

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.