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**Questionnaire for Pandal**

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					

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### 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					



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24.	Artificial ponds help in sustainable celebration of the Utsav					
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### 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. 40001 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 necessaties (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.

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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





## 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 <b>1</b>	Disagree <b>2</b>	Neutral <b>3</b>	Agree <b>4</b>	Strongly Agree <b>5</b>
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					