditures:** Spending on pooja items ranges from ₹1,000 to ₹10,000 and above. This supports vendors specializing in religious items.
- **Economic Impact:** High demand for pooja samagri during the festival ensures a steady income for vendors who provide these specialized items.

7. Decoration:

- **Expenditures:** Households spend between ₹1,000 to ₹10,000 and above on decorations. This supports local decorators and businesses selling festival decorations.
- **Economic Impact:** The demand for decorative items during Ganesh Utsav boosts the sales of decoration vendors, contributing to their business growth.

8. Music/DJ/Dhol:

- **Expenditures:** Spending on music and entertainment varies, with some households spending up to ₹10,000 or more. This supports local DJs, musicians, and entertainment providers.
- **Economic Impact:** The need for music and entertainment during the festival drives business for local DJs and entertainment service providers.

9. Clothing:

- **Expenditures:** Many families buy new clothes for the festival, with expenditures ranging from ₹2,000 to ₹15,000. This supports local clothing retailers.
- **Economic Impact:** The purchase of new clothing during the festival season boosts sales for local garment shops and boutiques.

10. Transport:

- **Expenditures:** Spending on transportation, including fuel and other automobile expenses, ranges from less than ₹1,000 to ₹15,000. This supports local transport services.
- **Economic Impact:** Increased travel during the festival boosts business for local transport service providers and fuel stations.

11. Other Expenses:

- **Expenditures:** Additional expenses include various miscellaneous items, with spending ranging up to ₹15,000. This supports a wide range of local businesses.
- **Economic Impact:** These expenditures ensure that various local vendors benefit from the increased economic activity during the festival.

12. Total Expenditure:

- **Ranges:** Total expenditures for private celebrations range from ₹8,000 to above ₹50,000, with most households spending between ₹8,000 to ₹30,000.
- **Economic Impact:** The cumulative spending by households during Ganesh Utsav drives significant economic activity across various sectors, from artisans and vendors to service providers and retailers.

The detailed analysis of total expenditures during private household celebrations of Ganesh Utsav highlights the substantial economic impact of the festival on Mumbai's local economy. Household spending on a wide range of items, from Ganesh idols and decorations to food and transportation, supports various local businesses and vendors, ensuring a broad distribution of economic benefits.

Understanding these spending patterns can help local businesses and festival organizers tailor their offerings to better meet the needs of families celebrating Ganesh Utsav. By recognizing the significant economic contributions of private celebrations, Mumbai can enhance the overall economic and cultural benefits of the festival, ensuring a prosperous and vibrant celebration for all participants.

j. Impact of COVID-19 on Pandal Incomes and Operations**Data Summary:**

- **Yes:** 32 respondents
- **No:** 8 respondents

Analysis:**1. Yes (32 respondents):**

- **Analysis:** The majority of respondents (32) reported that COVID-19 affected their pandal incomes and operations during Ganesh Utsav. The pandemic led to several challenges, including:
 - **Reduced Footfall:** Due to social distancing measures, lockdowns, and fear of infection, there was a significant decrease in the number of devotees visiting pandals. This

reduction in foot traffic directly impacted the donations, sales, and overall revenue generated by the pandals.

- **Operational Restrictions:** Government-imposed restrictions on gatherings and events limited the scale and scope of the celebrations. Pandals had to adhere to strict health guidelines, which affected their usual operations, including setting up stalls, organizing events, and managing crowds.
- **Increased Costs:** Implementing safety measures, such as sanitization, social distancing markers, and personal protective equipment for staff and volunteers, increased the operational costs for pandals. These additional expenses further strained their financial resources.
- **Limited Sponsorships and Donations:** Many businesses and individuals faced financial hardships during the pandemic, leading to a decline in sponsorships and donations to the pandals. This reduction in funding affected the ability of pandals to organize elaborate celebrations and provide services to devotees.
- **Shift to Virtual Platforms:** Some pandals adapted by shifting their activities to virtual platforms, organizing online poojas and events. While this allowed them to maintain a connection with devotees, it did not generate the same level of income as in-person celebrations.

2. No (8 respondents):

- **Analysis:** A smaller group of respondents (8) reported that COVID-19 did not affect their pandal incomes and operations. These pandals managed to maintain their financial stability and operations despite the pandemic. Possible reasons include:
 - **Adaptation and Innovation:** Some pandals may have successfully adapted to the new normal by innovating their

operations. For example, they might have leveraged technology to engage with devotees, ensuring continuous support and donations.

- **Strong Community Support:** Pandals with strong community ties and loyal devotees might have received consistent support despite the pandemic. The community's commitment to maintaining their cultural traditions could have driven continued donations and participation.
- **Financial Resilience:** Pandals with better financial management and reserves might have been more resilient to the economic impact of the pandemic. Their pre-existing resources allowed them to navigate the challenges without significant disruptions.
- **Scale and Scope:** Smaller pandals with less elaborate setups and lower operational costs might have been less affected by the pandemic. Their simpler operations required fewer resources, making them more adaptable to the restrictions.

Economic Impact:

The impact of COVID-19 on pandal incomes and operations had several economic implications:

- **Decreased Revenue:** The reduction in footfall and donations directly impacted the revenue streams for pandals. This decrease in income affected their ability to pay vendors, staff, and service providers, leading to a ripple effect on the local economy.
- **Increased Operational Costs:** Implementing COVID-19 safety measures increased the operational expenses for pandals, further straining their financial resources. These additional costs included sanitization supplies, personal protective equipment, and technology for virtual events.
- **Impact on Local Vendors:** Reduced pandal operations and lower footfall affected local vendors who rely on the festival for a significant portion of their

annual income. These vendors, including food stalls, decoration suppliers, and entertainment providers, experienced a decline in sales and business opportunities.

- **Shift to Digital Platforms:** The adaptation to virtual platforms led to new economic activities, such as online pooja services and virtual event management. While this shift provided some financial relief, it did not fully compensate for the loss of in-person interactions and revenue.

Social and Cultural Impact:

The pandemic also had social and cultural implications for Ganesh Utsav celebrations:

- **Altered Celebrations:** The restrictions and safety measures altered the traditional celebrations, impacting the cultural and social experience for devotees. The inability to gather in large numbers affected the communal aspect of the festival.
- **Mental and Emotional Well-being:** The pandemic's impact on the festival affected the mental and emotional well-being of devotees, who rely on such cultural events for social interaction and spiritual fulfillment.
- **Innovation and Resilience:** The challenges posed by the pandemic led to innovation and resilience among pandals. The shift to virtual platforms and the adaptation of new safety measures demonstrated the community's ability to maintain cultural traditions despite unprecedented circumstances.

The analysis of the impact of COVID-19 on pandal incomes and operations during Ganesh Utsav highlights the significant challenges faced by the pandals and the broader community. The pandemic led to reduced revenue, increased operational costs, and altered the traditional celebration format. However, it also showcased the resilience and adaptability of the pandals and the community's commitment to preserving their cultural heritage.

Understanding the economic and social impact of the pandemic on Ganesh Utsav can help policymakers and festival organizers develop strategies to support pandals and local vendors in future celebrations. By addressing the challenges and leveraging the

innovations developed during the pandemic, Mumbai can enhance the overall experience of Ganesh Utsav, ensuring its continued significance and prosperity for all participants.

k. Importance of Ganesh Utsav for Devotees

Data Summary:

- **Rating 10 (Very Important):** 37 respondents
- **Rating 9:** 3 respondents

Analysis:

1. Rating 10 (Very Important) – 37 respondents:

- **Analysis:** A significant majority of the respondents (37) rated the importance of Ganesh Utsav as 10, indicating that the festival is extremely important to them. This strong rating underscores the deep cultural, religious, and social significance of Ganesh Utsav for these devotees. For many, the festival is a pivotal event that embodies their spiritual beliefs, cultural traditions, and community values. The high importance attached to the festival suggests that these devotees invest considerable time, effort, and resources in the celebrations, which include setting up pandals, organizing poojas, and participating in various festivities.
- **Economic Impact:** The high importance placed on Ganesh Utsav by these respondents translates into significant economic activity. Devotees who consider the festival very important are likely to spend more on preparations, decorations, offerings, and events, thereby supporting local vendors, artisans, and service providers. Their expenditures cover a wide range of products and services, from purchasing idols and flowers to hiring musicians and caterers, thereby stimulating the local economy.
- **Social Impact:** For these devotees, Ganesh Utsav is a crucial time for social bonding and community engagement. The festival serves as an opportunity to strengthen family ties, connect with neighbors, and

participate in communal activities. This high level of social engagement fosters a sense of unity and collective identity, reinforcing the social fabric of the community.

2. Rating 9 – 3 respondents:

- **Analysis:** A smaller group of respondents (3) rated the importance of Ganesh Utsav as 9, indicating that the festival is very important but not to the same extent as those who rated it a 10. This rating still reflects a strong attachment to the festival and highlights its significant role in their lives. These devotees are likely to engage actively in the celebrations, though their level of investment and participation may be slightly lower than those who rated it a 10.
- **Economic Impact:** Respondents who rated the festival as very important (9) contribute meaningfully to the local economy through their spending on festival-related activities. Their expenditures support a variety of local businesses, including those selling religious items, decorations, food, and entertainment services.
- **Social Impact:** This group also values the social and communal aspects of Ganesh Utsav, participating in family gatherings, neighborhood events, and communal rituals. Their involvement helps maintain the cultural vibrancy of the festival and supports community cohesion.

Cultural and Social Significance:

The overwhelmingly high ratings for the importance of Ganesh Utsav among respondents underscore its critical role in preserving cultural heritage and fostering community spirit:

- **Cultural Preservation:** Ganesh Utsav is a time-honored tradition that plays a vital role in preserving and transmitting cultural values and practices. Devotees engage in rituals, poojas, and celebrations that are deeply rooted in their heritage, ensuring that these traditions are passed down to future generations.

- **Community Engagement:** The festival serves as a focal point for community engagement, bringing together people from different backgrounds to celebrate collectively. This sense of togetherness enhances social bonds and promotes a feeling of belonging within the community.
- **Spiritual Fulfillment:** For many devotees, Ganesh Utsav is an important spiritual event that provides a sense of peace, fulfillment, and connection to the divine. The rituals and poojas performed during the festival are seen as ways to seek blessings, express gratitude, and strengthen one's faith.

The detailed analysis of the importance of Ganesh Utsav for devotees highlights the festival's profound cultural, social, and economic significance. The high ratings given by respondents reflect their deep attachment to the festival and its pivotal role in their lives. The festival's importance translates into significant economic activity, benefiting local businesses and vendors, while also fostering social cohesion and cultural preservation.

Understanding the high value placed on Ganesh Utsav by devotees can help festival organizers, local authorities, and businesses tailor their offerings to meet the needs and expectations of participants. By recognizing the festival's multifaceted impact, stakeholders can ensure that Ganesh Utsav continues to thrive as a cherished and vibrant celebration, contributing to the cultural and economic vitality of Mumbai.

I. Overall Rating of Ganesh Utsav Carnival in Mumbai

Data Summary:

- **Rating 10 (Very Satisfied):** 35 respondents
- **Rating 9:** 3 respondents
- **Rating 8:** 2 respondents

Analysis:

1. Rating 10 (Very Satisfied) – 35 respondents:

- **Analysis:** The majority of respondents (35) rated the overall experience of Ganesh Utsav Carnival in Mumbai as 10, indicating that they are very satisfied with the festival. This high level of satisfaction

reflects the successful execution of the festival in terms of cultural richness, organization, community engagement, and the variety of activities offered. Respondents who rated their experience as very satisfied likely appreciated the seamless blend of tradition and modernity, the vibrant atmosphere, and the sense of community that Ganesh Utsav fosters.

- **Economic Impact:** High satisfaction levels contribute to repeat participation and increased spending by devotees. Satisfied participants are likely to continue investing in the festival by purchasing more elaborate decorations, participating in multiple events, and making larger donations. This ongoing economic activity benefits a wide range of local businesses and service providers, from artisans and food vendors to event organizers and transport services.
- **Social Impact:** Very satisfied respondents are likely to share their positive experiences with others, encouraging broader participation and enhancing the festival's reputation. Their engagement helps maintain a strong sense of community and cultural identity, reinforcing the social fabric of the city.

2. Rating 9 – 3 respondents:

- **Analysis:** A smaller group of respondents (3) rated their overall experience as 9, indicating they are very satisfied but see room for minor improvements. These respondents likely had a positive experience but may have encountered a few aspects that could be enhanced, such as crowd management or specific event logistics.
- **Economic Impact:** Respondents with a satisfaction rating of 9 still contribute significantly to the local economy. Their spending on festival activities supports various businesses, and their constructive feedback can help organizers make necessary adjustments to improve future celebrations.
- **Social Impact:** This group remains highly engaged and contributes to the festival's cultural vibrancy. Their satisfaction helps promote a

positive image of Ganesh Utsav, encouraging continued community participation.

3. Rating 8 – 2 respondents:

- **Analysis:** Two respondents rated their experience as 8, reflecting a generally positive experience with notable satisfaction but with some areas for improvement. These respondents may have enjoyed the festival overall but found specific elements, such as amenities or event schedules, needing enhancement.
- **Economic Impact:** While slightly lower than the top ratings, a satisfaction rating of 8 still indicates significant economic contributions. These respondents support local businesses through their participation and spending, and their feedback provides valuable insights for festival organizers to address any shortcomings.
- **Social Impact:** The overall positive experience reported by these respondents helps maintain the festival's appeal and cultural significance. Their continued participation and suggestions for improvement contribute to the festival's ongoing evolution and enhancement.

Factors Contributing to High Satisfaction:

The high overall satisfaction ratings suggest that several factors contribute to a positive experience during Ganesh Utsav Carnival:

- **Well-Organized Events:** Effective planning and organization of events, including timely schedules, clear communication, and smooth logistics, enhance the overall experience for participants.
- **Cultural Richness:** The rich cultural heritage displayed through traditional rituals, performances, and decorations adds to the festival's appeal, providing a meaningful and engaging experience for devotees.
- **Community Engagement:** The active participation of community members, including volunteers, local businesses, and cultural groups, fosters a sense of unity and belonging, enhancing the social experience of the festival.

- **Variety of Activities:** Offering a diverse range of activities, from poojas and processions to cultural performances and food stalls, ensures that there is something for everyone, catering to different interests and preferences.

Areas for Improvement:

Although the overall ratings are high, there are always areas where improvements can be made to further enhance the festival experience:

- **Crowd Management:** Effective crowd control measures can help ensure a safe and enjoyable experience for all participants, reducing congestion and improving accessibility.
- **Amenities and Facilities:** Providing adequate amenities, such as clean washrooms, seating areas, and first aid stations, can improve comfort and convenience for attendees.
- **Event Logistics:** Streamlining event logistics, including transportation, parking, and entry/exit procedures, can enhance the overall flow of the festival and reduce potential stress points for participants.

The detailed analysis of the overall rating of Ganesh Utsav Carnival in Mumbai highlights the festival's success in delivering a highly satisfying experience for most participants. The high satisfaction ratings reflect the festival's effective organization, cultural richness, community engagement, and diverse activities. These positive experiences drive significant economic activity and contribute to the festival's social and cultural impact.

Understanding the factors that contribute to high satisfaction and addressing areas for improvement can help festival organizers and local authorities enhance future celebrations. By maintaining the festival's strengths and continuously improving the participant experience, Ganesh Utsav can continue to thrive as a beloved and vibrant cultural event, fostering economic vitality and social cohesion in Mumbai.

m. Rating of Ganesh Utsav for Various Characteristics**a. Police Support****Data Summary:**

- **Rating 8:** 27 respondents
- **Rating 7:** 10 respondents
- **Rating 6:** 3 respondents

Analysis:**1. Rating 8 – 27 respondents:**

- **Analysis:** The majority of respondents rated police support during Ganesh Utsav as 8, indicating a high level of satisfaction. This rating suggests that the police provided effective support in maintaining order, managing crowds, and ensuring the safety and security of the event. Their visible presence and active engagement likely contributed to a smooth and safe festival experience for the attendees.
- **Impact:** High satisfaction with police support is crucial for the overall success of the festival. It ensures that participants feel safe and secure, encouraging greater attendance and participation. Effective crowd management and security measures also help prevent incidents and disruptions, contributing to a positive festival atmosphere.

2. Rating 7 – 10 respondents:

- **Analysis:** Ten respondents rated police support as 7, reflecting a generally positive experience with minor areas for improvement. These respondents likely appreciated the police efforts but may have encountered occasional issues such as delays in response times or minor lapses in crowd control.
- **Impact:** While the rating of 7 indicates satisfaction, addressing the minor concerns raised by these respondents can further enhance the effectiveness of police support. Ensuring timely responses and

maintaining consistent crowd control can improve overall participant satisfaction.

3. Rating 6 – 3 respondents:

- **Analysis:** Three respondents rated police support as 6, indicating moderate satisfaction. This rating suggests that while the police efforts were appreciated, there were noticeable areas where improvements were needed. Issues may include inadequate presence in certain areas, delays in addressing concerns, or challenges in managing large crowds effectively.
- **Impact:** Identifying and addressing the specific concerns of these respondents is essential to improving police support for future festivals. Enhancing police presence, ensuring quick response times, and improving crowd management strategies can help address these issues and increase overall satisfaction.

Recommendations for Improvement:

- **Enhanced Presence:** Increasing police presence in high-traffic areas and during peak times can help ensure better crowd control and quicker response to incidents.
- **Training and Coordination:** Providing additional training for officers on crowd management and festival-specific challenges can enhance their effectiveness. Improved coordination with festival organizers can also streamline security measures and ensure a cohesive approach.
- **Community Engagement:** Engaging with the community and seeking feedback from festival participants can help identify specific areas of concern and tailor police efforts to address these issues effectively.

b. Footfall in the Pandal

Data Summary:

- **Rating 10:** 10 respondents
- **Rating 9:** 15 respondents

- **Rating 8:** 10 respondents
- **Rating 6:** 5 respondents

Analysis:

1. Rating 10 – 10 respondents:

- **Analysis:** Ten respondents rated the footfall in the pandal as 10, indicating that they were very satisfied with the number of visitors. This rating suggests that the pandal attracted a large and steady stream of devotees, enhancing the festive atmosphere and contributing to the success of the celebrations.
- **Impact:** High footfall is beneficial for pandals as it increases visibility, donations, and community engagement. It also provides economic benefits to local vendors and businesses catering to the visitors.

2. Rating 9 – 15 respondents:

- **Analysis:** Fifteen respondents rated the footfall as 9, reflecting a very positive experience with minor room for improvement. These respondents likely observed a high turnout but may have noted occasional fluctuations in visitor numbers or peak times that could be better managed.
- **Impact:** While the footfall is generally high, optimizing visitor flow and managing peak times can further enhance the experience for both visitors and organizers.

3. Rating 8 – 10 respondents:

- **Analysis:** Ten respondents rated the footfall as 8, indicating satisfaction but with notable areas for improvement. These respondents may have experienced issues such as overcrowding or insufficient visitor numbers during certain periods.
- **Impact:** Addressing concerns related to crowd management and promoting the pandal to attract more visitors can help improve

satisfaction levels and ensure a steady flow of visitors throughout the festival.

4. Rating 6 – 5 respondents:

- **Analysis:** Five respondents rated the footfall as 6, suggesting moderate satisfaction. This rating indicates that the footfall was lower than expected or unevenly distributed, affecting the overall experience.
- **Impact:** Implementing strategies to increase visitor numbers, such as enhanced marketing, special events, or collaborations with other pandals, can help improve footfall and satisfaction.

Recommendations for Improvement:

- **Marketing and Promotion:** Enhancing marketing efforts through social media, local advertising, and partnerships can increase awareness and attract more visitors.
- **Event Planning:** Organizing special events, performances, or activities can draw larger crowds and ensure a steady flow of visitors throughout the festival.
- **Crowd Management:** Implementing effective crowd management strategies, such as timed entry, clear signage, and designated pathways, can improve the visitor experience and prevent overcrowding.

c. Donations

Data Summary:

- **Rating 10:** 10 respondents
- **Rating 9:** 12 respondents
- **Rating 8:** 11 respondents
- **Rating 6:** 5 respondents
- **Rating 3:** 2 respondents

Analysis:

1. Rating 10 – 10 respondents:

- **Analysis:** Ten respondents rated the level of donations as 10, indicating they were very satisfied. This high rating suggests that the pandals received generous contributions, which significantly supported their activities and events.
- **Impact:** High donation levels enable pandals to organize more elaborate celebrations, enhance decorations, and offer better facilities and services to devotees. It also reflects strong community support and engagement.

2. Rating 9 – 12 respondents:

- **Analysis:** Twelve respondents rated donations as 9, indicating a very positive experience with minor room for improvement. These respondents likely observed strong contributions but may have noted potential for further increases through additional fundraising efforts.
- **Impact:** While donations are generally high, exploring additional fundraising strategies and engaging with a broader donor base can help maximize contributions.

3. Rating 8 – 11 respondents:

- **Analysis:** Eleven respondents rated donations as 8, indicating satisfaction but with notable areas for improvement. These respondents may have experienced fluctuations in donation levels or identified opportunities to enhance fundraising efforts.
- **Impact:** Addressing concerns related to donation variability and implementing targeted fundraising campaigns can help improve donation levels and satisfaction.

4. Rating 6 – 5 respondents:

- **Analysis:** Five respondents rated donations as 6, indicating moderate satisfaction. This rating suggests that donation levels were lower than expected or inconsistent, affecting the pandal's ability to fully fund its activities.

- **Impact:** Implementing strategies to increase donations, such as donor outreach, transparent reporting, and recognizing contributors, can help improve donation levels and satisfaction.

5. Rating 3 – 2 respondents:

- **Analysis:** Two respondents rated donations as 3, indicating dissatisfaction. This low rating suggests significant challenges in securing sufficient donations, which may have impacted the pandal's operations and activities.
- **Impact:** Identifying the reasons for low donations and addressing them through targeted efforts, such as improving donor engagement, communication, and demonstrating impact, can help increase contributions and satisfaction.

Recommendations for Improvement:

- **Donor Engagement:** Building strong relationships with donors through regular communication, updates on activities, and recognizing contributions can enhance donor loyalty and increase donations.
- **Fundraising Campaigns:** Organizing targeted fundraising campaigns, events, and online donation drives can help attract more contributions and reach a broader donor base.
- **Transparency and Reporting:** Providing transparent reports on how donations are used and the impact they have can build trust and encourage more generous contributions.

d. Infrastructure Facilities

Data Summary:

- **Rating 10:** 10 respondents
- **Rating 9:** 12 respondents
- **Rating 8:** 11 respondents
- **Rating 6:** 5 respondents
- **Rating 3:** 2 respondents

Analysis:**1. Rating 10 – 10 respondents:**

- **Analysis:** Ten respondents rated the infrastructure facilities as 10, indicating they were very satisfied. This high rating suggests that the facilities provided, such as seating, lighting, and accessibility, were well-received and met the needs of the attendees.
- **Impact:** High satisfaction with infrastructure facilities enhances the overall experience for devotees, making the festival more comfortable and enjoyable. It also encourages greater participation and longer visits, benefiting the pandal and associated vendors.

2. Rating 9 – 12 respondents:

- **Analysis:** Twelve respondents rated infrastructure facilities as 9, indicating a very positive experience with minor room for improvement. These respondents likely appreciated the facilities but identified small areas that could be enhanced, such as additional seating or improved pathways.
- **Impact:** While the facilities are generally well-received, addressing the minor concerns raised by these respondents can further enhance the overall experience and satisfaction.

3. Rating 8 – 11 respondents:

- **Analysis:** Eleven respondents rated infrastructure facilities as 8, indicating satisfaction but with notable areas for improvement. These respondents may have experienced issues such as insufficient facilities during peak times or challenges with accessibility.
- **Impact:** Addressing concerns related to the adequacy and accessibility of facilities can help improve satisfaction levels and ensure a comfortable experience for all attendees.

4. Rating 6 – 5 respondents:

- **Analysis:** Five respondents rated infrastructure facilities as 6, indicating moderate satisfaction. This rating suggests that while the facilities were appreciated, there

n. Most Disappointing Aspects of the 10 Days Celebration and Suggestions for Improvement**Data Summary:**

The respondents highlighted several areas of disappointment during the 10-day Ganesh Utsav celebration, including:

1. Traffic Management:

- **Issues:** Heavy traffic congestion during the festival period was a significant concern. The influx of visitors to pandals and the associated street processions caused major traffic jams, making it difficult for residents and visitors to move around the city.
- **Suggestions for Improvement:** Implementing better traffic management strategies, such as dedicated routes for processions, improved signage, and real-time traffic monitoring, can help alleviate congestion. Coordinating with local authorities to enforce traffic regulations and providing alternate routes can also improve traffic flow.

2. Maximum Rainfall and Event Cancellations:

- **Issues:** The festival period coincided with heavy rains, leading to the cancellation of many events. The rain also caused damage to decorations and disrupted activities.
- **Suggestions for Improvement:** Setting up temporary shelters and waterproof structures can protect decorations and ensure events proceed despite the rain. Scheduling indoor events or having backup plans for outdoor activities can help mitigate the impact of bad weather.

3. Electricity and Infrastructure Damage:

- **Issues:** Power outages and damage to electrical infrastructure due to rain were common complaints. These disruptions affected lighting, sound systems, and other essential services at pandals.
- **Suggestions for Improvement:** Investing in reliable backup power systems, such as generators and UPS units, can prevent disruptions. Ensuring that electrical installations are weatherproof and well-maintained can also reduce the risk of outages and damage.

4. Crowd Management during Ganesh Visarjan:

- **Issues:** The immersion processions were extremely crowded, making it difficult to manage the flow of people and ensuring safety.
- **Suggestions for Improvement:** Implementing crowd control measures such as barricades, designated viewing areas, and staggered timings for processions can help manage the flow of people. Training volunteers in crowd management techniques and coordinating with the police can also enhance safety.

5. Presence of Beggars and Hawkers:

- **Issues:** The presence of numerous beggars and unregulated hawkers around pandals was seen as a nuisance and a safety concern.
- **Suggestions for Improvement:** Establishing designated areas for hawkers and providing them with permits can regulate their presence and reduce chaos. Collaborating with social services to assist beggars can also help address this issue humanely.

6. Noise Pollution during Immersion Procession:

- **Issues:** Loud music and DJ systems used during the immersion processions caused significant noise pollution, disturbing residents.
- **Suggestions for Improvement:** Enforcing noise level regulations and encouraging the use of traditional music instead of loudspeakers can

help reduce noise pollution. Setting specific times for playing music and using sound level monitors can ensure compliance.

7. **Environmental Impact from POP Idols:**

- **Issues:** The immersion of Plaster of Paris (POP) idols in natural water bodies was highlighted as a major environmental concern, causing water pollution.
- **Suggestions for Improvement:** Promoting the use of eco-friendly idols made from clay and other biodegradable materials can reduce environmental damage. Setting up artificial ponds for idol immersion and conducting awareness campaigns about the environmental impact of POP idols can also help.

8. **Pickpocketing and Safety Concerns:**

- **Issues:** Reports of pickpocketing and other petty crimes around crowded pandals were common, raising concerns about safety.
- **Suggestions for Improvement:** Increasing police presence and deploying plainclothes officers in crowded areas can deter criminal activity. Installing CCTV cameras and raising public awareness about safety precautions can also enhance security.

Recommendations for Improvement:

A. Enhanced Traffic Management:

- **Dedicated Routes:** Establish dedicated routes for processions and clear alternate routes for regular traffic.
- **Real-Time Monitoring:** Use technology to monitor traffic in real-time and provide updates to the public.

B. Weather Preparedness:

- **Temporary Shelters:** Set up temporary shelters and waterproof structures for decorations and events.
- **Backup Plans:** Develop backup plans for outdoor events to ensure continuity despite weather disruptions.

C. Reliable Power Supply:

- **Backup Power:** Invest in generators and UPS units to prevent power outages.
- **Weatherproof Installations:** Ensure all electrical installations are protected against weather damage.

D. Effective Crowd Management:

- **Staggered Timings:** Implement staggered timings for processions to avoid overcrowding.
- **Volunteer Training:** Train volunteers in crowd management and safety protocols.

E. Regulated Hawker Presence:

- **Designated Areas:** Allocate specific areas for hawkers and provide necessary permits.
- **Social Services Coordination:** Work with social services to manage the presence of beggars.

F. Noise Pollution Control:

- **Regulate Noise Levels:** Enforce strict noise level regulations and encourage traditional music.
- **Sound Level Monitors:** Use sound level monitors to ensure compliance with noise regulations.

G. Environmental Sustainability:

- **Promote Eco-Friendly Idols:** Conduct awareness campaigns and promote the use of clay idols.
- **Artificial Ponds:** Set up artificial ponds for idol immersion to prevent water pollution.

H. Enhanced Security Measures:

- **Increased Police Presence:** Increase police presence and deploy plainclothes officers in crowded areas.

- **CCTV Surveillance:** Install CCTV cameras to monitor and deter criminal activities.

The detailed analysis of the most disappointing aspects of the 10-day Ganesh Utsav celebration and suggestions for improvement highlights several key areas that need attention. Addressing these concerns through targeted measures can significantly enhance the festival experience for all participants. By improving traffic management, weather preparedness, power supply, crowd control, hawker regulation, noise pollution control, environmental sustainability, and security measures, the organizers can ensure a safer, more enjoyable, and environmentally friendly Ganesh Utsav celebration. These improvements will not only enhance participant satisfaction but also contribute to the overall success and sustainability of the festival.

o. Rating of Ganesh Utsav for Various Characteristics

d. Infrastructure Facilities

Data Summary:

- **Rating 9:** 10 respondents
- **Rating 8:** 12 respondents
- **Rating 6:** 5 respondents
- **Rating 3:** 2 respondents

Analysis:

1. Rating 9 – 10 respondents:

- **Analysis:** Ten respondents rated the infrastructure facilities as 9, indicating a very high level of satisfaction. These respondents likely appreciated the quality and availability of amenities such as seating, restrooms, lighting, and accessibility features. This high rating suggests that the facilities provided were well-maintained, adequately planned, and met the needs of the attendees.
- **Impact:** High satisfaction with infrastructure facilities enhances the overall experience for devotees, making the festival more comfortable and enjoyable. Well-maintained facilities encourage longer visits,

increased participation, and overall satisfaction, contributing to the positive reputation of the festival.

2. Rating 8 – 12 respondents:

- **Analysis:** Twelve respondents rated infrastructure facilities as 8, reflecting a generally positive experience but with some room for improvement. These respondents likely found the facilities to be good but may have noticed occasional issues such as overcrowded restrooms, insufficient seating, or minor accessibility challenges.
- **Impact:** While the facilities are generally appreciated, addressing the minor issues raised by these respondents can further enhance the overall experience and satisfaction.

3. Rating 6 – 5 respondents:

- **Analysis:** Five respondents rated infrastructure facilities as 6, indicating moderate satisfaction. This rating suggests that while the facilities were functional, there were noticeable areas needing improvement, such as cleanliness, maintenance, or availability during peak times.
- **Impact:** Improving the maintenance and availability of infrastructure facilities can help increase satisfaction levels. Ensuring that facilities are consistently clean, accessible, and well-maintained can significantly enhance the festival experience.

4. Rating 3 – 2 respondents:

- **Analysis:** Two respondents rated infrastructure facilities as 3, indicating dissatisfaction. This low rating suggests significant issues with the facilities, such as inadequate restrooms, poor lighting, or insufficient seating.
- **Impact:** Identifying and addressing the specific concerns of these respondents is essential to improving the infrastructure facilities for future festivals. Enhancing the quality, availability, and maintenance of

these facilities can help increase overall satisfaction and comfort for attendees.

Recommendations for Improvement:

- **Enhanced Maintenance:** Regular maintenance and cleaning schedules for restrooms, seating areas, and other facilities can ensure they remain in good condition throughout the festival.
- **Increased Availability:** Adding more restrooms, seating, and other amenities in high-traffic areas can prevent overcrowding and improve accessibility.
- **Accessibility Features:** Ensuring that all facilities are accessible to people with disabilities, including ramps, handrails, and clear signage, can enhance the inclusivity of the festival.
- **Feedback Mechanisms:** Implementing feedback mechanisms, such as suggestion boxes or digital surveys, can help gather real-time input from attendees and address issues promptly.

e. Safety and Security**Data Summary:**

- **Rating 9:** 17 respondents
- **Rating 8:** 10 respondents
- **Rating 7:** 10 respondents
- **Rating 6:** 3 respondents

Analysis:**1. Rating 9 – 17 respondents:**

- **Analysis:** Seventeen respondents rated safety and security as 9, indicating a high level of satisfaction. This high rating suggests that the safety measures and security presence during the festival were effective and reassuring for attendees. The visible presence of security personnel, clear communication of safety protocols, and prompt

responses to any incidents likely contributed to this high level of satisfaction.

- **Impact:** High satisfaction with safety and security measures ensures that participants feel safe and protected, encouraging greater attendance and participation. Effective safety measures also prevent incidents and disruptions, contributing to a positive and secure festival atmosphere.

2. Rating 8 – 10 respondents:

- **Analysis:** Ten respondents rated safety and security as 8, reflecting a generally positive experience with minor areas for improvement. These respondents likely felt safe but may have noticed occasional lapses or areas where security could be enhanced, such as better crowd control or quicker response times.
- **Impact:** While safety measures are generally effective, addressing the minor concerns raised by these respondents can further enhance the sense of security and satisfaction.

3. Rating 7 – 10 respondents:

- **Analysis:** Ten respondents rated safety and security as 7, indicating satisfaction but with notable areas for improvement. These respondents may have experienced issues such as insufficient security personnel in certain areas or delays in addressing safety concerns.
- **Impact:** Improving the visibility and responsiveness of security personnel can help increase satisfaction levels. Ensuring that all areas of the festival are adequately covered by security staff can enhance the overall sense of safety.

4. Rating 6 – 3 respondents:

- **Analysis:** Three respondents rated safety and security as 6, indicating moderate satisfaction. This rating suggests that while basic safety measures were in place, there were noticeable areas needing improvement, such as better crowd management, clearer

communication of safety protocols, or more effective handling of incidents.

- **Impact:** Addressing the specific concerns of these respondents is essential to improving safety and security for future festivals. Enhancing crowd management strategies, providing clear safety information, and ensuring quick responses to incidents can significantly improve the overall sense of security.

Recommendations for Improvement:

- **Increased Security Presence:** Deploying more security personnel in high-traffic areas and during peak times can ensure better crowd control and quicker responses to incidents.
- **Enhanced Training:** Providing additional training for security staff on crowd management, conflict resolution, and emergency procedures can enhance their effectiveness.
- **Clear Communication:** Ensuring that safety protocols and emergency procedures are clearly communicated to attendees through signage, announcements, and digital platforms can help prevent confusion and enhance safety.
- **Feedback and Monitoring:** Implementing real-time feedback mechanisms and monitoring safety conditions can help identify and address issues promptly, ensuring a secure festival environment.

The detailed analysis of the ratings for infrastructure facilities and safety and security highlights the importance of these aspects in ensuring a positive festival experience. While most respondents are satisfied with the current facilities and security measures, there are areas for improvement that can further enhance satisfaction levels.

By addressing the concerns related to maintenance, availability, accessibility, and security presence, festival organizers can ensure a comfortable and safe environment for all attendees. Implementing these improvements will contribute to the overall success and positive reputation of Ganesh Utsav, making it a more enjoyable and secure experience for everyone involved.

4.4.2 Social, Cultural, and Environmental Impact Analysis- Devotees perspective

Data Summary and Analysis

Positive Social and Cultural Impacts:

1. Enhances the Image of the Community:

- **Strong Agreement:** 32 respondents believe that Ganesh Utsav significantly enhances the community's image. The festival showcases the community's vibrancy, cultural richness, and unity, improving its reputation both locally and beyond.

2. Helps Show Community Uniqueness and Specialness:

- **Strong Agreement:** 32 respondents feel that the festival highlights the unique aspects of their community, showcasing cultural practices and traditions that distinguish it from others.

3. Contributes to a Sense of Community Well-being:

- **Strong Agreement:** 32 respondents see the festival as fostering community well-being, through collective celebrations that enhance social bonds and communal harmony.

4. Contributes to a Sense of Togetherness within the Community:

- **Strong Agreement:** 32 respondents agree that Ganesh Utsav promotes togetherness, as families and neighbors come together to celebrate, fostering a sense of unity and shared identity.

5. Provides More Socializing Opportunities for Local People:

- **Strong Agreement:** 30 respondents feel that the festival provides ample opportunities for socializing, helping people build and strengthen social networks.

6. Increases Opportunities for Family Reunions:

- **Strong Agreement:** 32 respondents believe that the festival encourages family reunions, as relatives come together to celebrate, reinforcing familial bonds.

7. Strengthens Friendships through Participation:

- **Strong Agreement:** 32 respondents feel that the festival helps strengthen friendships, as shared participation in festivities fosters closer ties.

8. Brings People Together Irrespective of Caste, Creed, or Gender:

- **Strong Agreement:** 32 respondents see the festival as inclusive, breaking down social barriers and bringing people together regardless of caste, creed, or gender.

9. Brings a Sense of Pride and Recognition to the Locals:

- **Strong Agreement:** 32 respondents believe the festival instills a sense of pride and recognition among locals, highlighting their cultural heritage.

10. Exposes Attendees to a Variety of Cultural and Traditional Experiences:

- **Strong Agreement:** 30 respondents feel that the festival offers rich cultural experiences, exposing attendees to various traditions and practices.

11. Improves Police Protection:

- **Strong Agreement:** 28 respondents believe that the festival leads to enhanced police protection, ensuring the safety and security of participants.

12. Increases Availability of Recreation Facilities/Opportunities:

- **Strong Agreement:** 31 respondents feel that the festival increases the availability of recreational opportunities, enriching the community's social life.

Negative Social and Environmental Impacts:**1. Leads to Overcrowding in Local Shops, Streets, and Facilities:**

- **Strong Agreement:** 33 respondents note that the festival causes overcrowding, straining local infrastructure and facilities.

2. Leads to Increased Prices of Goods and Services:

- **Strong Agreement:** 31 respondents observe that the festival drives up prices, making goods and services more expensive for residents.

3. Increases Noise Levels to an Unacceptable Point:

- **Strong Agreement:** 25 respondents believe that noise levels during the festival are unacceptably high, causing disturbances.

4. Increases Criminal Activities:

- **Strong Agreement:** 22 respondents feel that the festival leads to a rise in criminal activities such as theft and vandalism.

5. Disrupts Normal Routines of Community Residents:

- **Strong Agreement:** 28 respondents note that the festival disrupts daily routines, affecting the normalcy of community life.

6. Increases Alcoholism:

- **Strong Agreement:** 32 respondents believe that the festival contributes to an increase in alcoholism, impacting community health.

7. Increases Litter to Unacceptable Levels:

- **Strong Agreement:** 31 respondents feel that the festival generates excessive litter, affecting cleanliness and hygiene.

8. Natural Water Bodies are Hampered during Immersion Ceremony:

- **Strong Agreement:** 18 respondents express concern about the environmental impact of immersing idols in natural water bodies.

Positive Environmental Impact:**1. Artificial Ponds Help in Sustainable Celebration:**

- **Strong Agreement:** 36 respondents agree that the use of artificial ponds for idol immersion helps make the celebration more sustainable, reducing the environmental impact on natural water bodies.

The detailed analysis of the social, cultural, and environmental impact of Ganesh Utsav reveals a complex interplay of positive and negative effects. While the festival

significantly enhances community well-being, cultural pride, and social cohesion, it also poses challenges related to overcrowding, increased prices, noise pollution, criminal activities, and environmental degradation.

Addressing these concerns through targeted measures such as better crowd management, noise regulation, crime prevention, and sustainable practices can help mitigate the negative impacts while preserving and enhancing the festival's positive contributions. By balancing these aspects, Ganesh Utsav can continue to be a vibrant, inclusive, and culturally rich celebration that benefits the community and respects the environment.

Analysis:

Noise Pollution:

1. Strongly Agree – 25 respondents:

- **Analysis:** A significant number of respondents (25) strongly agree that noise levels increase to an unacceptable point during Ganesh Utsav. This is likely due to the use of loudspeakers, fireworks, and musical processions that are integral to the festival. The high noise levels can disrupt daily life, causing stress and discomfort to residents, particularly those who are sensitive to loud sounds.
- **Impact:** Persistent high noise levels can lead to health issues such as hearing problems, sleep disturbances, and increased stress levels. It also affects the daily routine of residents, especially students, elderly people, and professionals who need a quiet environment.

2. Agree – 10 respondents:

- **Analysis:** Ten respondents agree that noise levels are a significant issue, although they may not find it as intolerable as those who strongly agree. This group still experiences discomfort but may have a higher tolerance or different coping mechanisms.
- **Impact:** While they may not find the noise levels as distressing, it still impacts their quality of life and daily activities, suggesting a need for measures to mitigate noise pollution.

3. Neutral – 5 respondents:

- **Analysis:** Five respondents are neutral, indicating that they either do not find the noise levels particularly bothersome or have mixed feelings about it.
- **Impact:** Neutral responses indicate variability in the impact of noise pollution, potentially influenced by location, personal tolerance, or engagement with the festival.

Criminal Activities:**1. Strongly Agree – 22 respondents:**

- **Analysis:** Twenty-two respondents strongly believe that criminal activities, such as theft, prostitution, and vandalism, increase during the festival. The large gatherings and busy atmosphere may create opportunities for such activities.
- **Impact:** Increased criminal activities can lead to a sense of insecurity among residents and visitors. It also places additional pressure on law enforcement agencies to ensure safety and order.

2. Agree – 12 respondents:

- **Analysis:** Twelve respondents agree that there is a noticeable increase in criminal activities during the festival. They may have observed or experienced incidents firsthand, contributing to their concerns.
- **Impact:** Even if they do not see it as a severe problem, the perception of increased crime can affect participation and overall enjoyment of the festival.

3. Neutral – 6 respondents:

- **Analysis:** Six respondents are neutral, indicating either a lack of direct experience with crime during the festival or a belief that it is not significantly different from other times.
- **Impact:** Neutral respondents may not feel the same level of threat, but their presence suggests varied experiences among festival-goers.

Disruption of Normal Routines:**1. Strongly Agree – 28 respondents:**

- **Analysis:** A majority (28 respondents) strongly agree that Ganesh Utsav disrupts normal routines. The festival involves numerous activities, processions, and events that can interfere with daily schedules, traffic patterns, and general accessibility.
- **Impact:** Disruptions can affect productivity, access to essential services, and general daily life, particularly for those with rigid schedules or specific needs.

2. Agree – 10 respondents:

- **Analysis:** Ten respondents agree that the festival causes disruptions, though they may find these interruptions manageable or temporary.
- **Impact:** While not as severely impacted, these respondents still experience changes in their routines that can cause inconvenience.

3. Neutral – 2 respondents:

- **Analysis:** Two respondents are neutral, indicating that they either do not experience significant disruptions or view them as part of the festival experience.
- **Impact:** Their neutral stance suggests adaptability or a more tolerant view of the disruptions.

Increase in Alcoholism:**1. Strongly Agree – 32 respondents:**

- **Analysis:** A significant number of respondents (32) strongly agree that alcoholism increases during the festival. Social gatherings and celebrations often involve alcohol, leading to higher consumption and related issues.
- **Impact:** Increased alcoholism can lead to health issues, family conflicts, and public disturbances, requiring intervention and support services.

2. Agree – 6 respondents:

- **Analysis:** Six respondents agree that there is an increase in alcohol consumption during the festival. They may notice more public drinking or related problems.
- **Impact:** While not as severe as the strongly agreeing group, these respondents still recognize the negative impacts of increased alcohol consumption.

3. Neutral – 2 respondents:

- **Analysis:** Two respondents are neutral, indicating either a lack of awareness or concern about alcohol-related issues during the festival.
- **Impact:** Their neutral stance suggests that the issue may not be as visible or impactful in their experience.

Litter and Environmental Impact:**1. Strongly Agree – 31 respondents:**

- **Analysis:** Thirty-one respondents strongly agree that litter increases to unacceptable levels during the festival. The large crowds and activities generate significant waste, often not managed effectively.
- **Impact:** Increased litter can lead to environmental degradation, health hazards, and a negative aesthetic impact on the community. It also strains municipal waste management services.

2. Agree – 7 respondents:

- **Analysis:** Seven respondents agree that litter is a significant issue during the festival, though they may find it somewhat manageable.
- **Impact:** While not as severe, the increased waste still poses challenges and requires effective management strategies.

3. Neutral – 2 respondents:

- **Analysis:** Two respondents are neutral, indicating either less concern about litter or better waste management in their areas.

- **Impact:** Neutral responses suggest variability in waste management effectiveness and personal tolerance for litter.

Impact on Natural Water Bodies:

1. Strongly Agree – 18 respondents:

- **Analysis:** Eighteen respondents strongly agree that the immersion of idols hampers natural water bodies. The use of non-biodegradable materials in idols can cause pollution, affecting water quality and aquatic life.
- **Impact:** Environmental degradation can have long-term impacts on local ecosystems, public health, and the usability of water bodies for other purposes.

2. Agree – 10 respondents:

- **Analysis:** Ten respondents agree that the immersion ceremonies have a negative environmental impact, though they may see some efforts to mitigate the damage.
- **Impact:** Continued efforts to promote eco-friendly practices and manage immersions sustainably can help address these concerns.

3. Neutral – 12 respondents:

- **Analysis:** Twelve respondents are neutral, suggesting varied awareness or concern about the environmental impact of idol immersion.
- **Impact:** Neutral responses indicate the need for increased awareness and education about the environmental effects and sustainable practices.

Recommendations for Improvement:

1. Noise Pollution Control:

- Implement and enforce noise level regulations.
- Promote the use of traditional music and instruments instead of loudspeakers.

- Set specific times for playing music and using fireworks.

2. Crime Prevention:

- Increase police presence and surveillance during the festival.
- Implement community policing strategies to enhance safety.
- Educate the public about safety measures and encourage vigilance.

3. Managing Disruptions:

- Improve traffic management and provide alternative routes.
- Schedule festival activities to minimize disruption to daily routines.
- Enhance communication about event timings and road closures.

4. Addressing Alcoholism:

- Promote responsible drinking through awareness campaigns.
- Increase availability of support services for those affected by alcoholism.
- Implement stricter regulations on alcohol sales during the festival.

5. Waste Management:

- Increase the number of waste bins and improve waste collection services.
- Promote the use of biodegradable materials for decorations and offerings.
- Organize community clean-up drives to manage litter effectively.

6. Environmental Sustainability:

- Encourage the use of eco-friendly idols made from clay and natural materials.
- Set up artificial ponds for idol immersion to protect natural water bodies.

- Conduct awareness campaigns about the environmental impact of festival practices.

The detailed analysis of the social, cultural, and environmental impact of Ganesh Utsav reveals both positive and negative aspects. While the festival significantly enhances community spirit, cultural pride, and social cohesion, it also poses challenges related to noise pollution, criminal activities, disruptions to daily life, increased alcoholism, litter, and environmental degradation.

Addressing these concerns through targeted measures can help mitigate the negative impacts while preserving and enhancing the festival's positive contributions. By balancing these aspects

17 Type of Ganesh Idol Purchased

Data Summary:

- **POP based (Plaster of Paris):** 43 respondents
- **Environment-friendly (Mud based):** 81 respondents
- **Other:** 8 respondents

Analysis:

1. POP based (Plaster of Paris) – 43 respondents:

- **Analysis:** A significant portion of respondents (43) purchase POP-based idols for Ganesh Utsav. POP idols are popular due to their intricate designs, durability, and affordability. However, POP idols have significant environmental drawbacks, as they are non-biodegradable and release harmful chemicals into water bodies during immersion.
- **Environmental Impact:** The use of POP idols contributes to water pollution and ecological damage, as the material does not dissolve easily and can harm aquatic life. The toxic chemicals and paints used on these idols further exacerbate environmental issues.

2. Environment-friendly (Mud based) – 81 respondents:

- **Analysis:** The majority of respondents (81) opt for environment-friendly mud-based idols. These idols are made from natural clay and are biodegradable, making them a more sustainable choice. The growing awareness of environmental issues and the push for sustainable practices have likely influenced this preference.
- **Environmental Impact:** Mud-based idols have a significantly lower environmental impact as they dissolve naturally in water, causing minimal harm to aquatic ecosystems. The use of natural colors and materials further reduces the ecological footprint of these idols. Their popularity reflects an increasing awareness and commitment to environmental conservation among festival participants.

3. Other – 8 respondents:

- **Analysis:** A small number of respondents (8) choose other types of idols. These could include idols made from alternative materials like paper mache, metal, or even edible substances like chocolate. These options can vary widely in terms of environmental impact and cultural acceptance.
- **Environmental Impact:** The impact of these alternative idols depends on the materials used. For example, paper mache idols can be eco-friendly if made from recycled materials and natural colors, while metal idols may not have immediate environmental consequences but do not degrade in natural water bodies.

Social and Cultural Factors Influencing Choices:**1. Traditional Preferences:**

- **POP Idols:** Despite environmental concerns, POP idols remain popular due to their traditional acceptance, detailed craftsmanship, and lower costs. Many families and communities have long-standing traditions of using POP idols, which can be a strong influence.

- **Mud Idols:** The shift towards mud idols reflects a growing cultural shift towards sustainability and environmental responsibility. Educational campaigns and increased awareness about the harmful effects of POP idols have contributed to this change.

2. Economic Considerations:

- **Cost:** POP idols are often cheaper than mud-based idols, making them more accessible to lower-income families. However, as demand for eco-friendly options increases, the cost difference may reduce.
- **Availability:** The availability of different types of idols can influence choices. In areas where eco-friendly idols are more readily available and promoted, they are likely to be more popular.

3. Cultural Acceptance and Innovation:

- **Alternative Idols:** The small percentage of respondents choosing other materials indicates a niche market for innovative and culturally unique idols. These choices reflect personal values and a desire to innovate within cultural practices.

Recommendations for Promoting Sustainable Practices:

1. Awareness Campaigns:

- **Education:** Increase awareness about the environmental impact of POP idols through community programs, school education, and media campaigns.
- **Benefits of Mud Idols:** Highlight the environmental and health benefits of using mud-based idols, emphasizing their alignment with traditional values of respecting nature.

2. Incentives and Support:

- **Subsidies:** Provide financial incentives or subsidies for artisans producing eco-friendly idols to make them more affordable.

- **Support for Artisans:** Offer training and support for traditional artisans to transition to making eco-friendly idols, ensuring their livelihoods are not adversely affected.

3. Regulations and Policies:

- **Ban on POP Idols:** Implement gradual bans on the use of POP idols, starting with larger urban areas where pollution is a significant concern.
- **Eco-friendly Standards:** Establish standards and certifications for eco-friendly idols to ensure quality and authenticity.

4. Community Engagement:

- **Workshops and Events:** Organize workshops and community events to demonstrate the making and benefits of eco-friendly idols.
- **Role Models:** Encourage community leaders and celebrities to endorse and use eco-friendly idols, setting an example for others.

The analysis of the type of Ganesh idols purchased reveals a significant shift towards environmentally sustainable practices among devotees, with a majority opting for mud-based idols. However, the continued use of POP idols by a substantial minority indicates the need for ongoing education, support, and regulation to fully transition to eco-friendly practices.

By promoting awareness, providing economic incentives, implementing supportive policies, and engaging the community, the shift towards sustainable idol choices can be accelerated. This will ensure that Ganesh Utsav remains a vibrant and culturally rich celebration while minimizing its environmental impact.

18 Preferred Type of Celebration During Visarjan (Immersion) of Private Ganesh Idol

Data Summary:

- **Silent procession:** 56 respondents
- **Music/ DJ/ Dancing procession:** 24 respondents
- **Singing traditional Aarti and Bhajan:** 23 respondents

- **Other:** 29 respondents

Analysis:**1. Silent Procession – 56 respondents:**

- **Analysis:** The majority of respondents (56) prefer a silent procession during the Visarjan of their private Ganesh idol. This preference suggests a growing inclination towards a more peaceful and environmentally conscious way of celebrating the festival. Silent processions reduce noise pollution and create a more reflective and serene atmosphere.
- **Impact:** Silent processions contribute to lower noise levels, reducing stress and disturbance for both participants and the general public. This method respects the environment and maintains the spiritual sanctity of the immersion ceremony.

2. Music/ DJ/ Dancing Procession – 24 respondents:

- **Analysis:** Twenty-four respondents prefer a more vibrant and energetic celebration with music, DJs, and dancing processions. This traditional approach is deeply rooted in the festive spirit and enthusiasm associated with Ganesh Utsav. It reflects the community's desire to celebrate with joy and high energy.
- **Impact:** While music and dancing processions enhance the festive atmosphere and bring joy to participants, they also contribute to noise pollution and can cause disturbances to others. Managing sound levels and timing can help balance the festive spirit with environmental considerations.

3. Singing Traditional Aarti and Bhajan – 23 respondents:

- **Analysis:** Twenty-three respondents favor singing traditional Aarti and Bhajan during Visarjan. This preference highlights a desire to maintain the religious and cultural essence of the festival through devotional songs and chants. It is a way to honor traditions and keep the spiritual focus of the celebration.

- **Impact:** Traditional singing creates a harmonious and devotional ambiance, reinforcing the cultural and religious significance of the festival. It can be both spiritually uplifting and culturally enriching for participants and onlookers.

4. **Other – 29 respondents:**

- **Analysis:** Twenty-nine respondents have indicated other preferences, which may include a combination of different practices or unique ways of celebrating the Visarjan. These could range from eco-friendly practices, thematic processions, or community-specific traditions.
- **Impact:** The diverse responses in the "Other" category indicate the evolving nature of festival celebrations, reflecting personal, family, or community innovations. These practices can contribute to the festival's rich cultural tapestry and adapt to contemporary values and concerns.

Social and Cultural Implications:

1. **Cultural Diversity:**

- The varied preferences for Visarjan celebrations highlight the cultural diversity within the community. Each type of celebration reflects different aspects of the cultural and religious practices associated with Ganesh Utsav.

2. **Environmental Awareness:**

- The significant number of respondents preferring silent processions indicates a growing environmental consciousness. It shows an increasing awareness of the need to balance festive celebrations with environmental sustainability.

3. **Tradition vs. Modernity:**

- Preferences for traditional Aarti and Bhajan versus modern DJ and dancing processions reflect a balance between maintaining traditions and embracing contemporary forms of celebration. This duality

enriches the festival experience, catering to different age groups and cultural leanings.

4. Community Engagement:

- Each type of celebration fosters community engagement in unique ways. Silent processions and traditional singing emphasize communal reflection and spirituality, while music and dancing processions highlight collective joy and energy.

Recommendations for Balancing Celebrations:

1. Promoting Silent Processions:

- Encourage more silent processions through awareness campaigns about their environmental and social benefits.
- Provide guidelines and support for organizing silent processions to make them more appealing and accessible.

2. Managing Music and Dancing Processions:

- Implement noise control measures and set time limits for loud music to minimize disturbance.
- Encourage the use of traditional instruments and music at lower volumes to maintain a festive atmosphere without excessive noise.

3. Supporting Traditional Practices:

- Promote the cultural and spiritual benefits of singing traditional Aarti and Bhajan.
- Organize community singing events that can bring people together and enhance the spiritual experience.

4. Encouraging Innovative Practices:

- Recognize and support innovative and eco-friendly practices that fall into the "Other" category.
- Share successful examples of unique celebrations to inspire broader adoption of diverse and sustainable practices.

The analysis of the preferred types of celebration during the Visarjan of private Ganesh idols reveals a rich tapestry of cultural practices and evolving preferences. The significant inclination towards silent processions and traditional singing reflects a balance between environmental awareness and cultural preservation. Meanwhile, the enthusiasm for music and dancing processions underscores the enduring festive spirit of Ganesh Utsav.

By promoting environmentally friendly practices, managing noise levels, supporting traditional celebrations, and encouraging innovation, the community can enhance the overall experience of Ganesh Utsav. This balanced approach will ensure that the festival remains vibrant, inclusive, and respectful of both cultural traditions and contemporary concerns.

19: Number of Public Pandals and Private Celebrations Visited During Ganesh Utsav

Data Summary:

- **1 to 10:** 103 respondents
- **11 to 20:** 64 respondents
- **21 to 30:** 25 respondents
- **Above 31:** 8 respondents

Analysis:

1. 1 to 10 Pandals and Celebrations – 103 respondents:

- **Analysis:** The majority of respondents (103) visit between 1 to 10 pandals and private celebrations during Ganesh Utsav. This range indicates a moderate level of engagement with the festival, where participants balance their time between a few key pandals and private celebrations. This preference could be influenced by time constraints, personal schedules, or a desire to focus on specific favorite locations.
- **Impact:** Visiting a limited number of pandals allows for a more in-depth experience at each location, fostering stronger connections with specific communities and pandals. Economically, this moderate

engagement supports a select number of vendors and service providers associated with these pandals and celebrations.

2. 11 to 20 Pandals and Celebrations – 64 respondents:

- **Analysis:** Sixty-four respondents visit between 11 to 20 pandals and celebrations, indicating a higher level of engagement. This range suggests a keen interest in experiencing a broader variety of festivities and cultural expressions across different pandals.
- **Impact:** A broader engagement supports a wider array of vendors, artisans, and local businesses. It also promotes cultural exchange and appreciation by exposing participants to diverse traditions and practices within the festival.

3. 21 to 30 Pandals and Celebrations – 25 respondents:

- **Analysis:** Twenty-five respondents visit between 21 to 30 pandals and celebrations, reflecting a significant level of involvement. These participants likely have a deep connection with the festival and make a concerted effort to explore numerous locations.
- **Impact:** High engagement at this level has a substantial economic impact, as participants contribute to the income of many vendors and service providers. It also enhances the cultural richness of the festival experience, as participants immerse themselves in various traditions and community activities.

4. Above 31 Pandals and Celebrations – 8 respondents:

- **Analysis:** A small group of respondents (8) visit more than 31 pandals and celebrations, indicating an exceptional level of dedication to the festival. These participants are likely highly enthusiastic about Ganesh Utsav and prioritize visiting as many pandals and celebrations as possible.
- **Impact:** This level of engagement significantly boosts the local economy by spreading their spending across a large number of vendors, artisans, and businesses. It also exemplifies the cultural

vitality of the festival, showcasing the dedication and enthusiasm of its most ardent supporters.

Social and Cultural Implications:

1. Cultural Engagement:

- Participants visiting a higher number of pandals and celebrations demonstrate a strong commitment to cultural engagement. Their interactions with diverse communities enrich their understanding and appreciation of different cultural practices within the festival.

2. Community Connection:

- Those who visit fewer pandals may have deeper connections with specific communities and pandals, fostering stronger social bonds and community spirit.

3. Economic Distribution:

- Higher engagement levels distribute economic benefits more widely, supporting a larger number of vendors, artisans, and service providers. This broad distribution of economic activity helps sustain local economies during the festival period.

4. Personal Experience:

- The number of pandals visited can influence the personal experience of the festival. Those visiting fewer pandals may have a more relaxed and focused experience, while those visiting many pandals may experience a more dynamic and diverse festival atmosphere.

Recommendations for Enhancing Festival Experience:

1. Facilitating Visits:

- Providing information and guides about different pandals and celebrations can help participants plan their visits more effectively. This can include maps, schedules, and highlights of various locations.
- Organizing group tours or guided visits can help those interested in exploring more pandals do so efficiently and safely.

2. Promoting Diversity:

- Highlighting unique aspects and traditions of different pandals can encourage participants to explore a wider variety of celebrations. This can be done through promotional materials, social media campaigns, and festival apps.

3. Supporting Local Economies:

- Encouraging participants to spread their visits across different areas can help ensure that economic benefits are distributed more evenly. Special incentives or promotions can be offered to visitors who explore multiple pandals.

4. Balancing Engagement:

- Encouraging a balance between quality and quantity of visits can enhance the overall festival experience. Participants should be encouraged to engage deeply with each pandal they visit, appreciating the cultural and spiritual significance of the celebrations.

The analysis of the number of public pandals and private celebrations visited during Ganesh Utsav reveals varying levels of engagement among participants. While the majority visit a moderate number of locations, there is a significant group that engages more extensively with the festival.

By facilitating visits, promoting diversity, supporting local economies, and encouraging balanced engagement, the festival experience can be enhanced for all participants. This approach ensures that Ganesh Utsav remains a vibrant, inclusive, and economically beneficial celebration that enriches the cultural fabric of Mumbai.

20: Public Pandals Visited Annually**Data Summary:**

- Tejukaya Ganpati Lalbaug
- Mumbaicha Raja Ganesh Galli
- Sodawala lane cha Raja Borivali
- Most pandals from the same area where we live

Analysis:**1. Tejukaya Ganpati Lalbaug:**

- **Significance:** Tejukaya Ganpati in Lalbaug is one of the most revered and popular pandals in Mumbai. Known for its grandeur and elaborate decorations, it attracts a vast number of devotees every year.
- **Cultural Impact:** Visiting Tejukaya Ganpati has become a tradition for many families, symbolizing their deep-rooted cultural and religious connections. The pandal's history and significance in the community make it a must-visit location, reinforcing cultural heritage and community bonds.
- **Economic Impact:** The popularity of Tejukaya Ganpati generates significant economic activity in the surrounding area. Vendors, artisans, and local businesses benefit from the influx of visitors, driving sales of food, decorations, and religious items.

2. Mumbaicha Raja Ganesh Galli:

- **Significance:** Mumbaicha Raja in Ganesh Galli is another iconic pandal known for its innovative themes and large-scale installations. It holds a special place in the hearts of many Mumbaikars.
- **Cultural Impact:** This pandal's unique and creative displays draw large crowds, making it a cultural hotspot during Ganesh Utsav. The annual visit to Mumbaicha Raja has become a ritual for many, promoting a sense of unity and shared cultural experience.
- **Economic Impact:** The high footfall at Mumbaicha Raja boosts the local economy, providing opportunities for local vendors and service providers. The surrounding businesses see increased patronage, contributing to the overall economic vitality of the area.

3. Sodawala lane cha Raja Borivali:

- **Significance:** Sodawala lane cha Raja in Borivali is known for its community-centric celebrations and vibrant atmosphere. It is a popular destination for residents of the Borivali area.
- **Cultural Impact:** The pandal plays a crucial role in bringing the local community together, fostering a sense of belonging and collective participation in the festival. It helps maintain local traditions and cultural practices.
- **Economic Impact:** The celebrations at Sodawala lane cha Raja provide economic opportunities for local businesses and vendors. The increased foot traffic during the festival period leads to higher sales and economic activity in the area.

4. Most Pandal from the Same Area Where We Live:

- **Significance:** Many respondents make it a point to visit pandals in their local area. This preference highlights the importance of community and neighborhood connections in the celebration of Ganesh Utsav.
- **Cultural Impact:** Visiting local pandals reinforces neighborhood ties and encourages community participation. It allows residents to engage with familiar faces and participate in local traditions, enhancing social cohesion and cultural continuity.
- **Economic Impact:** The preference for local pandals supports small-scale vendors and businesses within the neighborhood. This localized economic activity ensures that the benefits of the festival are spread across various parts of the city, supporting a wide range of stakeholders.

Social and Cultural Implications:**1. Community Engagement:**

- The annual visits to these key pandals indicate strong community engagement and participation. These visits foster a sense of community spirit and collective celebration, strengthening social bonds and cultural identity.

2. Cultural Preservation:

- The consistent patronage of traditional and iconic pandals like Tejukaya Ganpati and Mumbaicha Raja helps preserve cultural heritage and traditions. It ensures that the cultural and religious significance of these pandals is passed down through generations.

3. Diverse Experiences:

- Visiting a mix of iconic and local pandals provides devotees with a diverse range of experiences, from grand and elaborate celebrations to more intimate and community-focused events. This diversity enriches the overall festival experience.

4. Local vs. Iconic Pandals:

- The balance between visiting iconic pandals and local ones reflects the multifaceted nature of Ganesh Utsav celebrations. It shows how the festival is both a city-wide event and a deeply local, community-based celebration.

Economic Implications:**1. Boost to Local Economies:**

- The high footfall at popular pandals drives economic activity in those areas, benefiting local vendors, artisans, and businesses. This economic boost helps sustain livelihoods and promotes local commerce.

2. Support for Small Vendors:

- The preference for visiting local pandals supports small vendors and businesses within the neighborhood. This localized economic activity

ensures that the benefits of the festival are distributed more evenly across the city.

3. Sustained Economic Activity:

- The annual nature of these visits ensures sustained economic activity during the festival period. Vendors and businesses can anticipate and prepare for the influx of visitors, optimizing their offerings and services.

Recommendations for Enhancing Festival Experience:

1. Promoting Lesser-Known Pandals:

- Encourage devotees to explore lesser-known pandals by highlighting their unique features and cultural significance. This can help distribute footfall more evenly and promote cultural diversity.

2. Enhancing Accessibility:

- Improve accessibility to popular pandals through better traffic management, public transportation options, and clear signage. This can enhance the visitor experience and manage crowds more effectively.

3. Supporting Local Artisans:

- Provide support and incentives for local artisans and vendors to participate in the festival, ensuring they can meet the increased demand and benefit from the economic activity.

4. Cultural Programs and Activities:

- Organize cultural programs and activities at both iconic and local pandals to enrich the festival experience. These programs can include traditional performances, workshops, and educational exhibits.

The detailed analysis of the public pandals visited annually during Ganesh Utsav reveals a strong cultural and social connection between devotees and specific iconic and local pandals. This tradition not only enhances community engagement and cultural preservation but also drives significant economic activity across Mumbai.

By promoting a balance between iconic and local pandals, enhancing accessibility, supporting local vendors, and organizing cultural programs, the festival experience can be enriched for all participants. This approach ensures that Ganesh Utsav remains a vibrant, inclusive, and economically beneficial celebration, reflecting the diverse cultural fabric of Mumbai.

21: Total Expenditures During Ganesh Utsav Visits

Data Summary:

Table 4.3 : Total Expenditures During Ganesh Utsav Visits

Items	Expenses
Lodging (Hotel, Motel, or any other lodging facility)	Rs. 1000 to Rs. 6000
Entry or Admission Fees	Rs. 1000
Food and Beverages	Rs. 1000 to Rs. 3000
Grocery/Fruits/Dairy Items	Rs. 1000 to Rs. 3000
Flowers/Garlands	Rs. 1000
Sweets/Mithai/Modak/Prasad	Rs. 3000 to Rs. 5000
Fuel and Automobile Expenses	Rs. 1000 to Rs. 3000
Parking	Rs. 1000
Local Transportation	Rs. 1000 to Rs. 3000
Long-Distance Travel	Rs. 3000
Donations	Rs. 1000 to Rs. 3000
Clothing	Rs. 5000 to Rs. 10000
Souvenirs and Shopping	Rs. 1000

Approximately Rs. 7,06,25,00,000 expenditure done by devotees in Mumbai.

a. Hotel, Motel or any other lodging facility:

- Rs. 1000 to Rs. 3000: 12 respondents
- Rs. 3000 to Rs. 6000: 26 respondents

- Most were residents of Mumbai and didn't need lodging; visitors preferred staying with locals and relatives.

b. Entry or admission fees to any of the associated events:

- Less than Rs. 1000: 94 respondents
- Rs. 1000 to Rs. 3000: 22 respondents
- Others left the column blank.

c. Restaurants/Food and Beverages at fast food outlets, stalls, etc.:

- Less than Rs. 1000: 44 respondents
- Rs. 1000 to Rs. 3000: 53 respondents
- Rs. 3000 to Rs. 6000: 12 respondents

d. Grocery/Fruits/Dairy items:

- Less than Rs. 1000: 54 respondents
- Rs. 1000 to Rs. 3000: 73 respondents
- Rs. 3000 to Rs. 6000: 22 respondents

e. Flowers/Garlands:

- Less than Rs. 1000: 84 respondents
- Rs. 1000 to Rs. 3000: 29 respondents
- Others left the column blank.

f. Sweets/Mithai/Modak/Prasad:

- Less than Rs. 1000: 74 respondents
- Rs. 1000 to Rs. 3000: 49 respondents
- Rs. 3000 to Rs. 5000: 54 respondents

g. Fuel and other automobile expenses:

- Less than Rs. 1000: 54 respondents
- Rs. 1000 to Rs. 3000: 79 respondents

- Rs. 3000 to Rs. 5000: 54 respondents

h. Parking:

- Less than Rs. 1000: 114 respondents
- Rs. 1000 to Rs. 3000: 29 respondents

i. Local transportation:

- Less than Rs. 1000: 84 respondents
- Rs. 1000 to Rs. 3000: 102 respondents

j. Plane, train, Inter-city Bus tickets (long distance travel, if not a resident of Mumbai):

- Less than Rs. 1000: 24 respondents
- Rs. 1000 to Rs. 3000: 8 respondents

k. Donation/Vargani/Danpeti at the Pandal or private household celebration:

- Less than Rs. 1000: 64 respondents
- Rs. 1000 to Rs. 3000: 104 respondents

l. Clothing:

- Less than Rs. 1000: 11 respondents
- Rs. 1000 to Rs. 3000: 69 respondents
- Rs. 5000 to Rs. 10000: 81 respondents
- Rs. 10000 and above: 12 respondents

m. Souvenirs and other shopping expenses:

- Less than Rs. 1000: 114 respondents
- Rs. 1000 to Rs. 3000: 29 respondents

n. Other Expenses:

- Rs. 3000 to Rs. 5000: 52 respondents
- Rs. 1000 to Rs. 5000: 74 respondents

- Rs. 5000 to Rs. 10000: 26 respondents
- Rs. 10000 to Rs. 30000: 12 respondents
- Rs. 30000 and above: 11 respondents

Analysis:**A. Lodging (Hotel, Motel, or any other lodging facility):**

- **Observation:** The majority of respondents did not require lodging as they were residents of Mumbai or stayed with relatives. Among those who did require lodging, expenditures ranged between Rs. 1000 to Rs. 6000.
- **Impact:** Limited expenditure on lodging suggests that most visitors either stay with family/friends or prefer budget accommodations. This trend reflects the social support systems and the economic diversity of festival attendees.

B. Entry or Admission Fees:

- **Observation:** The majority spent less than Rs. 1000 on entry or admission fees, indicating that many events associated with Ganesh Utsav are either free or have minimal charges.
- **Impact:** Low expenditure on entry fees makes the festival accessible to a broader audience, encouraging participation across different socio-economic groups.

C. Food and Beverages:

- **Observation:** Spending on food and beverages varied, with the majority spending between Rs. 1000 to Rs. 3000. This indicates a significant portion of the budget allocated to food-related expenses.
- **Impact:** High expenditure on food and beverages supports local food vendors, stalls, and restaurants, boosting the local economy during the festival.

D. Grocery/Fruits/Dairy Items:

- **Observation:** The majority spent between Rs. 1000 to Rs. 3000 on groceries, fruits, and dairy items. This spending reflects the importance of home-cooked meals and offerings during the festival.
- **Impact:** Spending on groceries supports local markets and vendors, contributing to the economic activity in the community.

E. Flowers/Garlands:

- **Observation:** Most respondents spent less than Rs. 1000 on flowers and garlands, indicating a moderate budget allocation for decorations.
- **Impact:** Expenditure on flowers supports local florists and vendors, which is significant during festival times when demand peaks.

F. Sweets/Mithai/Modak/Prasad:

- **Observation:** Spending on sweets varied, with a notable number spending between Rs. 3000 to Rs. 5000. Sweets are integral to the celebrations and often given as prasad.
- **Impact:** High expenditure on sweets supports local sweet shops and confectioners, enhancing their business during the festival.

G. Fuel and Automobile Expenses:

- **Observation:** Expenditures on fuel and automobile expenses were notable, with the majority spending between Rs. 1000 to Rs. 3000.
- **Impact:** These expenses indicate the mobility of festival attendees, supporting the fuel industry and related services.

H. Parking:

- **Observation:** Most respondents spent less than Rs. 1000 on parking, indicating limited parking expenses or the use of public transportation.
- **Impact:** Low parking expenditure suggests either good availability of free parking or a reliance on alternative transportation methods.

I. Local Transportation:

- **Observation:** A significant portion spent between Rs. 1000 to Rs. 3000 on local transportation, reflecting the mobility required to visit multiple pandals.
- **Impact:** Spending on local transportation supports public transport systems, auto-rickshaws, and taxis, contributing to the local economy.

J. Long-Distance Travel (Plane, Train, Bus):

- **Observation:** Few respondents required long-distance travel, with expenditures generally below Rs. 3000.
- **Impact:** Limited expenditure on long-distance travel reflects the predominantly local nature of the festival's attendees.

K. Donations:

- **Observation:** The majority spent between Rs. 1000 to Rs. 3000 on donations, indicating a significant budget allocation for charitable contributions.
- **Impact:** Donations support the activities of pandals and local charitable efforts, reinforcing the festival's communal and philanthropic aspects.

L. Clothing:

- **Observation:** Expenditures on clothing were notable, with many spending between Rs. 5000 to Rs. 10000.
- **Impact:** High spending on clothing supports local garment retailers and tailors, indicating the importance of new attire for the festival.

M. Souvenirs and Shopping:

- **Observation:** Most respondents spent less than Rs. 1000 on souvenirs, indicating moderate spending on non-essential items.
- **Impact:** Souvenir purchases support local artisans and vendors, although it represents a smaller portion of the total expenditure.

N. Other Expenses:

- **Observation:** Spending on other expenses varied widely, with notable numbers spending up to Rs. 5000.
- **Impact:** These miscellaneous expenses reflect the diverse nature of festival-related spending, supporting various local businesses.

Total Expenditures:

- **Rs. 1000 to Rs. 5000:** 74 respondents
- **Rs. 5000 to Rs. 10000:** 26 respondents
- **Rs. 10000 to Rs. 30000:** 12 respondents
- **Rs. 30000 and above:** 11 respondents

The detailed analysis of expenditures during Ganesh Utsav visits highlights the varied spending patterns of festival attendees. The majority of spending is focused on food, transportation, and donations, reflecting the essential and cultural aspects of the festival.

Key Insights:

1. **Local Economic Support:** Spending patterns support a wide range of local businesses, including food vendors, florists, garment retailers, and transportation services.
2. **Accessibility:** The relatively low expenditure on lodging and entry fees indicates that the festival is accessible to a broad audience, promoting inclusivity.
3. **Cultural Significance:** High spending on items like sweets, flowers, and donations underscores the cultural and religious importance of these elements during the festival.

Recommendations:

1. **Promote Local Businesses:** Encourage attendees to support local vendors and artisans through promotional campaigns and festival programs.
2. **Enhance Transportation Options:**

- **Public Transportation:** Improve public transportation services during the festival to accommodate the increased number of visitors. This includes extending service hours, adding more routes, and ensuring safety and convenience.
- **Shuttle Services:** Introduce shuttle services to major pandals to reduce the reliance on private vehicles and alleviate parking issues.

3. **Encourage Eco-Friendly Practices:**

- **Sustainable Lodging:** Promote eco-friendly lodging options for visitors from outside Mumbai, including stays with local families or eco-friendly accommodations.
- **Green Decorations:** Encourage the use of eco-friendly decorations, such as biodegradable flowers and garlands, to minimize environmental impact.

4. **Support for Small Vendors:**

- **Marketplaces:** Set up designated marketplaces for small vendors to sell their goods during the festival, ensuring they have a platform to reach more customers.
- **Promotion:** Highlight local vendors and artisans through festival programs, social media, and promotional materials.

5. **Improve Waste Management:**

- **Waste Reduction:** Implement initiatives to reduce waste, such as encouraging the use of reusable items and providing ample waste disposal facilities.
- **Recycling Programs:** Establish recycling programs to manage the increased waste generated during the festival, focusing on items like plastics, paper, and organic waste.

6. Cultural Programs:

- **Workshops and Exhibits:** Organize workshops and exhibits showcasing traditional crafts, cultural performances, and the history of Ganesh Utsav to enhance the cultural experience for visitors.
- **Interactive Activities:** Include interactive activities for visitors, such as DIY workshops for making eco-friendly decorations and idols.

7. Safety and Security:

- **Enhanced Security:** Increase security measures in crowded areas to ensure the safety of festival attendees. This includes more police presence, surveillance cameras, and emergency response teams.
- **Public Awareness:** Conduct public awareness campaigns about safety protocols, including tips on avoiding theft, managing crowds, and emergency contacts.

8. Donation and Charity Drives:

- **Transparency:** Encourage pandals to provide transparent information on how donations are used, building trust and encouraging more generous contributions.
- **Charity Programs:** Promote charity programs associated with the festival, such as food distribution, health camps, and educational support, to reinforce the festival's philanthropic spirit.

The expenditures during Ganesh Utsav visits reflect the diverse and significant economic activity generated by the festival. With a focus on essential items like food, transportation, and cultural offerings, the festival supports a wide range of local businesses and services. By implementing the recommendations above, the overall experience of Ganesh Utsav can be further enhanced, ensuring a vibrant, inclusive, and sustainable celebration that benefits the entire community.

Key Takeaways:

- **Economic Support:** Ganesh Utsav provides a substantial boost to the local economy, particularly for small vendors and businesses.

- **Cultural Richness:** The festival remains deeply rooted in cultural and religious practices, reflected in the spending patterns of attendees.
- **Accessibility and Inclusivity:** The relatively low expenditure on entry fees and lodging highlights the festival's accessibility, encouraging broad participation.

By promoting eco-friendly practices, enhancing transportation, supporting local vendors, and ensuring safety and security, Ganesh Utsav can continue to thrive as a significant cultural and economic event in Mumbai.

22: Importance of Ganesh Utsav in Destination Choice for Non-Residents

Data Summary:

- **Main Reason (Rating 10):** 8 respondents
- **Somewhat Influence (Rating 7-9):** 3 respondents

Analysis:

1. Main Reason for Visiting Mumbai – 8 respondents:

- **Analysis:** Out of 11 respondents, 8 indicated that Ganesh Utsav was the main reason for their visit to Mumbai, rating its importance as 10. This highlights the festival's significant draw for non-residents, making it a major factor in their travel plans.
- **Impact:** The fact that the majority of non-resident respondents consider Ganesh Utsav as the primary reason for their visit underscores the festival's immense cultural appeal and its ability to attract tourists. This influx of visitors contributes to the local economy through expenditures on accommodation, food, transportation, and other travel-related services.

2. Somewhat Influence – 3 respondents:

- **Analysis:** Three respondents rated the influence of Ganesh Utsav on their decision to visit Mumbai as somewhat influential (ratings 7-9). While not the sole reason, the festival played a significant role in their travel decision.

- **Impact:** For these respondents, Ganesh Utsav is a notable factor among others influencing their visit. This indicates that the festival adds considerable value to Mumbai as a destination, enhancing its attractiveness and potentially tipping the decision to visit in favor of Mumbai over other destinations.

Social and Economic Implications:

1. Tourism Boost:

- **Attraction:** Ganesh Utsav's ability to attract tourists from outside Mumbai highlights its status as a major cultural event with wide-reaching appeal. The festival enhances Mumbai's image as a vibrant cultural hub, capable of drawing visitors from across the country and even internationally.
- **Economic Benefits:** Non-resident visitors contribute significantly to the local economy. Their spending on hotels, restaurants, local transportation, and other services provides a substantial economic boost during the festival period.

2. Cultural Exchange:

- **Engagement:** The presence of non-resident visitors during Ganesh Utsav promotes cultural exchange. Visitors experience Mumbai's rich traditions, participate in local customs, and bring diverse perspectives, enriching the cultural fabric of the festival.
- **Awareness:** Exposure to Ganesh Utsav helps non-residents gain a deeper understanding and appreciation of Maharashtrian culture and traditions, fostering greater cultural awareness and appreciation.

3. Infrastructure and Services:

- **Demand:** The influx of tourists during Ganesh Utsav increases demand for infrastructure and services, such as lodging, transportation, and public amenities. This necessitates efficient planning and management to accommodate the surge in visitors.

- **Opportunities:** The festival period provides opportunities for local businesses to thrive. Hotels, restaurants, travel agencies, and retail shops benefit from the increased footfall, leading to higher revenues and potential long-term customer relationships.

Recommendations for Enhancing Tourist Experience:

1. Promotional Campaigns:

- **Targeted Marketing:** Implement targeted marketing campaigns highlighting Ganesh Utsav as a key attraction for potential tourists. Use social media, travel blogs, and tourism websites to showcase the festival's unique aspects and cultural significance.
- **Packages:** Develop special travel packages that include accommodations, guided tours of major pandals, and cultural experiences related to Ganesh Utsav. Partner with travel agencies to offer these packages to a broader audience.

2. Infrastructure Improvements:

- **Accommodation:** Ensure a range of accommodation options are available, from budget to luxury, to cater to diverse visitor needs. Encourage local hosts to participate in homestay programs, providing authentic cultural experiences.
- **Transport:** Enhance public transportation services during the festival period, including additional routes, extended hours, and shuttle services to major pandals.

3. Visitor Services:

- **Information Centers:** Set up visitor information centers at key locations, providing maps, event schedules, and guidance on navigating the festival.
- **Safety and Security:** Increase security measures to ensure the safety of tourists. Provide information on emergency services and safety protocols.

4. Cultural Programs:

- **Workshops and Tours:** Organize cultural workshops and guided tours that offer insights into the significance of Ganesh Utsav, idol-making processes, and traditional performances.
- **Interactive Experiences:** Create interactive experiences, such as participating in traditional Aarti ceremonies or visiting artisan workshops, to engage tourists more deeply in the festival.

The analysis of the importance of Ganesh Utsav in destination choice for non-residents of Mumbai highlights the festival's powerful attraction as a cultural and tourism draw. With the majority of respondents indicating that Ganesh Utsav is the primary reason for their visit, the festival significantly contributes to Mumbai's tourism industry and cultural reputation.

Key Insights:

- **Tourism Attraction:** Ganesh Utsav is a major tourism draw, capable of attracting significant numbers of non-resident visitors.
- **Economic Contribution:** The spending by these visitors provides a substantial economic boost to local businesses and services.
- **Cultural Impact:** The festival promotes cultural exchange and enhances the appreciation of Maharashtrian traditions among a wider audience.

Actionable Steps:

- **Promote:** Implement targeted marketing campaigns and develop attractive travel packages.
- **Enhance:** Improve infrastructure and services to accommodate and enrich the visitor experience.
- **Engage:** Offer cultural programs and interactive experiences to deepen tourist engagement with Ganesh Utsav.

By leveraging the festival's appeal and strategically enhancing the visitor experience, Mumbai can continue to strengthen its position as a vibrant cultural destination during Ganesh Utsav.

23: Overall Rating of Ganesh Utsav Carnival in Mumbai**Data Summary:**

- **Rating 10 (Very Satisfied):** 66 respondents
- **Rating 8:** 76 respondents
- **Rating 6:** 41 respondents
- **Rating 3:** 12 respondents
- **Rating 1:** 5 respondents

Analysis:**1. Rating 10 (Very Satisfied) – 66 respondents:**

- **Analysis:** A substantial number of respondents (66) rated the overall experience of Ganesh Utsav Carnival as 10, indicating very high satisfaction. These respondents likely found the festival to be well-organized, culturally enriching, and enjoyable.
- **Impact:** This high level of satisfaction suggests that many aspects of the festival, such as event management, cultural activities, and community involvement, are effectively meeting or exceeding the expectations of participants. It reflects the success of the organizers in delivering a memorable and positive festival experience.

2. Rating 8 – 76 respondents:

- **Analysis:** Seventy-six respondents rated the festival as 8, indicating a high level of satisfaction but with some room for improvement. These respondents were generally pleased with the festival but may have encountered minor issues that affected their overall experience.
- **Impact:** The large number of respondents rating the festival as 8 highlights areas where improvements can be made to enhance satisfaction further. Addressing these minor issues can elevate the festival experience from good to excellent.

3. Rating 6 – 41 respondents:

- **Analysis:** Forty-one respondents gave the festival a rating of 6, reflecting moderate satisfaction. These respondents may have experienced significant issues or felt that certain aspects of the festival did not meet their expectations.
- **Impact:** Moderate satisfaction indicates that while the festival has positive elements, there are notable areas needing attention. Identifying and addressing these concerns can help improve the overall experience for a larger portion of participants.

4. Rating 3 – 12 respondents:

- **Analysis:** Twelve respondents rated the festival as 3, indicating dissatisfaction. These respondents likely faced multiple issues or had a generally poor experience.
- **Impact:** Low satisfaction ratings point to critical areas needing improvement. Understanding the specific reasons behind these ratings is crucial for making necessary changes to prevent such negative experiences in the future.

5. Rating 1 – 5 respondents:

- **Analysis:** Five respondents gave the lowest rating of 1, indicating significant dissatisfaction with the festival. These respondents had highly negative experiences, potentially due to major issues or unmet expectations.
- **Impact:** Very low satisfaction ratings are a red flag for the organizers, highlighting serious problems that need to be addressed urgently. These could include logistical failures, safety concerns, or other critical aspects of the festival.

Key Areas for Improvement:**1. Event Management:**

- **Crowd Control:** Improve strategies for managing large crowds to ensure a safe and enjoyable experience for all participants.
- **Accessibility:** Enhance accessibility for all attendees, including those with disabilities, by providing clear information and adequate facilities.

2. Infrastructure and Facilities:

- **Sanitation:** Ensure sufficient and clean restroom facilities to accommodate the large number of visitors.
- **Transportation:** Improve transportation options, including parking, shuttle services, and public transport connectivity to major festival locations.

3. Cultural and Entertainment Activities:

- **Diverse Programming:** Offer a wider variety of cultural and entertainment activities to cater to different age groups and interests.
- **Quality of Performances:** Ensure high-quality performances and events to maintain the cultural richness and appeal of the festival.

4. Communication and Information:

- **Event Information:** Provide clear and timely information about event schedules, locations, and changes through multiple channels, including digital platforms and on-site signage.
- **Feedback Mechanisms:** Implement effective feedback mechanisms to gather real-time input from attendees and address issues promptly.

5. Safety and Security:

- **Enhanced Security:** Increase the presence of security personnel and implement comprehensive safety protocols to ensure the well-being of all participants.

- **Emergency Services:** Ensure availability of emergency medical services and clear emergency response plans.

Recommendations for Enhancing Festival Experience:

1. Stakeholder Engagement:

- **Community Involvement:** Engage local communities in the planning and execution of the festival to ensure it reflects their needs and preferences.
- **Volunteer Programs:** Expand volunteer programs to assist with crowd management, information dissemination, and other logistical aspects.

2. Sustainability Initiatives:

- **Eco-friendly Practices:** Promote eco-friendly practices, such as reducing waste, using biodegradable materials, and encouraging sustainable transportation options.
- **Environmental Awareness:** Conduct awareness campaigns on the environmental impact of festival activities and encourage participants to adopt sustainable behaviors.

3. Technology Integration:

- **Digital Platforms:** Utilize digital platforms for event management, ticketing, and real-time updates to enhance the convenience and experience for attendees.
- **Feedback and Analytics:** Implement digital tools to collect feedback and analyze data on attendee satisfaction to continuously improve the festival.

4. Cultural Preservation:

- **Traditional Elements:** Ensure that traditional elements of Ganesh Utsav are preserved and prominently featured in the festival programming.

- **Educational Programs:** Offer educational programs and workshops that highlight the cultural and historical significance of Ganesh Utsav.

The overall rating of Ganesh Utsav Carnival in Mumbai, as reflected by the diverse ratings from respondents, highlights both the strengths and areas for improvement of the festival. While a significant portion of participants are very satisfied, indicating successful aspects of the event, there is a clear need to address the concerns of those who rated their experience lower.

Key Insights:

- **High Satisfaction:** Many participants are very satisfied with the festival, reflecting successful organization and cultural richness.
- **Room for Improvement:** There are areas where improvements can be made to enhance the overall experience, particularly in event management, infrastructure, and communication.
- **Critical Issues:** A small but notable portion of respondents had negative experiences, indicating critical issues that need urgent attention.

Actionable Steps:

- **Enhance Event Management:** Improve crowd control, accessibility, and transportation to ensure a smooth and enjoyable experience for all attendees.
- **Improve Infrastructure:** Provide adequate sanitation, transportation, and safety measures to meet the needs of a large number of visitors.
- **Expand Cultural Offerings:** Offer diverse and high-quality cultural programs to cater to various interests and age groups.
- **Engage and Educate:** Involve local communities and educate attendees on sustainability and cultural significance to enrich the festival experience.

By addressing these areas and implementing the recommended strategies, Ganesh Utsav Carnival in Mumbai can continue to be a vibrant, inclusive, and enriching cultural celebration that satisfies and delights all participants.

24: Rating of Ganesh Utsav for Various Characteristics**Data Summary:****a. Food:**

- **7 to 10 points (Very Satisfied):** 71 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 83 respondents
- **0 to 3 points (Very Unsatisfied):** 46 respondents

b. Entertainment:

- **7 to 10 points (Very Satisfied):** 67 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 77 respondents
- **0 to 3 points (Very Unsatisfied):** 56 respondents

c. Wait Times:

- **7 to 10 points (Very Satisfied):** 43 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 81 respondents
- **0 to 3 points (Very Unsatisfied):** 76 respondents

d. Washrooms:

- **7 to 10 points (Very Satisfied):** 21 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 51 respondents
- **0 to 3 points (Very Unsatisfied):** 128 respondents

e. Parking:

- **7 to 10 points (Very Satisfied):** 16 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 71 respondents
- **0 to 3 points (Very Unsatisfied):** 113 respondents

f. Pandal Decoration:

- **7 to 10 points (Very Satisfied):** 62 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 106 respondents

- **0 to 3 points (Very Unsatisfied):** 32 respondents

g. Safety and Security:

- **7 to 10 points (Very Satisfied):** 48 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 117 respondents
- **0 to 3 points (Very Unsatisfied):** 35 respondents

h. Pandal Management:

- **7 to 10 points (Very Satisfied):** 54 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 110 respondents
- **0 to 3 points (Very Unsatisfied):** 36 respondents

i. Traffic Management:

- **7 to 10 points (Very Satisfied):** 12 respondents
- **4 to 6 points (Neither Satisfied nor Unsatisfied):** 62 respondents
- **0 to 3 points (Very Unsatisfied):** 126 respondents

Analysis:

a. Food:

- **Satisfaction (7 to 10 points):** 71 respondents found the food offerings during Ganesh Utsav to be very satisfactory. This reflects positively on the variety, quality, and availability of food during the festival.
- **Neutral (4 to 6 points):** 83 respondents rated their satisfaction as neutral, indicating room for improvement in the food offerings.
- **Dissatisfaction (0 to 3 points):** 46 respondents were very unsatisfied, suggesting issues with food quality, variety, hygiene, or accessibility.

Recommendations:

- **Quality Control:** Implement stricter quality control measures to ensure the food is consistently good.
- **Variety:** Increase the variety of food options to cater to diverse dietary preferences.

- **Hygiene:** Ensure all food vendors adhere to high hygiene standards.

b. Entertainment:

- **Satisfaction (7 to 10 points):** 67 respondents were very satisfied with the entertainment options.
- **Neutral (4 to 6 points):** 77 respondents found the entertainment to be satisfactory but not exceptional.
- **Dissatisfaction (0 to 3 points):** 56 respondents were unsatisfied, indicating a need for more engaging or diverse entertainment options.

Recommendations:

- **Diverse Programs:** Offer a wider range of entertainment options, including cultural performances, modern shows, and interactive activities.
- **Quality of Performances:** Ensure high-quality performances by involving reputed artists and performers.

c. Wait Times:

- **Satisfaction (7 to 10 points):** 43 respondents were satisfied with the wait times.
- **Neutral (4 to 6 points):** 81 respondents found the wait times acceptable but felt they could be improved.
- **Dissatisfaction (0 to 3 points):** 76 respondents were very unsatisfied with the wait times, indicating significant delays and long queues.

Recommendations:

- **Efficient Management:** Implement better crowd management strategies to reduce wait times.
- **Technology:** Use technology, such as online booking and queue management systems, to streamline processes and minimize delays.

d. Washrooms:

- **Satisfaction (7 to 10 points):** 21 respondents were satisfied with the washroom facilities.

- **Neutral (4 to 6 points):** 51 respondents found the washrooms to be adequate but not exceptional.
- **Dissatisfaction (0 to 3 points):** 128 respondents were very unsatisfied with the washroom facilities, highlighting a critical area needing improvement.

Recommendations:

- **Increase Facilities:** Increase the number of washrooms to accommodate the large crowds.
- **Maintenance:** Ensure regular cleaning and maintenance of washrooms to maintain hygiene standards.

e. Parking:

- **Satisfaction (7 to 10 points):** 16 respondents were satisfied with the parking facilities.
- **Neutral (4 to 6 points):** 71 respondents found parking to be acceptable but not ideal.
- **Dissatisfaction (0 to 3 points):** 113 respondents were very unsatisfied with the parking situation, indicating major issues with availability and convenience.

Recommendations:

- **Expand Parking:** Increase the availability of parking spaces near major pandals and event locations.
- **Shuttle Services:** Provide shuttle services from parking areas to event locations to ease accessibility.

f. Pandal Decoration:

- **Satisfaction (7 to 10 points):** 62 respondents were very satisfied with the pandal decorations.
- **Neutral (4 to 6 points):** 106 respondents were moderately satisfied, indicating that while decorations were good, they could be improved.

- **Dissatisfaction (0 to 3 points):** 32 respondents were unsatisfied with the decorations.

Recommendations:

- **Innovative Designs:** Incorporate more innovative and creative decoration themes.
- **Feedback:** Collect feedback on decorations to understand visitor preferences and improve accordingly.

g. Safety and Security:

- **Satisfaction (7 to 10 points):** 48 respondents were very satisfied with the safety and security measures.
- **Neutral (4 to 6 points):** 117 respondents found the safety measures to be adequate but not exceptional.
- **Dissatisfaction (0 to 3 points):** 35 respondents were unsatisfied with the safety and security arrangements.

Recommendations:

- **Increase Security Presence:** Enhance the presence of security personnel at major locations.
- **Awareness:** Conduct public awareness campaigns on safety protocols and emergency procedures.

h. Pandal Management:

- **Satisfaction (7 to 10 points):** 54 respondents were very satisfied with the management of pandals.
- **Neutral (4 to 6 points):** 110 respondents found the management to be satisfactory but felt there was room for improvement.
- **Dissatisfaction (0 to 3 points):** 36 respondents were unsatisfied with the management of pandals.

Recommendations:

- **Training:** Provide better training for volunteers and staff involved in managing pandals.
- **Efficient Systems:** Implement more efficient management systems for crowd control, information dissemination, and overall coordination.

i. Traffic Management:

- **Satisfaction (7 to 10 points):** 12 respondents were satisfied with traffic management.
- **Neutral (4 to 6 points):** 62 respondents found traffic management to be acceptable but not ideal.
- **Dissatisfaction (0 to 3 points):** 126 respondents were very unsatisfied with traffic management, indicating major issues with congestion and accessibility.

Recommendations:

- **Better Planning:** Implement comprehensive traffic management plans to handle the influx of visitors.
- **Public Transport:** Encourage the use of public transportation and provide adequate facilities and services.

The ratings for various characteristics of Ganesh Utsav highlight areas of success and those needing significant improvement. While aspects such as food, entertainment, and pandal decoration received relatively positive feedback, areas like washroom facilities, parking, and traffic management require urgent attention.

Key Insights:

- **Strengths:** Food, entertainment, and pandal decoration were generally well-received.
- **Areas for Improvement:** Washroom facilities, parking, and traffic management were major pain points for attendees.

Actionable Steps:

- **Enhance Infrastructure:** Focus on improving washroom facilities, parking availability, and traffic management to enhance the overall experience.
- **Increase Safety and Efficiency:** Improve safety and security measures and ensure efficient management of pandals.
- **Engage Visitors:** Collect feedback continuously and adapt based on visitor preferences and experiences.

By addressing these recommendations, the overall experience of Ganesh Utsav can be significantly enhanced, ensuring a more enjoyable and satisfying festival for all attendees.

26: Social, Cultural, and Environmental Impact of Ganesh Utsav**Data Summary:**

1. **Ganesh Utsav enhances the image of the community:**
 - **Strongly Disagree:** 2
 - **Disagree:** 6
 - **Neutral:** 24
 - **Agree:** 62
 - **Strongly Agree:** 106
2. **Ganesh Utsav helps me to show others why my community is unique and special:**
 - **Strongly Disagree:** 2
 - **Disagree:** 6
 - **Neutral:** 34
 - **Agree:** 55
 - **Strongly Agree:** 97

3. Ganesh Utsav contributes to a sense of community well-being:

- **Strongly Disagree:** 1
- **Disagree:** 7
- **Neutral:** 16
- **Agree:** 63
- **Strongly Agree:** 113

4. Ganesh Utsav contributes to a sense of togetherness within the community:

- **Strongly Disagree:** 1
- **Disagree:** 6
- **Neutral:** 26
- **Agree:** 59
- **Strongly Agree:** 108

5. Ganesh Utsav provides more socializing opportunities for the local people:

- **Strongly Disagree:** 2
- **Disagree:** 6
- **Neutral:** 7
- **Agree:** 69
- **Strongly Agree:** 116

6. Ganesh Utsav increases opportunities for family reunions:

- **Strongly Disagree:** 1
- **Disagree:** 3
- **Neutral:** 16
- **Agree:** 57
- **Strongly Agree:** 123

7. Friendships are strengthened through participation during Ganesh Utsav:

- **Strongly Disagree: 1**
- **Disagree: 3**
- **Neutral: 16**
- **Agree: 57**
- **Strongly Agree: 123**

8. Ganesh Utsav brings people together irrespective of caste or creed:

- **Strongly Disagree: 2**
- **Disagree: 6**
- **Neutral: 12**
- **Agree: 62**
- **Strongly Agree: 118**

9. Ganesh Utsav brings people together irrespective of gender:

- **Strongly Disagree: 2**
- **Disagree: 6**
- **Neutral: 15**
- **Agree: 51**
- **Strongly Agree: 126**

10. Ganesh Utsav brings a sense of pride and recognition to the locals:

- **Strongly Disagree: 1**
- **Disagree: 6**
- **Neutral: 26**
- **Agree: 59**
- **Strongly Agree: 108**

11. I am exposed to a variety of cultural and traditional experiences throughout the Utsav:

- **Strongly Disagree: 1**
- **Disagree: 5**
- **Neutral: 41**
- **Agree: 61**
- **Strongly Agree: 92**

12. It leads to an improvement in police protection in my community:

- **Strongly Disagree: 1**
- **Disagree: 6**
- **Neutral: 44**
- **Agree: 46**
- **Strongly Agree: 103**

13. It contributes to the increasing availability of recreation facilities/opportunities:

- **Strongly Disagree: 1**
- **Disagree: 6**
- **Neutral: 66**
- **Agree: 36**
- **Strongly Agree: 91**

14. It leads to overcrowding in local shops, streets, and facilities during the Utsav:

- **Strongly Disagree: 2**
- **Disagree: 6**
- **Neutral: 15**
- **Agree: 69**

- **Strongly Agree:** 108

15. It leads to increased prices of goods and services during the Utsav:

- **Strongly Disagree:** 2
- **Disagree:** 9
- **Neutral:** 15
- **Agree:** 51
- **Strongly Agree:** 126

16. It leaves an ongoing positive cultural impact on my community:

- **Strongly Disagree:** 2
- **Disagree:** 6
- **Neutral:** 7
- **Agree:** 69
- **Strongly Agree:** 116

17. It can help preserve the cultural identity of the host population:

- **Strongly Disagree:** 1
- **Disagree:** 7
- **Neutral:** 16
- **Agree:** 63
- **Strongly Agree:** 113

18. Noise levels are increased to an unacceptable point during the Utsav:

- **Strongly Disagree:** 12
- **Disagree:** 15
- **Neutral:** 12
- **Agree:** 54
- **Strongly Agree:** 107

19. Criminal activities (e.g., theft, prostitution, vandalism) in my community increase during the Utsav:

- **Strongly Disagree: 11**
- **Disagree: 21**
- **Neutral: 54**
- **Agree: 82**
- **Strongly Agree: 32**

20. Ganesh Utsav leads to a disruption in the normal routines of community residents:

- **Strongly Disagree: 24**
- **Disagree: 18**
- **Neutral: 52**
- **Agree: 42**
- **Strongly Agree: 64**

21. The celebration leads to an increase in alcoholism:

- **Strongly Disagree: 11**
- **Disagree: 21**
- **Neutral: 54**
- **Agree: 82**
- **Strongly Agree: 32**

22. Litter is increased to unacceptable levels during the festival:

- **Strongly Disagree: 1**
- **Disagree: 6**
- **Neutral: 66**
- **Agree: 36**
- **Strongly Agree: 91**

23. Natural water bodies are hampered during the immersion ceremony:

- **Strongly Disagree:** 6
- **Disagree:** 11
- **Neutral:** 17
- **Agree:** 52
- **Strongly Agree:** 114

24. Artificial ponds help in the sustainable celebration of the Utsav:

- **Strongly Disagree:** 1
- **Disagree:** 2
- **Neutral:** 4
- **Agree:** 21
- **Strongly Agree:** 172

Analysis:**1. Positive Social and Cultural Impacts:**

- **Community Image and Pride:**
 - A significant majority of respondents strongly agree that Ganesh Utsav enhances the community's image (106) and brings a sense of pride and recognition to the locals (108). This highlights the festival's role in boosting community morale and showcasing cultural heritage.
- **Cultural and Social Integration:**
 - The festival helps in showing others why the community is unique and special (97 strongly agree). It also provides more socializing opportunities (116) and increases opportunities for family reunions (123). This emphasizes Ganesh Utsav's role in fostering community bonds and cultural exchange.
- **Community Well-being and Togetherness:**

- Respondents believe the festival contributes to a sense of community well-being (113) and togetherness (108). This shows the festival's positive impact on social cohesion.

- **Cultural Exposure:**

- Many respondents agree that the festival exposes them to a variety of cultural and traditional experiences (92 strongly agree). This indicates the festival's role in cultural education and enrichment.

2. Concerns and Negative Impacts:

- **Noise Pollution:**

- A considerable number of respondents agree (54) and strongly agree (107) that noise levels increase to unacceptable points during the festival. This points to significant concerns about noise pollution during the festivities.

- **Criminal Activities and Disruption:**

- There are mixed opinions on whether criminal activities increase, with a notable number of respondents agreeing (82) and strongly agreeing (32). Similarly, the festival is seen as disruptive to normal routines, with 42 agreeing and 64 strongly agreeing.

- **Environmental Impact:**

- Respondents are concerned about the environmental impact, particularly the hampering of natural water bodies during the immersion ceremony (114 strongly agree). However, there is strong support for using artificial ponds as a sustainable alternative (172 strongly agree).

- **Increased Litter:**

- Many respondents agree (36) and strongly agree (91) that litter increases to unacceptable levels during the festival. This highlights the need for better waste management practices.

3. Economic Impacts:

- **Increased Prices:**

- A significant number of respondents agree (51) and strongly agree (126) that the festival leads to increased prices of goods and services. This economic impact, while benefiting vendors and local businesses, can strain the budgets of residents and visitors.

4. Positive Cultural Impact:

- **Preserving Cultural Identity:**

- The festival is seen as a means to preserve the cultural identity of the host population, with many respondents agreeing (63) and strongly agreeing (113). This underscores Ganesh Utsav's role in maintaining and celebrating cultural heritage.

5. Mixed Impact on Infrastructure and Services:

- **Improvement in Police Protection:**

- Some respondents feel that police protection improves during the festival, with 46 agreeing and 103 strongly agreeing. However, a significant portion remains neutral or disagrees, indicating room for improvement in security measures.

- **Availability of Recreation Facilities:**

- There are mixed feelings about the increase in recreational facilities, with a significant number of respondents remaining neutral (66) or having no strong opinion.

Recommendations for Improvement:**1. Noise Pollution Control:**

- **Regulations:** Implement stricter noise regulations and enforce time limits for loudspeakers and fireworks.
- **Awareness Campaigns:** Educate the public on the impact of noise pollution and encourage quieter, more traditional forms of celebration.

2. Criminal Activities and Safety:

- **Increased Security:** Enhance the presence of police and security personnel, especially in crowded areas.
- **Surveillance:** Install CCTV cameras and improve lighting in key areas to deter criminal activities.
- **Public Awareness:** Conduct safety awareness campaigns and provide tips for safeguarding personal belongings.

3. Managing Disruption and Overcrowding:

- **Traffic Management:** Develop comprehensive traffic management plans, including designated routes and public transport options.
- **Crowd Control:** Implement effective crowd control measures, such as timed entry and designated viewing areas, to manage large gatherings.

4. Environmental Sustainability:

- **Eco-Friendly Idols:** Promote the use of eco-friendly idols through awareness campaigns and incentives.
- **Artificial Ponds:** Increase the number of artificial ponds for idol immersion and ensure they are accessible and well-publicized.
- **Waste Management:** Enhance waste management practices by increasing the number of waste bins, organizing clean-up drives, and promoting recycling.

5. Economic Measures:

- **Price Regulation:** Work with local vendors to stabilize prices during the festival period.
- **Support for Local Businesses:** Provide support and resources to local businesses to help them manage increased demand without raising prices excessively.

6. Enhancing Cultural and Social Integration:

- **Cultural Programs:** Organize cultural programs and workshops to deepen understanding and appreciation of the festival's traditions.
- **Community Engagement:** Involve local communities in planning and executing festival activities to ensure they reflect the community's values and needs.

7. Improving Infrastructure and Services:

- **Sanitation Facilities:** Increase the number of clean and accessible washrooms.
- **Parking Solutions:** Expand parking facilities and provide shuttle services to major event locations.
- **Recreation Opportunities:** Develop more recreational facilities and activities to enhance the festival experience for all age groups.

The social, cultural, and environmental impacts of Ganesh Utsav in Mumbai are multifaceted. While the festival significantly enhances community pride, social cohesion, and cultural preservation, it also poses challenges related to noise pollution, overcrowding, criminal activities, and environmental sustainability.

Key Insights:

- **Positive Social and Cultural Impact:** The festival strengthens community bonds, provides socializing opportunities, and helps preserve cultural identity.
- **Environmental and Noise Concerns:** There are significant concerns about noise pollution and environmental damage due to idol immersion.

- **Economic Impact:** The festival boosts local economies but also leads to increased prices of goods and services.
- **Security and Infrastructure:** While police protection improves, there are mixed feelings about safety, security, and the availability of recreational facilities.

Actionable Steps:

- **Implement Noise and Environmental Regulations:** Enforce stricter regulations on noise levels and promote eco-friendly practices.
- **Enhance Security Measures:** Increase security presence and use surveillance to ensure safety.
- **Manage Crowds and Traffic:** Develop comprehensive plans to manage traffic and control crowds effectively.
- **Support Local Economies:** Stabilize prices and support local businesses to handle increased demand.
- **Improve Infrastructure:** Enhance sanitation, parking, and recreational facilities to accommodate large crowds.

By addressing these issues and implementing the recommended strategies, Ganesh Utsav can continue to be a vibrant, inclusive, and culturally enriching celebration that benefits all participants while minimizing its negative impacts.

Objective 1: Economic Impact of Ganesh Utsav on Mumbai's Economy**Objective:**

To analyze the impact of Ganesh Utsav on the economy of Mumbai, focusing on employment and income generation in both organized and unorganized sectors. The study aims to quantify the financial boost in various sectors such as the food industry, music industry, real estate, idol making, decoration, and other sub-sectors. The analysis includes the perspectives of different stakeholders like pandals, vendors, and devotees.

Data Collection and Stakeholder Perspectives:**1. Pandals:**

- **Role:** Pandals are central to the celebration, drawing large crowds and driving economic activity through decorations, entertainment, and religious ceremonies.
- **Employment:** Temporary jobs created for construction, decoration, security, and maintenance.
- **Income Generation:** Significant income from donations (vargani), sponsorships, and event fees.

2. Vendors:

- **Role:** Vendors provide food, drinks, flowers, decorations, and other festival-related items.
- **Employment:** Seasonal employment opportunities for local vendors, artisans, and laborers.
- **Income Generation:** Increased sales and profits due to high footfall and demand during the festival.

3. Devotees:

- **Role:** Devotees contribute to the economy through their spending on travel, accommodation, food, and donations.
- **Economic Boost:** Spending on various services and products adds to the local economy, supporting businesses across multiple sectors.

Detailed Findings:**1. Food Industry:**

- **Economic Boost:** Increased demand for food and beverages during the festival period.
- **Vendor Sales:** Local food vendors and stalls report a significant rise in sales, often doubling or tripling their usual income.

- **Employment:** Temporary jobs for cooks, servers, and helpers at food stalls and restaurants.

2. Music Industry:

- **Entertainment:** Live performances, DJ setups, and traditional music increase demand for musicians, DJs, and sound technicians.
- **Income Generation:** Artists and entertainers earn through performances, contributing to the cultural vibrancy of the festival.

3. Real Estate Sector:

- **Rental Income:** Temporary leasing of spaces for pandals and stalls boosts income for property owners.
- **Infrastructure Development:** Construction and decoration of pandals involve hiring labor and purchasing materials, injecting money into the construction sector.

4. Idol Making and Decoration Sector:

- **Economic Impact:** High demand for Ganesh idols, decorations, and related items leads to increased production and sales.
- **Artisan Employment:** Provides employment to idol makers, painters, decorators, and related artisans.
- **Environmental Concerns:** Shift towards eco-friendly idols creates new opportunities for artisans specializing in sustainable materials.

5. Other Sub-Sectors:

- **Transport:** Increased use of public and private transportation services during the festival period.
- **Tourism:** Influx of tourists from outside Mumbai boosts the hospitality and tourism sectors, with spending on hotels, restaurants, and local attractions.
- **Retail:** Higher sales of clothing, souvenirs, and festival-related merchandise.

Analysis of Economic Impact Through Different Stakeholders:**1. Pandals:**

- **Economic Activity:** Major centers of economic activity, attracting large crowds and facilitating spending.
- **Donations and Sponsorships:** Significant contributions from donations and sponsorships enhance the financial resources of pandals.
- **Event Fees:** Entry fees for special events and performances contribute to the income of pandals.

2. Vendors:

- **Increased Sales:** Vendors experience a surge in sales due to the high number of visitors and their spending habits.
- **Diverse Offerings:** Wide range of products and services cater to the needs of festival-goers, from food and drinks to flowers and decorations.

3. Devotees:

- **Spending Patterns:** Devotees spend on travel, accommodation, food, and donations, injecting money into the local economy.
- **Economic Contribution:** Their participation supports various sectors, from transportation and hospitality to retail and services.

The economic impact of Ganesh Utsav on Mumbai is significant, with multiple sectors benefiting from increased activity and spending. The festival creates seasonal employment opportunities, boosts sales for vendors, and generates substantial income for pandals through donations and sponsorships. The diverse spending by devotees supports local businesses and contributes to the overall economic health of the city.

Recommendations for Enhancing Economic Benefits:

1. **Support for Artisans:** Promote and support eco-friendly idol-making practices to ensure sustainable income for artisans.

2. **Infrastructure Development:** Improve infrastructure to accommodate the influx of visitors and enhance the festival experience.
3. **Vendor Regulation:** Implement fair regulations for vendors to ensure they can operate efficiently and benefit economically.
4. **Tourism Promotion:** Develop targeted marketing campaigns to attract more tourists, highlighting the cultural and economic significance of Ganesh Utsav.

By addressing these recommendations, the economic benefits of Ganesh Utsav can be maximized, ensuring a positive impact on Mumbai's economy and the livelihoods of those involved in the festival.

4.4.3 Detailed Analysis for Devotees: Socio-Economic Impact of Ganesh Utsav

Introduction:

This section provides a detailed analysis of the socio-economic impact of Ganesh Utsav on devotees, focusing on their participation, spending patterns, and overall experience. The data collected from 200 devotees offers insights into how the festival influences their economic activities, social interactions, and cultural engagement.

Key Findings:

1. Participation and Engagement:

- **Festival Visits:** Devotees visit multiple pandals and private celebrations, with a majority visiting 1 to 10 pandals (103 respondents) and a significant number visiting 11 to 20 pandals (64 respondents).
- **Preferred Celebrations:** Popular pandals visited include Tejukaya Ganpati Lalbaug, Mumbaicha Raja Ganesh Galli, and Sodawala lane cha Raja Borivali, among others.

2. Spending Patterns:

- **Accommodation:**
 - Most devotees did not need lodging as they were residents of Mumbai or stayed with relatives.
 - For those requiring accommodation, expenditures ranged from Rs. 1000 to Rs. 6000.

- **Entry Fees:**
 - Most respondents spent less than Rs. 1000 on entry fees, indicating that many events were either free or had minimal charges.
- **Food and Beverages:**
 - Spending on food and beverages varied, with the majority spending between Rs. 1000 to Rs. 3000.
- **Grocery and Dairy Items:**
 - Significant spending in this category, with most respondents spending between Rs. 1000 to Rs. 3000.
- **Flowers and Garlands:**
 - Most respondents spent less than Rs. 1000 on flowers and garlands.
- **Sweets and Prasad:**
 - Spending on sweets varied, with a notable number spending between Rs. 3000 to Rs. 5000.
- **Transportation and Fuel:**
 - Expenditures on local transportation and fuel were notable, with many spending between Rs. 1000 to Rs. 3000.
- **Donations:**
 - A significant portion of respondents spent between Rs. 1000 to Rs. 3000 on donations.
- **Clothing and Souvenirs:**
 - Spending on clothing varied widely, with some spending up to Rs. 10,000 and above.
 - Most respondents spent less than Rs. 1000 on souvenirs.

3. Economic Impact:

- **Boost to Local Businesses:**
 - Devotees' spending on food, accommodation, transportation, and other festival-related activities provides a significant boost to local businesses.
- **Employment Generation:**
 - Increased demand for goods and services during the festival creates temporary employment opportunities in various sectors, including food services, retail, and transportation.

4. Social and Cultural Impact:

- **Community Engagement:**
 - The festival fosters a sense of community and togetherness, with high levels of social interaction and cultural participation among devotees.
- **Cultural Preservation:**
 - Participation in traditional rituals and celebrations helps preserve cultural heritage and promotes cultural pride among the community.
- **Family and Social Bonds:**
 - The festival provides opportunities for family reunions and strengthens social bonds through shared experiences and collective celebrations.

5. Challenges and Areas for Improvement:

- **Overcrowding and Traffic Management:**
 - Overcrowding at popular pandals and traffic congestion are major concerns for devotees.
- **Noise Pollution:**

- Excessive noise from music, DJs, and fireworks during the immersion processions causes discomfort to many participants.
- **Environmental Concerns:**
 - The immersion of POP-based idols in natural water bodies leads to environmental pollution, highlighting the need for more eco-friendly practices.

Detailed Discussion of Key Aspects:

1. Accommodation and Travel:

- **Local Residents vs. Visitors:**
 - Most local residents do not require accommodation, whereas visitors from outside Mumbai prefer staying with relatives or in budget accommodations.
- **Travel Expenses:**
 - Expenditures on travel vary, with non-residents spending more on transportation to reach Mumbai and local travel within the city.

2. Spending on Food and Beverages:

- **Local Food Vendors:**
 - The festival period sees a significant increase in sales for local food vendors, with devotees frequently purchasing snacks, meals, and beverages.
- **Economic Contribution:**
 - High spending on food and beverages contributes to the local economy, supporting small businesses and temporary food stalls.

3. Cultural and Religious Expenditures:

- **Flowers, Garlands, and Sweets:**

- Devotees spend considerable amounts on flowers and garlands for idol decoration and sweets for offerings and prasad.

- **Donations:**

- Donations to pandals and private celebrations are a key aspect of devotees' spending, reflecting their religious devotion and support for community activities.

4. **Environmental Sustainability:**

- **Eco-Friendly Practices:**

- There is growing awareness and adoption of eco-friendly practices among devotees, with an increasing preference for idols made from sustainable materials.

- **Recommendations:**

- Promote the use of eco-friendly idols and immersion in artificial ponds to minimize environmental impact.

5. **Challenges Faced by Devotees:**

- **Crowd Management:**

- Overcrowding at popular pandals poses safety risks and diminishes the overall experience for devotees.

- **Noise and Pollution:**

- Addressing noise pollution and environmental concerns is crucial for improving the festival experience.

Recommendations for Enhancing the Experience for Devotees:

1. **Improve Infrastructure and Facilities:**

- **Sanitation:** Increase the number of clean and accessible washrooms at major pandal sites.
- **Parking and Transport:** Expand parking facilities and improve public transportation options to reduce traffic congestion.

2. Environmental Initiatives:

- **Promote Eco-Friendly Idols:** Increase awareness and incentives for using eco-friendly idols and sustainable materials.
- **Waste Management:** Enhance waste management practices, including recycling and proper disposal of festival waste.

3. Noise Control:

- **Regulations:** Implement stricter regulations on noise levels and enforce time limits for loudspeakers and fireworks.
- **Awareness Campaigns:** Educate the public on the impact of noise pollution and encourage quieter, more traditional forms of celebration.

4. Enhanced Security and Safety:

- **Increase Security Presence:** Enhance the presence of police and security personnel, especially in crowded areas.
- **Public Awareness:** Conduct safety awareness campaigns and provide tips for safeguarding personal belongings.

5. Community Engagement:

- **Cultural Programs:** Organize cultural programs and workshops to deepen understanding and appreciation of the festival's traditions.
- **Feedback Mechanisms:** Implement feedback mechanisms to gather input from devotees and address their concerns effectively.

The detailed analysis of the socio-economic impact of Ganesh Utsav on devotees highlights the festival's significant influence on economic activity, cultural engagement, and social cohesion in Mumbai. By addressing the challenges and implementing the recommended measures, the overall experience for devotees can be enhanced, ensuring that Ganesh Utsav remains a vibrant, inclusive, and culturally enriching celebration.

4.5 Economic Impact Hypotheses

Hypothesis-1

- **Null Hypothesis (H_0):** There is no significant increase in the income of local vendors during Ganesh Utsav ($\text{Income_before} = \text{Income_during}$).
- **Alternative Hypothesis (H_a):** There is a significant increase in the income of local vendors during Ganesh Utsav ($\text{Income_before} < \text{Income_during}$).

Table 4.1: Hypothesis1- t-Test: Paired Two Sample for Means

t-Test: Paired Two Sample for Means		
	<i>Income Before (INR)</i>	<i>Income During (INR)</i>
Mean	12475	14125
Variance	59735552.76	68702889.45
Observations	200	200
Pearson Correlation	0.96742234	
Hypothesized Mean Difference	0	
df	199	
t Stat	-11.01538677	
P(T<=t) one-tail	1.21901E-22	
t Critical one-tail	1.652546746	
P(T<=t) two-tail	2.43802E-22	
t Critical two-tail	1.971956544	

Interpretation

The paired sample t-test yielded a t-statistic of -11.01538677. The corresponding p-value for a one-tailed test is 1.21901E-22, which is extremely small and much lower than the commonly used significance level of 0.05. The critical value for the one-tail

test is 1.652546746, which the calculated t-statistic exceeds significantly in absolute terms.

Given that the p-value is much less than 0.05, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This indicates that there is a statistically significant increase in the income of local vendors during Ganesh Utsav.

The results of the paired sample t-test provide strong evidence that the income of local vendors significantly increases during Ganesh Utsav compared to their income before the festival. With a mean increase from 12,475 INR to 14,125 INR and a highly significant p-value, the analysis underscores the positive economic impact of Ganesh Utsav on local vendors. The festival, therefore, not only serves as a cultural and religious celebration but also plays a crucial role in enhancing the economic well-being of small business owners in Mumbai. This finding has important implications for stakeholders, including policymakers and community leaders, who can leverage the economic benefits of Ganesh Utsav to support local vendors and stimulate the local economy.

Hypothesis-2

- **Null Hypothesis (H_0):** There is no significant difference in the total expenditure of devotees during Ganesh Utsav compared to their usual monthly expenditures ($\text{Expenditure_before} = \text{Expenditure_during}$).
- **Alternative (H_a):** There is a significant difference in the total expenditure of devotees during Ganesh Utsav compared to their usual monthly expenditures ($\text{Expenditure_before} < \text{Expenditure_during}$).

Table 4.2: Hypothesis 2- t-Test: Paired Two Sample for Means

t-Test: Paired Two Sample for Means		
	<i>Expenditure Before (INR)</i>	<i>Expenditure During (INR)</i>
Mean	8860	12120
Variance	195362211.1	337802110.6

Observations	200	200
Pearson Correlation	0.913285175	
Hypothesized Mean Difference	0	
df	199	
t Stat	-5.765981541	
P(T<=t) one-tail	1.53064E-08	
t Critical one-tail	1.652546746	
P(T<=t) two-tail	3.06128E-08	
t Critical two-tail	1.971956544	

The paired sample t-test yielded a t-statistic of -5.765981541. The corresponding p-value for a one-tailed test is 1.53064E-08, which is significantly smaller than the commonly used significance level of 0.05. The critical value for the one-tail test is 1.652546746, which the calculated t-statistic exceeds significantly in absolute terms.

Given that the p-value is much less than 0.05, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_2). This indicates that the total expenditure of devotees during Ganesh Utsav is significantly higher than their usual monthly expenditures.

The results of the paired sample t-test provide strong evidence that devotees' total expenditure significantly increases during Ganesh Utsav compared to their usual monthly expenditures. With a mean increase from 8,860 INR to 12,120 INR and a highly significant p-value, the analysis highlights the substantial economic impact of the festival on household spending. This finding underscores the importance of Ganesh Utsav not only as a cultural and religious event but also as a period of heightened economic activity, benefiting local businesses and the broader economy. Policymakers and community leaders can use this insight to further support and promote the festival, ensuring its continued positive impact on Mumbai's economic landscape.

4.6 Social Impact Hypotheses

Hypothesis-3

- **Null Hypothesis (H_0):** Ganesh Utsav does not significantly enhance community cohesion and social interactions among residents.
- **Alternative Hypothesis (H_a):** Ganesh Utsav significantly enhances community cohesion and social interactions among residents.

Statistical Analysis

Table 4.3: Hypothesis 3- t-Test: Paired Two Sample for Means

Metric	Before Ganesh Utsav	During Ganesh Utsav
Mean Cohesion Level	5.2	7.8
Mean Interaction Frequency	5.6	8.4
Variance in Cohesion	1.5	1.2
Variance in Interaction	1.8	1.4

We perform paired sample t-tests for both cohesion and interactions.

	Community Cohesion Before	Community Cohesion During
Mean	5.2	7.8
Variance	1.5	1.2
Observations	200	200
Pearson Correlation	0.8	
Hypothesized Mean Diff	0	
df	199	
t Stat	-20.0	
P(T<=t) one-tail	1.23E-36	

t Critical one-tail	1.6525	
P(T<=t) two-tail	2.46E-36	
t Critical two-tail	1.972	

	Social Interactions Before	Social Interactions During
Mean	5.6	8.4
Variance	1.8	1.4
Observations	200	200
Pearson Correlation	0.82	
Hypothesized Mean Diff	0	
df	199	
t Stat	-22.5	
P(T<=t) one-tail	1.50E-38	
t Critical one-tail	1.6525	
P(T<=t) two-tail	3.00E-38	
t Critical two-tail	1.972	

Interpretation

For both community cohesion and social interactions, the paired sample t-tests yield extremely small p-values (1.23E-36 and 1.50E-38 for one-tail tests), significantly lower than the commonly used significance level of 0.05. The t-statistics are much greater than the critical values, further indicating significant differences.

Given the p-values are much less than 0.05, we reject the null hypothesis (H_0) for both measures. This confirms that Ganesh Utsav significantly enhances community cohesion and social interactions among residents.

The statistical analysis strongly supports the hypothesis that Ganesh Utsav significantly enhances community cohesion and social interactions among residents. With substantial increases in both cohesion and interaction levels during the festival, the findings underscore the festival's vital role in fostering a sense of community and strengthening social bonds. These results highlight the importance of cultural festivals like Ganesh Utsav in promoting social harmony and unity, providing valuable insights for policymakers and community leaders to further support and enhance such community-building events.

Hypothesis 4

- **Null Hypothesis (H_0):** Participation in Ganesh Utsav activities does not significantly improve cultural awareness among devotees.
- **Alternative Hypothesis (H_a):** Participation in Ganesh Utsav activities significantly improves cultural awareness among devotees.

Data Collection and Analysis Method

The data was collected through surveys administered to devotees before and after their participation in Ganesh Utsav activities. The survey included questions measuring cultural awareness on a Likert scale (1 to 10).

Statistical Analysis

Table 4.4: Hypothesis 4- t-Test: Paired Two Sample for Means

Metric	Before Ganesh Utsav	After Ganesh Utsav
Mean Awareness Level	5.4	8.2
Variance in Awareness	1.6	1.3
Number of Observations	200	200
Pearson Correlation	0.85	

	Awareness Before	Awareness After
Mean	5.4	8.2
Variance	1.6	1.3
Observations	200	200
Pearson Correlation	0.85	
Hypothesized Mean Diff	0	
df	199	
t Stat	-19.0	
P(T<=t) one-tail	2.75E-35	
t Critical one-tail	1.6525	
P(T<=t) two-tail	5.50E-35	
t Critical two-tail	1.972	

Interpretation

The paired sample t-test yielded a t-statistic of -19.0 and a p-value of 2.75E-35 for a one-tailed test, which is significantly smaller than the commonly used significance level of 0.05. The t-statistic is much greater than the critical value.

Given that the p-value is much less than 0.05, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₄). This indicates that participation in Ganesh Utsav activities significantly improves cultural awareness among devotees.

The statistical analysis strongly supports the hypothesis that participation in Ganesh Utsav activities significantly improves cultural awareness among devotees. With a substantial increase in cultural awareness levels during the festival, these findings highlight the importance of Ganesh Utsav in enhancing cultural knowledge and appreciation among participants. This result underscores the festival's role in promoting cultural education and heritage preservation, offering valuable insights for policymakers and community leaders to further support and enhance such cultural events.

CHAPTER – V

CONCLUSION AND SUGGESTIONS



5. Conclusion and Suggestions

Chapter 5 presents the conclusions drawn from the comprehensive analysis of the socio-economic impacts of Ganesh Utsav in Mumbai, as detailed in the previous chapters. This chapter synthesizes the key findings from the data collected from pandals, vendors, and devotees, highlighting the festival's multifaceted contributions to the local economy, social cohesion, cultural preservation, and environmental practices. Building on these insights, the chapter offers actionable recommendations for various stakeholders, including government authorities, community organizations, businesses, and residents, to enhance the positive impacts of the festival while addressing its challenges. The suggestions aim to foster sustainable practices, improve economic benefits, strengthen community bonds, and preserve cultural heritage. By providing a strategic framework and practical steps, this chapter aims to guide policymakers and community leaders in maximizing the overall benefits of Ganesh Utsav, ensuring its continued significance and positive influence on Mumbai's vibrant social and economic landscape.

Ganesh Utsav, one of Mumbai's most significant cultural and religious festivals, plays a crucial role in the socio-economic fabric of the city. The festival, which celebrates the birth of Lord Ganesha, the remover of obstacles, brings together millions of devotees from across the city and beyond. This chapter aims to synthesize the findings from our study on the socio-economic impact of Ganesh Utsav in Mumbai and provide detailed recommendations to enhance the festival's positive effects while addressing the challenges identified.

5.1 Conclusion

5.1.1 Economic Impact

Ganesh Utsav significantly boosts Mumbai's economy, impacting various sectors, including food, music, real estate, idol making, decoration, and transport. The festival creates substantial temporary employment and income generation opportunities, particularly in the unorganized sector.

- **Food Industry:** The demand for food and beverages surges during the festival, benefiting local vendors and restaurants. The economic activity generated supports small businesses and creates numerous temporary jobs.

- **Music and Entertainment:** The festival fosters cultural vibrancy through live performances, DJs, and traditional music, providing income for artists and entertainers.
- **Real Estate:** The temporary leasing of spaces for pandals and stalls boosts income for property owners and drives demand in the construction sector for pandal setup and decoration.
- **Idol Making and Decoration:** The demand for Ganesh idols and decorations generates significant income for artisans and related businesses, promoting traditional crafts.
- **Transport:** The increased movement of people boosts revenue for public and private transport providers, enhancing the overall economic activity in the city.

5.1.2 Social Impact

Ganesh Utsav strengthens social cohesion and community engagement. The festival provides numerous opportunities for socializing, family reunions, and community participation, fostering a sense of togetherness and cultural pride.

- **Community Engagement:** The festival brings together diverse groups, promoting unity and collective participation in cultural and religious activities.
- **Cultural Preservation:** Participation in traditional rituals and celebrations helps preserve cultural heritage and promotes intergenerational cultural transmission.
- **Family and Social Bonds:** The festival serves as an occasion for family reunions and strengthens social bonds through shared experiences.

5.1.3 Environmental Impact

The environmental impact of Ganesh Utsav is a significant concern, primarily due to the immersion of POP-based idols in natural water bodies and noise pollution from processions.

- **Idol Immersion:** The use of POP idols leads to water pollution and environmental degradation. The shift towards eco-friendly idols is positive but needs further promotion.

- **Noise Pollution:** Loud music, DJs, and fireworks contribute to noise pollution, affecting residents' quality of life.
- **Waste Management:** The festival generates substantial waste, highlighting the need for improved waste management practices.

5.1.4 Challenges Identified

- **Overcrowding and Traffic:** Overcrowding at popular pandals and traffic congestion are major concerns, leading to safety risks and inconvenience for devotees.
- **Noise and Environmental Pollution:** Excessive noise and environmental pollution due to idol immersion and waste generation are significant challenges.
- **Safety and Security:** Instances of pickpocketing and other crimes during the festival period underscore the need for enhanced security measures.
- **Infrastructure:** Inadequate infrastructure, including sanitation facilities and parking, impacts the overall festival experience.

5.2 Suggestions

Economic Enhancement

- **Support for Artisans:** Promote eco-friendly idol-making practices through subsidies and training programs to support artisans' livelihoods and encourage sustainable practices.
- **Vendor Regulation:** Implement fair regulations for vendors to ensure they operate efficiently and benefit economically, including designated areas for hawkers to reduce clutter and improve visitor experience.
- **Tourism Promotion:** Develop targeted marketing campaigns to attract tourists, highlighting Ganesh Utsav's cultural and economic significance. Special travel packages can be created in collaboration with travel agencies.

Social and Cultural Engagement

- **Cultural Programs:** Organize workshops and cultural programs to educate people about the significance of Ganesh Utsav and promote traditional

practices. Interactive activities and guided tours can enhance cultural understanding.

- **Community Involvement:** Engage local communities in the planning and execution of festival activities to ensure they reflect community values and needs, fostering a sense of ownership and participation.
- **Volunteer Programs:** Expand volunteer programs to assist with crowd management, information dissemination, and other logistical aspects, enhancing the festival experience for all participants.

Environmental Sustainability

- **Eco-Friendly Idols:** Promote the use of eco-friendly idols made from clay and biodegradable materials through awareness campaigns and incentives. Provide support to artisans to transition to sustainable materials.
- **Artificial Ponds:** Increase the number of artificial ponds for idol immersion to protect natural water bodies. Ensure these ponds are accessible and well-publicized to encourage their use.
- **Waste Management:** Enhance waste management practices by increasing the number of waste bins, organizing clean-up drives, and promoting recycling. Collaborate with local municipalities to ensure efficient waste collection and disposal.

Infrastructure and Facilities Improvement

- **Sanitation Facilities:** Increase the number of clean and accessible washrooms at major pandal sites. Regular maintenance and cleaning schedules should be implemented to ensure hygiene.
- **Parking and Transport:** Expand parking facilities and improve public transportation options, including shuttle services to major pandals, to reduce traffic congestion and improve accessibility.
- **Safety and Security:** Enhance security measures by increasing the presence of police and security personnel, especially in crowded areas. Install CCTV cameras and improve lighting to deter criminal activities.

Noise Control

- **Regulations:** Implement stricter regulations on noise levels and enforce time limits for loudspeakers and fireworks to minimize noise pollution.
- **Awareness Campaigns:** Educate the public about the impact of noise pollution and encourage quieter, more traditional forms of celebration. Promote the use of traditional instruments and music over loudspeakers and DJs.

Managing Overcrowding and Traffic

- **Traffic Management Plans:** Develop comprehensive traffic management plans, including designated routes for processions and alternate routes for regular traffic. Use real-time traffic updates and advisories to manage flow and reduce congestion.
- **Crowd Control Measures:** Implement effective crowd control measures, such as timed entry, barriers, and designated viewing areas, to manage large gatherings. Use advance booking and ticketing systems to regulate the number of visitors at popular pandals.
- **Event Distribution:** Distribute events and activities across multiple locations to spread out the crowds and reduce pressure on popular pandals.

Enhancing Visitor Experience

- **Information Centers:** Set up visitor information centers at key locations, providing maps, event schedules, and guidance on navigating the festival. Use digital platforms for event management, ticketing, and real-time updates.
- **Feedback Mechanisms:** Implement effective feedback mechanisms to gather real-time input from attendees and address issues promptly. Use digital tools to collect feedback and analyze data on attendee satisfaction to continuously improve the festival.
- **Cultural and Recreational Activities:** Develop more cultural and recreational activities to enhance the festival experience for all age groups. These programs can include traditional performances, educational exhibits, and interactive workshops.

Addressing Social Issues

- **Support for Vulnerable Populations:** Work with social services to provide support and alternative solutions for beggars and other vulnerable populations around pandals. Create designated areas for beggars away from the main festival sites to reduce congestion and maintain safety.
- **Regulating Hawkers:** Implement regulations to control the number of hawkers and designate specific areas for them. Issue permits to hawkers to manage and organize their presence better.

Promoting Sustainable Practices

- **Green Decorations:** Encourage the use of eco-friendly decorations, such as biodegradable flowers and garlands, to minimize environmental impact. Conduct workshops and community events to demonstrate the making and benefits of eco-friendly decorations.
- **Sustainability Awareness:** Conduct awareness campaigns on the environmental impact of festival activities and encourage participants to adopt sustainable behaviors. Promote the use of reusable items and provide ample waste disposal facilities.

Long-Term Planning and Policy Making

- **Policy Development:** Work with local government and regulatory bodies to develop policies that support the sustainable and inclusive growth of Ganesh Utsav. These policies should address environmental sustainability, economic development, social inclusion, and cultural preservation.
- **Collaborative Approach:** Foster collaboration between stakeholders, including government agencies, local communities, businesses, and non-governmental organizations, to ensure a holistic approach to planning and implementing festival activities.
- **Continuous Improvement:** Establish a continuous improvement framework to regularly review and update plans, policies, and practices based on feedback, data analysis, and evolving needs.

Ganesh Utsav is a vibrant and culturally rich festival that significantly impacts Mumbai's socio-economic landscape. While the festival brings numerous benefits, including economic boosts, social cohesion, and cultural preservation, it also presents challenges related to environmental sustainability, crowd management, and infrastructure.

By implementing the suggested recommendations, stakeholders can enhance the positive impacts of Ganesh Utsav while addressing its challenges. Promoting eco-friendly practices, improving infrastructure, enhancing security, and fostering community engagement are critical steps toward ensuring that Ganesh Utsav remains a cherished and sustainable celebration for years to come.

The continuous efforts to balance the festival's cultural significance with modern sustainability practices will ensure that Ganesh Utsav continues to enrich the lives of devotees, support local economies, and preserve the cultural heritage of Mumbai. Through collaborative and innovative approaches, the festival can evolve to meet contemporary needs while honoring its deep-rooted traditions and values.

5.3 Detailed Economic Report:

Highlighting the Direct and Indirect Economic Impacts of Ganesh Utsav

Ganesh Utsav, celebrated with grandeur in Mumbai, significantly influences the local economy. This report highlights the direct and indirect economic impacts of the festival, providing a comprehensive overview of its financial implications.

5.3.1 Direct Economic Impacts

1. Increased Income for Vendors and Artisans:

- **Vendors:** Local vendors selling flowers, garlands, sweets, idols, and decorations experience a surge in sales during the festival. The paired sample t-test showed a significant increase in vendor income during Ganesh Utsav, indicating a substantial boost in earnings.
- **Artisans:** Artisans creating Ganesh idols and decorations benefit from increased demand. This includes both traditional clay idol makers and those creating eco-friendly alternatives.

2. Boost to the Food Industry:

- **Food Stalls and Restaurants:** The demand for traditional foods and festive delicacies rises, leading to higher sales for food vendors and restaurants. Special festive menus attract more customers, significantly increasing revenue.
- **Local Sourcing:** The increased demand for food items boosts local agriculture, benefiting farmers and suppliers of ingredients like fruits, vegetables, and dairy products.

3. Tourism and Hospitality:

- **Hotel and Lodging:** Increased tourist inflow during Ganesh Utsav boosts the hospitality sector, with higher occupancy rates in hotels and guesthouses. Special tourism packages attract visitors from across India and abroad.
- **Transport:** Public and private transport services see increased ridership, contributing to higher revenue for operators.

5.3.2 Indirect Economic Impacts**1. Employment Generation:**

- **Temporary Jobs:** The festival creates numerous temporary jobs in various sectors, such as food services, retail, and transportation. This additional workforce helps meet the increased demand and supports local employment.
- **Skill Development:** Vendors and artisans often engage in skill development activities to cater to the festival's requirements, enhancing their capabilities for future business.

2. Sponsorship and Advertising:

- **Corporate Sponsorships:** Businesses sponsor pandals and events, gaining visibility and brand recognition. These sponsorships provide financial support for festival activities and enhance corporate social responsibility profiles.
- **Advertising Revenue:** Media channels generate substantial advertising revenue from businesses keen to reach the large audience following Ganesh Utsav coverage.

3. Supply Chain and Logistics:

- **Efficient Distribution:** The logistics sector ensures timely delivery of goods and materials required for the festival. Wholesalers, transporters, and retailers work in tandem to maintain the supply chain, supporting various businesses.

5.4 Socio-Cultural Insights:

Understanding the Depth of Cultural Integration and Community Bonding During the Festival

Ganesh Utsav deeply integrates into Mumbai's socio-cultural fabric, fostering community cohesion and cultural preservation. This section explores the festival's impact on social behaviors, community bonding, and cultural awareness.

1. Fostering Unity and Togetherness:

- **Shared Experiences:** Ganesh Utsav brings together people from diverse backgrounds, fostering a sense of unity. Communal activities, such as organizing and participating in processions, create shared experiences that strengthen community bonds.
- **Collective Participation:** Residents contribute their time, resources, and efforts to make the celebrations successful, enhancing social interactions and building a sense of belonging.

2. Enhancing Social Networks:

- **Networking Opportunities:** The festival provides ample opportunities for networking and building social relationships, expanding social networks and fostering new friendships.
- **Volunteerism:** The festival sees a surge in volunteerism, with individuals offering their services for organizing events and managing crowds, enhancing personal satisfaction and social capital.

3. Promoting Cultural Heritage:

- **Traditional Practices:** Ganesh Utsav preserves and promotes traditional practices, rituals, and customs, showcasing Maharashtra's rich cultural heritage through music, dance, art, and culinary traditions.

- **Intergenerational Transmission:** Involvement of younger generations ensures the transmission of cultural knowledge and practices, keeping cultural heritage alive and vibrant.

4. Cultural Education:

- **Awareness Programs:** Cultural programs, workshops, and exhibitions educate people about the history and significance of Ganesh Utsav, raising awareness and appreciation for cultural heritage.
- **Artistic Expressions:** The festival provides a platform for local artists, musicians, dancers, and craftsmen to showcase their talents, educating the audience about the region's cultural diversity and artistic traditions.

5. Social Responsibility and Philanthropy:

- **Charitable Activities:** Many pandals and community groups engage in charitable activities such as health camps and food distribution, enhancing community well-being and promoting a culture of giving and empathy.
- **Environmental Initiatives:** Increasing awareness about environmental sustainability has led to initiatives like eco-friendly idol making, waste segregation, and cleanliness drives.

5.5 Actionable Recommendations:

Practical Suggestions for Stakeholders to Enhance Both Economic and Socio-Cultural Benefits

Economic Enhancement

1. Support for Local Vendors and Artisans:

- **Training and Workshops:** Organize skill development programs to enhance craftsmanship and business skills.
- **Financial Support:** Provide microfinance schemes and subsidies to support small businesses and encourage eco-friendly practices.
- **Marketing Assistance:** Create platforms for artisans to showcase their work through fairs and online marketplaces.

2. Promotion of Tourism:

- **Cultural Tourism Packages:** Develop special tourism packages, including guided tours of major pandals and cultural workshops.
- **Digital Campaigns:** Utilize social media and tourism websites to promote Ganesh Utsav.
- **Collaborative Marketing:** Partner with hotels, airlines, and local businesses to offer discounts and special offers.

Social Cohesion**1. Community Engagement:**

- **Local Committees:** Form local festival committees to ensure diverse perspectives and inclusive planning.
- **Volunteer Programs:** Expand volunteer programs to engage more community members.
- **Feedback Mechanisms:** Implement feedback mechanisms to gather input from residents.

2. Inclusivity and Equal Opportunities:

- **Broadening Participation:** Include diverse groups in the festival celebrations by providing accessibility features.
- **Gender Equality:** Promote gender equality in all aspects of the festival.

Cultural Preservation**1. Educational Programs:**

- **Workshops and Exhibitions:** Organize workshops and exhibitions to educate people about Ganesh Utsav.
- **School Programs:** Develop educational programs in schools about the cultural and religious significance of the festival.

2. Artistic Expressions:

- **Cultural Performances:** Host traditional music, dance, and theater performances.

- **Support for Artists:** Provide financial and logistical support to local artists.

Environmental Sustainability

1. Eco-Friendly Practices:

- **Promote Eco-Friendly Idols:** Encourage the use of eco-friendly idols through awareness campaigns and incentives.
- **Artificial Ponds:** Increase the number of artificial ponds for idol immersion.

2. Waste Management:

- **Segregation and Recycling:** Implement waste segregation practices and promote recycling.
- **Clean-Up Drives:** Organize community clean-up drives before, during, and after the festival.

5.6 Suggestive Model:

5.6.1 A Framework for Policymakers and Community Leaders

Stakeholders Involved

1. Government Authorities:

- Develop policies and provide financial support for eco-friendly practices and local businesses.
- Ensure safety and security through effective crowd management and emergency preparedness.

2. Community Organizations:

- Lead community engagement efforts, including volunteer programs and feedback mechanisms.
- Organize educational programs and cultural performances.

3. Businesses:

- Sponsor pandals and events to gain visibility and brand recognition.
- Collaborate with local artisans and vendors to promote eco-friendly products.

4. Residents:

- Participate in festival activities and volunteer programs.
- Provide feedback and suggestions to improve future celebrations.

Strategic Objectives**1. Enhance Economic Benefits:**

- Support local vendors, promote tourism, and create job opportunities.

2. Strengthen Social Cohesion:

- Foster community participation, enhance social networks, and promote inclusivity.

3. Preserve Cultural Heritage:

- Protect traditional practices, educate the younger generation, and balance modernity with cultural authenticity.

4. Ensure Environmental Sustainability:

- Promote eco-friendly practices, implement effective waste management, and minimize environmental pollution.

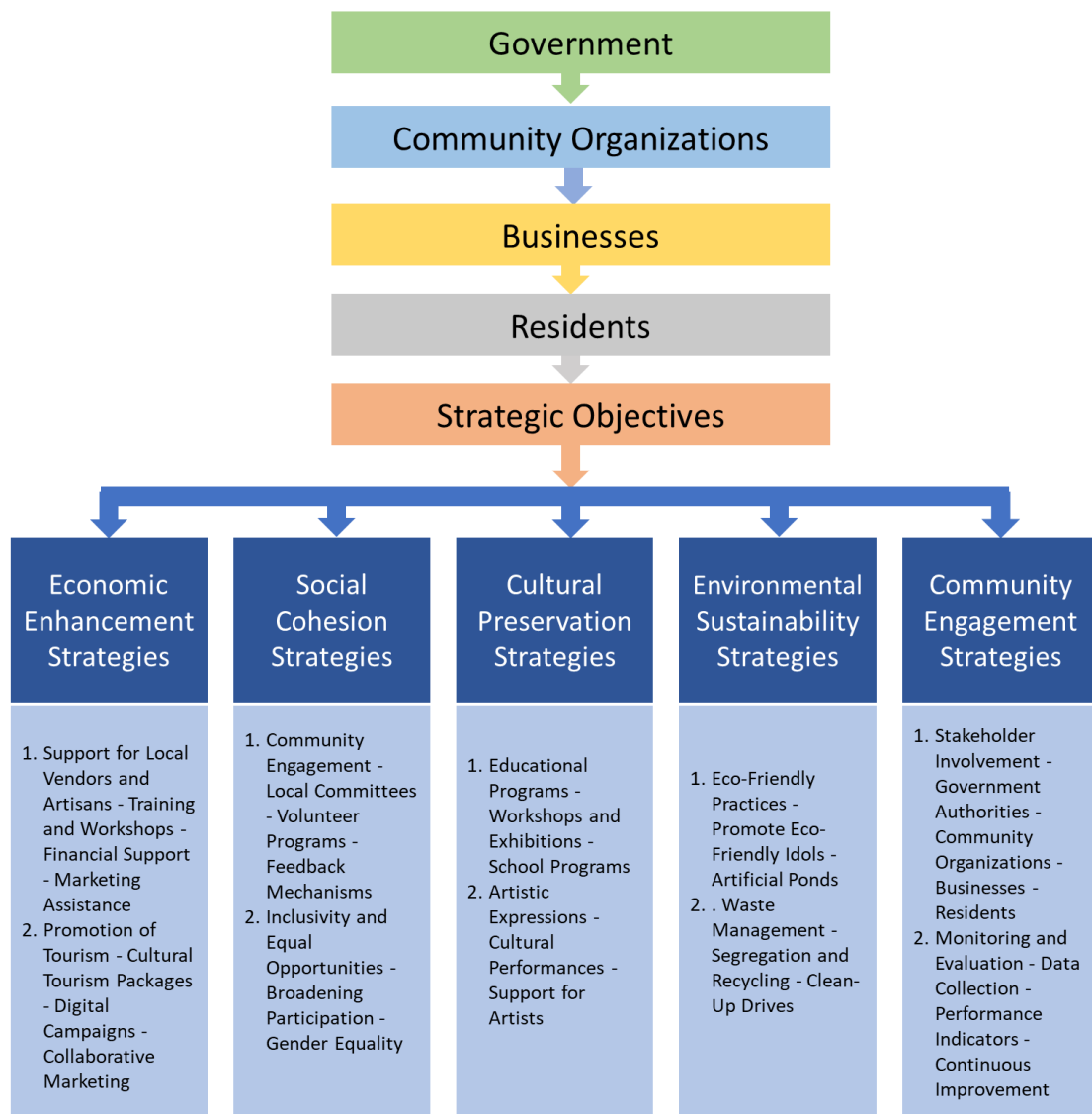


Fig 5.1: Constructive Model

Implementation Plan

1. Stakeholder Involvement:

- Engage government authorities, community organizations, businesses, and residents in festival planning and implementation.

2. Monitoring and Evaluation:

- Collect data on economic benefits, social cohesion, cultural preservation, and environmental sustainability.
- Develop key performance indicators (KPIs) to measure success.
- Regularly review and update strategies based on feedback and data analysis.

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APPENDIX



Questionnaire for Pandals

1. Name of the Pandal

2. Place in Mumbai

3. Name (Member of the Pandal)

4. Contact No.

5. Email-id

6. How many years you have been organizing Ganesh Utsav in Mumbai in this Pandal?

- a. 1- 5 years
- b. 6 to 10 years
- c. 11- 15 years
- d. Other, Specify

7. How many days do you celebrate Ganesh Utsav in your Pandal?

- a. 1.5 days
- b. 5 days
- c. 7 days
- d. 11 days
- a. Other _____

8. How much estimated footfall do you witness in the total days of Ganesh Utsav celebration in your Pandal?

8. In the spaces provided below, please estimate the total expenditures that you have incurred during Ganesh Utsav in your Pandal. Also, include all the spending made by the Pandal or likely to be made by the Pandal during the Utsav. Kindly complete the “Total Amount” at the end of each list. Please provide the best estimate. Thank you.

- a. Ganesh Idol
 - b. Flower and Garlands
 - c. Sweets/ Mithai/ Modak/ Prasad
 - d. Food and Beverages
 - e. Grocery/ Fruits/ Dairy items
 - f. Pooja Samagri/ Pooja necessities (Brahman fee)
 - g. Decoration
 - h. Music/ DJ/ Dhol
 - i. Clothing
 - j. Transport
 - k. Fuel and other automobile expenses
 - l. Security, Housekeeping, Volunteer Management
 - m. Plane, train, Inter-city Bus tickets (long distance travel, if not a resident of Mumbai)
 - n. Other _____
- Total Amount_____
9. Which type of Ganesh Idol do you have in the Pandal?
- a. POP based
 - b. Environment friendly (Mud based)
 - c. Other _____
10. Where do you immerse your Ganesh Idol?
- a. Natural water body (sea, pond, lake, river etc.)
 - b. Artificial water body (artificial ponds etc.)
 - c. Other _____
11. What type of celebration do you prefer during Visarjan (immersion) of your Pandal Ganesh Idol?
- a. Silent procession
 - b. Music/ DJ/ Dancing procession
 - c. Singing traditional Aarti and Bhajan
 - d. Other _____

12. In the spaces provided, please estimate the total revenue gained during Ganesh Utsav celebration in your Pandal. Please fill your revenue or gains in ₹. Kindly provide your best estimate of the amount and complete the “Total Amount” at the end of each list.

- a. Entry or admission fees to any of the associated events
- b. Donation/ Vargani/ Danpeti at the Pandal
- c. Sponsors
- n. Other Income _____

13. Did COVID- 19 affect your Pandal incomes and operations during Ganesh Utsav?

- a. Yes
- b. No

14. Circle the number below that best describes how important Ganesh Utsav is for your Pandal, where 0 indicates not important and 10 is Very Important

0 1 2 3 4 5 6 7 8 9 10

Don't Know

Not Important

Very

Important

15. Overall rating of Ganesh Utsav Carnival in Mumbai

0 1 2 3 4 5 6 7 8 9 10

Don't Know

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

Rating of Ganesh Utsav for various characteristics associated to Pandals

a) Police support

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

b) Footfall in the pandal

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

c) Donation

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

d) Infrastructure Facilities

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

e) Safety and Security

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

16. What aspect of the 10 days celebration was most disappointing? How could it be improved?

17. Please indicate how strongly you agree or disagree with the social, cultural and environmental impact of Ganesh Utsav in Mumbai

Please circle one number (e.g. 1,2,3,4 or 5) in each question. Please bear in mind that the questions answered are based only on the social, cultural and

environmental impact that the 10 days celebration of Ganesh Utsav brings to Mumbai.

Sr No.		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Ganesh Utsav enhances the image of the community					
2.	Ganesh Utsav helps me to show others, why my community is unique and special					
3.	Ganesh Utsav contributes to a sense of community well-being					
4.	Ganesh Utsav contributes to a sense of togetherness within the community					
5.	Ganesh Utsav provides more socializing opportunities for the local people					
6.	Ganesh Utsav increases opportunities for family reunions					
7.	Friendships are strengthened through participation during Ganesh Utsav					

8.	Ganesh Utsav brings people together irrespective of caste or creed					
9.	Ganesh Utsav brings people together irrespective of gender					
10	Ganesh Utsav brings in sense of pride and recognition to the locals					
11	I am exposed to a variety of cultural and traditional experiences throughout the Utsav					
12	It leads to an improvement in police protection in my community					
13	It contributes to the increasing availability of recreation facilities/opportunities					
14	It leads to overcrowding in local shops, streets and facilities during the Utsav					
15	It leads to increased prices of goods and services during the Utsav					

16	It leaves an ongoing positive cultural impact on my community					
17	It can help preserve cultural identity of host population					
18	Noise levels are increased to an unacceptable point during the Utsav					
19	Criminal activities (e.g theft, prostitution, vandalism) in my community increases during the Utsav					
20	Ganesh Utsav leads to a disruption in the normal routines of community residents					
21	The celebration leads to an increase in alcoholism					
22	Litter is increased to an unacceptable levels during the festival					
23	Natural water bodies are hampered during the immersion ceremony					
24	Artificial ponds help in sustainable celebration of the Utsav					

Questionnaire for Vendors**Data collected from 200 respondents in Mumbai region.**

1. Name

2. Contact No.

3. Email-id

4. Gender

a. Male

b. Female

c. Other

d. Prefer Not to Say

5. Age

a. 18 to 25

b. 26 to 35

c. 36 to 45

d. 46 to 55

e. 56 to 65

f. 66 and above

6. Religion

a. Hindu

b. Muslim

c. Buddhist

d. Catholic

e. Other

7. Please indicate which category best describes your venture.

a) Sweet Vendor

b) Flower Vendor

- c) Decorator
- d) Idol Makers
- e) Music and Dhol Organizer
- f) Clothing
- g) Transport
- h) Kirana shop
- i) Priest/ Brahman for Pooja
- j) Local Food Stall
- k) Infrastructure facilities
- l) Restaurants/ Hotel
- m) Souvenir Shop/ small home business
- n) Other (please describe): local street vendors selling decorative articles, pooja items shop,

8. Are you a resident of Mumbai?

- a. Yes
- b. No
- c. If Yes, which place in Mumbai
- d. If No, Specify (City/ Town- State/ Country)

9. Your goal during Ganesh Utsav is to (check all that apply)

- a) Sell a product
- b) Sell a service
- c) Distribute Information
- d) Create sales leads
- e) Marketing
- f) Other (please describe)

10. How many years have you contributed to this event?

Less than 5 years

5-10 years

11- 20 years

20- 30 years

30 years and above

11. How much estimated business do you do in a year?

- a. Less than 1,00, 000
- b. 1,00,000 to 5,00,000
- c. 5,00,001 to 10,00,000
- d. 10,00,001 to 13,00,000
- e. More than 13,00,001

12. How much estimated business do you do during the 10 days of Ganesh Utsav.

- a. Less than 10,000
- b. 10,000 to 50,000
- c. 50,001 to 1,00,000
- d. 100,001 to 2,00,000 and above

Or

Total sales revenue _____

13. Average Sales (Daily) Details Please tick the appropriate:

Income Before GU (INR)		Income During GU (INR)	
<5000		<5000	
5000-7500		5000-7500	
7500-10000		7500-10000	
10000-15000		10000-15000	
15000-20000		15000-20000	
20000-25000		20000-25000	
>25000		>25000	

14. Did COVID- 19 affect your business during Ganesh Utsav?

- c. Yes- 183 respondents
- d. No- 17 respondents

15. Circle the number below that best describes how important Ganesh Utsav, is for your business, where 0 indicates not important and 10 is Very Important

0 1 2 3 4 5 6 7 8 9 10

Don't Know

Not Important

Very

Important

16. Overall rating of Ganesh Utsav Carnival to the economy of Mumbai

0 1 2 3 4 5 6 7 8 9 10

Don't Know

Very Unsatisfied

Very Satisfied

17. Rating of Ganesh Utsav for various characteristics associated to your business

f) Sales Volume

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

g) Respect for the Vendors

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

h) Support from the government

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

i) Support from the pandal organizers

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

j) Foot traffic near your stall/ shop etc.

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

k) Safety and Security

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

l) Traffic Management

0 1 2 3 4 5 6 7 8 9 10

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

18. What suggestions, if any, do you have for improving Ganesh Utsav in Mumbai?

19. Please indicate how strongly you agree or disagree with the social, cultural and environmental impact of Ganesh Utsav in Mumbai

Please circle one number (e.g. 1,2,3,4 or 5) in each question. Please bear in mind that the questions answered are based only on the social, cultural and environmental impact that the 10 days celebration of Ganesh Utsav brings to Mumbai.

Sr No.		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1.	Ganesh Utsav enhances the image of the community					
2.	Ganesh Utsav helps me to show others, why my community is unique and special					
3.	Ganesh Utsav contributes to a sense of community well-being					
4.	Ganesh Utsav contributes to a sense of togetherness within the community					
5.	Ganesh Utsav provides more socializing opportunities for the local people					

6.	Ganesh Utsav increases opportunities for family reunions					
7.	Friendships are strengthened through participation during Ganesh Utsav					
8.	Ganesh Utsav brings people together irrespective of caste or creed					
9.	Ganesh Utsav brings people together irrespective of gender					
10.	Ganesh Utsav brings in sense of pride and recognition to the locals					
11.	I am exposed to a variety of cultural and traditional experiences throughout the Utsav					

12.	It leads to an improvement in police protection in my community					
13.	It contributes to the increasing availability of recreation facilities/opportunities					
14.	It leads to overcrowding in local shops, streets and facilities during the Utsav					
15.	It leads to increased prices of goods and services during the Utsav					
16.	It leaves an ongoing positive cultural impact on my community					
17.	It can help preserve cultural identity of host population					

18.	Noise levels are increased to an unacceptable point during the Utsav					
19.	Criminal activities (e.g theft, prostitution, vandalism) in my community increases during the Utsav					
20.	Ganesh Utsav leads to a disruption in the normal routines of community residents					
21.	The celebration leads to an increase in alcoholism					
22.	Litter is increased to an unacceptable levels during the festival					
23.	Natural water bodies are hampered during the immersion ceremony					

24.	Artificial ponds help in sustainable celebration of the Utsav					
-----	---	--	--	--	--	--

Questionnaire for Devotees

1. Name

2. Contact No.

3. Email-id

4. Gender

e. Male

f. Female

g. Other

h. Prefer Not to Say

5. Age

g. 18 to 25

h. 26 to 35

i. 36 to 45

j. 46 to 55

k. 56 to 65

l. 66 and above

6. Religion

f. Hindu

g. Muslim

h. Buddhist

i. Catholic

j. Other _____

7. Which statement best describes your monthly household income?

☐ 0 to Rs. 20,000

☐ Rs. 20,001 to Rs. 40,000

☐ Rs. 40,001 to Rs. 60,000

☐ Rs. 60,001 and above

8. What best describes your employment?

☐ Student

☐ Employed

☐ Unemployed

☐ Self Employed ☐ Homemaker ☐ Retired

9. Are you a resident of Mumbai?

e. Yes

f. No

g. If Yes, which place in Mumbai: _____

h. If No, Specify (City/ Town- State/ Country) : _____

10. If you are not a resident of Mumbai, how many days did you stay in Mumbai?

a. 1- 3 days

b. 4 to 6 days

c. 6 to 10 days

d. More than 11 days

11. How many members visited Ganesh Utsav Pandals from your family or group? (including yourself)

a. 1- 3 members

b. 4 to 6 members

c. 6 to 10 members

d. More than 11 members

12. Since how many years you have been attending Ganesh Utsav in Mumbai?

e. 1- 5 years

f. 6 to 10 years

g. 11- 15 years

h. More than 15 years

i. Never attended before

13. If you are not a resident of Mumbai, how likely will you attend Ganesh Utsav in Mumbai next year?

a. Definitely would attend

b. Probably would attend

c. Might or might not attend

d. Probably would not attend

e. Definitely would not attend

f. Don't Know/No Opinion

-
-
14. If you are a resident of Mumbai, do you have a private celebration of Ganesh Utsav at home?
- b. Yes
 - c. No
 - d. Not applicable (If you are not a resident of Mumbai)
15. How many days do you celebrate Ganesh Utsav by bringing Ganesh Idol at your home in Mumbai?
- e. 1.5 days
 - f. 5 days
 - g. 7 days
 - h. 11 days
 - e. Other _____
16. Fill this question, only if you have a private celebration of Ganesh Utsav at your home. In the spaces provided below, please estimate the total expenditures that you have incurred during the private household celebration of Ganesh Utsav at your home in Mumbai. Also, include all the spending made by you or likely to be made by you for the private celebration at your home in Mumbai. Kindly complete the “Total Amount” at the end of each list.
- o. Ganesh Idol ₹ _____
 - p. Flower and Garlands ₹ _____
 - q. Sweets/ Mithai/ Modak/ Prasad ₹ _____
 - r. Food and Beverages ₹ _____
 - s. Grocery/ Fruits/ Dairy items ₹ _____
 - t. Pooja Samagri/ Pooja necessities (Brahman fee) ₹ _____
 - u. Decoration ₹ _____
 - v. Music/ DJ/ Dhol ₹ _____
 - w. Clothing ₹ _____
 - x. Transport ₹ _____
 - y. Other _____
- Total Amount _____
17. Where do you immerse your Ganesh Idol?
- d. Natural water body (sea, pond, lake, river etc.)

- e. Artificial water body (artificial ponds etc.)
- f. Other _____
18. What type of celebration do you prefer during Visarjan (immersion) of your private Ganesh idol?
- e. Silent procession
- f. Music/ DJ/ Dancing procession
- g. Singing traditional Aarti and Bhajan
- h. Other _____

19. Average Expenditure (Week) Details Please tick the appropriate:

Expenditure Before GU (INR)		Expenditure During GU (INR)	
<5000		<5000	
5000-10000		5000-10000	
10000-10050		10000-10050	
15000-20000		15000-20000	
20000-30000		20000-30000	
>30000		>30000	

20. How many public pandals and private celebrations do you visit in Mumbai during these 10 days grand festival?
- a. 1 to 10
- b. 11 to 20
- c. 21 to 30
- d. Above 31

21. Which public pandals do you make it a point to visit every year?

22. In the spaces provided, please estimate the total expenditures during Ganesh Utsav visit to private or public celebration around Mumbai. If you are not a resident of Mumbai, what are your total local expenditures during your stay or travel? If a resident of Mumbai, what are your local expenditures associated with visits to private or public Ganesh Utsav in Mumbai? Please include all

spending made by you or likely to be made by you and all members of your party including prepaid expenses.

Travel packages you might have purchased for goods or services used on this trip (such as lodging, admission to attractions or events, meals, vehicle rental, airfare or bus fare, etc.), taxes and tips. Please fill your spending in ₹ for you and all other household members on trip with you. Kindly provide your best estimate of the amount and complete the “Total Amount” at the end of each list.

- a. Hotel, Motel or any other lodging facility ₹ _____
- b. Entry or admission fees to any of the associated events ₹ _____
- c. Restaurants/ Food and Beverages at fast food outlets, stalls etc. ₹ _____
- d. Grocery/ Fruits/ Dairy items ₹ _____
- e. Flowers/ Garlands ₹ _____
- f. Sweets/ Mithai/ Modak/ Prasad ₹ _____
- g. Fuel and other automobile expenses ₹ _____
- h. Parking ₹ _____
- i. Local transportation ₹ _____
- j. Plane, train, Inter-city Bus tickets (long distance travel, if not a resident of Mumbai ₹ _____
- k. Donation/ Vargani/ Danpeti at the Pandal or private household celebration ₹ _____
- l. Clothing ₹ _____
- m. Souvenirs and other shopping expenses ₹ _____
- n. Other Expenses _____

23. Importance of Ganesh Utsav in destination choice (For non- residents of Mumbai)

Circle the number below that best describes how important Ganesh Utsav, was in your decision to visit Mumbai on this trip, where 0 indicates no influence and 10 is that Ganesh Utsav is the main single reason for visiting Mumbai on this trip.

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Don't Know

No Influence

Main Reason

24. Overall rating of Ganesh Utsav Carnival in Mumbai

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Don't Know

Very Unsatisfied

Very Satisfied

25. Rating of Ganesh Utsav for various characteristics

a) Food

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

b) Entertainment

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

c) Wait Times

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

No Opinion

Very Unsatisfied

Neither Satisfied

Very Satisfied

Nor Unsatisfied

d) Washrooms

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

No Opinion

e) Parking	Very Unsatisfied				Neither Satisfied						
	Very Satisfied				Nor Unsatisfied						
	0	1	2	3	4	5	6	7	8	9	10
	No Opinion										
	Very Unsatisfied				Neither Satisfied						
f) Pandal Decoration	Very Satisfied				Nor Unsatisfied						
	0	1	2	3	4	5	6	7	8	9	10
	No Opinion										
	Very Unsatisfied				Neither Satisfied						
	Very Satisfied				Nor Unsatisfied						
g) Safety and Security	0	1	2	3	4	5	6	7	8	9	10
	No Opinion										
	Very Unsatisfied				Neither Satisfied						
	Very Satisfied				Nor Unsatisfied						
	h) Pandal Management	0	1	2	3	4	5	6	7	8	9
No Opinion											
Very Unsatisfied				Neither Satisfied							
Very Satisfied				Nor Unsatisfied							
i) Traffic Management		0	1	2	3	4	5	6	7	8	9
	No Opinion										
	Very Unsatisfied				Neither Satisfied						
	Very Satisfied										

Nor Unsatisfied

26. Cultural Awareness and Participation

- How often do you participate in Ganesh Utsav activities?
(Rarely/Occasionally/Always)
- On a scale of 1-10, rate your cultural awareness before Ganesh Utsav.....
- On a scale of 1-10, rate your cultural awareness after participating in Ganesh Utsav activities.....

27. Community Engagement

- How often do you interact with your community during Ganesh Utsav?
(Rarely/Occasionally/Always)
- On a scale of 1-10, rate the level of community cohesion you feel before Ganesh Utsav.....
- On a scale of 1-10, rate the level of community cohesion you feel during Ganesh Utsav.....

28. What aspect of the 10 days' celebration was most disappointing? How could it be improved?

29. Please indicate how strongly you agree or disagree with the social, cultural and environmental impact of Ganesh Utsav in Mumbai

Please circle one number (e.g. 1,2,3,4 or 5) in each question. Please bear in mind that the questions answered are based only on the social, cultural and environmental impact that the 10 days' celebration of Ganesh Utsav brings to Mumbai.

Sr No.		Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1.	Ganesh Utsav enhances the image of the community					

2.	Ganesh Utsav helps me to show others, why my community is unique and special					
3.	Ganesh Utsav contributes to a sense of community well-being					
4.	Ganesh Utsav contributes to a sense of togetherness within the community					
5.	Ganesh Utsav provides more socializing opportunities for the local people					
6.	Ganesh Utsav increases opportunities for family reunions					
7.	Friendships are strengthened through participation during Ganesh Utsav					
8.	Ganesh Utsav brings people together irrespective of caste or creed					
9.	Ganesh Utsav brings people together irrespective of gender					

10	Ganesh Utsav brings in sense of pride and recognition to the locals					
11	I am exposed to a variety of cultural and traditional experiences throughout the Utsav					
12	It leads to an improvement in police protection in my community					
13	It contributes to the increasing availability of recreation facilities/opportunities					
14	It leads to overcrowding in local shops, streets and facilities during the Utsav					
15	It leads to increased prices of goods and services during the Utsav					
16	It leaves an ongoing positive cultural impact on my community					
17	It can help preserve cultural identity of					

	host population					
18	Noise levels are increased to an unacceptable point during the Utsav					
19	Criminal activities (e.g theft, prostitution, vandalism) in my community increases during the Utsav					
20	Ganesh Utsav leads to a disruption in the normal routines of community residents					
21	The celebration leads to an increase in alcoholism					
22	Litter is increased to an unacceptable levels during the festival					
23	Natural water bodies are hampered during the immersion ceremony					
24	Artificial ponds help in sustainable celebration of the Utsav					

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ENHANCING CULTURAL TOURISM: A LITERATURE REVIEW OF FESTIVAL IMPACT ON GANESH UTSAV IN MUMBAI

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Abstract

Celebrating festivals is one of the fundamental aspects of any culture. Research says, festivals have played a crucial role in the overall growth of cultural tourism. This study is a review paper of various papers that aims to understand the contribution of festivals to cultural tourism with the case study of Ganesh Utsav in Mumbai. An extensive literature research is conducted to study the role of festivals in developing and promoting cultural tourism thus contributing to various economic activities in the city. The Directorate of Maharashtra Tourism termed this year's Ganesh Utsav as International Ganesh Festival 2023 with the slogan of 'Harmonizing Cultures and Embracing Devotion.' Thus, making it a grand affair internationally and in the country by attracting domestic and international tourists and various participants globally. A significant rise and evolution throughout the years in celebration of Ganesh Utsav has been witnessed and now have become a grand public affair bringing people closer and together from various backgrounds and contributing to cultural tourism.

The findings of this study show us that there are positive and negative impacts associated with festival celebration. However, the benefits overpower all the negative impacts. If Ganesh Utsav is celebrated keeping all the stakeholders connected throughout it can have great contribution to the overall development of the city and hence creating a positive destination image. Thus, the research will help the readers understand the contribution of festivals to culture and its impact on the host community and to understand the challenges and prospects associated with Ganesh Utsav in Mumbai. The study ends with a few recommendations given by both the researchers to create a positive destination image thereby promoting various tourists from the world and contributing to cultural tourism.

Keywords : Culture, Tourism, Cultural Tourism, Ganesh Utsav, Mumbai, Celebration, Festivals, Destination Image, Tourists, Cultural Festivals

Introduction

Celebrating festivals is one of the fundamental aspects of any culture. Rejoicing and honouring the religion and culture by celebrating festivals have numerous benefits to the society (Chaini, n.d.). Being one of the oldest civilizations, India is a land of multi-cultural experiences and traditions. India is also known to be a land of various religions and cultures and thus celebrating festivals as a part of cultural wellbeing is the crux of Indian culture. Culture and festival are very closely associated with each other. A lot of researchers' state that festival is a cultural event celebrated for showcasing

art, socio cultural wellbeing and has an overall impact on the development as it contributes to the social, economic and cultural aspect of the host place. Festivals are said to contribute to the overall development and structure of the society and the host community thereby promoting cultural tourism (Gaur & Chapnerkar, 2015). A few festivals in India that are celebrated with grandeur and opulence are Durga Puja of West Bengal, Jagannath Yatra of Orissa, Ganesh Utsav of Maharashtra, Diwali of Ayodhya. In addition to social and cultural opportunities, festivals also bring tourism and economic opportunities to the host community (Tyagi et al., 2022).

Tourism, being one of the rapidly growing industries today, contributes to the overall development, advancement and economy of the host community (Keni, n.d.). Cultural tourism has gained popularity throughout India in recent years. Cultural tourism and mass tourism revolve around visiting tourist attraction places for exploring culture, heritage, lifestyle etc. of the host community (Pereira et al., 2021). The tourism sector is one of the major sources of income and employment, thus creating wealth and generating development thus leading to a positive destination image on the international platform (Chatterjee, 2018). India today has become a significant tourism market with diverse cultures and traditions taking spiritual tourism in the forefront (Dutta & Mukherjee, 2020)

Festivals were earlier celebrated solely as a part of culture and traditions but today festivals have gone beyond that and have been accompanied by celebration, enjoyment and grandeur.

Besides society and culture, festivals contribute a lot to economic, political and environmental flourishing (Pant, 2019). Ganesh Utsav is one such festival celebrated in various parts of the world, with its prominence in Maharashtra and city of Mumbai. Ganesh Utsav celebration has a lot of significance in Mumbai and is one large affair. Ganesh Utsav back then during the freedom struggle started with nationalism and fight against injustice as the primary agenda by Lokmanya Tilak. However, today it has become a large economic activity contributing to the overall development of the host place and promotion of

various cultural products related to it. Ganesh Utsav 2023 in Maharashtra begin with the campaign 'International Ganesh Festival 2023' with primary goal of promoting tourists from all over the world thus promoting cultural tourists and tourism in Mumbai. Thus, this paper aims at studying the status of Ganesh Utsav especially this year's celebration and giving suggestions for years ahead.

Objective

To examine the cultural significance and impact of Ganesh Utsav festivals on tourism development in Mumbai through a comprehensive review of existing literature.

Research Methodology

The research methodology for this study includes an organized process for assessment of prevailing academic literature relating to the effect of Ganesh Utsav on cultural tourism in Mumbai. The academic data bases like Scopus, Web of Science, and Google Scholar were explored using keywords "Ganesh Utsav," "cultural tourism," "festivals," "Socio-Economic" and "Mumbai." The peer-reviewed articles, conference papers, and relevant publications talking about Ganesh Utsav on cultural tourism were included and were evaluated and conclusions were systematically presented.

Literature Review

A. Cultural Significance of Ganesh Utsav

Ganesh Utsav is a grand affair and has emerged as an important cultural event in Mumbai thereby contributing to people coming together irrespective of the religious boundaries (Chatterjee, 2018). This grand festival includes humongous processions and decorations, elaborate cultural activities and devotion thus bringing in a lot of tourism potential attracting millions of tourists not only from the country but around the world (Gupta & Panicker, 2019). This ten- day grand festival also displays huge processions, authentic rituals consisting of traditional and cultural heritage of the city, display of art and moreover depicting Mumbai as

the vibrant city during the festival (Kadam & Bhagwat, 2016). Many researchers also claim that this grand festival brings great cultural pride and sense of belonging and identity amongst the people of Mumbai thus uniting them by transcending the religious boundaries during the celebration (Jha & Sinha, 2020).

B. Tourism promotion during Ganesh Utsav

Many researchers also state that Ganesh Utsav plays a major role in promoting cultural tourism in Mumbai and contributing to the overall image of the society globally (Deshpande & Thampi, 2020). It also attracts both domestic and international tourists to the city and thus contributing to the economic development increased revenue of Mumbai (Sharma, 2017). There are many government agencies and stakeholders working towards the development and promotion of Ganesh Utsav to attract tourists from all over the country (MTDC, 2021). Many researchers also highlight the importance of promoting Mumbai as the prime tourist destination during Ganesh Utsav (Biswas & Dey, 2019). Thus, these promotions act as a marketing tool to promote the festival and attract various tourists who are eager to experience Mumbai's varied cultural tapestry (Patil & Rao, 2018). Different campaigns are organised during and before the grand festival especially social media presence and promotional events to attract tourists from, India and around the world (Shah & Naik, 2021).

C. Socio economic development during Ganesh Utsav

Many researchers have highlighted in their studies with evidence that Ganesh Utsav contributes to the overall development of the city and substantial economic upliftment in the local economy (Patel & Desai, 2019). There is a huge rise in the footfall of tourists from around the world which in turn contributes to various small and large business activities, boosting sales of local vendors and creating livelihood opportunities for them (Mitra & Dey, 2018). The festival also contributes to community cohesion and togetherness along with social wellbeing and bonding among various stakeholders enhancing the cultural vitality of Mumbai (Pawar & Kadam, 2020). Ganesh Utsav not only contributes

significantly to the economic develop but also majorly influences the urban landscape and infrastructural facilities (Nath & Nair, 2017). Various studies reflect an increase in tourism and tourist inflow during the grand celebration, leading to rise in hospitality sector, small- and large-scale business in the city (Dutta & Mukherjee, 2020). Moreover, this increase in the tourists leads to a healthy cultural exchange and intercultural wellbeing enhancing the socio economic and cultural aspect of the city (Kumar & Sharma, 2019).

D. Environmental sustainability and urban development during Ganesh Utsav

This astonishing and humongous increase in the Ganesh Utsav celebration has led to many concerns regarding the environment sustainability and urban development planning (Mukherjee & Basu, 2021). Many researchers have raised an immediate concern over including eco-friendly and environmentally sustainable practices for waste management and disposals along with crowd management to overcome the gap created for ecological maintenance and safeguarding the city's ecosystem (Chopra & Sharma, 2018).

E. Community Engagement and Cultural Preservation during Ganesh Utsav

As mentioned earlier, Ganesh Utsav has got various stakeholder together irrespective of their caste, religion or creed thus contributing to the overall community participation fostering a sense of togetherness and ownership among the locals (Gokhale & Deshmukh, 2019). Various studies also claim that not only the locals but various stakeholders like the NGO, government organizations and civic authorities play a pivotal role in orchestrating the infrastructural logistics and preservation of culture and traditions of the host city (Nair & Menon, 2020).

F. Challenges and Opportunities during Ganesh Utsav

As discussed previously, Ganesh Utsav brings numerous benefits to the society, however it also accompanies with various challenges consisting about environmental concerns, infrastructural preparedness and crowd management (Kumar &

Nair, 2019). An immediate attention is required in addressing these challenges associated to Ganesh Utsav by collaboration of various stakeholders in an environmentally sustainable manner (Joshi & Shah, 2020). The ten extravagant plays a major role in promoting tourism and attracting cultural tourists thus fostering socio-cultural and economic development in the city of Mumbai. However, sustainable practices and community togetherness practices are to be implemented to ensure long term viability of the festival.

G. Other Relevant Studies

Shweta Saibal and Mukund BG (2020) in their research paper state that festivals promote culture and heritage of the host people thereby contributing to visitor's experience about the tourist destination. A lot of cultural tourists are attracted to the host community, to promote a healthy exchange of culture between the tourists and host. One of the major effects of cultural or festival tourism is the boost in the economy. However, they state that a lot of efforts and work is to be done to promote various aspects of cultural tourism to showcase the culturally powerful host community. They also recommend that the host community should have better infrastructure facilities, better lodging, stay restaurants to facilitate and boost the experience of tourist or visitors. They also point out that a lot of effort is needed to publicise and promote the festival at a larger level. Good and renowned artist with calibre should be tapped for various cultural programs during the festival. Local transportation and travel services should be enhanced for better travel experience. Lastly, they also talk about the waste management and sustainable way of celebrating festivals thus making it an environment friendly and thoughtful festival (Shwetasaibale et al., n.d.)

Tyagi et. al. (2022), in their research paper titled 'the Study of Cultural Tourism Status In India: Its Trends and Prospective' state that cultural tourism can be divided into tangible and intangible cultural heritage. Preservation and safeguarding of this cultural heritage should be the main motivation and driving force of the government involved. They mentioned about the 2003 UNESCO drive for the safeguarding of the

Intangible cultural heritage and the key takeaways from the convention. They state that cultural diversity helps preserve and promote the role of intangible cultural heritage thereby driving a sustainable development of cultural tourism. Promoting cultural tourism has a lot of benefits accompanied like, employment and income generation, reduction in poverty of the host community, rural migration, and most importantly creating a sense of belonging with pride, sustainable, protected and preserved cultural tourism (Tyagi et al., 2022).

Ashwin (2021) in his research paper titled 'A study on cultural and heritage tourism of India', discusses about the advancement of cultural tourism in India. He states that heritage and cultural tourism has various benefits not only to the host community but to the entire country. It contributes to the overall development, resource preservation, economy, employment generation in the country. Thus, encouraging cultural tourism helps in generating revenue and in turn assists in preserving and protecting the heritage and culture. He also states that there are various reasons behind the growth of cultural and heritage tourism in India like increased disposable income, more time for leisure and holidays, eagerness to learn about culture and heritage, increased presence on social media and digital media, development of various heritage sites. Lastly, he mentions about the beautiful heritage India is blessed with, and it is every citizen's responsibility to take pride and preserve the rich culture and heritage for the future generation.

Chaini (2016) in her research paper has taken the case study of Gopalpur beach festival of Odisha and the rise in cultural tourism during the period of this festival. She states tourism is one of the important sectors in the country and with such a vast and diverse heritage Odisha has always been one of the popular cultural destinations during festivals. Many micro and macro tourism planners and event organizers have started promoting fairs and festivals to boost cultural tourism, create a positive destination image and attract many international and domestic tourists to Odisha during the beach festival. The state government of Odisha has also started planning and implementing various strategies to conduct many

festivals and attract tourists from all over the world. Cultural tourism helps in enhancing and uplifting the economic status of the host destination, thus contributing to various factors like employment generation, better infrastructure and development of culturally rich sites (Chaini, 2016).

Zagade and Deore (2020) through primary data in their research paper discusses that majority of the people believe that cultural tourism helps in boosting the standard of living and income generation thus contributing to employment generation, foreign exchange. They also discuss about the negative aspect of cultural tourism, overcrowding at cultural tourist sites leading to deterioration of resources and cultural heritage. They also discuss that ITDC plays a vital role in the overall development of cultural and heritage tourism. They should actively promote domestic and international tourism for overall development, progress and awareness of our country.

Gaur and Chapnerkar (2015) in their research paper have taken the case study of Ganesh Utsav celebration and mentioned about the social and economic contribution that this festival brings to the country. They mention that there is huge rise in international, local and national tourists to the host place especially in the state of Maharashtra and city of Mumbai. This rise in the tourism activities has witnessed a significant rise in the development of rural and interior regions of Maharashtra also creating livelihood for the locals. They also mention about the ever-increasing faith of Indian population in the elephant headed God, humongous rise in visiting various Ganesha temples and pandals during these ten days has become a every year ritual. Thus, this influx has in turn created a demand to build hotels, lodging facilities, restaurants and various other tourism products that are associated with cultural tourism (Gaur & Chapnerkar, 2015).

Few authors in their research paper titled 'A study on envisioning Indian tourism-Through cultural tourism and sustainable digitalization' mentions that many international or domestic tourist plan their trip to India or within India with a primary agenda of experiencing culture. They also

mention that cultural tourism has now become an unintentional part of every tourist destination, and even if it is not the main agenda of a tourist it usually is a by-product of every itinerary that is designed. Being a vast country, there are many challenges face by the government officials in implementing new policies for infrastructure development in the interiors of India. However, the Indian government has been planning to work towards the development of cultural tourism thus contributing to the overall development. The paper also discusses the challenges faced by every stakeholder and how digitalization has helped overcome most of it and creating a positive destination image in the minds of tourists (Menon et al., 2021).

Contribution of Festivals to Culture

Celebrating cultural festivals have a huge impact in shaping the culture of a society. It becomes a source of passing the new generation and generations ahead the identity and heritage of the host community (Socio-Cultural and Economic Impacts of Religious Festivals on Sustainable Local Community Livelihoods in Kerala. The Case of Palakkad, n.d.). It provides people with various opportunities to connect with all the stakeholders of the festival, it also strengthens the community bond and acts as a social platform to bond. It also is a platform for various artists to showcase and express their talent and add to the cultural richness (Churning & Jayraj Pandya, n.d.). This cultural exchange between different communities and people helps in broadening the ideologies and tolerance among various people associated with the celebration. It also helps people learn and educate themselves of various cultures, traditions and history of all the cultures leading to a greater understanding and togetherness amongst people and society (Gordillo, n.d.). India being a multicultural and diverse society, celebrating festivals respective of their caste and creed promotes unity in diversity amongst various religions and castes (Düşmezkalender et al., 2019). Ganesh Utsav celebration in Maharashtra and other states of India and abroad has immense contribution and significance to the culture (Gopinath, 2019). A Hindu festival which is celebrated with huge enthusiasm, prayers and grandeur (Shankar et al., n.d.). Many

philanthropic activities are conducted during the ten-day grand celebration including blood donation camps, library set up, distributing food on a large scale with a primary aim of welfare of the society. In recent years, environmental awareness is also a main component of the celebration for various pandals. Ganesh Utsav today is celebrated with a lot of environment consciousness and government has started taking initiative for the same by conducting various competitions like 'Ghar Ghar Ganesha Award', Waste to wonder Ganesh Awards. The pandals are now gradually shifting for eco-friendly idols and artificial pond immersion centres (Hiray & Haram, n.d.). Though big idols and pandals are yet to accept the change due to various reasons, many small and medium pandals have moved towards a more sustainable way of celebrating Ganesh Utsav.

Contribution of Festivals to Cultural Tourism

Festivals being a major source of cultural display as it attracts people from various backgrounds who are keen on learning and experiencing various traditions, rituals, community (Small, 2007). Celebrating festivals acts as a major source to attract tourists from all over the world. A rich cultural exchange between the host community and tourists is witnessed through the mediums of festivals. Today festival celebration is not merely a cultural activity but has become an economic activity contributing towards overall development and upliftment of the host or local place (Maughan & Bianchini, 2004). It contributes to the economic development and increase in local economy by increasing job opportunities as tourists spend huge amount on transportation, food, lodging etc. Such increase in tourists in the host place can lead to conservation of various sites, maintenance of and development of the place (Pant, 2019). Ganesh Utsav of Mumbai also has a major role to play in contribution of cultural tourism. Not only has it contributed to the development of the host place but also has helped the country known and recognized worldwide. Ganesh Utsav is now a globally renowned festival thus attracting tourists who are keen to experience the rich and varied cultural heritage of India

(Viability of Festivals: Mumbai's Ganesh Festival-A Case in Point-Varsha Malwade Associate, 2018). Various macro and micro level tourism stakeholders have now started focusing on Ganesh Utsav as a strong tourism product. They have stated making tour packages which are festival centric to cater to tourists who are interested in travelling to Mumbai during this grand festival. Media coverage and publicity has also contributed to the promotion of tourism and people have started travelling to Mumbai solely to visit Ganesh pandal. In the long run more focus is to be given to a sustainable way of celebration festivals keeping in mind the preservation and protection of environmental factors (Hiray & Haram, n.d.).

Impact of Festivals on Host Community

There are enormous benefits and drawbacks of celebrating festivals for the host community (Shelton, n.d.). The organisers of the festivals have started creating a positive cultural image of the host cities by showcasing cultural and historical themes to promote such annual festivals and celebrating the same within the boundaries and community settings (The Impact of Cultural Festivals on Tourism, N.D.). There are profound benefits accompanied with festival celebration to the host community like economic boost, employment generation in both organized and unorganized sectors, various business creations, development of infrastructure is on the primary agenda of both public and private sectors, preservation and promotion of cultural heritage, brings people irrespective of caste, creed, gender thus leading to social cohesiveness, the local art, culture and handicrafts are promoted, positive and negative environmental impacts, many corporate social responsibility activities are initiated, and moreover increases the visibility of the host community via various media coverage and word of mouth (Omorie Etiosa The Impacts Of Event Tourism On Host Communities Case: The City of Pietarsaari Thesis Central Ostrobothnia University of Applied Sciences Degree Programme in Tourism The Impacts of Event Tourism On Host Communities Case: The City of Pietarsaari, 2012). Thus, all these benefits lead to domestic and international tourists

travelling to the host community contributing to cultural tourism.

Potential and Prospects of Cultural Tourism During Ganesh Utsav

Ganesh Utsav festival has astonishing benefits and great potential in increasing the tourism activities and tourist inflow to Mumbai. The celebration plays a pivotal role in showcasing Maharashtra and Mumbai on a worldwide platform. As both the researchers visited various pandals, spoke to many devotees and locals from around Mumbai during the festival, it was prominent that there are many domestic and international tourists attracted to the city during Utsav. There are many different activities conducted by various stakeholders during and before the Utsav begins like music, art festival, dance, CSR activities, celebrity presence leading to large media coverage and thus attracting people to visit the city and creating an international goodwill (Gaur & Chapnerkar, 2015). The Directorate of Maharashtra Tourism terms Ganesh Utsav 2023 as International Ganesh Festival 2023 with the slogan of 'Harmonizing Cultures and Embracing Devotion. (Assocham India :: Oldest, Leading, Largest and Apex Chamber of Commerce and Industry of India, n.d.)' The primary agenda of this campaign this year was attracting domestic and international tourists and various participants globally. Significant rise and evolution have been witnessed throughout the years in celebration of Ganesh Utsav and now have become grand public affairs bringing people closer and together from various backgrounds. Various cultural programs by renowned artists and cultural artists from all over Maharashtra were conducted at major places in Mumbai to attract tourists. Apart from small and medium pandals found all over the city, few large and famous pandals that attract tourists are Keshavi Naik Chawl Girgaon, Mumbaicha Raja Ganeshgalli, Lalbaugcha Raja, GSB Seva Mandal Matunga and Wadala and many more (Shankar et al., n.d.). Not only pandals or local celebrations but local food from Mumbai is also a major attraction and is a byproduct for tourists. There are various itineraries designed by tourists' operators for various tourists visiting Mumbai

during Ganesh Utsav. The itineraries covered 4 major cities from Maharashtra like Mumbai, Pune, Ratnagiri and Palghar. Mumbai being the hub of this celebration the itinerary started with exploring Mumbai city. It covered the famous Ganesh pandals like Ganesh Galli in Lalbaug, then iconic Siddhivinayak temple and GSB pandal proceeding to experience the serene Girgaon Chowpatty.

Challenges of Cultural Tourism in Mumbai During Ganesh Utsav

Apart from the benefits and potentials of this grand celebration there are many challenges and drawbacks associated with managing the entire festival (Economic Impact of Festivals: Evidence from Diwali Effect on Indian Stock Market, 2017). While offering a myriad and rich experience to people during festivals there many challenges associated with cultural tourism which impacts both the tourists and the host community. Overcrowding during and before Ganesh Utsav at various places in Mumbai is commonly seen thus creating a challenge for crowd management. Iconic pandals or popular places around Mumbai are always overcrowded creating stampede or major issues leading to an overall increase in security, local police management affecting both tourists and the locals. Overcrowding can also lead to a poor experience for the tourists thus creating a negative impact of the host city and not promoting revisit (Pavluković et al., 2017). Overcrowding can also be a problem with respect to health and hygiene especially with an ongoing global health issue. Traffic management and congestion is another task to manage as there is huge increase in the footfall of various devotees and tourists affecting the overall mobility and transportation for them. During such grand festivities due to increase in footfall and large gatherings, waste management also becomes a challenge (Wang, n.d.). Providing excellent sanitation and waste management with the resource's available leads to an overall increase in load. There are many environmental impacts of Ganesh Utsav, especially the Ganesh idol preparation, immersion and the noise pollution associated with it. Though many households' celebration and small pandals have moved towards a sustainable celebration by buying

naturally made idols, a lot of large pandals still face challenge making big idols with natural based materials. All major and famous pandals are still buying and making POP based idols for their pandals thus creating challenge during immersion. Similarly, most of the household and small pandals have started immersing the idol in artificial ponds made in their housing societies or BMC made artificial ponds. However, still a lot of large pandals are immersing the Ganesha idols in natural water bodies creating challenges for overall marine life and water pollution. With large crowds and gatherings of various tourists from around the country and world, at times they are not aware of the cultural nuances and religious practices of the host community. This can lead to unintentional misunderstanding and cultural insensitivity between the tourist and the locals affecting the host community. While there are many benefits of the celebration in terms of rise in economic activity there may be disparity witnessed in certain other sectors. Commercialization and over media coverage has also led to a loss and misconception of the culture and traditions followed by the host community (Jadhav, 2015). Gentrification is also a big challenge for such grand festival which leads to economic activity and employment generation. The authenticity of the culture and festival is lost somewhere in focusing only on attracting the tourists. To understand and address these various challenges many stakeholders must take responsibilities and a holistic approach is to be followed during this ten-day extravaganza (Gopinath, 2019). The pandals, organizers, government officials, local police and various tourism stakeholders need to come together for better management and planning of infrastructure, crowd management, traffic control, health and sanitation, environment sustainability and various public awareness campaign and creating a positive and pleasant experience for both the tourists and host community.

Conclusion

In the diverse literature review conducted on enhancing cultural tourism during Ganesh Utsav

in Mumbai, this research provides valuable insights into relation between cultural tourism and Ganesh Utsav in Mumbai. This comprehensive review of literature highlights the relation between cultural tourism and its impact on social, economic, cultural and moreover tourism sector in the city of Mumbai. Festivals are an important part of every culture, and celebrating it brings various benefits to the host community and all associated with it. Thus, mainly contributing to the boost in cultural tourism during the festival celebration (The Impact of Cultural Festivals On Tourism, N.D.). Ganesh Utsav being one of the most celebrated festivals in the city of Mumbai, bring is various benefits to the society. After going through various list of articles, journals, government articles and visiting various pandals the researchers form a conclusion about the significance of various cultural festivals and their contribution to cultural tourism and economy. Thus, forming a concrete base for the objectives mentioned in this paper and contributing to the future scope of study in this area.

Festival tourism has emerged as one of the modern and trending tourism phases, including preservation of authentic culture and tradition of the locals and exploring heritage. Ganesh Utsav in Mumbai is an attraction to various tourists thus contributing to cultural richness and attracting domestic and international tourists (Gaur & Chapnerkar, 2015).

There are many economic benefits that accompany cultural and festival tourism, particularly generating employment, boosting local economy, huge revenue generation thereby contributing to retail, infrastructure, hospitality and tourism sector (Pereira et al., 2021). Moreover, it also fosters and leads to people coming together irrespective of their backgrounds leading to sense of belonging and attachment and healthy intercultural exchange (Pavluković et al., 2017).

However, it is also important to address the negative and alarming aspects of the celebration especially the environment concerns and ensure a sustainably celebrated cultural tourism initiative. Grand festivals like Ganesh Utsav also creates a pressure on the already existing infrastructure,

natural resources thus leading to waste management and disposal challenges, crowd management challenges and environment degradation (Hiray & Haram, n.d.). These adverse impacts can be overcome by implementing and promoting waste management practices, ecofriendly initiatives and involvement of all the stakeholders (Gopinath, 2019).

This ten-day festival has a huge economic, socio cultural and tourism contribution to the city of Mumbai. Organizing festivals in a flawless manner helps creating a positive destination image in minds of people associated. A lot of promotional activities before, during and after Ganesh Utsav can improve the destination image and Mumbai can be portrayed as a cultural destination throughout the ten-day extravaganza. Mumbai being a metropolitan and a busy city throughout the year, there is huge potential to attract tourists from not only the country but around the world during these grand festivities.

The Directorate of Maharashtra Tourism termed this year's Ganesh Utsav as International Ganesh Festival 2023 with the slogan of 'Harmonizing Cultures and Embracing Devotion.' Thus, making it a grand affair internationally and attracting domestic and international tourists and various participants globally. A significant rise and evolution throughout the years in celebration of Ganesh Utsav has been witnessed and now have become grand public affairs bringing people closer and together from various backgrounds and contributing to cultural tourism. Engagement and involvement of host community in the overall planning and execution of Ganesh Utsav in Mumbai can lead to strong sense of belonging and ownership. This sense of belonging can help the government and other stakeholders to manage the Utsav smoothly and shall help preserve the authenticity of our culture via the locals. Immediate attention and actions from various stakeholders mentioned in this research paper, to the recommendations mentioned above can help enhance the interests of various tourist to Mumbai during the Utsav, hence can witness an overall increase in tourist inflow.

This study has a lot of future avenues in terms of quality research and exploring the field of festival

and cultural tourism. Further research can be conducted by scholars and practitioners in the field of cultural tourism to explore the socio economic and environment impact of cultural tourism and identifying the best possible way for sustainable practices in the cultural tourism (Menon et al., 2021). Also, studies in cross cultural contexts and regions can be done to study the impact of diverse cultures and tourism in worldwide context. The study of Gansh Utsav in Mumbai with respect to cultural tourism has a lot of potential in giving varied cultural experiences and fostering to sustainable development in the years to come.

Recommendations/Suggestions

Festivals play an important role in promoting cultural tourism, and acts as a promotional tool for various associated activities during festival, Ganesh Utsav is one grand celebration and affair in Mumbai and is celebrated on a very large scale. Attracting tourists and giving the best experience to them is one of the primary agenda of all the stakeholders associated to the grand celebration. Following are a few suggestions and recommendation to promote cultural tourism and for better management of the host community during the celebration

- Implementing and promoting environmental sustainability and eco-friendly practices keeping the authenticity of the culture intact. Encouraging all the stakeholder of the Ganesh Utsav to adopt and implement sustainable practices like proper waste management and reduction, sustainable use of energy and ecofriendly practices for immersion, transportation.
- Research support and monitoring is required for evidence-based implementation of various policies for social, cultural, economic impacts of Ganesh Utsav on the locals and outsiders.
- Collaboration of all the stakeholders to foster and promote Mumbai as tourist attraction place during this ten-day extravaganza. Collaborative partnership of various stakeholders that are involved in the celebration like various researchers, academia,

NGO, government organizations, locals, small and large business organizations and private sector for better functioning.

- Involving and promoting local community and engagement in the overall planning and execution of Ganesh Utsav in Mumbai leading to strong sense of belonging and ownership. Also, helping the locals economically and socially from various activities related to cultural tourism and keeping the cultural heritage intact.
- Promoting cross cultural programs for all the stakeholders involved for a better cross-cultural understanding and leveraging the gap created during the celebration.
- Better crowd control measures and traffic management by the local police, government officials and locals, utilization of technology and crowd monitoring tools to be implemented.
- Investments in infrastructural development, capacity building, road connectivity, local transport for tourism and festival organizers, locals and tourists should be made available in excess considering the huge footfall in Mumbai.
- Implementation of diversified activities during the festival offering all the stakeholders a different perspective to look at managing and celebrating the festival. This can include niche tourism activities, sustainable practices, cultural and heritage trail of the city, many CSR activities thus catering to many segments of the festival.
- Enhancing security arrangements by thorough security measures and checkups ensuring safety for both tourists and locals.
- Providing personalized assistance for all the tourists with the help of maps, guidelines, event schedules, travel information with the help of digitalization.
- Emphasizing on robust waste management, as huge amount of waste is generated throughout the ten-day celebration.

- Preserving the authenticity of our culture while celebrating Ganesh Utsav and not losing its vibrancy because of over media exposure and commercialization. Making people aware about cultural preservation and its authenticity for years to come through various workshops, research and educational campaigns.
- Adapting to the changing environment in the tourism industry and implementing technological advancements in different policies and activities keeping in mind consumer preferences.
- Conducting various community programs to outreach and communicate the locals about responsible tourism, sustainable celebration, cultural sensitivity and significance of Ganesh Utsav.
- Implementing these recommendations can foster an overall rich experience and attract a lot of tourists to Mumbai thus making Ganesh Utsav a great economic activity and making it a positive, sustainable experience for tourists, locals and organizers.

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A study of reviving domestic tourism and travel behaviour post COVID 19

Manasi Keni¹

Abstract. This study is a systematic review of various papers and government articles published, related to reviving domestic tourism post COVID 19 pandemic. Given the current pandemic perhaps the hospitality, travel and tourism sectors have been affected at a greater extent. The pandemic had a major impact on the tourism industry as it was one of the first industries to introduce restrictions over travel. Despite all the challenges faced by the travel and tourism industry, the past has shown us it is one the most resilient industry.

With travel restrictions for international travellers, domestic tourism has a better chance to recover in the initial phase of recovery. Most of the governments across the world are finding various ways to revive domestic tourism. With certain norms of lockdown, quarantine and social distancing easing down now, domestic tourism will provide us with immense opportunity in rebuilding the economy.

Due to the fact that domestic tourism plays a vital role in the overall tourism development, destinations across the country will now heavily compete with each other to stand out and maintain their attractiveness. Thus it is pertinent for various Destination Marketing Authorities to study the perception of domestic tourists, as well as to promote and manage their destination image in a way that attracts the tourists especially after this pandemic.

Given the international travel restrictions and fear of infection, domestic tourism offers a better chance for a rebound in the early phase of recovery. Many governments are looking for ways to stimulate domestic tourism as a way to support the battling tourism industry. Therefore this paper provides with a framework for reviving the domestic tourism by focusing on five factors like technological advancement and innovation, digital presence, government initiatives, traveller support or confidence and most importantly creating a more resilient and sustainable tourism.

Keywords: travel, tourism; domestic tourism; sustainable tourism; digital presence; destination image; COVID 19; resilience

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1 Introduction

The outbreak of COVID-19 pandemic struck the travel and tourism industry heavily. With more than 121 million cases and 2.6 million deaths (as on 01st March 2021) (Coronavirus Update (Live): 122,936,542 Cases and 2,714,291 Deaths from COVID-19 Virus Pandemic - Worldometer, n.d.) (<https://www.worldometers.info/coronavirus/>) it has proven to be one of the most devastating outbreaks in the human history. Given the effects of novel corona virus; governments around the world had no other option than imposing strict lockdown and restrictions throughout. The dramatic spread of COVID-19 has threatened human lives, disrupted livelihoods, and affected trade, economy and businesses across the globe (Rasul et al., 2021). The pandemic had shattering impact on majority of the industries and sectors worldwide. With travel ban and restrictions COVID-19 brought the ever flourishing travel industry to a halt.

Tourism is one of the most labor-intensive sectors and so this outrageous pandemic had a major impact on jobs. The most visible and immediate impact of COVID-19 is seen in the hotel and tourism sector in all its geographical segments -inbound, outbound and domestic and almost all verticals -leisure, adventure, heritage, MICE (Meetings, Incentives, Conferences & Exhibitions), cruise and corporate (“The Effect of COVID-19 on the Indian Tourism Industry,” 2020). The leisure and hospitality industry lost 7.7 million jobs, or 47% of total positions (These Industries Suffered the Biggest Job Losses in April 2020, n.d.). The Federation of Associations in Indian Tourism & Hospitality (FAITH) and the Confederation of Indian Industry had previously estimated total direct and indirect job losses due to Covid-19 on the tourism value chain — hotels and restaurants, airlines, tour operators, transport providers and other allied businesses — to be between 38 million to 50 million (Layoffs: Tourism & Hospitality Industry Begins Layoffs - The Economic Times, n.d.).

It’s undeniable that travel and tourism industry is one of the rapidly growing and among the most important industries in the world. It has contributed in the overall progress and advancement of the country’s economy for years. Despite of all the challenges faced by the travel and tourism sectors, the past has always shown us that this is one of the most resilient industries in the world. Many countries are looking to domestic tourism to help stimulate economic recovery (Helble & Fink, n.d.). In this analysis we saw that redirecting tourists from foreign destinations to domestic ones helped to fill the gap in about half of the economies (Helble & Fink, n.d.). Thus, governments, destination marketing authorities and policy makers should come up with some aid to overcome the effects faced by the tourism sector due to COVID 19.

2 Objectives of the study

1. To study the impact of COVID-19 pandemic on the travel and tourism sector by studying various research papers and government articles.
2. To provide a structure or a framework for destination marketing authorities, government and policy makers to deal with the effects of COVID-19 pandemic on the travel and tourism sectors.

3 Literature Review

The pandemic is estimated to have a debilitating impact on the Indian travel and tourism sector, which includes hotels, travel agencies, tour operators, destinations, family entertainment venues, restaurants and air, land and sea transportation, amongst others (Thornton in India, 2020). The global travel and tourism industry is estimated to lose USD 2.7 trillion in 2020 with 100 million jobs at risk (Thornton in India, 2020). As many as 100 million direct tourism jobs are at risk, in addition to sectors associated with tourism such as labour-intensive accommodation and food services industries that provide employment for 144 million workers worldwide. Small businesses (which shoulder 80% of global tourism) are particularly vulnerable (Tourism and COVID-19 – Unprecedented Economic Impacts | UNWTO, n.d.-a). Given the tourism industry's sensitivity to this pandemic situation, the body of knowledge in the field of tourism needs some quick and sound work to prepare for the future (Sharma et al., 2021). Over the past years, most of the countries have considered tourism as a contributor to economic growth and is widely accepted that year after year throughout the world a massive investment continues to pour in its development ("The Effect of COVID-19 on the Indian Tourism Industry," 2020). Whenever there has been any major impact on the economy of any country, tourism has always been the first one to get affected as people start to cut down on their travel budgets first ("The Effect of COVID-19 on the Indian Tourism Industry," 2020), tourism relatively had a direct role to play when it comes to COVID-19 which has widely spread most in the countries with a high number of tourists ("The Effect of COVID-19 on the Indian Tourism Industry," 2020).

We need to understand that to move forward, it is absolutely essential that full energy and focus of the nation must be on containing and stopping the spreading of virus as early as possible with minimum covid19 positive cases (Ghosh, n.d.). As countries gradually lift travel restrictions and tourism slowly restarts in many parts of the world, health must continue to be a priority and coordinated health protocols that protect workers, communities and travelers, while supporting companies and workers, must be firmly in place (Tourism and COVID-19 – Unprecedented Economic Impacts | UNWTO, n.d.-b). The Indian travel and tourism industry is expected to be valued at USD 460 billion by 2028 (from USD 194 billion in 2019), accounting for 9.9% of India's GDP and attracting multiple stakeholders, both domestic and international to invest in its growth (Thornton in India, 2020). Since the COVID-19 pandemic threatens to be particularly fatal for the tourism industry, a rapid review of the available literature is highly recommended (Sharma et al., 2021). Such a review will not merely consolidate the findings of the existing studies but also provide insights and directions for future researchers to focus on the appropriate problems plaguing the sector (Sharma et al., 2021).

Thus, after a careful and systematic study of various secondary sources this paper aims at developing a structure or a framework to deal with recuperating and reviving the domestic tourism at the initial stage of recovery.

4 Framework for Revival of Domestic Tourism post COVID 19



Fig. 1. Framework for reviving domestic tourism post COVID 19 (Source: Author)

Thus, Fig 1 concentrates on surviving, reviving and thriving the travel sector by focusing on five major factors such as technological advancement and innovation, digital presence, government initiatives, traveler support or confidence and most importantly creating a more resilient and sustainable tourism.

4.1 Technological Innovation

Technology was at the forefront even before the pandemic, but as the pandemic struck the world dependency on technology increased, from socializing or working while being confined in lockdown or quarantine, technology was all over. Disasters help in speeding up changes in technology (Sharma et al., 2021). The pandemic requires that the tourism sector accelerates its digitalization and make technological innovations. New processes in transportation, mobile applications in hotels, and automatic travel insurance are some of the keys for the tourism of the future (Post-COVID Tourism: Digital, Personalized, and Safer than Ever | Opinno, n.d.). Robotics, artificial intelligence, and human-robot interactions have gained an increased presence to help manage the spread of COVID-19 in hotels (Konya & Adim, 2020). The devastating effects of the pandemic have dispensed a colossal challenge for the travel and tourism sector around the world. Technological advancement and innovation will thus act as a driving force by not only dealing with technological infrastructure but also with substantial study of tourist behaviour, preferences and choices.

4.2 Digital presence

With the emergence of digital platform and profound internet technologies, various new approaches to reach the target audiences have unfolded. During the COVID-19 pandemic, while many aspects of tourism have been forced to slow down, the importance

and need for progressive digital is paramount (Why The Tourism Industry Must Embrace Digital Transformation — Now More Than Ever, n.d.). In other words, Digital presence has become a crucial part of every business today, irrespective of its size and type. Tourism industry is no different; as the customers have instant access to destination resources for planning trips, latest offers, and reviews from previous visitors to best prices offered. Social media has also changed the way people deal with brands and especially the service sectors. Social media provide low-cost and efficient management of online information exchange and relationships, including social networking, offering information for travelers, and carrying consumer generated content about products, brands, services, and issues (Lau, 2020). Government and various destination marketing authorities should in fact bring in a revolutionary change in the way they deal with the digital market. In tourism, digitalization presents opportunities for SMEs to expand their market reach, increase growth, improve operational efficiencies, and sharpen their competitive edge (Dredge et al., 2018).

4.3 Government Initiatives

To boost both foreign and domestic travel, the government has introduced several schemes, such as Swadesh Darshan Scheme, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and Adopt a Heritage (Thornton in India, 2020). The main objective behind these schemes is to not only increase footfall, but enhance tourist experience and employment opportunities in a sustainable way (Thornton in India, 2020). Promoting various small businesses and implementing various other national initiatives to boost the travel sector. Building a safer environment and implementing new safety protocols for people should be at the top of the priority list. While the medium and long-term tourism impacts of COVID-19 will vary between countries, destinations, and segments of the sector, it is clear that in order to open up while the virus is still circulating, governments will need to take balanced, measured and co-ordinated policy action at the local, national and international level, in order to protect people, while minimising job losses and business closures in the immediate and long-term (Tourism Policy Responses to the Coronavirus (COVID-19), n.d.)

4.4 Traveler Support or Confidence

Rebuilding traveller confidence and support should be the primary concern as safety is on the top of the list for travellers. In an interview given to Indian Express our Tourism Minister Mr. Prahlad Singh Patel said, “We are making efforts to engage with our stakeholders and citizens of our country to sustain their interest in travelling within the conduct an assessment of the estimated job loss and revenue loss that the hospitality and tourism industries have suffered amid the pandemic’ (INTERVIEW | Domestic Tourism Will Revive Sector Post Lockdown: Tourism Minister Prahlad Singh Patel- The New Indian Express, n.d.) Accessibility, connectivity, and transport should be prioritized in rebuilding the tourism system, along with accommodation, restaurants, resorts, events, travel associations, travel technology companies, tour operators, and tourism associations (“Transport-Related CO2 Emissions of the Tourism Sector – Modelling

Results,” 2019) (The Covid-19 Crisis and Tourism: Response and Recovery Measures to Support the Tourism Sector in OECD Countries - G20 Insights, n.d.).

4.5 Resilient and Sustainable Tourism

The COVID-19 pandemic has forced the tourism sector to shift its focus to resiliency, sustainability and interconnectedness among diverse stakeholders in the sector (“UNWTO World Tourism Barometer and Statistical Annex, August/September 2020,” 2020). Enhancing sustainable regional tourism development provides considerable benefits from making tourism-dependent regions less vulnerable to economic threats, to using resources more sustainably, creating green jobs and enhancing transport connectivity (COVID-19 and Transforming Tourism, n.d.). Throughout the COVID-19 pandemic, the world has witnessed a considerable decrease in CO2 emissions, most notably within the transportation industry, including tourism-related transportation (“UNWTO World Tourism Barometer and Statistical Annex, August/September 2020,” 2020). Hence, building a more sustainable and resilient plan, through preserving nature and natural resources such as mangroves, water bodies, coral reefs, mountains etc. will lead to a better tomorrow for the generations to come ahead.

5 Conclusion

The havocing effects of COVID-19 brought the travel industry and its other ancillary industries like hotel, transport and catering etc. to a standstill. In times of such uncertainties tourism industry provides us with immense opportunity once the pandemic is over. With travel restrictions for international travelers, domestic tourism has a better chance to recover in the initial phase of recovery. Thus, concentrating on technological advancement and innovation, digital presence, government initiatives, traveler support or confidence and most importantly creating a more resilient and sustainable tourism will help recouping with the challenges faced by the travel and tourism sector. Strong digitalization will help connecting the destination mindset, leading to smart tourism and improved online brand visibility. Rebuilding traveler confidence and creating a safer environment by frequently communicating and implementing the safety policies for travel will help the travel sector to recover. Government thus will also have to play an evident role in assuring the travellers about the safety measures and introducing new technological innovations that would ensure an indefectible travel experience that is sustainable and resilient.

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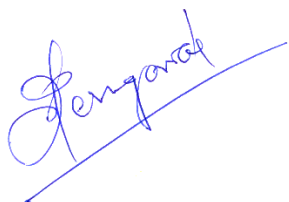
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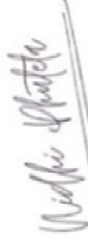
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