

# MRS.S.SAHAYAMARY

II Year - Non Major Elective  
Tourism Products of India

# Fairs and Festivals

- ▣ Fair and festivals are the special features of India. They highlight the life of people in various directions. Though they were started for various purposes, now they are the part and parcel of Indian Culture.
- ▣ India hosts a large number of fairs. At some of the village fairs one comes face to face with the heart of India .

# Pushkar Fair

- ▣ Every year on Kartik Purnima ( Full Moon in October – November) a gigantic fair is hosted by the picturesque township of Pushkar, 11. Km from Ajmer.
- ▣ During this period thousands of pilgrims and ascetics gather from far and near for a dip in the sacred lake of Pushkar.
- ▣ The fair also is the venue of the biggest camel market. Besides camels, horses and bullocks are also brought and sold at this fair. Cultural programmes are presented by Rajasthan Tourism on the occasion.

# The Sonepur fair

- ▣ The fair is popular in Bihar. Sonepur, the site which dates back to the 6<sup>th</sup> century B.C now the venue of Asia's largest cattle fair. Rajas and Nawabs once used to camp here. Unique and historic Sonepur Mela commences every year on Kartik Purnima in November. This fair lasts for a fortnight.

# Bharnath fair

- ❑ It is held in Gujarat in February/March.
- ❑ The highlight of the fair is the series of cultural programmes – presented by leading exponents of Bhajans, Kirtans, Bhavai, folk songs and folk dances.



# Sarkhej Fair.

- ▣ This fair is also celebrated in Gujarat in July/August.
- ▣ Sarkhej fair is held at Sarkhej on the southern outskirts of Ahmedabad. It is the most important Muslims fair in Gujarat.
- ▣ It is held in the vicinity of Mausoleum of Shah Ahmed Khattu Gunj Baksh, Saint and mentor of the founder of Ahmedabad.

# Regional festival



# NATIONAL FESTIVAL

Festivals of national importance are called National Festivals. These festivals are celebrated in memory of great leaders and historical events. They spread the message of love, peace, brotherhood and humanity. It is celebrated with great patriotism in all parts of our country.



- ▣ India is noted for various festivals. Festivals not only reveal the ancient tradition of India but also help to maintain unity among the people having different faith and culture. Two types of festivals National and regional.
- ▣ **Example : National**
- ▣ **Independence day, Republic day, Gandhi Jeyanthi , New Year Day**

# New Year Day

- ▣ January first is the New year day. It is an International festival. It is celebrated mainly by the upper and middle class people of India irrespective of all religions.
- ▣ Even though it is meant for Christians. It is celebrated by all kinds of people by praying God to give peaceful and self sufficiency in all aspects throughout the year.

# Independence Day

- ▣ On 15<sup>th</sup> of August 1947, India won her independence from the British.
- ▣ We celebrate the day every year as Independence Day. On this day our Prime Minister hoists the National Flag at the Red Fort and the Chief Ministers hoists the flag in their state capitals.
- ▣ Every one wears a small Indian flag on this day.
- ▣ All institutions and school, hoist the national flag and salute it with pride.





# Republic day

- ▣ We celebrate the Republic Day on the 26<sup>th</sup> January. Our President hoists our National flag.
- ▣ The most majestic parade is conducted on this day.



# Republic day



# Gandhi Jeyanthi

- ▣ On 2<sup>nd</sup> October we celebrate this day.
- ▣ Our leaders pay homage to the father of our nation.

# Regional Festival

- ▣ Diwali the festival of lights is the most popular Hindu festival.
- ▣ It is filled with a lot of fun and is celebrated in most parts of the country with great enthusiasm. People wear new cloths.
- ▣ After the puja, children burst firecrackers to celebrate diwali. People meet family relatives and friends and exchange sweets and greetings.

# Ramzan

- ▣ There are a number of Muslim festivals like Muharram, Bakrid Id, Ramzan. Ramzan is the most enjoyable festival among them. During the Ramzan they fast during day and eat after the sun set.
- ▣ They give alms to the poor before attending the public prayer. Some give food and new clothes to the poor.
- ▣ When friends and relatives meet they greet each other “Id Mubarak:

# Christmas



- ❑ Christians celebrate the birthday of Jesus Christ on the 25<sup>th</sup> of December every year as Christmas.
- ❑ It is a celebration of humanity and mankind and conveys the message of love, tolerance and brotherhood.
- ❑ On that day children wait eagerly for Santa Claus to bring them gifts. Another feature is the decoration of the crib. People participate in special masses organized in churches. Celebrations of Christmas are marked by carols, cakes, candles and the decoration of the Christmas tree.
- ❑ They help the poor and spread the message of love and brotherhood.



# Buddha Poornima

- ▣ **Buddha's birthday is celebrated on the full moon day of tamil month Vaigasi as Budda poornima by Buddhists**

# Mahaveer jayanthi

- ▣ Vardaman mahaveera's birth day is celebrated as mahaveer jayanthi by Jains and Gurunak's birthday is celebrated as Gurunanak Jayanthi by Sikhs.