

MODULE – 3

Cultural and Heritage
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CULTURAL ATTRACTIONS OF INDIA

Attractions of Indian Culture refer to the way of life of the people. It can be their language, religion, dance, music, architecture, food, and customs. Since India is a large country with a huge population, the culture differs from place to place. India is also home to many religions and has many festivals to celebrate. In any given month of the year there is bound to be a religious festival. It might be Baisakhi, Holi, Eid, Mahavir Jayanti, Buddha Purnima, Guru Purab, Dussehra, Diwali, or Christmas. Festivals are an important part of the culture of our country. These festivals are characterized by colour, gaiety, enthusiasm, prayers and rituals. Foreign tourists are often struck by the scale and multiplicity of Indian Fairs and Festivals that have evolved in the society. Hence Cultural components form a major part of Tourist attractions in our country.

Foreign tourists visit India or when domestic tourists travel out of their city to another place, they must make it a point to be a part of these fairs and festivals that are being celebrated and held in that particular city or place. An interesting example would be the Dussehra festival which is celebrated in Mysore or in Kullu in Himachal Pradesh. If they are in Delhi then that ever so popular International Trade Fair held at Pragati Maidan from 14th November to 27th November is a place to be visited. Here you can witness the colours, heritage and products of the entire country displayed by all the states. Another important fair for them would be the Surajkund Crafts Mela held at Suraj Kund in Faridabad from 1st February to 15th February every year. Hence in this lesson we shall read about some fairs and festivals of India which should be visited by the tourist.



OBJECTIVES

After studying this lesson, you will be able to:

- describe the different cultural aspects of India;

- list the well-known fairs/festivals in India along with the regions and months in which they are held;
- describe the important festivals in India;
- explain the significance of fairs and festivals as tourist attractions;
- describe the events which form an integral part of our culture and
- list some food items which are popular with tourists.

11.1 DIFFERENT ASPECTS OF CULTURE

India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. Tourists want to know and have a glimpse of the cultural attributes of visiting destinations. Fairs and festivals are events or happenings through which we can see a very large part of our culture. We can list two major types of festivals in our country. Ones which are related to the important events in a country and are called national festivals, others are related to religion and also region. In both the events we can add other culture components which lend colour and gaiety to those events. These can be food, games, music and dance. In India people lose no opportunity to sing and dance or hold music and dance events where food is a very important component of these events.

Open fairs held in certain times of India lend gaiety and fervor which tourists love to visit.

Fair is a gathering of people to display or trade products or other goods, including animals for buying and selling. These fairs are often temporary in nature and may last only an afternoon or may be a fortnight.

Festivals are associated with a religious event and which centers on and celebrates certain religious events of that community. There can be very interesting events attached to these festivals. You will come across many stories also written on one such interesting story 'Idgah' was written by our very famous Hindi author Munshi Prem Chand. The author narrates the story of a young child who on the occasion of Id, gets some money to spend at the Idgah where a Cheemtah or tongs for his Nani. The Idgah assumes an important place in the life of the child. Similarly there are similar places where people gather to celebrate an event, e.g. the Kumbha Mela at Allahabad where because of the huge crowd that gathers children even tend to get lost or separated from their parents. These lost, separated or lost and found stories often become popular themes of stories in our Indian cinema also.



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Since India is home to many religions it is not surprising that we do not find a month in the year which does not celebrate any festival. If festivals are celebrated, can entertainment and enjoyment be far behind! Some festivals are also celebrated with Music and dance. Take for example the popular Dussehra festival of our country, every year, this festival is celebrated with the popular “Ram Leela” on the stage. It is watched by lakhs of people in Delhi. Many performances are held every year which are sponsored by big industrial houses. The Ram Leela has helped to popularize the famous epic the Ramayana among all those Indians who are interested in knowing about it. You will read about all these events and places in this lesson which tourists like to visit. It is also interesting to know why, what, where, how and when the festival is celebrated as it will help the tourist to understand it and the events associated with it.



Do you know

- Religion is an organized collection of belief systems, cultural systems, and world views that relate humanity to spirituality and, sometimes, to moral values.
- A Tradition is a belief or behaviour passed down within a group or society with a symbolic meaning or special significance with origins in the past.

You will be surprised to learn that many of the festivals are subjects to the lunar calendar. Most of the days of the festivals are not determined by the pre-set dates of a lunar calendar, but according to the waxing and the waning of the moon. The Islamic festivals are celebrated according to the Muslim or Hijri calendar.

Makar Sankranti is the only festival which is based on the Sun festivals are always associated with some religious event, e.g., Diwali is associated with the return of Lord Rama to Ajodhya and many other events about which you will read in the section on Diwali.

Guru Purab is associated with the birth of Guru Nanak etc. and other sikh gurus. These festivals are filled with religious fervor, faith and are the time to not only worship their gods but also enjoyment, fun and frolic. Families and friends get together, celebrate them with new clothes, good food and make it a time to visit each other. This unit contains the various festivals of our country along with the months in which they take place.

11.2 LIST OF FAIRS AND FESTIVALS ALONG WITH MONTHS

January

- Bikaner Festival in Rajasthan, Guru Gobind Singh's birthday
- Float Festival in Madurai Tamil Nadu, Kerala Village Fair Kovalam, Kerala, Lohri in Punjab and also places where the people from Punjab are staying.
- Makar Sankranti in Maharashtra, Karnataka, Bihar, West Bengal and Andhra Pradesh and in the North
- Mamallapuram Dance Festival Mamallapuram, Tamil Nadu, Modhera Dance Festival Sun Temple Modhera Gujarat, Nagaur Cattle Fair, Rajasthan
- National Kite Festival, Ahmedabad Gujarat, Pattadakal Dance Festival Karnataka, Pongal, Tamil Nadu and Andhra Pradesh, the Republic Day celebrated all over the country.
- Basant Panchami/Saraswati Puja, North India and West Bengal Joydev Kenduli Mela

February

- Khajuraho Dance Festival Bundelkhand, Madhya Pradesh, Deccan Festival Hyderabad, Andhra Pradesh
- Desert Festival Jaisalmer, Rajasthan, Eid-Milad-ul-Nabi
- Elephant Festival, Mumbai, Goa Carnival, Goa, Mahashivratri
- Nishagandhi Dance Festival, Thiruvananthapuram Kerala, Rose Festival in Chandigarh
- Surajkund Crafts Mela, Haryana, Taj Mahotsav, Agra, Uttar Pradesh, Thai Pusam, Tamil Nadu
- Garden Festival, Delhi
- International Yoga Week, Rishikesh, Uttarakhand

March

- Chapchar Kut, Mizoram
- Elephant Festival, Jaipur, Rajasthan
- Gudi Padwa or Ugadi, Maharashtra, Andhra Pradesh & Karnataka, Holi

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Cultural Attractions of India

- Hoysala Mahotsava, Belur-Halebid, Karnataka, International Flower Festival, Sikkim
- Mewar Festival, Udaipur Rajasthan, Natyanjali Festival, Chidambaram, Tamil Nadu, Ellora Festival Maharashtra

April

- Baisakhi, Punjab, Bihu, Assam
- Good Friday, Easter, Mahavir Jayanthi, Ramnavami
- Vishu, Kerala, Budh Purnima

May

- Ganga Dussehra, North India

June

- Hemis Festival, Ladakh, Jammu & Kashmir, Rath Yatra, Orissa
- Sindhu Darshan Festival, Leh, Ladakh, Jammu & Kashmir, Urs, Ajmer, Rajasthan

July

- Ashadi Ekadashi, Pandharpur International Mango Festival, Delhi, Champakkufam Boat Race, Kerala, Guru Purnima
- Nag Panchami, West Bengal, Maharashtra and South India

August

- Id-ul-Fitr, Independence Day, Janmashtami
- Nehru Trophy Boat Race, Kerala, Onam, Kerala
- Raksha Bandhan, North India, Teej, Rajasthan and Uttar Pradesh

September

- Ganesh Chaturthi, Maharashtra, Tamil Nadu, Andhra Pradesh, Kerala, Tarnetar Mela, Saurashtra, Gujarat
- Pune Festival, Maharashtra

October

- Durga Puja, West Bengal Dussehra, Diwali
- Id-ul-Zuha (Bakr-Id)
- Marwar Festival, Jodhpur, Rajasthan, birthday of Mahatma Gandhi

Cultural Attractions of India

- Navaratri
- Rajgir Dance Festival, Bihar

November

- Hampi Festival Karnataka
- Ka Pomblang Nongkrem, Shillong, Meghalaya
- Lucknow Festival, Uttar Pradesh, Muharram, Pushkar Fair, Rajasthan
- Sonapur Mela, Bihar, Guru Purab, Punjab

December

- Kartik Ekadashi
- Konark Dance Festival, Odisha
- Chennai Dance & Music Festival, Tamil Nadu, Christmas
- Kurushetra Festival, Haryana
- Island Tourism Festival - Port Blair, Andaman & Nicobar Islands, Poush Mela in Shantiniketan, Bengal
- Gangasagar Mela, Bengalsagar Mela, Bengal Vishnupur Mela

11.3 FESTIVALS IN INDIA

In India, the celebrations of fairs and festivals form a wondrous and joyful series of events. It marks the rites of passage between birth and death. There are said to be more festivals in India than there are days of the year. Small local village rituals of worship and propitiation are celebrated with as much fervor as other big festivals. These occasions can draw floods of people numbering half a million or more to any event. Sometimes Fairs and Festivals are moments of remembrance and commemoration of the birthdays and great deeds of gods, goddesses, and heroes, heroines, gurus, Prophets and saints. On these occasions, people gather together to celebrate. Each of India's many religious communities - Hindus, Muslims, Christians, Sikhs, Buddhists, Jains and others - have such days.

Major religio- cultural and national festivals of India are Makar Sankranti, Baisakhi, Diwali, Durga Puja, Dussehra, Onam, Holi, Janmashtami, Karwa Chauth, Maha Shivaratri, Naag Panchami, Ganesh Chaturthi, Navratri, Pongal, Raksha Bandhan, Guru Nanak Jayanti, Lohri, Eid ul Fitr, Muharram, Ram Navami, Christmas, Good Friday, Baisakhi, Mahavir Jayanti, Kumbh Mela, Children's day, Jamshed Navroz, Buddha Purnima, Hemis Gompa etc. and many more festivals about which you have already read.

The national festivals are Gandhi Jayanti, Independence Day and Republic Day. We shall now read a little more in detail about some of these festivals of India.

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Figure 11.1 Festivals of India as Tourist attractions

Dussehra

Dussehra is amongst the most popular Indian festivals which falls in the Hindu month of Ashvin (around September or October). On this day, Rama (the god and the hero of the great Hindu epic the Ramayana vanquished the evil Ravana – the 10-headed demon-king of Lanka who had abducted Rama’s wife, Sita. This festival goes on for atleast ten days. There is great excitement and people go to visit Ramlilas which are held in many places. On the tenth day i.e. on Dussehra, effigies of the demon king Ravana, along with his brother Kumbhakaran and son Meghnad are burnt. People cheer Lord Rama’s victory over evil. Kullu Dussehra in Himachal Pradesh and Mysore Dussehra are famous and popular tourist attractions. Music, dance, puppet shows, joyrides, games, food stalls people buying and selling, the balloon wala and chaat wala all can be seen at such events.

Durgapuja

The azure sky with fluffy white clouds and a nip in the air marks the advent of autumn and the time is there for the famous Durga Puja of Bengal. Because of commercialization and globalization many Bengalese have shifted to various parts of the countries hence you can come across many Durga Puja Pandals in major centres worship of the Goddess Durga. Actually the festival is celebrated twice a year– once in the month of March or April (Basant), and again in the month of September or October (Ashwin), during the moonlit fortnight. On both occasions, the puja is a nine-day affair with the last day coinciding with Rama Navmi and Dussehra respectively. One is associated with the birth of Rama and the second is associated with the killing of demons Ravana, Kumbhakaran and

Meghnad by Rama. The Mother goddess is venerated in one form or the other all over India, though she is the most popular among the Bengalis.

Diwali

Deepawali or the Festival of Lights is perhaps the most popular of all Hindu festivals of India. It comes twenty days after Dussehra. It is a joyful celebration signifying the return of Rama from the forests after killing Ravana. People decorate their homes. Religious fervor paralleled with ample fun and merry-making marks this India festival. Deepawali is celebrated in most parts of the country with equal enthusiasm and fervor. Like most festivals, it attracts a lot of tourists who come to India to witness this beautiful festival.

Holi

Holi, the liveliest of all Hindu festivals, is observed all over North India. It heralds the end of the winter and the beginning of the spring and marks the rekindling of the spirit of life. It is a festival of joy when all is forgiven. People throw colored powder and water at each other and make merry. Singing and dancing add to the gaiety of the occasion. Holi celebrations in Mathura and the small towns of Braj Bhoomi, the land of Sri Krishna, are spectacular. At this time of the year many tourists come here to witness the Holi celebration.

Eid ul Fitr

Eid Ul Fitr is the biggest Muslim festival of India. The festival is significant as much for its timing as for its religious implications. It is celebrated after the month of Ramzan (the month of fasting and the ninth month of the Muslim year), on the first day of Shavval – a month in the Hijri year (Muslim year). It is believed that the Quran was revealed to Prophet Mohammed in the month of Ramzan. The entire month of Ramzan fasts is observed which is broken after sunset every day. Markets are flooded with many good things to eat, clothes and gifts. On the day of Eid people go to the mosque to say their prayers.

Other major festivals of Muslims are Eid-ul-Zuha and Milad-un- Nabi. Muhharam is a mourning occasion to recall martyrdom of Imam Hssan and Hussain, grandsons of Prophet.

Baisakhi Festival

One of the most spirited festivals of India is Baisakhi, originated from the northern state of Punjab which is home to some of the most sturdy and fun-loving people in this country. It is the celebration of Baisakhi which marks the



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months of hard labour that go into the production of the rabi crop, the first harvest of the year.

Mahavir Jayanti

The birthday of Lord Mahavira, the 24th tirthankar of the Jain sect is largely spent in prayer rather than in any ostentatious display of jubilation. In places with a sizeable Jain population, like Old Delhi and Gujarat, peaceful processions are organised where children put up skits depicting different phases of Mahavira's life. This day is considered to be auspicious enough to undertake new ventures or organise other social activities.

Christmas

Christmas, the festival of Christians is associated with the birth of Jesus Christ. At Christmas which falls on 25 December every year, Christians go to the Church and sing carols and prayers. People send greetings to their friends and families in faraway places. People decorate their homes with Christmas trees and wreaths, bright red decorative bulbs, festoons, bells, other small ornaments, coins and gifts hung in socks.

Days before Christmas markets are packed with huge crowds. People buy new clothes, gifts and decoration materials (for their family).

In Kerala and Tamil Nadu, people hang beautiful star-shaped paper lamps of various colours and sizes outside their homes. The star lamps of Kerala have patterns or cutwork designs on them.

Nearly a week before Christmas, the church, club and school choirs start going to neighborhoods and are greeted by people with cakes and other eatables. Christmas carols are sung in various local languages all over the country. One famous Christmas carol which is sung with great love is silent night, Holy night, all is come, all is bright. Holy - Mother and child i.e. Jesus Christ and his mother. Needless to say that all religious festivals are holiday times. People travel to their homes to celebrate them with their families thus generating a lot of tourists' activities in the country.

Gurpurb

Gurpurb are related to the lives of the Sikh gurus they are an important features of the Sikh way of life.

During these celebrations, the Guru Granth Sahib is read in private homes and in the gurdwaras. This is done in a single continuous ceremony lasting for

48 hours . This reciting of the Grantha Sahib called Akhan Path must be completed without interruption. In fact, the relay of reciters who take turns at saying the Scripture, ensures that no break occurs.

Special assemblies are held in gurdwaras and discourses are given on the lives and teachings of the gurus. You can see Sikhs march in processions through towns and cities chanting the holy hymns. Special Langars, or community meals are held for the participants. Partaking of a common meal on these occasions is considered an act of merit. Public functions are held. Gurdwaras and residential houses are illuminated with lights and diyas. Friends and families exchange greetings.

11.3.1 National Festivals of India

National festivals are celebrated to commemorate the occurrence of great historical events of national importance. Such festivals inculcate a strong feeling of patriotism in the minds of Indians. India celebrates three National Festivals about which you will read here.

Independence Day: (15th August 1947). Commemorating the day India attained freedom (15 August), Independence Day is celebrated with flag hoisting ceremonies and cultural programmes in the state capitals, district head quarters, cities and villages, especially in almost every school. The Prime Minister’s speech at the Red Fort in Delhi is the major highlight. The Delhi skyline is dotted with thousands of kites on this day.

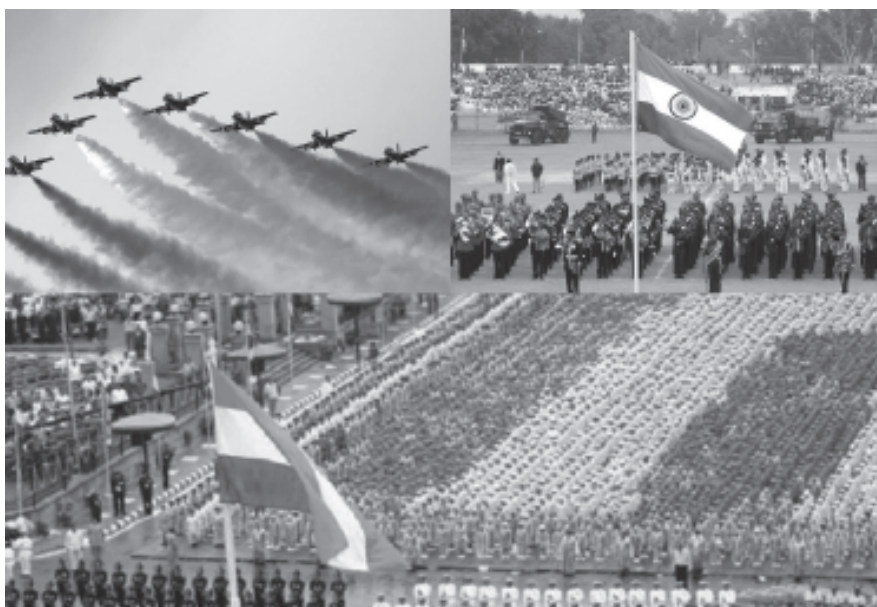


Figure 11.2 National festivals as Tourist attractios



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Republic Day: Commemorating the day India became a Republic, in 1950 on 26 January, every year is witness to a colourful celebrations with soldiers marching in unison, followed by folk dancers, school children and floats from different states. The beating retreat that marks the end of celebrations on 29 January is a moving ceremony with military bands playing at Vijay Chowk in Delhi.

Gandhi Jayanti: The birth anniversary of Father of the Nation, Mahatma Gandhi who was born on 2nd October in the year 1869.

Celebrations of National festivals exhibit Political and Socio-cultural scenario of the country and these are alluring Tourist attractions.

11.3.2 Other Festivals

Hemis Festival, Ladakh, Jammu & Kashmir

It is a religious festival and is one of the most auspicious occasions for the Buddhist monasteries in India. The courtyard of Hemis Gompa, the largest Buddhist monastery in Ladakh, is the stage for the famous 'Hemis' festival that celebrates the birth anniversary of Guru Padmasambhava. Local people dress up in their finest traditional garb for the occasion. Lamas, called 'chhams,' perform splendid masked dances and perform sacred plays to the accompaniment of cymbals, drums and long horns. The head lama presides over the function. The festival takes an auspicious turn every 12 years in the Tibetan Year, when the two-storey high 'Thanka' depicting Padmasambhava is displayed.

Chandrabhaga Mela

Chandrabhaga Mela which is also known as Magha Saptam Mela is a grand fair which is held around February at Khandagiri near Bhubaneswar Odisha. The important fair and festival is celebrated every year during the full moon phase at the sacred Chandrabhaga River. During the seven day fair thousands of pilgrims gather to bathe in the holy Chandrabhaga River.

Kumbh Mela

Magh Mela, Kumbh Mela, Ardh Kumb Mela, Ganga, Dussehra, Triveni Mahotsava etc. is a mass Hindu pilgrimage on which Hindus gather at the Ganges and river Godavari, where bathing for purification from sin is considered a very pious religious act. "An eternal life free of sins" is the promise that comes attached with the magnificent event of Kumbh Mela. It's a promise to which millions want to be bound with, and it is this promise that has made Kumbh Mela what it is today.

There is a beautiful story attached to Kumbh Mela. Legend has it that in the mythological times, the gods and the demons once churned the ocean to retrieve the Kumbh (pot) containing nectar / elixir of immortality (Amrit). As Dhanvantari, the divine healer appeared with the Kumbh containing nectar in her palms, a great fight followed between the gods and the demons to wrest the pitcher. During the fierce battle in the sky, a few drops of nectar / elixir of eternal life fell at four different places, Prayag, Haridwar, Nasik and Ujjain. It is believed that these drops gave mystical powers to these places. It is to make oneself gain on those powers that Kumbh Mela is celebrated in each of the four places since long as one can remember.



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Figure 11.3 Kumbh Mela

The Kutch Festival

It is celebrated in Kutch, when Shivratri is celebrated in Gujarat. There are colourfully attired dancers, music concerts, Sindhi Bhajan performances. Langa Desert Music and shops selling embroidered to clothes and jewellery are the tourist attractions here.

Mewar Festival, Udaipur, Rajasthan

It is held to commemorate the arrival of spring, with Rajasthani songs, dances, processions, devotional music and firework displays. It is celebrated during the Gangaur Festival where a procession of colourfully attired women, carrying the images of the goddess Gauri, makes their way to Lake Pichola in Udaipur. Visitors also see an unusual procession of boats on the lake.

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Pooram, Thrissur, Kerala

Pooram is the most colourful of all the temple festivals of Kerala. It is celebrated in Thrissur at Vadakkumanathan temple, dedicated to Lord Shiv, usually in April. The festival includes a magnificent spectacle of fireworks, an umbrella display competition and a splendid elephant procession. The best elephants of the state from the various temples in Kerala are sent to Thrissur to participate in the Pooram festival. It is not surprising that people from all over come to visit this festival especially in the land of gods as Kerala is called.

Onam

Another Kerala festival is Onam which heralds the harvest season. Onam lasts for 10 days. People wear new clothes, visit temples and offer prayers. Girls perform the Kaikottikkali in the open, dancing around the traditional brass lamp. Major attractions are the famed snake boat races along the backwaters at Champakulam, Aranmula and Kottayam. About a hundred oarsmen in each boat row huge and graceful ode (snake boats) to the rhythm of drums and cymbals and songs praising Mahabali's reign. Cultural festivities are held throughout the state at different venues.

Ganga Dussehra, North India

Ten days of the month are devoted to the worship of holy river Ganga, venerated by the Hindus as a mother as well as a goddess. Places along the banks of the river such as Rishikesh, Haridwar, Garh-Mukteswar, Prayag, Varanasi, etc., hold special significance during this event. Devotees flock to these places to bathe in the holy river. In Haridwar, 'aartis' are performed at twilight and a large number of devotees who come here from various parts of the country meditate on riverbanks .

Amarnath Yatra

Pilgrims visit this place in Kashmir, high up among the Himalyan mountains where Lord Shiva explained the secret of salvation to his consort Parvati. It is a very difficult terrain and only very healthy and fit people can visit this place.

Khajuraho Dance Festival, Bundelkhand, Madhya Pradesh

Khajuraho, well known for its enchanting temples, provides the venue for the Khajuraho festival of classical dance every year, usually from 25 February to 2 March. The dancers perform in an open-air auditorium, usually in front of

the Chitragupta Temple dedicated to Surya (the Sun god) and the Vishwanatha Temple dedicated to Lord Shiva. Local craftsmen display their crafts at an open market.

Bihu, Assam

Bihu or Bohag Bihu is the most important festival of the people of Assam and is celebrated in mid-April to welcome spring. Cattle rites are performed on the first day, and homage is paid to elders, relatives and friends on the second day with a special Bihu meal. The third day is set apart for religious services. Games and sports, special Bihu songs and dances, fairs, etc., are a part of the Bihu celebrations. The Assamese also celebrate Magh Bihu in January, and Kati Bihu in October.

Rath Yatra, Orissa

This spectacular chariot festival celebrated for eight days at the famous Jagannath Temple in Puri. Images of Lord Jagannath, his sister Subhadra and brother Balbhadra are taken out in a procession in three immense chariots. Thousands of devotees pull these chariots to Gundicha Mandir, a temple 3 km away. After a week, the deities return to the main temple in a similar procession. The construction of the chariots begins in April.



ACTIVITY 11.1

Select any one religion of your choice. Prepare a list of all what people do to celebrate their festivals i.e. what customs they follow, food they make etc.



INTEXT QUESTIONS 11.1

A. Choose the correct Answer

- (i) An event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the Festival is called
- a. Tradition b. Festival c. Culture d. Fair
- (ii) Gathering of people to display or trade produce or other goods, to parade or display animals and often to enjoy associated entertainment is called
- a. Fair b. Feast c. Tradition d. Festival



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- (iii) Which festival is a mixture of the religious, festive, the spectacular and full of fun and frolic activities?
- a. Gurpurb b. Baisakhi c. Christmas d. Raksha Bandhan
- (iv) Name the states where the following festivals are celebrated
- a. Bihu b. Baisakhi c. Rath Yatra d. Kutch

11.4 FAIRS : TOURIST ATTRACTIONS

India is a vast and multicultural country. It is also the destination of countless fairs which attract domestic and international tourists. Fairs are rich sources of tourist attractions because they display varieties of local socio-cultural attractions for the tourists in the form of joy, entertainment, enthusiasm and spectacular events. We shall now read about some major fairs of international repute which have been very successful in attracting a large crowd of visitors every year.

They not only add to fun and gaiety of any fair but also help in the economy of the country. Hence tourists should be encouraged to visit them especially if they are in the vicinity of these events

Most of the fairs held in India are either religious fairs or celebration of change of seasons. A number of big fairs are held at important places of pilgrimage. Khumbh Mela is the largest religious gathering in the world which is held at four Holy cities of India. Some of the big religious fairs in India are Pushkar Fair, Baneshwar Fair, Gangasagar Fair, Tarnetar Mela, Chaitre Chaudash Mela, Nagaur fair, and many monsoon festivals or fairs. Kolkata Book Fair is the world's third largest annual conglomeration of books and world's largest non-trade book fair. The famous Sonapur Cattle Fair near Patna is the biggest cattle fair in Asia and the world's largest animal fair.

Pushkar Fair

This is one of the world's largest camel fairs, held during October-November in the oldest city of Rajasthan "Pushkar". It attracts a large number of visitors from all around the world, especially from Israel. It is also an important competitions such as the matka phod and the longest mustache and the Hot air balloon are experiences enjoyed by the tourists. People also gather to watch camel racing, tent pegging and other such events.



Figure 11.4 Camel Fair



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Desert Festivals

Desert Festivals of Jaisalmer and Nagaur are other famous festivals which attract tourists. In Jaisalmer, it is a three day event marked with colour, music and festivity. Tourists over here can witness gair and fire dancers dancing to traditional tunes, camel polo and camel dance. There is a turban tying competition also. Many folk performers also find a platform to show off their talent. There are snake charmers, puppeteers and acrobats who charm the Indian and foreign tourists.

The Sonepur Fair

The Sonepur Fair is the only one of its kind in the world. Haathi Bazaar is one of the major attractions of the fair, where elephants are lined up for sale. Apart from this, all breeds of buffaloes, donkeys, ponies and birds are also available for sale. It is the largest animal fair in Indian which attracts people from all around Asia.

Ambubasi Fair

The Ambubasi Fair is the three-day traditional fair which is organised every year during monsoon in the Kamakhya temple at Guwahati, Assam. Devotees from different parts of the country come here to take part in this fair.

Baneshwar Fair

The Baneshwar fair is a very popular tribal fair held in Dungarpur district in Rajasthan during the month of February. This is a religious fair with simple and traditional rituals to worship Lord Shiva. This fair is the center of attraction

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of a large number of tribals from the neighbouring states. It is now becoming a very popular tourist attraction. The tribal way of celebration is very different from the others and is worth visiting.

Goa Carnival

The months of December, January and February are one of the best times for tourists to visit Goa. It is a beautiful state and Christians form a very large section of the people here. It is not surprising that Christmas over here is celebrated with great fanfare. The Goa carnival is a very important fair here. Fun, creativity, music, dance and good food are important part of the carnival. Huge parades are organised throughout the state with bands, dances, floats, strumming of guitars and non stop festivity. No wonder it is popular with the tourists. It involves a public celebration or parade combining some elements of a circus, mask and public street party. People often dress up or masquerade during the celebrations. Tourists from all over India and abroad come here to witness this carnival.

Suraj Kund Craft Mela

It is a major tourist attraction in the country. It is held every year from 1st to 15th Feb at Suraj Kund in Faridabad district of Haryana State. It has a lovely display of art works made by talented artists from all over India. Most of the articles are affordable and suit the visitors pocket. It is not surprising that this Mela, literally draws lakhs of visitors.

Taj Mahotsav, Agra, Uttar Pradesh

A 10-day event, the Taj Mahotsav is a culturally vibrant platform that brings together the finest Indian crafts and cultural nuances. Starting on 18 February each year in Shilpgram, the Taj Mahotsav is a much awaited event. India's extensive arts, crafts and culture are on display. Folk music, shayari (poetry) and classical dance performances as well as elephant and camel rides, games and a food festival, all form a part of the festivities.

International Yoga Week, Rishikesh, Uttaranchal

Yoga literally means 'union' – of the breath and body, the mind and muscles and, more importantly, a union of the self with the divine. To promote the ancient science of Yoga, a week long event is organised by the State Tourism Department at Rishikesh on the banks of river Ganga during February-March. Detailed lectures, demonstrations of various asanas by prominent exponents of Yoga are the major highlights of the Yoga Week. Since yoga is becoming popular

world wide it is not surprising that many tourists come to India to participate and learn yoga.

Elephant Festival, Jaipur, Rajasthan

The Elephant Festival is held every year, a day before Holi. The festival begins with a procession of elephants, camels, and horses, painted and tastefully attired with ornaments and embroidered velvet, followed by lively folk dancers. The elephants greet the visitors, offer garlands to the guests and walk past the ramp before a jury of experts and tourists who select the Best-decorated Elephant. Elephant races and elephant polo matches are special features. The tug of war between elephants and men is probably the most exhilarating highlight of the festival.



Notes

Sindhu Darshan Festival, Leh, Ladakh, Jammu & Kashmir

The Sindhu Darshan Festival is a celebration of River Sindhu (Indus) which originates from the lake Mansarovar in Tibet. As part of the celebrations, various groups from different states in India bring water from the other great rivers in the country in earthen pots and immerse these pots in the Sindhu, thereby mingling the river water with other waters of the land.

National Kite Festival, Ahmedabad, Gujarat

On Makar Sankranti, Ahmedabad is at its colourful best as kites of all colours, patterns and dimensions soar into the sky. Special kites with little paper lamps illuminate the night sky with myriad flickering lights. Special Gujarati cuisine, exhibitions of handicrafts, and folk art enhance the festive spirit acting as tourist attractions for people.

Champakkulam Boat Race, Kerala

Champakkulam boat race marks the beginning of the season for boat races in Kerala. Named after the serene village of Champakulam, this race is held on the course of River Pamba. The snake boat race is often considered as the ultimate test of endurance, speed and skill in this region and rowers numbering about 90 to 100 on each boat undergo rigorous training for several days, prior to participating in the race.

Other Popular Fairs in India: Tourist Attractions

Raasmela (Bilasipara, Assam), Brahamotsavam (Tirupati, Andhra Pradesh), Sonepur Mela (Sonepur, Bihar), Somnath Fair (Patan, Gujarat) Gangor Mela

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(Sirsa, Haryana), Surajkund Mela(Surajkund, Haryana), Kisan Mela (Karnal, Haryana), Dehati Mela (Ladana, Haryana), Minjar Fair (Chamba, Himachal Pradesh), Dussehra (Kullu, Himachal Pradesh), Jhiri Mela(Jhiri, Jammu & Kashmir), Kunda Fair (Pratappur, Jharkhand), Dassara (Mysore, Karnataka), Godachi Fair (Godachi, Karnataka), Hampi Festival (Hampi, Karnataka), Pooram Festival (Trichur, Kerala), Makara Vilakku (Malappuram, Kerala), Chirappu (Kottayam, Kerala), Omallor Fair (Omallor, Kerala), Magara Jyoti (Sabarimala, Kerala), Sri Sundaeswar (Kannur, Kerala), Utsavam (Malappuram, Kerala), Aranmula Vallamkali (Aranmula, Kerala), Kerala Village Fair (Kovalam, Kerala), Kartik Mela (Ujjain, Madhya Pradesh), Kadam Mela (Kharagpur, Madhya Pradesh), Gwalior Trade Fair (Gwalior, Madhya Pradesh), Makar Sankranti (Ujjain, Madhya Pradesh), Nimar Utsav (Maheshwar, Madhya Pradesh), Kumbh Mela (Nashik, Maharashtra), Sharda Utsav (Nagpur, Maharashtra), Ganesh Festival (Sangli, Maharashtra), Rath Yatra (Puri, Odisha), Joranda Mela (Joranda, Odisha), Dhanu Jatra, (Bargarh, Odisha), Bali Yatra (Cuttack, Odisha), Chatar Yatra (Kalahandi, Odisha), Rural Olympics (Quila Raipur, Punjab), Hollah Mohllah (Anand Pur Sahib, Punjab), Baisakhi (Talvandi Sahib, Punjab), Maghi Mela (Muktsar,Punjab), Ramteerth Mela (Kaler, Punjab), Sahidi Jod Mela (Fatehgarh Sahib, Punjab), Sodal Mela (Jalandhar, Punjab), Chappar Mela (Chappar, Punjab), Khatu Shyam ji (Sikar, Rajasthan), Gangaur Festival (Jaipur), Urs Ajmer (Ajmer, Rajasthan), Pushkar Fair (Pushkar, Rajasthan), Ramdevra (Ramdevra, Rajasthan), Dussehra Mela (Kota, Rajasthan), Beneshwar Fair, (Dungerpur, Rajasthan), Chanderbhaga Fair (Jhalawar, Rajasthan), Khetlaji Fair (Bundi, Rajasthan), Ranisati Mela (Jhunjhunu, Rajasthan), Kaila Devi Fair (Karauli, Rajasthan), Kallaji Ka Mela (Banswara, Rajasthan), Marwar Festival (Jodhpur, Rajasthan), Peria Kirthigal (Trupparankundram, Tamil Nadu), Panimaya Matha Festival (Tuticorin, Tamil Nadu), Eallazhagar Bannaral (Bannaral, Tamil Nadu), Kundam (Chikkaram, Tamil Nadu),Bemoli Katra Mela (Bemoli Katra, Uttar Pradesh), Kailash Mela (Agra, Uttar Pradesh), Makar Sankranti (Allahabad, Uttar Pradesh), Kumbh Mela (Haridwar, Uttar Pradesh), Barabanki Mela (Deva Barabanki, Uttar Pradesh), Ramnavami Mela (Ayodhya, Uttar Pradesh), Sharvan Jhoola (Faizabad, Uttar Pradesh), Nauchandi Mela (Meerut, Uttar Pradesh), Chitrakoot Ramlila (Chitrakoot, Uttar Pradesh), Rambarat (Agra, Uttar Pradesh), Cattle Fair (Dadri, Uttar Pradesh), Gokulanand Mela (Gokulpur, West Bengal), Sankranti Mela (Ganganagar, West Bengal), Phool Walon ki Sair, Books & Trade fairs, (Delhi) etc.



ACTIVITY 11.2

Select any major fair which you might have visited. List the things you saw there. Of these what according to you, are the major tourists attractions.



INTEXT QUESTIONS 11.2

1. Tick the correct option

- i. Sonapur fair is popular as
 - a. animal fair
 - b. book fair
 - c. camel fair
 - d. mango fair
- ii. The largest and holiest fair in India is
 - a. Goa Carnival
 - b. Pushkar fair
 - c. Kumbh mela
 - d. Makar Sakranti
2. Why are fairs considered as tourist attractions?
3. Describe the significance of Kumbh for tourists.
4. Why is the Goa Carnival an International tourist attraction?

11.5 EVENTS AS TOURIST ATTRACTIONS

Dance and music have always happened to be the most popular choice of tourists. It is not surprising that Dance festivals are held throughout the year all over the country. Indian dances are very popular everywhere. This may be on account of the fact that among Indians who have settled abroad these events have popularized them. It is not surprising that many tourists - Indians and foreigners visit dance festivals. Some of the very popular dance and music festivals are Konark dance festival of Orissa, Khajuraho dance festival of Madhya Pradesh and Chennai dance and music festival.

Classical and Regional Dances namely Bharatanatyam (Tamil Nadu), Kathak (Rajasthan, Punjab, Delhi, Uttar Pradesh), Kathakali (Kerala), Kuchipudi (Andhra Pradesh), Manipuri (Manipur), Mohiniyattam (Kerala), Odissi (Odisha), Sattriya (Assam), Garba & Dandia (Gujarat) and Bhangra (Punjab) etc. are an integral part of Tourist attractions in India.

11.5.1 Popular Dance Forms of India

India is best known for its diversity in culture, tradition, and language. Like the ancient Indian culture the classical dance forms of India has a long history of 2000 years. Most of the dances were performed in the temples before the deities, sometimes they were also performed in the royal courts for the visitors to the King one such example is Kathak which received patronage in the Mughal courts.

Most of the classical dance styles of India were developed in the 2nd and 3rd centuries. In India, eight major Indian classical dance forms are very popular



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and attended by a large number of people. These are Bharatanatyam, Kathak, Kathakali, Kuchipudi, Manipuri, Mohiniattam, Odissi and Sattriya.

Bharatanatyam

This classical dance form was originated in Tamil Nadu state of India during the late 18th and early 19th century.

Bharatanatyam is a widely appreciated dance form and it demands unconditional and undivided dedication to become a good Bharatanatyam dancer.

In earlier days it was known as ‘Daasiyattam’ since it was performed by the the Devadasies in temples of Tamil Nadu. The Bharatanatyam was derived from three basic concepts of Bhava, Raga, and Thaala. The music used during the performance is based on Carnatic classical music. Mridangam, veena, flute, and violin are main musical instruments, used during dance performance.



Figure 11.5 BharataNatyam

Kathak

This classical dance form was initially performed as a temple ritual in north India but later became royal court entertainment under the Mughal and Persian influence.

The word Kathak derived from the word Katha (story telling). The classical dance basically revolves around the ancient storytelling and the performer mainly emphasises on facial expressions and movement of feet and hands. The soulful music accompanies the dance performance with traditional musical instruments.



Figure 11.6 Kathak

Kathakali

This is a unique form of dance drama from Kerala, which is performed on stories from the Hindu epics like the Ramayana, the Mahabharata, and the Purans in the temples.



Figure 11.7 A Kathakali



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The dancers use big masks with heavy make-up and costumes. Dancers wear huge colorful skirt and head dress. Three groups of performers participate in the Kathakali dance: the dancer, vocalist, and the percussionists. The dancers play a variety of roles (like king, gods, demons, animal, priests etc.) during the performance.

The facial expression, hand movements (Mudras), and eye movement are used by the dancers to convey their dialogue to the spectators. Kathakali dancers perform to the beats of three distinguished drums- Cena, Edakka, and Maddalam. All three drums produce distinct sounds.

Kuchipudi

This dance originated from Andhra Pradesh. It was initially performed in the temples by the Brahmin men, known as Bhagavathalu. It is a form of dance-drama, enacted at night in the open air on an improvised stage. The dancers wear colourful costumes, make-up, and heavy jewellery and ornaments. During the dance performance classical Carnatic music is used. Mridangam, violin, and clarinet are the major musical instruments used during the performance.



Figure 11.8 Kuchipudi

Manipuri

Manipuri dance is a classical dance form of Manipur. It is a very ancient form of Indian classical dance and the earliest records of this dance date back to about 100 AD. As compared to other Indian classical dances Manipuri dance movements are slow and graceful. The gentle arm and foot movement make the dance performance differ from other classical dances. The main musical instrument of Manipuri dance is Manipuri Dholak.



Figure 11.9 Manipuri dance



Notes

Mohiniattam

This dance form belongs to Kerala. Mohiniattam means Mohini's Dance (according to Indian mythology, Mohini was incarnation of Lord Vishnu in the form of a beautiful woman with the intention to slay the demon Bhasmasur).



Figure 11.10 A Mohiniyattam

Odissi

Odissi dance style originates from Odisha. It is considered to be one of the oldest surviving dance forms in the world. In ancient times it was performed in the temples of Odisha. Odissi dance is very similar to the Bharatanatyam in respect to expressions and mudras. The dance is based on the Sanskrit play Geet Govinda which shows love and devotion to Lord Krishna.

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Figure 11.11 Odissi

Sattriya

It is the classical dance form of Assam. It was introduced by the great Vaishnav saint and reformer of Assam, Mahapurusha Shankaradeva. Sattriya dance tradition is governed by strictly laid down principles in respect of hastamudras, footwork, aharyas and music etc. The costumes of the dancer are made of Assam Pat Silk and traditional Assamese jewellery. It is accompanied by musical compositions called borgets based on classical ragas.



Figure 11.12 Sattriya dance

11.5.2 Music: Tourist Attraction

Like dances, Indian music is also a strong factor which attracts Tourists to any place or event in fact tourists visiting such places should be encouraged to be part of any event hosting music or dance events.

Indian music is traditionally taught via oral methods and, until the 20th century, did not employ notations as the primary media of instruction, understanding, or transmission. The rules of Indian music and compositions themselves are taught by a guru to a shishya, in person. Various Indian music schools follow notations and classifications.

Hindustani Classical music

Hindustani music is mainly found in North India. Khayal and Dhrupad are its two main forms, but there are several other classical and semi-classical forms. There is a significant amount of Persian influence on Hindustani music in terms of the instruments, style of presentation, and ragas such as Hijaz Bhairav, Bhairavi, Bahar, and Yaman. Hindustani music has assimilated various folk tunes, for example, ragas such as Kafi and Jaijaiwanti are based on folk tunes. Players of the tabla, a type of drum, usually keep the rhythm, an indicator of time in Hindustani music.

Another common instrument is the stringed tanpura, which is played at a steady tone (a drone) throughout the performance of the raga, and which provides both a point of reference for the musician and a background against which the music stands out. The task of playing the tanpura traditionally falls to a student of the soloist. Other instruments for accompaniment include the sarangi and the harmonium. They form a very important part of any music festival that takes place anywhere in the country.

Carnatic music (South Indian music)

Carnatic music, from South India, tends to be more rhythmically intensive and structured than Hindustani music. Examples of this are the logical classification of ragas into melakarthis, and the use of fixed compositions similar to Western classical music. Carnatic raga elaborations are generally much faster in tempo and shorter than their equivalents in Hindustani music. In addition, accompanists have a much larger role in Carnatic concerts than in Hindustani concerts.

Primary themes include worship, descriptions of temples, philosophy, and nayaka-nayika themes.

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INTEXT QUESTIONS 11.3

1. Tick the correct option

- i. Bharatanatyam dance has its origin in
 - a. Karnataka
 - b. Maharashtra
 - c. Odisha
 - d. TamilNadu
 - ii. Indian dances depend on
 - a. Raaga
 - b. Bhav
 - c. Mudra
 - d. Bhav and mudras
 - iii. Which dance form depicts stories from epics and scriptures
 - a. Kathakali
 - b. Bharatanatyam
 - c. Kathak
 - d. Odissi
 - iv. South Indian music is also known as
 - a. Carnatic music
 - b. Dakhinni musi
 - c. Kannada music
 - d. Hindustani music
2. Why are dance and music an integral part of Tourist attractions?
 3. List any five popular Indian music instruments.



ACTIVITY 11.3

Collect pictures and information of different forms of Indian dance and music, and paste them in the scrap book.

11.6 FOOD ITEMS: AS TOURIST ATTRACTIONS

Human beings desire to taste the cuisine which they have not tasted before. This makes food and beverages as major Tourist attractions. Fairs and festivals serve most of these cuisines. Sewiyyan, a sweet dessert is one of the most important cuisine on Eid ul fiter which is popularly called sewiyyan wali Eid.

Similarly, a dessert called gujiyan on Holi and certain food items are served as Prasad on festivals which is available only in those days. As explained above, India has multicultural diversity which make it a country with varieties of food and beverages which can be had by the food loving tourists visiting that place or in the occasion of a festival. Listed below are some very popular cuisines in India which tourists can enjoy and sometimes even take home e.g. Namkeens of Gujarat and Rajasthan, Dhoda sweet from Gurgaon, Petha from Agra, and



Notes

Pedas from Mathura, banana chips from Kerala, Mishti Dahi and Rosogullaha from Kolkata while Saffron and Waazwan comes from Kashmir and Apples from Kullu. .

Cuisines Available for Tourists in India

- i. Rogan Josh (Curried lamb), Gushtaba (Spicy meat balls in yoghurt), and the delicious Biryani (chicken or lamb in orange flavoured rice, sprinkled with sugar and rose water).
- ii. Tandoori cooking (chicken, meat or fish marinated in herbs and baked in a clay oven) and kebabs are also Northern cuisine.
- iii. Bhujia (vegetable curry), Dosa, Idli and Sambar (Rice pancakes, dumplings with Pickles and Vegetable and Lentil curry), and Raitas (yoghurt with grated cucumber and mint).
- iv. Bombay duck (curried or fried fish) and Pomfret (Indian salmon).
- v. Parsi Dhan Sak (lamb or chicken cooked with curried lentils) and Vindaloo vinegar marinade.
- vi. Fish in Bengali cooking as in Dahi Maach (curried fish in yoghurt flavoured with turmeric and ginger) and Malai prawn (curried prawn with coconut).
- vii. Pooris, Chappatis, Makki, Bajra Roti-Sarson Saag and Nan etc. Common throughout India are Dals (crushed lentil soup with various additional vegetables), and Dahi, the curd or yoghurt.

Desserts

Some common Indian Sweets and Desserts include:

- i. Barfi: A sweet made of dried milk with ground cashews or pistachios, often served with a thin layer of edible silver foil as decoration.
- ii. Chikki: A sweet made out of peanuts and molasses.
- iii. Gulab Jamun: A dessert consisting of fried milk balls soaked in sweet syrup, such as rose syrup or honey.
- iv. Jalebi: Dough fried in a coil shape dipped in sugar syrup, often taken with milk, tea, yogurt, or Lassi.
- v. Kulfi: An Indian ice cream in a variety of flavours such as mango, saffron, or cardamom.



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- vi. Kheer: A sweet rice pudding usually made with rice and milk.
- vii. Malpua: A type of pancake made of wheat or rice flour, deep fried and dipped in sugar syrup.
- viii. Rasgulla: A popular sweetmeat, produced by boiling small balls of collage cheese in sugar syrup.
- ix. Sandesh: A sweet made from cheese, kneaded with fine ground sugar and molasses.
- x. Shrikhand: A creamy dessert made out of strained yogurt, often served with dried fruits such as mangoes.
- xi. Kaju Katli: Similar to Barfi, mainly comprises cashew powder along with ghee, cardamom powder and sugar.
- xii. Rabri: Rabri is a sweet, condensed milk based dish made by boiling the milk on low heat for a long time until it becomes dense and changes its colour to pinkish. Sugar, spices and nuts are added for flavour.

BEVERAGES

Non-alcoholic Beverages

- i. Masala Tea
- ii. Indian Filter Coffee popular in Southern India.
- iii. Lassi
- iv. Sattu
- vi. Chaach, Sharbat and Nimbu Pani (Lemonade)
- vii. Badam Doodh and Coconut water
- viii. Panner Soda or “Gholi Soda”



INTEXT QUESTIONS 11.4

1. Why are cuisines unavoidable Tourist attractions?
2. Name any five food styles of India available to the tourists.



ACTIVITY 11.4

Make a list (region wise) of Indian foods, desserts and beverages and collect informations about them with their pictures if possible.



WHAT YOU HAVE LEARNT

- The cultural components of any society are based on its religion, festivals and events that are a part of that society.
- You are aware of different festivals celebrated in the country and also the communities which are associated with them and also the months in which they are held.
- You have also read about the innumerable fairs and melas organised in different regions of the country; the events associated with them as well as the foods and programmes associated with them.



Notes



TERMINAL EXERCISE

1. Differentiate between Festivals and Fairs.
2. Why are Culture, festivals and fairs considered as Tourist attractions?
3. Mention any three major Hindu festivals. How do they become Tourist attractions? Explain.
4. Mention any two major Muslim festivals. How do they serve as Tourist attractions? Explain.
5. Identify the major Jain and Buddhist festivals and state their significance as Tourist attractions.
6. List the major Sikh and Christian festivals, which are Tourist attractions.
7. Explain the significance of National festivals which attract tourists to various places.
8. Throw light on the Tourist attractions of five most popular fairs of India.
9. Comment on Indian dances as tourist attractions.
10. Highlight special features of any three Indian dances which are a great source of attraction for the tourists.



ANSWER TO INTEXT QUESTIONS

11.1

- (i) c
- (ii) a

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(iii) c

(iv) (a) Assam (b) Punjab (c) Odisha (d) Gujarat

11.2

1. i) a

ii) c

2. They hold certain events which attract people like the Goa Carnival or the Kumbh Mela.
3. The event takes place after every 12 years and Hindus consider bathing in the river Ganges as a pious act.
4. Goa carnival is an annual event which takes place in Goa every year which is filled with fun, frolic, and merry making. Many visitors flock to see this event.

11.3

1. (i) d

(ii) d

(iii) a

(iv) a

2. Dance and music are enjoyed by the tourists especially the foreign tourist. This is because these events have been popularised by the Indians settled abroad.
3. Mridanga, violin, tabla, flute, bansuri, harmonium, sitar, veena, dholak, sarod

11.4

1. The cuisines form an integral part of any cultural programme together with the festivals and fairs held in the country.
2. Mughlai, Oudhi, Rajasthani, South Indian, Punjabi, Gujarati, Maharastrian. Food.