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SIGNIFICANCE OF FAIRS, FESTIVALS AND BELIEFS

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ABSTRACT

Fairs and festivals play an important role in our life and it becomes essentials to understand the essence of their existence. They are meant to enjoy and create special moments and emotions in our life with our loved ones. They give break from our day-to-day exhausting routine of life and give us some inspiring to remember the important time and moments in life. There are many types of cultural festivals which plays a great role in our lives. The Religious festivals are of many types like Art festivals, Food and Drink festivals, Seasonal and Harvest festivals, etc. The rich cultural heritage of Indian attracts the western world during the celebration of important festivals like lohri, diwali, onam, holi, durga puja, baisakhi and many more. India is well known all over the world as a Country of Culture and Traditional Festivals as it has many cultures and religions India is a country, where their diversities in many contexts. Like in religion, caste, culture, beliefs, myths, language, etc. Fairs and festivals are celebrated and always crowded with people included in it. In this paper focus is made on the concept of fairs, festivals and beliefs and why fairs and festivals are celebrated. Some festivals are also has been discussed celebrated in India.

KEYWORDS: Fairs, Festivals, Beliefs, Rich culture, Heritage.

INTRODUCTION

Festivals and fairs are an expressive way to celebrate glorious heritage culture and tradition. These are the special moments which we enjoy and share with our loved ones. They play an important role to add structures to our social lives and connect us with our families and background. They gives a mood change and provide us break from our exhausting daily routine of life and give us some inspiring to remember. Through festivals we promote our culture and heritage. The traditional handicrafts and tourism of India also is promoted through fairs and festivals. The western world got attracts towards the rich cultural heritage of India. Different region has their own regional customs and rituals, they enjoy and celebrates their festivals according to their region. In commerce too fairs and festivals play an important role as companies or group of companies organise various fairs or exhibition about their product or brands to create favourable image in front of customers.

MEANING OF FESTIVALS

A Festival is an event which is ordinarily celebrated by people of a community, who have their shared culture and festivals. Festivals are celebrated along with some aspects of that community, its region and tradition. It is usually marked as a national holiday, local holiday or regional holiday like Diwali, Eid, Gandhi Jayanti etc. In India, festivals are an integral part of the people living over there. Our country India, which is rich in cultural heritage. Our festivals also portray the rich culture and traditions here. Celebration of festivals offer a sense of belongingness for social, religious and geographical groups, contributing group cooperation and cohesiveness.

TYPES OF FESTIVALS

1. **RELIGIOUS FESTIVALS.**

There are various festivals which are religious festivals that occur regularly every year. Most religion has festivals like for Punjabi it is Diwali, for Hindu it is Diwali, for Bengalis it is Durga Puja and many more

2. **ARTS FESTIVALS**

Among the many general art festivals are also more specific types of festivals including ones that showcase intellectual or creative achievement such as science festivals, literary festivals, commerce festivals and music festivals. Sub-categories include comedy festivals, rock festivals, business festivals, theatre festivals, storytelling festivals film festivals and many more.

3. **FOOD AND DRINK FESTIVALS**

It is a festival in which food and drink are celebrated and enjoyed. Some food festivals are focused on a particular form of food. For example, the National Peanut Festival in the United States or the Gateway International Oyster Festival Ireland. Most of the countries hold festivals to celebrate wine.

4. **SEASONAL AND HARVEST FESTIVALS**

Some of the festivals are related to the season or harvest festivals. Like in the Alps, in autumn the return of the cattle from the mountain pastures to the stables in the valley is celebrated as Almabtrieb. Temple festival in India is also an example.

All festivals portray culture in one or other way. There are many types of cultural festivals. Like National festivals, Religious Festivals and Seasonal Festivals. They all serve the purpose of bringing happiness to our lives and strength our sense of communication.

National Festival: They connect the people of Nation and develops the feeling of brotherhood. There are many important moments of a nation's history, like founding day of a nation, our Independence Day or republic day. All the citizens in a country are connected through these festivals. These festivals are called National Festivals Like Independence Day, Gandhi Jayanti etc.

Religious Festival: These are important for families. It is assumed that religious festival helps us to teach principles and ethics to our generation. All religious demands for love and cooperation and these religious festivals give the message of love, care, understanding and cooperation

Seasonal Festival: Seasonal festival reflect attitude of people toward nature. These festivals are important as they are crucially related to the supply of food. We humans should love, respect and adore the nature. We should also acknowledge the benefits of the nature around us.

MEANING OF FAIRS

A fair is a gathering of vendors or trade people for the entertainment or commerce/ other purpose. The fairs are usually help during the vacations, any festivals, any event, etc.it has a scheduled times lasting from an afternoon to several weeks. There are many kinds of fairs some of them are educational and are non-educational.

TYPES OF FAIRS

Variations of fairs include:

- ❖ **STREET FAIR**, a fair that celebrates the character of a neighbourhood. As its name suggests, it is usually held on the main street of a neighbourhood.
- ❖ **FETE**, an elaborate festival, party or celebration.
- ❖ **FESTIVAL**, an event ordinarily celebrated by a community a centring on some aspect of that community and its religion or traditions, often marked as a local or national holiday, mela or Eid.
- ❖ **COUNTY FAIR OR AGRICULTURAL SHOW**, a public event exhibiting the equipment, animals, sports and recreation associated with agriculture and animal husbandry.
- ❖ **TRADE FAIR**, an exhibition organised so that companies in a specific industry can showcase and demonstrate their latest products and services study activities of rivals and examine recent market trends and opportunities.

TRAVELING CARNIVAL

Traveling carnival is usually simply called a carnival an amusement show. It is made up of , merchandise vendors, food vendors , games of chance ,amusement rides, , skill and thrill acts and shows involving animals.

TRAVELING FUNFAIR

It is a small to medium-sized travelling show. A Fair usually includes games, amusements, stalls and other enjoyable and fun related things.

MEANING OF BELIEF

Belief is the state of mind in which a person thinks about something to be the case with or without there being empirical proof to prove that something is the case with factual certainty. In other words, we can explain belief as it is kind of mental representation. It includes representing the positive attitude towards something considered to be right. It means accepting something which is true and right and also without having any evidence.

WHY CELEBRATE FAIR AND FESTIVALS

In all the celebration, we celebrate humanity. In India many rituals, customs and traditions are followed in most of festivals some of them are decoration of home, exchanging gifts and sweets, decoration in streets, worshipping God, visiting holy places such as temples, various traditional and folk song and eye-catching dance performances. In most of religious festivals it has elaborated prayers, their customs traditions and rituals attached to them.

We learn a lot in a celebratory way in fairs and festivals. The problem with human being is that if we think something is very important then we become dam serious about it and if we think something is not important then we relax over that thing.

Festivals offer people a mood changing from their day-to-day life. Each festival is a grand and joyous celebration. The day on which particular festival is celebrated has a special astrological significance. Due to which celebration of these festivals is considered as lucky and auspicious.

There are different forms of the lord for different things in life. For example, if one wants material prosperity, one worships Lakshmi, the Goddess of Prosperity; for knowledge one worships Sarasvati, the Goddess of Learning. Each festival is associated with a story from the puranas or from the epics like Ramayana and Mahabharata which took place in ancient India.

Every religion and region have their own cultural and traditional festivals which are important for them. Some of the festivals is celebrated uniquely in different ways according to the rituals, beliefs and its significant history behind. Every festival in India has its own significance, legend and, history of celebration.

People residing in abroad and having Indian origin celebrate their cultural festivals with great pleasure and passion. There are many types of cultural festivals such as Diwali, Durga puja, Holi, Dusshera, Ganesh Chaturthi, Christmas, Raksha Bandhan, Pongal

Some of festivals are explained as follows:

- **DIWALI:** It is commonly known as festival of lights both locally and internationally, for the reason that fireworks are carried out across the country. It is also time when people receive their annual bonuses and they spend lavishly on buying new things for their homes from electronics to cars as it is considering auspicious during that time as Lord Rama returns back to Ayodhya after exile of 14 years. People buy new goods, clothes etc. And also, people exchange gifts with each other and celebrate this festival and also Goddess Lakshmi is also worshipped.
- **BAISAKHI:** Baisakhi or Vaisakhi is celebrated by Sikhs and some of Hindus too. This festival is celebrated especially in Punjab region. For Sikhs this is also the New year, the new and fresh starting a new year, welcoming the new harvest and also the birth of Khalsa Panth. Golden Temple is also decorated in an eye-catching way and people usually go to Amritsar to visit the Temple. People celebrate this festival with great pomp and show and also the folk dance of Bhangra is also performed. It is marked as a symbol of their joy and happiness.
- **HOLI:** It is a festival of colours. People celebrate his festivals by applying colours on their loved ones, by dancing, enjoying mouth-watering food and many more.it is the big festival in Hindu religion , it is kind if their New Year Burning of Holikas, is celebrated as Holi. Among the Hindus. This festival brings in colourful joy and a new refreshing sense,
- **DUSSEHRA:** Being one of the major festivals of India. Dussehra meaning ten refers to lord Rama's victory over evil Ravana. This festival is symbolic of victory of good over evil. Ram Leela, the portrayal of Rama's story is staged for ten days before the festival. On the tenth day, the actor playing the role of Lord Rama throws fiery arrows on the effigies of Ravana, Meghnath and Kumbh Karana,

- **CHRISTMAS:** This festival is celebrated all over the world by Christians on December 25. Family reunions happens on this day and the exchange of gifts happens among young ones. Santa Claus, cards and Christmas carols are some of the popular things that become popular and this festival is celebrated with great pomp and show. They have also been a crucial part of celebrating Christmas. The birth of Lord Jesus is celebrated on that day.
- **RAKSHA BANDHAN:** Raksha Bandhan is a festival of the Bond of Protection of sister by brothers. This festival marks the celebration of bond between a brother and sister. This day is marked by a ritual of tying a sacred thread onto the wrists of the brothers by the sisters, asking them for the promise them throughout their lives.
- **PONGAL/MAKAR SANKRANTI:** In Tamil Nadu. 14 of January is celebrated every year as the Pongal Day. It is also celebrated as Makar Sankranti in many parts of India. This festival is marked with prosperity and abundance. Freshly harvested food and cereals are cooked on this day. The Sun God is also worshipped on that day.

OBJECTIVE OF THE STUDY

The objective of my study is to understand various fairs and festivals in India. The people in India have various beliefs whether they are real or not but still they trust on these beliefs. The objective is also to make readers understand the meaning and significance of fairs, festivals and beliefs. India ia a country which is rich in culture, heritage, festivals and rituals and these each festivals have their own individual features and advantages. The rich culture of India also attracts the western world. There are also some educational fairs relating to different fields it can be science, commerce, computers etc. Which plays great in connecting education with culture of different regions may be at National level or international level. Many of the religious festivals have elaborate rituals, customs, traditions and prayers connected to them. So, fairs, festivals and beliefs become very important to understand the culture of that country, region or any institution also. It plays a great role in connecting people from different through non-academic activities. It brings students closer to each other and develop good relations, make everyone feel like a home.

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