

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 Ganesh. 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 Ganesh*, 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.

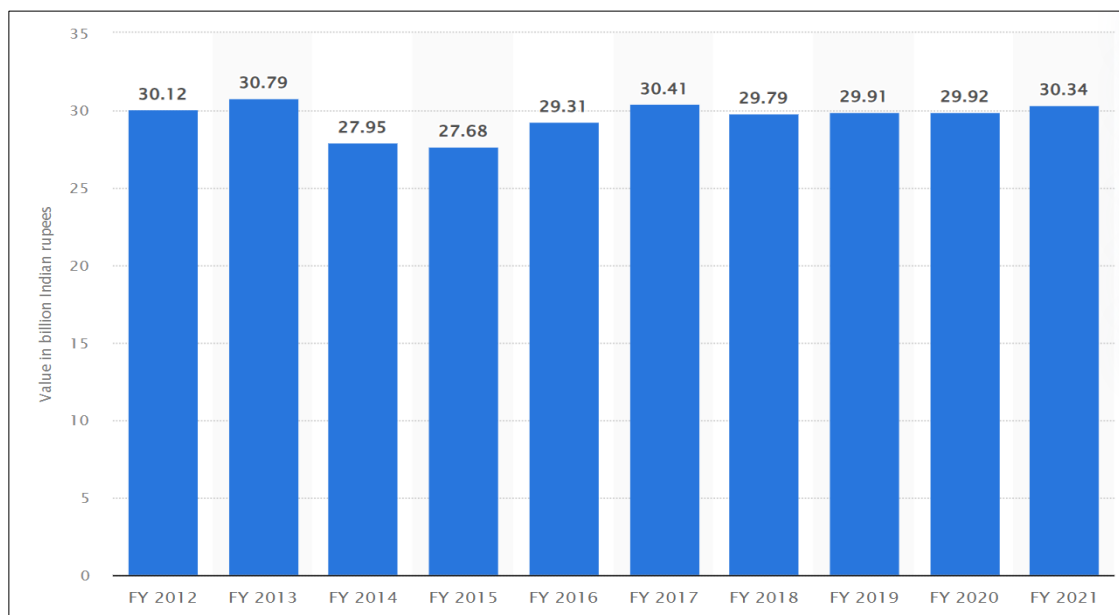


Fig. 1.1 : Gross Value added across Maharashtra in India

(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.

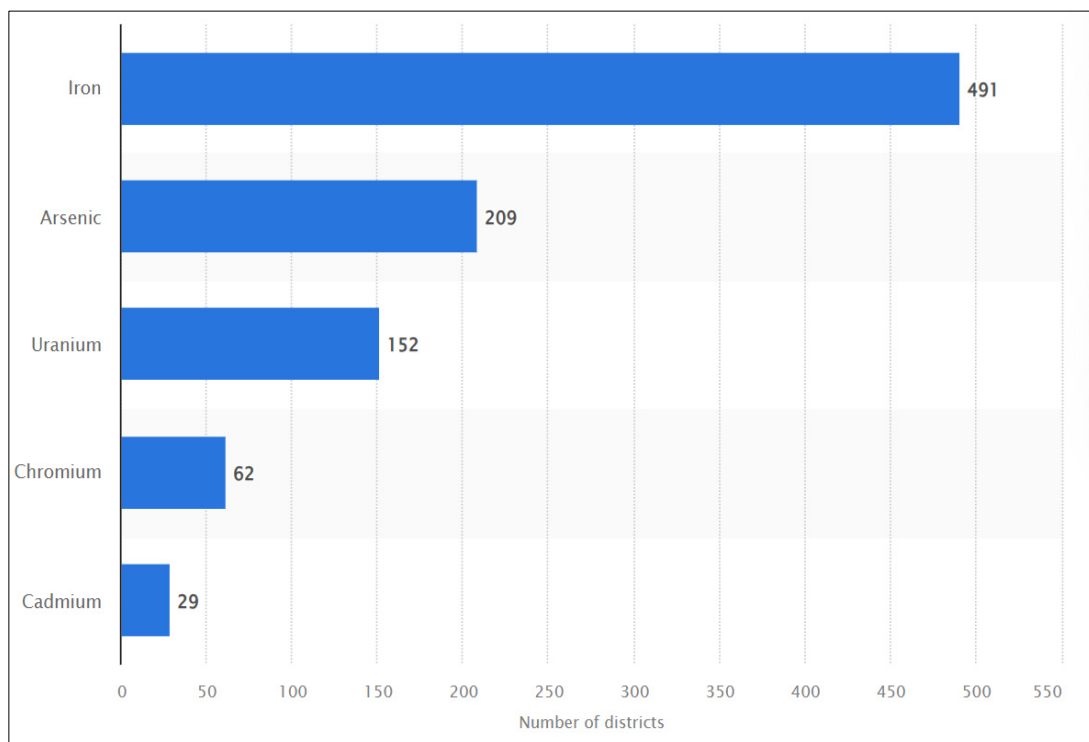


Fig. 1.2 : Water Contamination throughout India

(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.

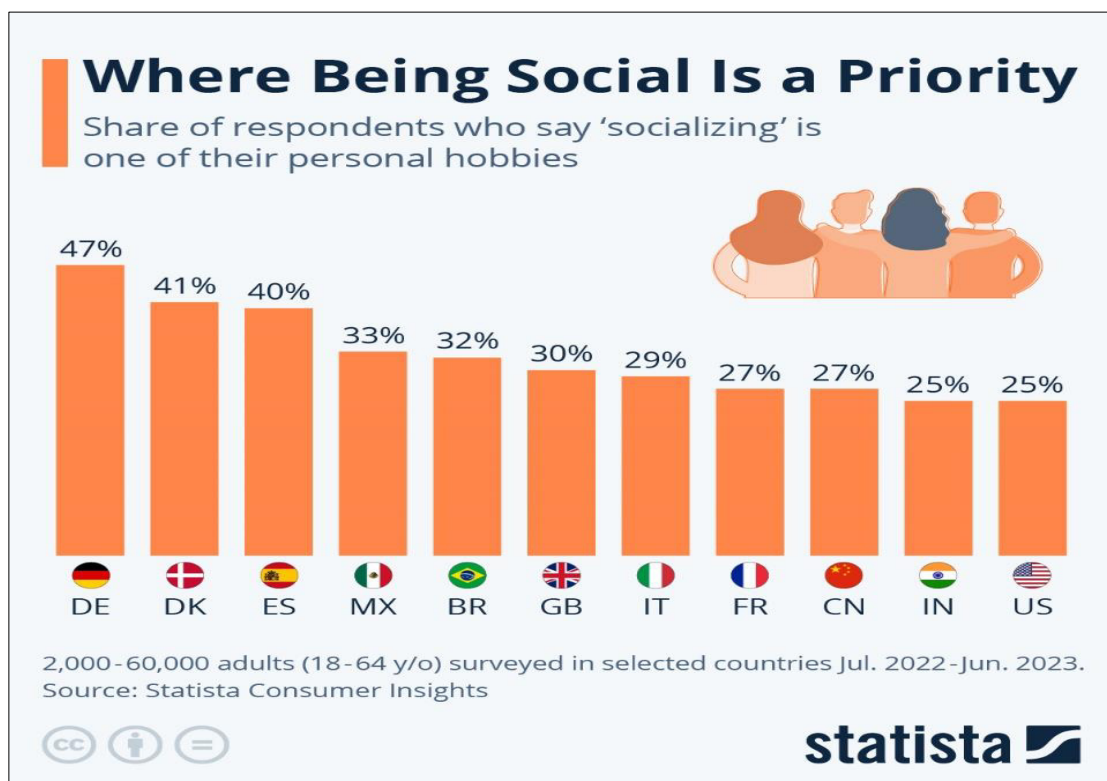


Fig. 1.3 : Socialising Rate of India

(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.

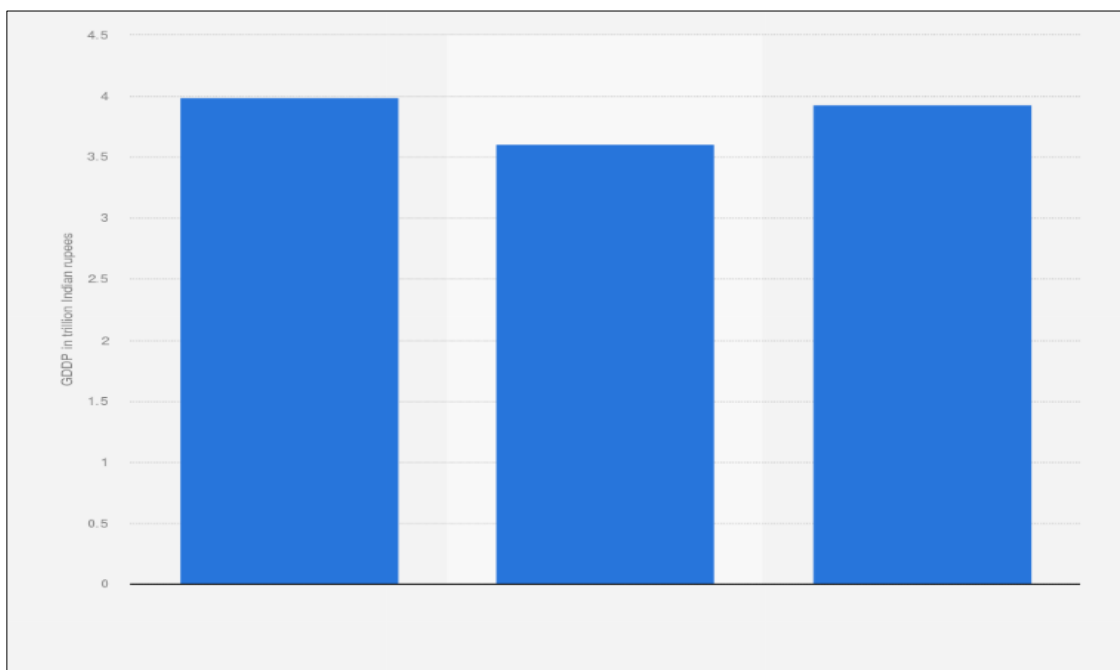


Fig. 1.4 : GDP Growth of India

(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.

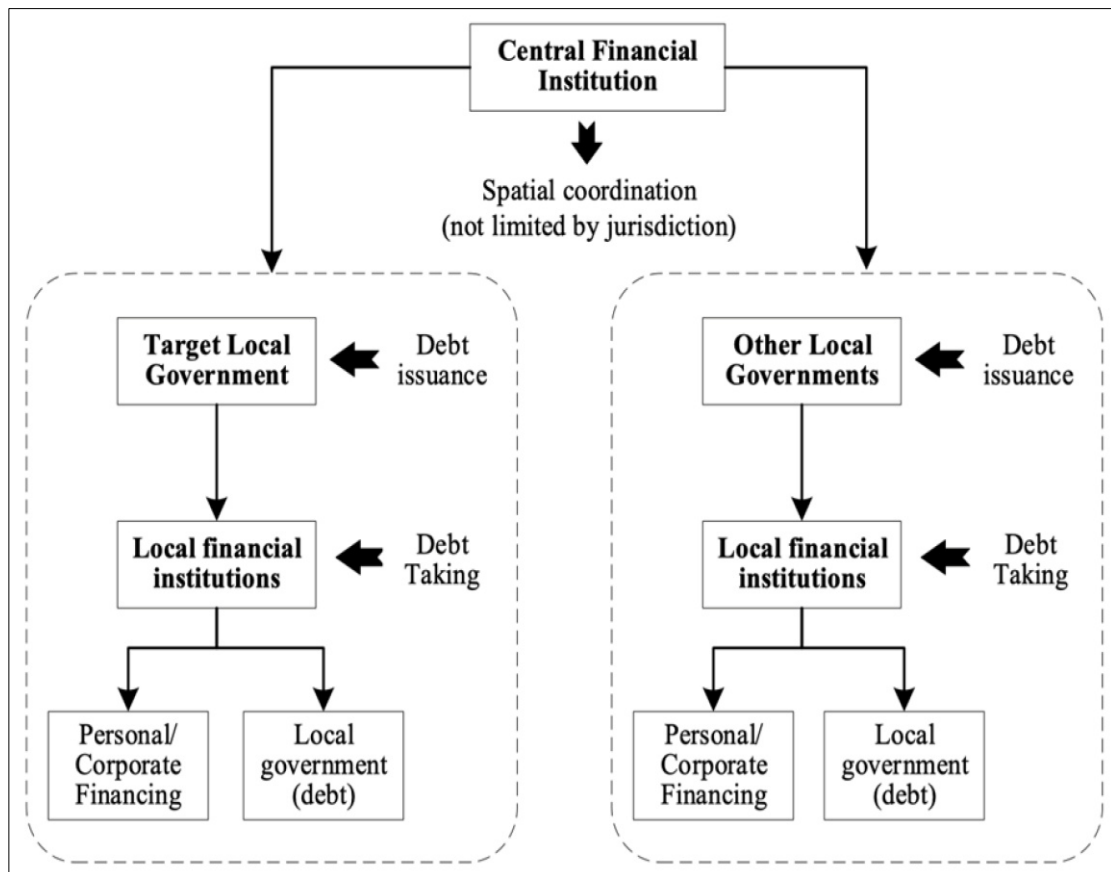


Figure 1.5: Central Financial Scenario

(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.

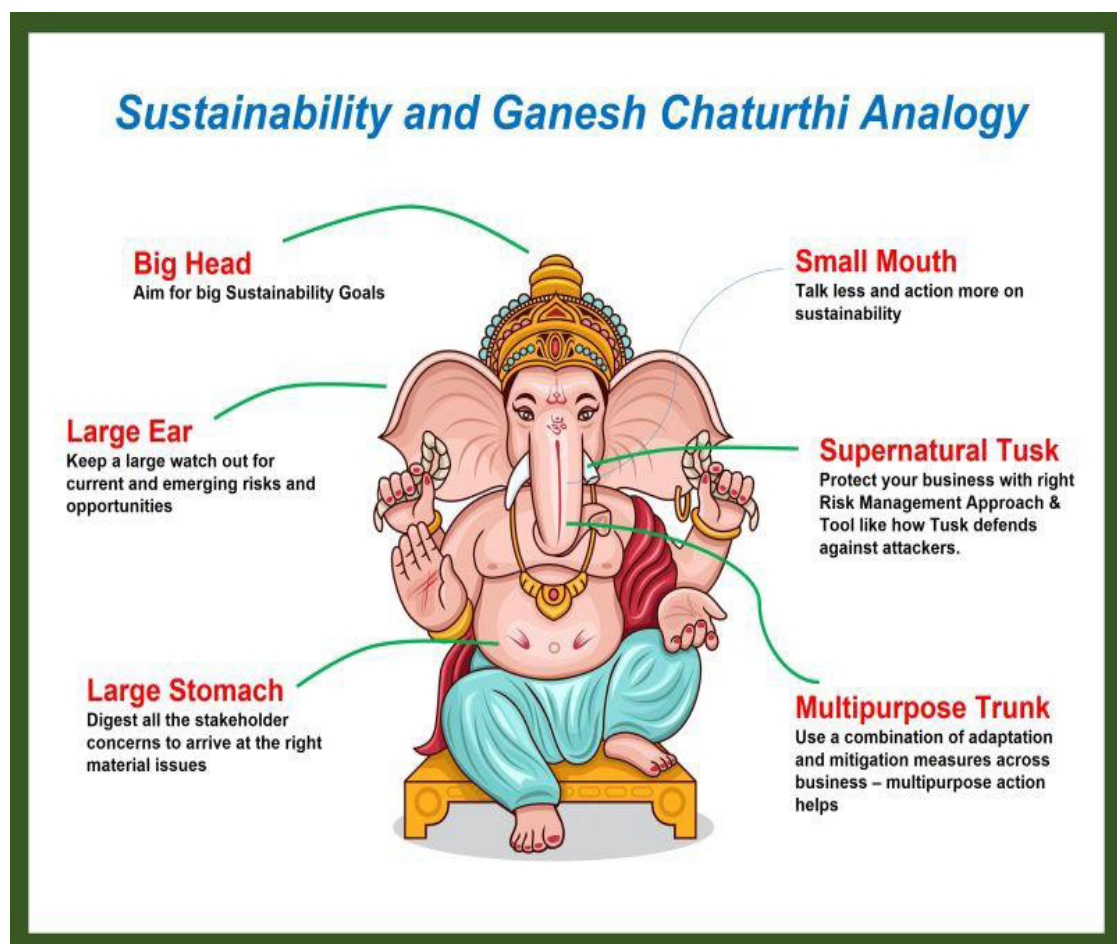


Fig. 1.6: Analogy between Ganesh Chaturthi and Sustainability

(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

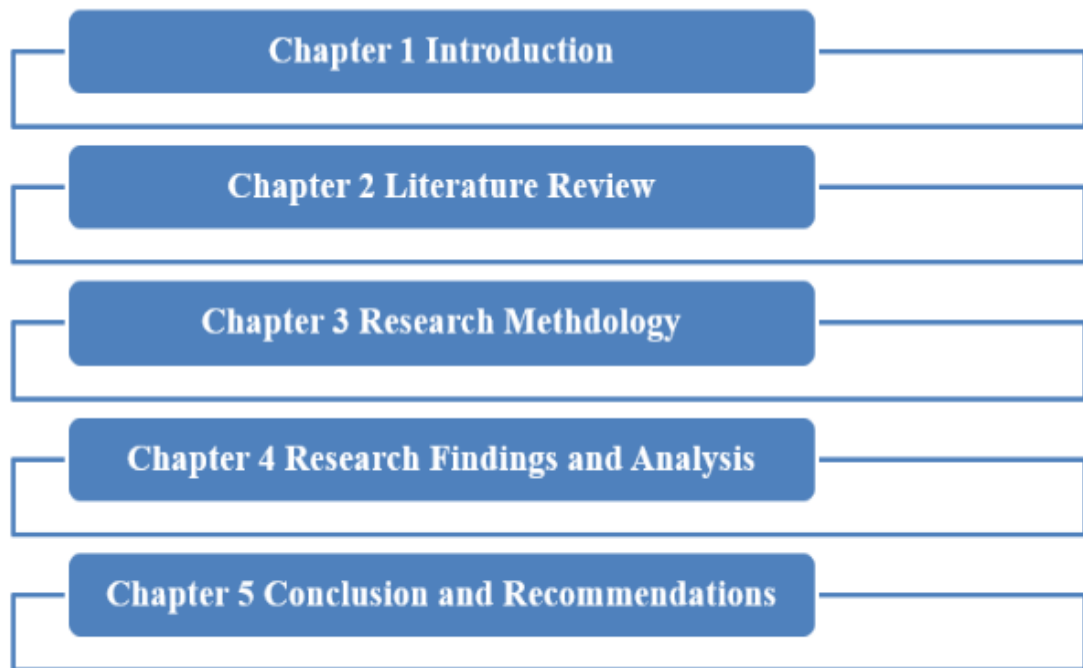


Fig. 1.7 : Structure of Dissertation

(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.