



# Sacred Semiotics And Sustainability: Indian Festivals As Systems Of Environmental Communication And Behavioral Change

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**Abstract:** India is a land of varied cultures, customs and rituals. Festivals are an integral part of the day to day lives of the Indian diaspora whether they live in India or outside. This blend of cultures, customs and rituals blend together and are celebrated as major junctions throughout the year in the form of festivals. These festivals are carriers, of messages and meanings. Amongst many, this paper highlights and significant features of environmental communication and behavioral change that prevail through various festivals in India. The environmental communication through festivals is not limited to sharing information, it is a symbolic, participatory, and experiential bundle that significantly nudges the way how individuals relate to nature.

By blending the Environmental Communication Theory, Cultural Semiotics and Behavioral Sciences, this study proposes a conceptual framework for understanding how festivals communicate ecological values. This framework elicits rituals and their symbols, increased engagements in local communities and normalizing sustainable practices resulting in habits all triggered through environmental communication through various festivals. By projecting Indian festivals from the context of eco-rituals globally, this study emphasizes their unique composition of faith, nature, and communal flourishing.

The study concludes that Indian festivals such as Avla Navami promote shared meaning of environmental awareness through traditions and rituals and trigger behavioral change. It, festivals become everyday teachers of environmental responsibility - gentle, joyful, and deeply rooted in culture.

They offer a decolonial alternative to purely technocratic or media-centric discourses of the environment, reminding us that ecological custodianship can also be rooted in cultural continuity, feeling, and shared aesthetic experience. The future of environmental communication, it suggests, may depend as much on what we celebrate together as on what we legislate or campaign for.

**Index Terms** - Environmental communication; Indian festivals; cultural semiotics; ritual studies; behavioral change; sustainability communication; collective flourishing.

## 1. Introduction:

Evidence of the adverse effects of air pollution on health has been growing in India concluded Balakrishnan, K. et al (2019). Every year, the Indian diaspora has a very benevolent conversation about the weather conditions and the environment in various cities and states of India. In 2019, air pollution was blamed for about 1.67 million deaths across India - that's roughly one out of every six people who died that year (17.8% of all deaths). Think of it as the population of a mid-sized city like Jaipur vanishing due to bad air. There is enough data to show that India and the world is in a big time environmental crisis which is going to cost us

generations of toil and health concerns. In these times, where human-induced ecological disruptions-ranging from climate variability to biodiversity loss—threaten planetary habitability, the quest for effective environmental communication has intensified. Antonopoulos and Karyotakis (2020) share that environmental communication is "the dissemination of information and the implementation of communication practices that are related to the environment. In the beginning, environmental communication was a narrow area of communication; however, nowadays, it is a broad field that includes research and practices regarding how different actors (e.g., institutions, states, people) interact with regard to topics related to the environment and how cultural products influence society toward environmental issues". The reason why this definition piqued the interest of the author is that it provides a holistic outlook about environmental communication. It talks about the interaction between the environmental communication and the different 'actors' thus leading towards the conversation about behavioral aspects of environmental communication as well.

Building on Antonopoulos and Karyotakis's (2020) conceptualization, it becomes important to place *environmental communication* not merely as an information exchange, but as a **cultural and symbolic process** that shapes environmental consciousness through shared meanings, rituals, and collective actions. However, there is surely a cultural context to how celebrations happen across the globe. Across the globe and since ancient times, civilizations have long expressed their relationship with nature through festivals and rituals. Seasonal transitions, agricultural cycles, or spiritual reverence for natural elements has been a part of many cultures and societies. In Japan, historically, the Japanese *Ohanami* festival is a very significant example for environmental communications. It is solely focused on the cherry blossom as a symbol of spring's arrival, where communal aspects, consumption of sake and seasonal foods, painting or photography, and pilgrimages to sacred sites were used to celebrate the ephemeral aspects of blossoms, spring, and life. Moruichi, E. and Basil, M. (2019) further adds to their article that the *Ohanami* festival celebrates the fleeting beauty of cherry blossoms, inviting collective reflection on transience and environmental appreciation.

Similarly, *Earth Day* (celebrated globally since 1970) represents a modern secular ritual that unites citizens across nations in ecological awareness and activism. In the study by Thadaniti, S. (2014) in their case study of *Loy Krothong* Water Festival in Thailand describes about how the *Loy Krothong* festival embodies a ritualized apology to water bodies, as people release floating paper lanterns to honor and restore harmony with nature. Similarly, The **Green Corn Ceremony (Busk)** is an annual ceremony practiced among various Native American peoples associated with the beginning of the yearly corn harvest. Busk is a term given to the ceremony by white traders, the word being a corruption of the Creek word *puskita* (*pusketv*) for "a fast". The ceremony is marked with dancing, feasting, fasting and religious observations as per Roy C. (2005) in his book. While in Nigeria, a 700 year old festival called *Yoruba Osun-Osogbo Festival* is still celebrated every year that exhibits spiritual reverence towards *Yeye Osun*, the river Goddess as per Omojola, B. (2011, April).

In Latvian Mythology, *Ūsimš* is the deity of the god of light and spring, symbol of fertility, guardian of horses and bees and an exclusive day is celebrated in the Latvian Culture through various mediums such as dance, music and narration of folklores. Similarly, *Lammas*, celebrated around **August 1st**, marks the **first grain harvest** in the Celtic seasonal calendar. It is a ritual acknowledgment that **human life is intertwined with ecological cycles** - the sowing, ripening, and reaping of the Earth's yield. This seasonal event conveys an important environmental message: nature communicates with us through cycles, and human survival depends on listening to these cycles and living in harmony with them.

Festivals are an important part of India's national identity. With so many different cultures and traditions across India there are a number of different festivals, all happening in a different place, at a different time and in a different way. According to Mondal, A., & Pandey, M. S. (2024), traditional performance cultures, such as indigenous festivals and rituals associated with sacred spaces, provide sustainable solutions (in relation to climate change issues) through ecological agency, community sense of belonging, and environmental justice among participants for climate resilience in the Global South. Mondal & Pandey go on to note that "tribal festivals such as Sarhul, Bahar and Kunde Habba which are rich in ritual practice foster a sense of

accountability to the ecosystem"; and that "these rituals act to weave ecological agency into the communal fabric". They promote care and respect for natural cycles of nature and stewardship of natural resources. Similarly, sacred groves and ritual taboos act as "repositories of spiritual" and ecological significance which promote biodiversity and reduce exploitation of species. By using ritual storytelling, dance and communal worship, festivals, such as these, are semiotic systems of environmental communication-cultural vehicles that relay ecological knowledge or conservation ethics across generations.

## 2. The Essence of Environmental Communication:

Environmental communication has become an important interdisciplinary area which studies how human societies perceive, articulate, and act upon environmental issues. It studies the interactions between communicative practice and environmental experience, including how language, media, and cultural artifacts create awareness and spur public engagement relating to ecological challenges. According to Antonopoulos, Nikos., & Karyotakis, M.-A. (2020) Environmental communication is known as the spread of information and the practice of communicating related to the environment.

As Pleasant, Shanahan, Cohen, & Good (2002) document, this field emerged in the second half of the twentieth century in tandem with the outset of environmental movements inspired by some influential texts. This represented the awareness of communication not being a mere vessel of environmental information, but a social force that generates meaning around the environment and sustainability.

Since then, the field of environmental communication has evolved from environmental journalism to include risk communication, participatory communication, and environmental rhetoric, to name just a few. It is inherently interdisciplinary by nature, creating links to sociology, psychology, media studies, and cultural anthropology. Pleasant et al (2001), note that although much of the research takes place in different journals, when synthesized, it shows one single finding that communication processes are the foundation of how society defines, responds to, and sustains environmental relationships. The environment is not just a setting, but part of communicative ecology and the intersection of meaning and matter.

In this context, cultural traditions and collective practices have the potential to become powerful systems of communication. They mediated ecological awareness into symbolic and performative forms, once again not reducible to language. Festivals, rituals, and community customs are living texts, enacting and feeding local ecological knowledge. Environmental messages are thereby lived—sung, danced, and ritualised—ensuring that sustainability was taken as more than just a goal of policy: it is yet to be fully adopted as a rhythmic cultural pastime.

Therefore, analysing Indian festivals as forms of environmental communication affords us the orientation of them as participatory media of sustainability—an amalgamation of the ecological, spiritual, and communal. Festivals become terrains for environmental ethics to be communicated, performed, and renewed, responding to the very notions which contemporary environmental discourse seeks to reinstate: interconnectedness, reverence, and balance.

The present study therefore asserts that Indian festivals, as cultural communicative systems, have an inherent ability to translate abstract environmental ethics into concrete, affective and behavioural engagements. They perform through what may be referred to as "sacred semiotics"—the interplay of symbols, rituals, and stories which enact ecological principles and mobilise social action.

### 3. Harnessing Indian Festivals for Promoting Environmental Awareness

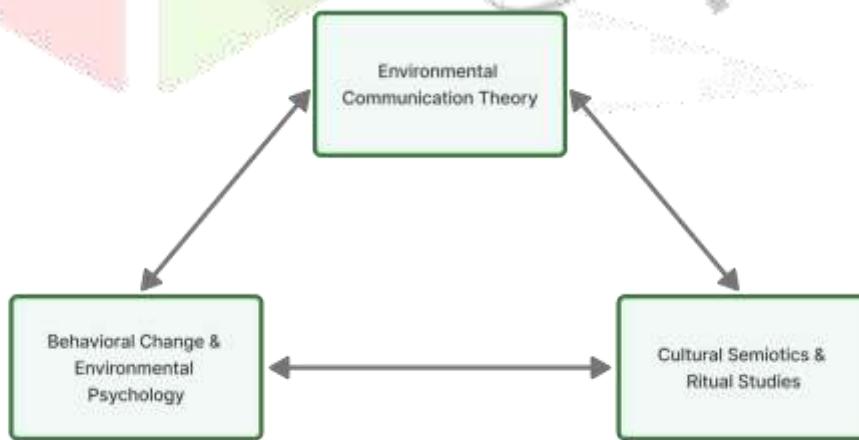
History is full of evidence that cultural traditions and collective practices have always been powerful systems of communications. These traditions and practices have been tools to entertain, educate and enlighten human beings during various civilizations. They translate ecological awareness into symbolic, ritualistic and performative expressions that do not always need a language to facilitate them. Festivals, rituals, and community customs are literal texts, enacting and feeding local ecological knowledge. Thus it would not be wrong to say that Environmental messages are not just transmitted, but they are lived, sung, danced and ritualized making sure that the idea of sustainability isn't just a policy matter but actually put into practice.

With this reason, seeing Indian festivals through the lens of environmental communication allows us to understand them as participatory media of sustainability thus becoming an exemplary example of ecological, spiritual, and communal integration. Festivals become the canvas for environmental ethics to be communicated, performed, and renewed, responding to the very notions which contemporary environmental chaos seeks to restore which are interconnectedness, reverence, and balance.

The present study therefore proposes that Indian festivals have the potential to act as cultural communicative systems while having an innate ability to present abstract environmental ethics into concrete, affective and behavioural engagements. This happens through what can be referred to as "*sacred semiotics*" which means an interplay of symbols, rituals, and stories that promote ecological awareness and mobilise social action.

As a result, the research aims to create a theoretical construct that will conceptualize Indian festivals as channels of environmental communication and behavior change. The conceptualization will draw upon:

1. Environmental Communication Theory - to understand how ecological messages are shaped and shared within the cultural settings.
2. Cultural Semiotics and Ritual Studies - to explore how symbols, rituals, and performative activities elicit meaning and moral direction; and
3. Behavioral Change and Environmental Psychology - to understand how shared participation, emotion, and shared identity triggers sustainable behavior.



Through this integration of various disciplines, the aim of the study is to further project Indian festivals not just as cultural and historical activities but as dynamic communicative systems that mediate discussions on sustainability and change environmental behavior at individual and collective levels.

Environmental communication, as a theoretical concept, is more than socially sharing topical information—which may include deliberations about water pollution, forest preservation, climate alterations, and agricultural chemicals. It also includes the semiotic and rhetorical aspects of human/nature interfacing. In

Burke (1966) classic work Language as Symbolic Action (Burke, 1966), he describes communication as more than an inert medium rapidly exchanged without consequence, rather as a persuasive act. Even ostensibly dispassionate linguistic formulations exert subtle ideational influence, engendering perceptual schemas, attitudinal configurations, and orientational heuristics that scaffold broader ecological cognitions. This conceptualization positions communication as the active generation of social meaning, an interpretive process influenced by power, context, and symbolism.

To illustrate this symbolic-action model, we can compare it with earlier linear transmission models. Shannon and Weaver's (1949) information-theoretic, linear transmission model saw communication as one-way transmission of a coded signal across a channel to obtain an accurate decode at the receiver. I see that effective for technical systems, these kinds of models reduce communication to merely message efficiency and do not account for interpretive ambiguity, cultural framing, or agency in the audience. In the symbolic action ontology, however, communication is dialogic, temporal, and constitutive – able to include interpretive dissonances, resistive stances, and collaborative reframing.

This re-positioning has also inspired the constitutive model of communication whereby discourse both represents and constructs social and ecological realities (Craig, 1999; Cox & Pezzullo, 2018). Communication becomes a constitutive apparatus for ecological subjectivity, recalibrating perception, normalizing relational ontologies, and mobilizing transformative praxis in human-nature relations. This thinking also overlies persuasion theories and attitude-change in psychology (Petty & Cacioppo, 1986), which demonstrate that symbolic interaction serves both as a proximal antecedent to intended behaviours and as a distal architect of worldview coherence.

Within this symbolic and meaning-making framework, Indian festivals act as rich, layered systems of environmental communication. Through their rituals, stories, and collective participation, they shape how communities understand nature and how they behave toward it. One of the most significant examples of this is seen in seasonal festivals. Across India's varied ecological landscapes, these celebrations become powerful reminders of the rhythms of nature. Each ritual becomes a symbolic gesture that reaffirms a community's relationship with rivers, forests, sunlight, soil, and the many forms of life that sustain them. The examples that follow show how different regional festivals blend ritual practice with ecological awareness, demonstrating how culture and environment meet in everyday celebration.

#### 4. Festive India: Exploring Cultural Symbols and Human Behaviors Through Celebration

Mishra, S., & Mishra, A. (2025) in their study of understanding the Philosophy and Science of Avala Navami (Festival of Indian Culture) - from the Perspective of Addressing Individual and Global Challenges focuses on Avala Navami, a very unique festival that is centered around honouring the Avala tree. Through its rituals, the festival encourages people to value greenery, take care of medicinal plants, and celebrate together in a spirit of cooperation. It also notes the important role women play in nurturing nature, a perspective that aligns with contemporary ecofeminist ideas. The core argument is that understanding the deeper philosophy behind festivals like Avala Navami may offer meaningful ways to address today's personal and global challenges. Similarly, there are many such festivals that decorate the entire timeline of the Indian community and eventually leading to environmental awareness and behavioural change.

**Tulsi Ekadashi** is celebrated in the Kartik (October–November) month of the Indian Calendar and has immense spiritual and cultural significance in the Indian Community. The festival emphasizes on the deep cultural connection and reverence between plants and its effect on the life. Tulsi Navami is considered to celebrate the sacredness of Tulsi plant, revered for its purity and its role in spiritual life, while Tulsi Ekadashi commemorates the symbolic marriage of Tulsi with Lord Vishnu. Together, these observances remind families that caring for a plant is an integral part of your day to day life. It is a gentle moral and spiritual practice that has been woven into the life of the housemakers of the family from generations to generations.

It is not just treated as a plant in the house, it has its identity and is personified as a part of the family. Ritualistically, apart from the festivals, people water, protect, and tend to the Tulsi plant every day. These small acts become meaningful micro-rituals. They reinforce the idea that human health is intertwined with the health of nature. In this way, ordinary household rituals quietly reiterate the meaning behind their interactions with the environment.

**The Satya Narayan Puja**, has a very special place in the lives of the Indian Community. This is majorly prevailing in all the communities and states of India and is often celebrated during joyous events of life. People often organize this ritual on full moons days, Ekadashis (11th day in the lunar calendar of India) and domestic auspicious occasions. This happens to be a story about Lord Vishnu in his Satya Narayan (the Lord of Truth) form and illustrates the unique intersection of ethical and ecological awareness in day to day worship. The stories inspire the participants of this look to practice values of gratitude, moderation, and moral virtue. The *Puja Sthan* is decorated with banana and mango leaves, seasonal fruits, and flowers signifying the benevolence of the nature and environment surrounding. Narrating the Satya Narayan Katha orally is actually a unique way to connect ethical action with ecological harmony. It also inspires people to have a sustainable living that is minimalist and does not consume much from the ecology and the surroundings. It is not just the Puja where the participants would collaborate, various people would come together, prepare the prasad, bring in the leaves, fruits and flower, collect necessary resources and thus the whole celebration would become a collective initiative giving meaning to it and eventually leading to altering the behavior.

**Gudi Padwa/Chaitra Navratri** is considered to be the New Year Day in various cultures of India. This is also known with different names in different cultures for instance, Ugadi in Karnataka, Andhra Pradesh and Telangana; Cheti Chand for Sindhi community, Navreh in Kashmir, and Sajibu Nongma Panba Cheiraoba in Manipur. The word Gudi Padwa is used in Maharashtra and is celebrated usually on the 1st day of the Chaitra Month as per the Indian Calendar. It illustrates yet another means of conveying ecological awareness through a symbolic ritual and sensory practice. Essentially, the Gudi is a bamboo pole adorned with a copper pot and decorated with neem and mango leaves, plus a brilliant silk cloth, which altogether denote renewal, fertility, and gratitude toward a variety of natural elements. As a part of this ritual, a special mix of neem flowers and jaggery is prepared and consumed with spiritual and health related reasons. More importantly, it signifies the reverence and a moral message along with an education to generations that how the mind and body are deeply integrated with nature and environment. The ritual is also symbolic of the transition from one season to another. The mixture of neem and jaggery purifies the body at the commencement of summer, which launches a cycle that begins a practice of strengthening immune systems while also reflecting ethnobotanical ecological knowledge. Neem is often known to be an indigenous antiseptic and insect-repelling plant and signifies the intrinsic intelligence of self-organizing ecology registered in nature's way. Anyway, it is through the Festival Semiotics Model the ethical aspect of ecology is communicated through embodied demonstration: the consumption of neem encodes the purification message, the structural and visual aspect of Gudi language the interdependence of all ecological partners from flora to fauna to humanity (likely through literal contextualization), and the ritual of community renews awareness toward health, gratitude, and balance. Gudi Padwa accomplishes the task of transforming seasonal transition into a participatory pedagogy of sustainability created by the cultural continuity that ensures ecological intelligence.

**Dasha Snan**, which translates to "the tenfold bath," functions as a traditional act of purification undertaken on Raksha Bandhan (Shravana Purnima) in portions of North and Central India. Moreover, scripture from the Padma Purana and Skanda Purana depicts Dasha Snan as a process of complete purification, to be performed at sunrise while the full moon is revealing fidelity in nature. Bathers call on the sacredness of water, bathing in tones derived from ten natural components: water, milk, curd, honey, ghee, kusa grass, sesame seeds, sandalwood paste, cow dung, and sacred clay (bhasma or multani mitti). Each of the ten components represents an independent purification of both the ecological and spiritual spectrum. Water here is a purifying source to the body, establishing relationship; milk and curd seek bodily nourishment; honey and ghee express

vitality; kusa grass and sesame seeds represent fertility and sanctity; sandalwood has a cooling and calming effect; and cow dung and sacred clay are viewed as the regenerative role of earth.

While bathers recite the ten mantras during the ritual, bathing is often viewed as cleansing the ten impurities of a person's internal state: ego, sin, ignorance, desire, karma, falsehood, speech, mind, body, and intention. The ritual concludes with the tying of the Raksha Sutra, which ascribes protection in relation to humans and to the elements of nature that sustain human life.

Dasha Snan encodes an ecological pedagogy of purity and gratitude, issuing a set of declarations that privilege an ecological definition of cleansing in a bathing method that seduces drinking water, and bathing in a potable preparation, to be treated with equivalent reverence. It reframes cleansing as an ecological mindfulness ritual, wherein the purification of humans resonates with nature's rhythms of renewal. As in the Festival Semiotics Model, it demonstrates a practice of embodying bodily ritual acts- through water, soil, and organic materials- that communicate environmental ethics that honor and restrict, all of which transposes spiritual cleansing into the ritual of ecological preservation.

Although localized, Pohela Boishakh (Bengal), Vishu (Kerala), and Puthandu (Tamil Nadu) all convey the Indian conception of renewal, which entails harmonious relations between the ecosystem and the agricultural calendar as well as seasonal changes. Each of these festivals follows the solar transition into Mesha Rashi (Aries), a moment that can be read as the communal or cultural new year of agriculture and climatological cycles. This is a time when the earth is in renewal, after spring, a metaphorical framework to describe cultural renewals, cleansing, and sustainable renewal.

Pohela Boishakh involves the cleansing, ritualistic display of alpona, mango leaves, and clay pots in homes and businesses for the purposes of fertility, prosperity, and planetary abundance. Merchants will also initiate new transactions (haal khata)- often preceded by a ceremonial washing of the ledger from the previous year— to symbolize this cycle of ecological rest and renewal, as well as moral accountability. Although the menu is regional, traditional food such as rice, lentils, and jaggery are served in gratitude as collective sustenance typically from agrarian communities.

The festivities of Vishu in Kerala focus on the ritual of Vishukkani, or the display of seasonal fruits and vegetables, rice, flowers, and a mirror presented before an idol of Lord Vishnu. The first sight of this display at dawn represents prosperity in fertility from the land, and fireworks and offering new produce symbolically signify joy from a harvest and the generosity of nature.

Puthandu in Tamil Nadu, similarly, emphasizes domestic renewal; homes are festooned with kolams at the entrance and torans of neem—mango leaves, and family members both prepare sweet neem-jaggery pachadi and reflect on the bitter and the sweet of the changing season and life in general. Collectively, such festivals convey various environmental values through ritual purification, gratitude for agrarian life, and sensory celebration, and convert the solar transition into a participatory pedagogy of sustainability - where every new year opens with fidelity to the cycles of nature and the ethical renewal of human intention.

### Other Important Cultural Festivities:

- **Chhath Puja** (Bihar, Uttar Pradesh, Jharkhand; October–November) honors the Sun and rivers (or the Ganges) with dawn and dusk offerings (known as arghya) made with natural fruit and thekua. The festival is held at the clean riverbank, and does not allow for idols or plastic. Chhath supports dispositions that respect solar energy, water purity, and conservationism, as seen in the Negative Focus sub-domain.
- **Ganga Dussehra** (Uttar Pradesh; June) is centered on ritual bathing and boat parades that sacralize the Ganga River as a living ecosystem. The holy dips are symbolic of purification and are interwoven

with the ethical awareness of water pollution that accompanies contemporary initiatives against sewage pollution (CPCB, 2022).

- **Teej or Hariyali Teej** (Rajasthan and North India; July–August) occurs as part of the monsoon. Women adorn themselves in green and swing from trees, singing rain songs. These ritual acts express a herd-oriented disposition of gratitude in natural cycles, gratitude to the forests and fertility in agriculture on the rainwater.
- **Makar Sankranti** (Pan-Indian; January) celebrates the Sun's movement north (uttarayan). Ritual river bathing, and kite flying recognize harmony between solar cycles, water and wind in a day of community celebration, and express awareness of renewable forces, and cyclical rhythms of agriculture in the solar calendar.
- **Diwali** (Pan-Indian; October–November) commemorates the victory of light over darkness. The lighting of diyas denotes a renewal of energy and purity in the home. Recent ecological advocacy campaigns have reframed this celebration to be less about light, and more about the excesses of firecrackers and pollution from them, drawing attention to more sustainable forms of illumination.
- **Lohri** (Punjab and Haryana; January) marks the celebrations of bonfires, folk songs, and offerings of sesame and jaggery to the bonfire. Lohri expresses gratitude to the Sun for the warmth of winter, while announcing the cyclical renewal of agriculture, featuring an implication of cultivation reciprocity between earth and sun for the ancients in continuity as sustenance in agrarian life.
- **Holi** (Pan-Indian; March) announces seasonal regeneration through the act of color play and communal bonfires (Holika Dahan). Historically, color came from the pigments of tesu (flame-of-the-forest) and neem - transmitting the celebration of again harmonizing and renewing our relationships with plant biodiversity and a seasonal change embodied in the renewal of biodiversity. More recently, some eco-Holi movements have revived the use of pigmented colors from herbs indicating labor to label their colors in eco-oriented packaging.
- **Onam** (Kerala; August–September) utilizes floral pookalam decorations and boat races to represent harmony among people, water and land. Significantly the eco-symbolism of Onam, gratitude for harvest, floral biodiversity, and the cultivation of food found at the rivers' edge, can also communicate longer histories and continue to provide ethic for sustainable lives as prosperous lives.
- **Basant Panchami** (North India; January–February) is a festival that celebrates the flowering of mustard and the onset of spring. Participants and devotees wear yellow, engage in kite flying, gather in garden settings, and are able to thank and celebrate the aesthetic value that biodiversity provides in terms of pollination and seed renewal.
- **Pongal** (Tamil Nadu; January) is a festival of giving thanks for the harvest, which has participants gathering together, cooking up communal pots of new rice, and anointing their cattle. Each of these actions reinforces gratitude and respect for the sun, the rain, and the soil, all of which contribute to the ecological balance of agro-ecological systems when agriculture is practiced.
- **Bihu** (Assam; April, January, October) marks times of the year as experienced through dances, feasts, and animal worship. Each Bihu form (Rongali, Bhogali, Kongali) represents times of the year associated with agriculture, while expressing gratitude for forest products, the welfare of livestock, and communal unity with the rhythm of nature.
- **Baisakhi** (Punjab and northern India; April) is a festival celebrated by wheat harvest and bhangra in the fields. The festival serves as a reminder to give thanks for the earth, while encouraging farmers to be aware of sustainable practices in relation to grain crop rotation and water conservation while farming.
- **Nuakhai** (Odisha; August–September) involves offerings to the earth goddess, made by each family participating in the harvest each year, of freshly harvested rice, followed by communal feasts. The act

of offering to the earth goddess reimagines a sense of respect for the fertility of earth, while reiterating collective ethical obligations of agro-sustainability and gratitude.

These festivals as a group exemplify the intersection of ritual, symbolism, and ecology structure in the cultural calendar of India. Every celebration, with its forms of sensory and communal experience—whether it be bathing, planting, lighting, singing or feasting—discursively expresses environmental values, practices, and sometimes transgressions. In contrast to an original, or premodified, sense, it is not appropriate here to think of nature as the ground, these are not traditions that specific to some ethicists nice on nature, these are instead traditions that constitute nature as a living participant in ethical human life, Indian festivals are durable, rhythmically embodied gestures of environmental disclosure and prior ecological action.

## 5. Theoretical Perspective

Indian festivals operate as dynamic platforms of communication that simultaneously celebrate culture, express collective identity, and transmit traditional knowledge.

- Communicate ecological messages through culturally embedded channels (Environmental Communication Theory),
- Construct environmental meaning through symbols, stories, and ritual performance (Cultural Semiotics and Ritual Studies), and
- Transform values into action through emotion, participation, and identity (Behavioral Change and Environmental Psychology).

These factors, combined, form a cultural-psychological sense of environmental sustainability, where faith is medium, ritual is message, and community is change agent. A thorough review, evaluation, and conclusion is given below.

Festival	Environmental Communication Theory (Communicating ecological messages through culturally embedded channels)	Cultural Semiotics and Ritual Studies (Constructing environmental meaning through symbols, stories, and performance)	Behavioral Change and Environmental Psychology (Transforming values into action through emotion, participation, and identity)
<b>Tulsi Navami &amp; Tulsi Ekadashi</b>	Domestic worship of the Tulsi plant encodes ecological care through daily ritual and oral tradition.	The myth of Tulsi and Vishnu sacralizes plant life; ritual marriage represents harmony between human and vegetal worlds.	Daily watering and reverent care foster emotional bonding with plants and habitual pro-environmental behavior.
<b>Satya Narayan Puja</b>	Disseminates values of truth, purity, and gratitude through household narratives.	Offerings of natural elements (fruits, leaves, Panchamrit) symbolize harmony with nature's cycles.	Collective prayer and shared food reinforce moderation, gratitude, and ethical consumption.

<b>Gudi Padwa</b>	Solar New Year ritual linking health and ecology via neem-jaggery symbolism.	The Gudi pole and neem leaves encode renewal, purification, and balance in seasonal transition.	Annual ritual consumption of neem encourages seasonal adaptation and health consciousness.
<b>Dasha Snan (Raksha Bandhan)</b>	Ritual bathing as ecological communication aligning personal and environmental purification.	Ten natural elements (water, clay, grass, milk, honey, etc.) symbolize Earth's cleansing forces.	Repetition fosters water reverence and mindful ecological hygiene practices.
<b>Pohela Boishakh/ Vishu/ Puthandu</b>	Solar transition rituals communicate gratitude to land and renewal of agrarian cycles.	Vishukkani, Kolam, and Alpona act as semiotic performances of prosperity rooted in fertility.	Annual cleansing, community feasts, and offerings reinforce agrarian identity and ecological gratitude.
<b>Chhath Puja</b>	Riverbank worship communicates solar and water reverence through embodied ritual.	Arghya offerings to the Sun symbolize reciprocity between humans and natural forces.	Fasting, river immersion, and biodegradable rituals promote environmental discipline and purity.
<b>Ganga Dusshera</b>	The mythic descent of Ganga communicates the sacredness of rivers as life-giving systems.	Bathing rituals and Ganga Aarti represent symbolic purification and ecological gratitude.	Annual participation encourages water conservation and river protection.
<b>Teej</b>	Monsoon celebration communicating feminine devotion and ecological fertility.	Green attire and rain songs semiotically link women's vitality with earth's regeneration.	Ritual fasting and celebration reinforce emotional identification with rain and vegetation.
<b>Makar Sankranti</b>	Solar transition marks harmony between human activity and cosmic order.	Kite-flying, river baths, and sesame rituals symbolize solar and wind energy balance.	Community participation strengthens awareness of renewable cycles and natural harmony.

<b>Diwali</b>	Festival of light as an ecological metaphor of renewal and purification.	Lighting <i>diyas</i> and cleaning symbolize victory of light (energy) over darkness (pollution).	Shifts toward eco-friendly celebrations demonstrate behavioral adaptation toward sustainability.
<b>Lohri</b>	Fire-centered agrarian ritual communicating gratitude for solar warmth and harvest.	Bonfire and folk songs symbolize sun–earth reciprocity and agrarian rhythm.	Collective celebration fosters seasonal awareness and sustainable resource sharing.
<b>Holi</b>	Seasonal regeneration and social cleansing through color and fire rituals.	Bonfire (Holika Dahan) and herbal colors symbolize destruction of toxins and renewal of biodiversity.	Revival of natural dyes and community inclusion promote ecological balance and unity.
<b>Onam</b>	Harvest festival celebrating prosperity as ecological harmony.	Floral <i>pookalam</i> and boat races symbolize biodiversity and cooperation with land and water.	Collective feasts reinforce gratitude toward nature and communal sustainability.
<b>Basant Panchami</b>	Celebration of mustard bloom and pollination.	Yellow attire and kite flying symbolize sunlight, fertility, and seed renewal.	Participation strengthens appreciation for agrarian biodiversity and seasonal transition.
<b>Pongal</b>	Harvest gratitude ritual aligning agriculture with cosmic order.	Cooking new rice and cattle worship symbolize reciprocity between humans, animals, and nature.	Annual practice reinforces sustainable farming and animal care ethics.
<b>Bihu</b>	Assamese seasonal festival marking agrarian and ecological rhythms.	Dances, songs, and cattle worship embody the cycle of sowing and reaping.	Emotional connection with nature fosters continued agro-ecological stewardship.

<b>Baisakhi</b>	Harvest festival communicating renewal and agrarian prosperity.	Processions and rituals celebrate the fertility of soil and community labor.	Shared feasting promotes cooperative farming and ecological gratitude.
<b>Nuakhai</b>	Tribal offering of first grains to the Earth Goddess.	Ritual sharing of new rice embodies soil fertility and gratitude to Earth.	Reinforces collective agro-ethics and sustainable consumption behavior.

## 6. Conclusion:

When we try to see Indian festivals through the trinity of environmental communication, cultural symbolism and behavioral psychology, we realize that they allow people to learn, feel and act on ecological values through their day to day celebrations. These traditions are experiential and sustainable and act as vibrant participatory playgrounds where the learners can choose to learn lessons of balance and integration with nature. Festivals and rituals such as *Dasha Snan*, *Chhath Arghya*, *Tulsi Puja* and *Pongal* blend the sacredness of rivers, the sun and the soil into tales and shared experiences and actions. This enables one to experience the environment and ecology in their day to day lives and makes them more relatable and less like a project.

In the world of rituals, symbols, gestures and stories, one can also find the values of interdependence, sanctity and regeneration deeply interwoven with each other. The lighting of lamps (diyas), the ragas sung in monsoon or the pookalam designed and decorated with flowers aren't just signifying devotion and faith but are cultural expressions to emphasize environmental liveliness. At the same time, the psychological aspects of participation in rituals that stand tall on the pillars of emotions, belongingness, and spiritual elevation translate these symbolic meanings into enduring behavioral dispositions. These processes collectively create a self-sustaining cycle of communication → meaning → behavior → communication that can continuously regenerate ecological values in the society. This ongoing loop allows ecological values to be renewed and remembered across generations.

Interestingly, this framework allows us to understand festivals in a decolonial and culturally rooted approach to environmental communication that allows researchers to delve away from purely technical or human sprouted ideas of sustainability. Infact, it emphasizes relationships, integration and emotions along with the power of rituals. The Indian case shows that people care for the environment most deeply when ecological responsibility aligns with their cultural language—moral values, emotional bonds, and shared aesthetic traditions. This perspective connects with global conversations on eco-theology, Indigenous worldviews, and culturally grounded models of sustainability, all of which argue that caring for the planet must be meaningful, not just mandatory.

With all the possible connectedness, there are still important gaps that prevail. We still don't have enough empirical evidence that shows whether participating in rituals actually leads to measurable pro-environmental behavior. Moving forward, studies should look more closely at how people's actions change after taking part in rituals—through surveys, observation, and real-life stories. It would also be valuable to compare festivals across regions to see how local ecology and cultural narratives shape their impact, and to explore how eco-rituals are being adapted or reinterpreted through digital media today. Bringing together both interpretive and data-driven approaches will help us better understand how festivals function as living, adaptive systems—

where faith, meaning, and everyday behavior come together to support a deeper, culturally grounded sense of environmental responsibility.

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