

Effectiveness of Ganesh Utsav Celebration by Sarvajanic Mandals with reference to Worli (Gandhi Nagar) area in Mumbai

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ABSTRACT

In Maharashtra the celebration of Ganesh Chaturthi, started by Chatrapati Shivaji Maharaja, a great Maratha leader to promote culture among people, since then it is continued. It was also found in records that Lord Ganesha was the family deity of the Peshwas. After Peshwa rule, Ganesh Chaturthi, stayed a family affair in Maharashtra. Later on Indian freedom fighter and social reformer Lokmanya Tilak transformed this domestic family festival into a large systematic national public event. He also started the practice of installation of large public images and submerging in rivers or seas. With encouragement from Tilak the festival took form of large scale celebration with community participation, involvement. There were intellectual discourse, poetry recitals, plays on social issues, musical concerts and folk dances. It encouraged meeting of people of all castes and communities when British discouraged social and political gatherings.

The present study focuses on finding out the feasibility of large scale celebration of Ganesh Chatuthi by sarvajanic Mandals in today's time in Worli's Gandhi nagar area. The area has around 62 mandals established since many years. It aims to find out the social and cultural enhancement these mandals are undertaking for society's benefit.

Key Words: Sarvajanic, Mandals, Vargani, Social Awareness, Festival, Sustainable

Introduction

It was observed as per historical records that Ganesh Chaturthi celebrations were started in Maharashtra by Chatrapati Shivaji Maharaja, a great Maratha leader to promote culture among people, since then it is continued. It was also found in records that Lord Ganesha was the family deity of the Peshwas. After Peshwa rule, Ganesh Chaturthi, stayed a family affair in Maharashtra. Later on Indian freedom fighter and social reformer Lokmanya Tilak transformed this domestic family festival into a large systematic national public event. He also started the practice of installation of large public images and submerging in rivers or seas. With encouragement from Tilak the festival took form of large scale celebration with community participation, involvement. There were intellectual discourse, poetry recitals, and plays on social issues, musical concerts and folk dances. It encouraged meeting of people of all castes and communities when British discouraged social and political gatherings.

The present study focuses on finding out the feasibility of large scale celebration of Ganesh Chatuthi by sarvajanic Mandals in today's time in Worli's Gandhi nagar area.

Objectives:

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- 1) The Aim of the study is to find out the scale of celebration of Ganesh Utsav, by sarvajanik mandals.
- 2) It also focuses on finding out the quantum of funds collected by way of Vargani
- 3) It aims to find out the social activities conducted by Mandals.
- 4) Study concentrates on finding out utilization of funds.
- 5) To find out different activities organized by mandals.

Methodology:

The methodology used to undertake study is as follows:

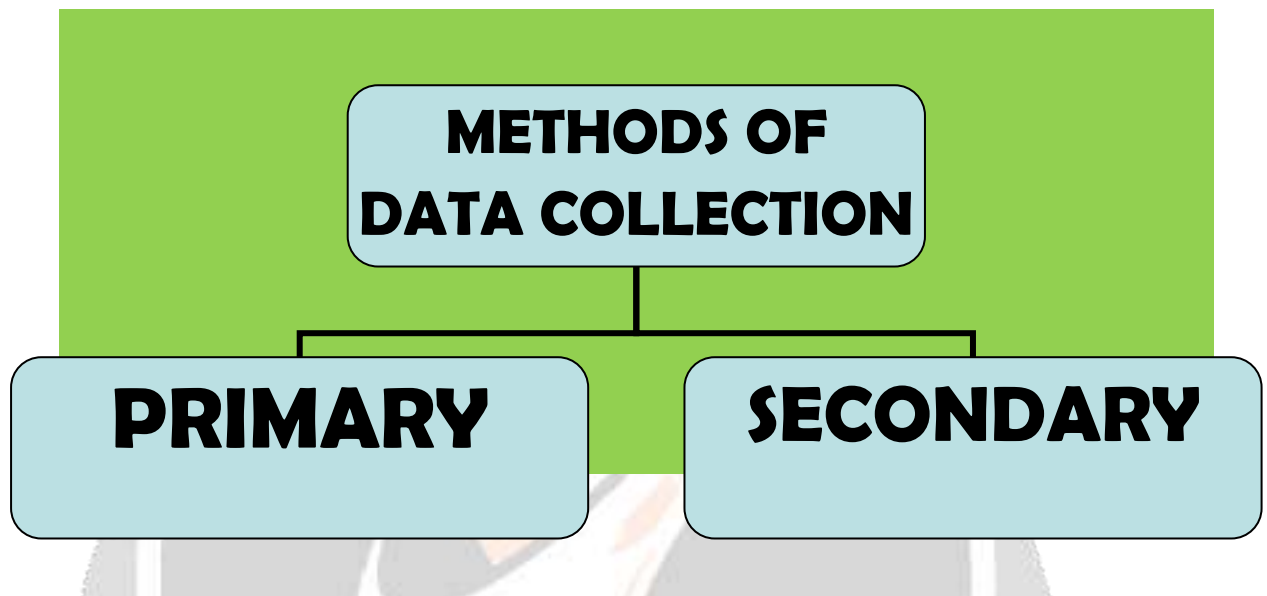


Figure 1 METHODS OF DATA COLLECTION

Both primary and secondary methods were employed to collect data for above study.

Primary Method:

Questionnaire was constructed formed and distributed among 100 respondents. The respondents included residents and members of Mandals. Primary data also collected through personal interviews of residents, heads of mandals and workers of mandals.

Secondary Method:

Mostly secondary data is collected through the reports of mandals, internet, and reports of government.

Hypothesis:

Following hypothesis is framed to conduct research

“The mandals in Gandhi Nagar (Worli) are effectively celebrating Ganesh Utsav “

Scope of study:

The present project has social implication. There are 62 mandals in Gandhi Nagar (Worli), the study focuses on finding out the financial aspect as well as social responsibility aspects of these mandals. The same study can be applied to larger area with larger sample study.

Limitations of the study:

Due to time and resources constrains the study is limited to Gandhi nagar area of Worli. The sample size could have been bigger to have better opinion

Interpretation of collected data

The data which was collected through questionnaires, personal interviews, interactions and group discussion was tabulated, summarized and interpreted to come to a meaningful conclusion.

The study is conducted mandals across Gandhi Nagar area, in Worli, in South Mumbai. For the purpose of study around 62 mandals were contacted. There were different questions regarding the utilization of funds by Mandals. The funds which the mandals collect by way of Vargani are utilized for different activities. The main focus of the study was to find out the activities on which the mandals spend money. There are some mandals which existed more than 50-60 years. Such mandals showed very dynamic approach towards activities. They also showed very progressive methods of spending funds on socially needed activities. It was found that 30 to 40 percent mandals arrange blood donation camp. The blood collected through such mandals is given to government hospitals. It was also found 20 percent mandals engaged in environment awareness activities. Another activity which mandals carried out over the years is distribution of free text books and note books; this activity is conducted by around 70 percent mandals. Some of the mandals also undertake sports activities.

Mandals in Gandhi Nagar area also undertook some social and environmental awareness activities. Mandals call in groups to perform plays and street plays to make people aware about issues related to female feticide, domestic violence, girl child etc.

Sustainable activities includes banning the size of Ganesh Murthi, keeping it minimal in size. Some mandals totally banned use of POPs in Ganesh Murthi and other decoration. Instead of plastic and POPs natural materials are promoted by mandals in Gandhi Nagar Areas.

**TABLE SHOWING ACTIVITIES CONDUCTED
BY MANDALS WITH PERCENTAGE**

SR.NO	ACTIVITY	PERCENTAGE
1	Blood Donation	30
2	Environmental awareness	20
3	Free Books/Note books	70
4	Sports activities	60
5	Competitions	90
6	Ban on fire crackers	10
7	Ban on high volume musical instruments	10
8	Use of natural materials	50
9	Restriction on size of Murthi	25
10	Ban on plastic decoration	30

Conclusion

The amount of fund collected by way of vargani by these mandals in Gandhi nagar area across 62 Ganesh Utsav Mandals is enormous. Though efforts were made to collect factual information from these mandals about financial dealings, researchers were successful only to some extent. Financial data mostly collected from the annual reports of these mandals.

It is observed that mandals are now more aware of the social implications of their actions. Hence concepts such as green Ganesha, No plastics, No big decoration, natural products for decoration, eco-friendly Ganpati etc are widely accepted and implemented by these mandals.

Mandals are doing great work by being socially active. Mandals are implementing various schemes and activities which are beneficial to society. However things like transferency in financial dealings and disclosure is still a distant dream in some of the mandals. The same study can be implemented for more mandals in Mumbai so as to find out the usefulness of celebrating sarvajanik Ganesh Utsav.

References:

1. Times of India website
2. Indian Express website
3. Google

