

4. **Tolerance & Assimilation** – Festivals and fairs give chance to impart the society and culture to different territories and habitants. Such type of intermingling helps promote tolerance to diverse cultures & aids in assimilation of multi-cultural society like India.
5. **Aligned with Agricultural Cycle** – All the seasonal festivals are celebrated during harvesting seasons like Lohri, Makara Sankranti, Pongal, Onam Baisakhi, Bihu etc. This shows the importance of agricultural activity in our socio-cultural life and thus the need to keep it sustainable.

While the potential of fairs and festivals as drivers of cultural value is clear, their economic importance can be gauged from the following points:

1. **Livelihood opportunities** – Celebrations during festivals and fairs in India entail livelihood opportunities for many artisans in the country. For example, idol makers during Ganesha and Durga pooja festivities.
2. **Boost to local economy** – They act as a self-reliant framework integrated with regional economy and link with broader regions, which stimulates economy. For example, sale of flowers during festivals helps the regional economy.
3. **Tourism aspects** – Festivals and fairs are essentially portals to get into the local community and give a chance to the tourist to perceive how the local communities commend their way of life and how this impacts the development of a community.
4. **Arts and Crafts** – They portrayed cultural and traditional vibrancy through its conventional arts and crafts, which are unique to a particular region and its culture. For example, Madhubani painting which is a major highlight of festivals in the Mithila region of Bihar.
5. **Traditional economic activities** – They brought more awareness and economic value to the regions where they were celebrated and hosted. There is a positive economic impact on the local community and empowers traditional artisans and occupations.

Conclusion

We can say that fairs and festivals are heart of the Indian socio-cultural life. India is not merely a land of diversities but these diversities make India an epitome of cultural abundance. Different cultures have different traditions and celebrations that are celebrated in form of fairs and festivals.

Value Additions and Facts/Figures

- Fire worship is important feature of seasonal festivals. First day of Pongal, called Bogi Pongal, is celebrated by lighting bonfire. Boys beat drums called Bogi Kottu.
- Kite flying is a special feature (especially in Ahmedabad and Jaipur) of Makara Sankranti celebrations in which everyone participates with full zeal.
- Whole Braj region (Mathura-Vrindavan region of Uttar Pradesh), traditionally associated with Krishna, is famous for its unique way of Holi. There is a mock- fight (called lathmaar Holi) and is considered auspicious and is meant as harmless fun.
- Buddha Purnima, though exclusively celebrated by Buddhist, taking Holi dip on the day of is very much part of Hindu religion.