

## INDEX

<b>CHAPTER- I INTRODUCTION</b>		<b>1 – 22</b>
<b>1</b>	Introduction	1
<b>1.1</b>	Background of the study	5
	1.1.1 Changing nature and cultural aspects of the festivals	5
	1.1.2 Religious festival and ethnic aspects in the Maharashtra	6
	1.1.3 History of Ganesh Chaturthi in the city of Mumbai	6
	1.1.4 Location, choice, and exploration of the study areas	7
	1.1.5 Origin and historical evolution of the Ganesh festival	7
	1.1.6 Transformation of the Ganesh Festival to Ganesh Utsav	9
	1.1.7 Celebration of the Ganesh Festival in Mumbai	10
<b>1.2</b>	Research Aim and Objectives	10
	1.2.1 Research Questions	12
	1.2.2 Problem Statement	13
	1.2.3 Research Rationale	14
	1.2.4 Signification of the Research	19
	1.2.5 Dissertation Structure	21
	1.2.6 Chapter Summary	22
<b>CHAPTER- II REVIEW OF LITERATURE</b>		<b>23 – 53</b>
<b>2</b>	Literature Review	23
<b>2.1</b>	Theoretical Underpinnings	23
	2.1.1 Festival Economy	23
	2.1.2 Gift Economy	24
	2.1.3 Civil Society and Social Capital	25
	2.1.4 Urban Public Space and Placemaking	25
	2.1.5 Cultural Production and Consumption	25
<b>2.2</b>	Economic Impact of Ganesh Utsav	26
	2.2.1 Industry and Employment Generation	26
	2.2.2 Tourism and Hospitality	29
	2.2.3 Donations and Sponsorships	32
	2.2.4 Market Trends and Consumer Spending	34

	2.2.5 Challenges and Considerations	36
<b>2.3</b>	Social Impact of Ganesh Utsav	39
	2.3.1 Community Building and Social Cohesion	39
	2.3.2 Cultural Preservation and Transmission	41
	2.3.3 Charitable Activities and Social Welfare	44
	2.3.4 Social Conflict and Environmental Concerns	47
<b>2.4</b>	Conceptual Framework	51
<b>2.5</b>	Literature Gap	51
<b>2.6</b>	Conclusion of Literature Review	52
<b>CHAPTER-III RESEARCH METHODOLOGY</b>		<b>54 – 61</b>
<b>3</b>	Research Methodology	54
<b>3.1</b>	Introduction	54
	3.1.1 Research Aim and Objectives	54
	3.1.2 Research Questions	55
	3.1.3 Research Design	56
<b>3.2</b>	Data Collection Methods	56
	3.2.1 Surveys and Questionnaires	56
	3.2.2 Interviews	57
	3.2.3 Participant Observation	57
	3.2.4 Secondary Data Analysis	57
<b>3.3</b>	Sampling Techniques	58
	3.3.1 Sampling Design	58
	3.3.2 Sample Size	59
<b>3.4</b>	Tools and Instruments	59
<b>3.5</b>	Data Analysis Methods	60
<b>3.6</b>	Limitations	61
<b>CHAPTER- IV DATA ANALYSIS</b>		<b>62 – 277</b>
<b>4</b>	Data Analysis	62
<b>4.1</b>	Introduction	62
	4.1.1 Economic Impact Analysis	62
	4.1.2 Social Impact Analysis	62
	4.1.3 Cultural Impact Analysis	63
	4.1.4 Environmental Impact Analysis	63

<b>4.2</b>	Analysis of Data collected from Questionnaire designed for Pandal	64
	4.2.1 Economic Impact Analysis- Pandal perspective	65
	4.2.2 Social, Cultural, and Environmental Impact Analysis- Pandal perspective Responses and Analysis	95
	4.2.3 Detailed Analysis for Objective 1: Economic Impact Analysis of Ganesh Utsav on Pandals	102
	4.2.4 Detailed Analysis for Objective 2: Socio-Cultural Contribution of Ganesh Utsav in Mumbai on Pandal	105
<b>4.3</b>	Analysis of Data collected from Questionnaire designed for Vendors	109
	4.3.1 Economic Impact Analysis- Vendor perspective	109
	4.3.2 Social, Cultural, and Environmental Impact Analysis- Vendor perspective	132
	4.3.3 Detailed Analysis for Objective 1: Economic Impact Analysis of Ganesh Utsav on Vendors	140
	4.3.4 Detailed Analysis for Objective 2: Socio-Cultural Contribution of Ganesh Utsav in Mumbai on Vendor	143
<b>4.4</b>	Analysis of Data collected from Questionnaire designed for Devotees	146
	4.4.1 Economic Impact Analysis- Devotees perspective	146
	4.4.2 Social, Cultural, and Environmental Impact Analysis- Devotees perspective	202
	4.4.3 Detailed Analysis for Devotees: Socio-Economic Impact of Ganesh Utsav	265
<b>4.5</b>	Economic Impact Hypotheses	271
<b>4.6</b>	Social Impact Hypotheses	274
<b>CHAPTER- V CONCLUSION AND SUGGESTIONS</b>		<b>278 - 291</b>
<b>5</b>	Conclusion and Suggestions	278
<b>5.1</b>	Conclusion	278
	5.1.1 Economic Impact	278
	5.1.2 Social Impact	279
	5.1.3 Environmental Impact	279
	5.1.4 Challenges Identified	280

<b>5.2</b>	Suggestions	280
<b>5.3</b>	Detailed Economic Report	284
	5.3.1 Direct Economic Impacts	284
	5.3.2 Indirect Economic Impacts	285
<b>5.4</b>	Socio-Cultural Insights	286
<b>5.5</b>	Actionable Recommendations	287
<b>5.6</b>	Suggestive Model	289
	5.6.1 A Framework for Policymakers and Community Leaders	289
<b>REFERENCES</b>		<b>292 - 300</b>
<b>APPENDIX</b>		<b>301 - 328</b>
<b>PUBLICATIONS</b>		

---

**LIST OF TABLE**

<b>Table No.</b>	<b>Particulars</b>	<b>Chapter Page No.</b>
4.1	Hypothesis 1- t-Test: Paired Two Sample for Means	271
4.2	Hypothesis 2- t-Test: Paired Two Sample for Means	272
4.3	Hypothesis 3- t-Test: Paired Two Sample for Means	274
4.4	Hypothesis 4- t-Test: Paired Two Sample for Means	276

---



---

**LIST OF FIGURE**

<b>Fig. No.</b>	<b>Particulars</b>	<b>Chapter Page No.</b>
1.1	Gross Valued added across Maharashtra in India	7
1.2	Water Contamination throughout India	8
1.3	Socialising Rate of India	9
1.4	GDP Growth of India	14
1.5	Central Financial Scenario	15
1.6	Analogy between Ganesh Chaturthi and Sustainability	17
1.7	Structure of Dissertation	21
2.1	Expenditure related to Ganesh Utsav in Pune	27
2.2	Expenditure related to Ganesh Utsav in Pune	28
2.3	Expenditure related to Ganesh Utsav in Pune	28
2.4	Indian tourism at a glance	32
2.5	Nifty 50 performance of past years in Ganesh Utsav	35
2.6	Economic impact of air pollution in Mumbai	37
2.7	Social Cohesion of Ganesh Utsav in Mumbai	40
2.8	changes in different components pre and post-immersion of idols	49
2.9	Conceptual framework	51
3.1	Sample Size	58
4.1	Questionnaire pattern	64
5.1	Constructive Model	291