

Indian Fairs: A Significant Tool of Traditional Media and Its Impact on Social Development; With Special Reference to Pushkar Mela, Ajmer, India

Firoz Khan

Abstract

From ancient time fairs have been an integral part of our society. Fairs are originated from our custom, religion and beliefs. A country like India where people belongs to so many religions, different culture are reside, and every religion ,culture and type of people has their own traditions and belief. So it is very obvious to have so many fairs and festivals.

These fair have a great impact over the people who celebrate it. And also impact on the others life in so many ways. From very ancient time every fair has a reason to celebrate and as the time passes it turn into some modifications in way of celebrating as well as impact wise.

This paper explores the roots and traditions and originations of different fairs celebrated in different part of India. The present paper will focus on the fairs social impact and discusses very useful fact of fairs as a communication media in the ancient as well as in modern era with reference of Pushkar Fair.

Introduction

If we say that India is a country of fairs and festivals then there will be no exaggeration. Because the country in which people living so many religions are so inclined to do so and this is also the speciality of this country. There is hardly any month in our country when no festival is celebrated in any city or any fair is organized in any country. Since the very old time, we have been celebrating many festivals and in the same way various fairs have been organized.

The history of fairs organized in India is as old as our culture. This fair is said and our culture in some form is related to our religion and our customs. Sometimes we organize these fairs due to our religious beliefs, sometimes due to the change of the weather, and once the harvest is complete, we organize fairs, that is, there are many reasons behind organizing fairs, but for every reason our It is definitely linked with life and society.

Historical Part OF Fair

Since ancient times man has been living his life according to his religion and ritualism. According to these beliefs, according to their religion many festivals and s and Fair came in vogue and all these things gradually became an integral part of life.

Fairs have been taking place since time immemorial. Basically these are social folk customs so they are as old as our custom and today these fairs have become such a special and important part of our lives that the common people now wait for these occasions and feel very happy about their arrival.

Major Indian Fairs

India is a country of unity in many countries. Here the people of religion, caste and creed have lived here And this is the reason why many customs here are according to their festival, the festival is fair. Many fairs are organized in almost every state of India. All these fairs are based on our culture, religion and customs. These fairs are a glimpse of the culture of that region.

Every man finds himself connected with these fairs. From the earliest, the impression of these fairs is in the mind of the human mind. They relate to the connected beliefs. If we talk about the effect of these fairs, it has been affecting the life of a man since ancient times. One of the biggest and egoistic part of these fairs is that after coming here the differences of caste religion disappear.

Nagour Fair (Nagour, Raj) – A trading Fair for cattle and camels.

India's second largest animal fair is organized in Nagaur district of Rajasthan state. This fair is known for the purchase of horses, camels and many more cattle. About 50 thousand animals are bought and sold here every year.

Tarnetar Mela (Tarnetar, Saurashtra) – Based on the legend of Draupadi's *swayamvara*, an unusual mela due to kind of marriage market for local tribes – the kolis celebrated where Ganga meets Bay of Bengal. This fair is celebrated 9 km from the town of Thangadh, in Surendranagar District.

Sonepur Fair (Sonepur, Bihar) – Sonepur fair also known as a Harihar Kshetra Mela, is the largest cattle fair in country. This is the only fair, where such a large numbers of elephants are sold in this manner. This fair celebrated for 15 days.

Urs, Ajmer Sharif (Ajmer, Raj) – This fair is celebrated for Sufi Khwaja Moinuddin Chisti. Every year thousands of pilgrims arrive to attend the urs/prey at Dargah. Urs of Khwaja Gharib Nawaz (R.A.) is celebrated every year in the first week of Rajab, on seeing the moon of Rajab, the seventh month of the Islamic calendar.

Ganga Sagar Mela (Gangasagar, W.B) – A mela celebrated where Ganga meets Bay of Bengal. In this fair thousands of devotees gather for holi dip for cleans their all sins. This fair held on Makarsankranti.

Pushkar Fair (Pushkar, Raj.)

According to the beliefs of Hindu religion, Pushkar holilake was built by Lord Brahma with over 400 temples and 52 bathing ghats. Pushkar lake is located in the gaps of Aravallis. According to the belief, Brahma's wife Savitri's wrath, is exclusively worshiped in India only in Pushkar, that too only once a year. The only Brahma temple in Pushkar built by Gokul Park, Anoswalmahajan of Gwalior. There are mainly five important temples in the Pushkar where people go faith which are devoted to Brahma, Savitri, Badri Narayan, Varha and Shiva Atmeshwari.

This Pushkarholi lake is located around 10 km north of Ajmer city in Rajasthan State. During the Pushkar fair, the full moon light considered special religious occasion so that in that night Hindu pilgrims all over from the India arrived here and take dip or bath in this holy lake.

The Pushkar fair starts with Kartik Shukla Ekadashi and after 5 days till Kartikpoornima is full moon in the month of Oct-Nov.

Pushkar Fair is most popular and colorful fair of Thar Desert. This five days fair is known for its holy Pushkar lake and for cattle fair. Famous for mass trading of camels. We can say that it is a synonym of cattle fair in Rajasthan state.

The main attraction of this fair is that we say animals. Various breeds of camel, horse, sheep and goats are brought here in millions and are bought and sold. However, many types of cattle are sold in this fair, but the main attraction is camel. However, many types of cattle are sold in this fair, but the main attraction is camel. It can be said to be the world's largest camel fair. Every year, in this fair cattle traders come from all of the of India and around 25000 camels are traded. The camels are washed well before bringing it here, it is

cleaned and decorated. At this fair, there are camouflaged festive colors on every side. Animals traders and animals are also dressed in colorful clothes, the whole fair looks colorful.

To make this fair more attractive and entertaining, here is the race of camels and many types of sports played. The dance of camels in a wonderful style can be seen only in Pushkar Fair. During these five days, there is an atmosphere of joy in all the Pushkar. Not only the people gathered here enjoyed so much with joy and happiness even the cattles who are brought here feels happy and they expressed this by dance and all.

Facts And Issues Related With Pushkar Fair

- It is a mega event of trading of animals and approximately 70,000 bullocks, camels and horses are traded every year in this fair.
- 6,250 foreign tourists and a large number of domestic tourists have come to the town to participate in the fair where cultural programmes, cattle exhibition, camel shows and games are being held," Tourism Department Officer of Ajmer, H L Sharma told PTI on Monday. (The Hindu, Jaipur, UPDATED: APRIL 09, 2016 08:20 IST)
- *Sometimes disease in animals, effect the pushkar fair i.e. "Rajasthan state government has passed an order to ban the entry of horses during the mela due to the spurt in glanders disease" (DNA, Updated: Oct 18, 2017, 07:05 AM IST, DNA)*
- Over 6000 international and domestic tourists thronged to Pushkar, where thousands of animals, mainly camels were also brought to be sold and traded during the fair. (DNA, Updated: Nov 7, 2014, 04:40 PM IST, ANI)
- The famous Pushkar fair, which attracts lakhs of people including foreign tourists, has begun in Ajmer, Rajasthan, with a number of cultural programmes, group dance and camel race attracting lakhs of visitors. (Rediff.com)
- In 1998, over 1 million visitors came to Pushkar throughout the year. The Pushkar fair alone attracts over 200,000 visitors.

Fairs as Communication Tool

Through fairs, people got an opportunity to get together in one place. A very important source of entertainment was celebrated. One of the means of communication where people had a direct opportunity to understand each other and to understand. In addition to entertainment, buying and selling goods in fairs. Fair is an excellent example of mass communication. In these fairs, people also show their respective things, due to which they could have been communicated to many people from one place. Small traders and shopkeepers used to gain a lot from this. Even if any information was to reach the masses, they used to be used in these fairs. As the time went on, the form of these fairs also changed, before and after independence, the work was done to create awareness among people through these fairs.

Because it's a huge fair so definitely it has the economical importance also for pushkar city. During in five days there so many small, temporary stalls are being prepared for the locals and for the tourist also. People came all around the world to see this fair so they stay here and purchased so many things, in this way it helps in the economical way for the local traders.

Social Impact Of Fairs

Ever since ancient times, there has been an important medium of communication. Through these fairs, people were gathered in one place. Used to communicate interactively. In Fairs People from different

villages, people of different cultures, in the same place, got the exchange of ideas, customs and rituals. People knew and understood each other. Many new social equations were born by exchange of these ideas. The sections of a society got the opportunity of knowing the goodness of another society. After some time cultural performances in these fairs also started to appear. Through these arts, the customs of the society were performed. Gradually, social evils and virtues were being explained through these arts. By which these evils minimize from society.

This Fair denotes the Rajasthan culture and custom during in this fair by presenting and performing the musical dance performances so the visitors come to know about the culture of Rajasthan, so in many ways this Pushkar has its own importance, we can say that Pushkar fair is one of the example of our tradition and culture.

Conclusion

Man is a social creature; it is difficult to live for him by divining society. Therefore, the fair is considered to be a very convenient tool to bring the experience of the happiness of the society primarily and to forget the problems and problems of the world.

From primitive times, fairs have made major contribution in developing the country's ethnic life. Normally the fair is directly and indirectly related to the prevailing religion and customs. These fairs are an important place in social life. And the ethnic life remains connected to it, and the country's culture also has a close relationship. The purpose of fairs is to bring innovation in life. This fair makes life worth living. Enrichment of happiness, happiness and happiness in the life of people gathered in fairs.

There are many types of people who meet together through these fairs. Along with the exchange of culture and rituals, buying and selling of things, goods are also considered an ego center. Therefore, there will be no exaggeration to say that these fair celebrations have been an integral part of our lives for centuries and will remain in the coming times. This is our cultural heritage. It is our duty to save, maintain, and maintain in life.

*Research Scholar, Manipal University Jaipur, Rajasthan
Specialization: Art, Literature and Social Science*

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