



Importance of cultural festivals and visits

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Abstract

In this paper an attempt has been made to focus on the importance of cultural festivals. Festivals in India are very important part of the life of people and almost every month have at least one or two festivals that everyone celebrates with enthusiasm. In Hindu religion, we are having lot of gods and goddess. More than that in our country the people from various religions is also living which leads to festivities from diverse religions being celebrated and enjoyed by people from every religion, which also promotes unity among the people. India is a land of fairs and festivals. Our country is the land of diversity and different communities belonging to different religions live here, therefore many festivals are celebrated regularly every year. In India, festivals do not just offer people a temporary reprieve from their daily grind. These festivals are not just about celebration and fasting in fact imbued with deep inner significance, each festival is a multifaceted celebration. Each festival that is celebrated in our country is also associated with a story from the Puranas that gives an insight into the deeper spiritual significance of every festival as well as the underlying the celebration. These are the part of common folklore and these stories reach out to ordinary people in a way that dry theological facts cannot. Diwali, Dussehra, Raksha Bandhan, Id-ul-Fitr, Id-ul-Zuha, Christmas, Mahavir Jayanti, Gurunanak Jayanti, Ganesh Chaturhi etc. are few religious festivals of India that have significance of their own and some spiritual significance related with them. Different communities celebrate these festivals but they are celebrated as a whole. Harvest festivals, seasonal festivals as well as national festivals that are also celebrated across the country with a lot of enthusiasm and religious fervor. Holi, Baisakhi, Basant Panchami, Bihu, Pongal, Onam etc. are seasonal or harvest festivals. The spirit of Holi is color-rich and vibrant. National festivals are also celebrated with the same enthusiasm and fervor as our religious and other festivals. The Independence Day, The Republic day and the Gandhi Jayanti are our national festivals and are celebrated by all communities throughout the country. fairs are organized by government at national, state and local levels. These festivals develop various values among people.

Introduction

Education is indispensable treasure of life. Once you are educated it becomes your permanent asset which can neither depreciate nor demolish. It makes a human species into a complete man. Education gives the desirable behavior and attitude in a person to develop his capacities. Unless until one is educated he cannot learn to become a responsible citizen. Education renders a man to become self sufficient and achieve ultimate objectives of life. Self realisation, self learning, self discipline are the feature of an well educated person. Being educated is not just to become knowledgeable only. Just having the information does make a person educated. It makes him informative only. Being educated requires one to develop the character, behaviour and attitude along with exploring all the inner capacities to a significant level.

Therefore education is not limited to just spoon feeding of information rather it involves all curricular and co curricular activities. Among these we are here to discuss about an activity which is of utmost importance for development of personality and attitude and that is visit to Arts Exhibitions and Cultural Festivals.

Art

“Art and love are the same thing; It’s the process of seeing yourself in things that you are not.”- Chuck Klosterman

Art is the nectar of life. Art is the essence of nature. Art can be regarded as the life instilled in mechanical beings. Art can be of any type, be it performing or non performing. A person when uses his creativity to extraordinary levels can be can be regarded to be known as artist. A person can achieve to become an intellectually high but being creative is another requirement to be an



artist. Whenever someone has some talent he can not keep it up to his sleeve It has to spill out in one or the other way. Just like the moon can not hide itself properly even in cloudy night art cannot be hidden for long, it finds its platform for its display and showoff. For centuries art has incredibly been there on sculptures, stones, walls, relics, museums, palace ceilings, etc etc.

An art exhibition is a sort of celebration of quenched minds who bore deep thirst for artistic work for long time. It a sort of festival for artists to celebrate the marriage of mental ideas and colors on canvas. Whenever we get the chance to go to an exhibition we see many picturesque artistic works. Our mind gets exhilarated with a lot of enjoyable and thought provoking ideas. Our first sight on any artistic work throws our mind's waves on the beauty of the colours first then we proceed to think about the mental set up of the maker at the time of performing. We try to understand what message or picture the artist wants to bring before us. An artistic work is the imprint of the expressions present in the mind of the artist, his conceptions, perceptions, impressions, love and hatred.

Importance of visits to arts exhibitions

Contemporary art

The best contemporary art can be seen in the art exhibitions. The latest trending revolutionary, literary and meaningful art can be observed in the art exhibition. It can bring us the sophistications of the arts, which cannot be otherwise experienced.

Popular Artists

Trending and popular arts can be seen in the exhibitions to uplift the mental horizon of the observers. Visits to such exhibitions shall help to eventually undergo through the outstanding experiences of watching and thinking.

Thought Provoking

Arts exhibitions are the catalyst for formation of thoughts in mind which are necessary from the viewpoint of development of mental power. Intellectual skills like concept formation , discrimination, generalization,

perception, critical thinking, interpretation, analysis is a sort of meditation to roam about in a art gallery. One feels so happy and conended to be the part of the art mania. A sort of rest and peace gets every where in mind.

Creativity

Creativity is revealed in the art exhibition. It provides coolness in the eyes and mind of the observer. The creativity revealed is the tonic of heart, when it watched with eyes gets deep in the heart and mind provides relief and ultimate joy to the senses.

Supports Aesthetic Ideas

Aesthetic sense, is developed and gets bountiful support to the thirsty mind. The beauty and goodness in the art exhibition makes the mind full of ideas and arouses the inner art of soul and mind. When body senses confront the indispensable beauty of arts, the overall make up of mind is flourished and nourished.

Education

Art gives sense to education. Educational thoughts spark in mind making the mind stormed with ideas and immenseful thoughts. An enormously profound sea of beauty and knowledge tide in the mind. There is knowledge and informatory episodes, which make us, feel concerned. Results and accountability become our priority when we encounter to see a picture of poverty, religious discomfort etc. So for us it becomes obligatory to think and act.

Psychological Well Being

Art is psychological nutrition for body, which is sick from mechanical life. Art gives life and blood to the lifeless impulses of mind. The sentiments get their ultimate destination to reach the highest and softest position of delicate desires. A position of love and joy instills in mind to freshen the instincts of body.

Fun and Joy

It is fun and moments to be preserved for remembrance. It is fun and frolik activity giving relaxation to the quest of mind to free from the bondages of everyday life's incumbencies. Its a relief to get rid of



monotony of routine life. One can set his mental horizon up to the heights of worthy imagination where he obtains outstanding experiences and indispensable remembrances. When we resort to go to art exhibition for fun sake, too even then we are able to get worthy ideas and meaningful thoughts that compel action. So art brings so much meaning to ours daily life.

Experience

Experience is a big thing. Skinner says, "learning is acquisition and retention of experiences." So it is worthwhile to note that experience is somewhat utterly important for making the life worthwhile and learning something in life. Art exhibition gives us plentiful experiences to remember and use in life in one or the other way. Life shall give us plentiful enjoyment when we confront with the situations where artistic experiences are to be utilized. Experience is the father of all knowledge and learning therefore, it is quite much necessary to incorporate experiences in day to day life which are desirable for overall development of personality of an individual. Art exhibition shall provide those particular experiences, which will render his mind to be fertile for tackling critical situations artistically and diligently.

Content of Excitement

Excitement is characteristic feature of art exhibition. Such visit brings the experience of excitement with ardency and zeal.

Defining The Term 'Culture'

According to TYLOR (1871) culture is "that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society" This definition seems to be a favourable approach to our investigations as well since the determination can be used in a wide content opening the possibilities to the possible connection with other disciplines, and at the same time the definition is exact and concrete.

When analyzing the meaning of culture we also would like to provide the approach and definition of the Webster's New

Encyclopedic Dictionary which states that culture is "the characteristic features of a civilization including its beliefs, its artistic and material products, and its social institutions." (Webster's New Encyclopedic Dictionary, p. 244)

On the other hand we also wish to explain that there is a strong and maybe ever lasting debate on the definition of this very complex term. Anthropology originally stated that culture and cultures are "unique bounded entities with limits and specific characteristics. Cultures were static, in that they could be captured by anthropological analyses. Their customs, habits, mores, relationships, uniqueness's could all be detailed, and in doing so, the ways in which each culture was separate from all others could be imagined."

On the other hand recent trends of the research on culture show that culture is not a bounded, unchanging entity. Cultures are not separated from each other providing a chance to continuously interact and contact with each other. Of course this trend would also strongly determine the formation and development of cultural tourism as well.

From the more recent perspective we intend to highlight the definition of HOFSTEDE (1997) who states that: "Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving" (Hofstede, 1997).

According to Hofstede (1997) the core of a culture is formed by the values which in terms of tourism will be the basics for the attraction of a given destinations well. The different levels of culture will be the rituals, the heroes and the symbols of the given culture which again would serve as a basis for tourism purpose travels.



We also agree with the definition of the **Roshan** Cultural Heritage Institute according to which “Culture refers to the following Ways of Life, including but not limited to:

- Language: the oldest human institution and the most expression.

Sophisticated medium of

- Arts & Sciences: the most advanced and refined forms of human expression.

- Thought: the ways in which people perceive, interpret, and understand the world around them.

- Spirituality: the value system transmitted through generations for the inner well-being of human beings, expressed through language and actions.

- Social activity: the shared pursuits within a cultural community, demonstrated in a variety of festivities and life-celebrating events. Interaction: the social aspects of human contact, socialization, negotiation, protocol, institute.org/474552)

- including the give-and-take of and conventions”.

Based on the above mentioned we can state that culture is part of the lifestyle which a multitude of people are sharing. The similarities in spoken and written language, behaviour, lifestyle, customs, heritage, ideology and even technology connect the individuals to groups of people in a certain culture. So now if we take into consideration cultural tourism these groups will constitute on the demand side on the one hand those tourists who are possessing cultural motivation during their travel and on the other hand from the supply side the destination which is disposing those attraction which are capable to desire the attraction of a culturally motivated tourists or visitor. So based on the upper mentioned we could also state that the altering explanations of cultural tourism could also be derived from the altering meanings and interpretations of the term culture.

Cultural Festivals

India is a land of fairs and festivals. Our country is the land of diversity and different communities belonging to different religions

live here, therefore many festivals are celebrated regularly every year. In India, festivals do not just offer people a temporary reprieve from their daily grind. These festivals are not just about celebration and fasting in fact imbued with deep inner significance, each festival is a multifaceted celebration. Each festival has a significance of its own. The day on which a particular festival is celebrated has a special astrological significance, and certain observances on these days yield manifold benefits. Among these festivals, some are religious; some are based on seasons while some are of national importance. All the festivals are celebrated with great enthusiasm and harmony in a colorful atmosphere, and are enjoyed by people from every religion.

Each festival that is celebrated in our country is also associated with a story from the Puranas that gives an insight into the deeper spiritual significance of every festival as well as the underlying the celebration. These are the part of common folklore and these stories reach out to ordinary people in a way that dry theological facts cannot. Diwali, Dussehra, Raksha Bandhan, Id-ul-Fitr, Id-ul-Zuha, Christmas, Mahavir Jayanti, Gurunanak Jayanti, Ganesh Chaturhi etc. are few religious festivals of India that have significance of their own and some spiritual significance related with them. These festivals are celebrated by different communities but they are celebrated as a whole. We can see festive atmosphere as well as colorfulness everywhere in India. The festivals are not really for just holidays. Every festival has its own meaning and related beautifully to life and brings in lots of happiness, color and prosperity to our lives. There are many motives for consumers to attend a festival. These include escaping or relaxing, seeking excitement, experiencing event novelty, socializing, and family togetherness (Getz, 1991). Cultural exploration has also been found to be a significant reason for participants to attend an event (Crompton & McKay, 1997). This



can be helpful in educating the public and carrying out Extension's educational mission by attracting people who may not attend an educational class or seminar (Hustedde, 1993). Cultural festivals aim to act as a dynamic force behind cultural innovation and social bonding, while bringing in financial support (Herrero, Sanz, Bedate, & Barrio, 2011). Heritage and agricultural festivals are types of cultural festivals that promote learning and trying a variety of food. This type of business often represents opportunities for Extension agents to assist farms and small business in opening up new distribution channels and finding new customers. Selling products at these festivals often requires minimal investment of time and capital, while hundreds, and perhaps thousands, of visitors may encounter the products of these businesses for the first time.

An issue with cultural festivals is that they can devolve to displaying popular culture instead of authentic culture (Crespi-Vallbona & Richards, 2007). This demonstrates that festival participants may be less interested in learning about heritage than they are about being entertained. McKercher and Chan (2005) advocate that culture as the main reason people visit an attraction is overemphasized. They suggest that poor methodologies and enthusiastic researchers have exaggerated the importance of culture to tourists and that tourists are primarily interested in relaxation and entertainment. It is important that event managers understand the qualities consumers feel are most important to them in order to meet the desires of the participants. By doing so, planners are able to organize events in a way that can attract more tourists and, consequently, more money to the area. A key aspect of cultural festivals is the amount of cultural characteristics displayed at the festival, and it is important for organizers to understand the relative importance of cultural to overall visitor satisfaction.

While culture has been seen as a driving force in past studies, the research reported

here shows that culture is not of primary importance at this festival. People are clearly interested in the culinary aspects of the festivals, and Extensions offices should encourage local farms to participate in these types of festivals as a method of earning new customers and generating positive word-of-mouth advertising. While past research supports the claim that cultural importance can be exaggerated (McKercher & Chan, 2005; Crespi-Vallbona, & Richards, 2007) we should add that there are other reasons to include local heritage in festivals that go beyond attendee experience. Heritage festivals can stimulate community involvement and provide a strong "sense of place" for residents (Brzuszek, 2004). Planners and Extension agents should think about the overall importance of heritage to the community, along with tourists deciding how much emphasis culture should receive at these types of festivals.

Overall, these suggest that festival managers should be focusing their efforts on creating an event where participants can relax and be entertained. Emphasizing culture and authenticity may not be a primary concern of participants, and festival managers should not feel that they must force culture into their event if there is not a natural fit. Respondents clearly show a preference for relatively basic attributes such as food quality and general cleanliness. There are certainly events and festivals that rely strongly on culture for attracting attendees, but not having a strong tie to culture should not be considered a major detriment. Administration can work to improve basic services and attractions to ensure that attendees are enjoying themselves and may become repeat visitors, spread positive word of mouth, and increase the overall economic impact of the festival.

Positive Effects Of Visit To Cultural Festivals

A festival is defined as "a special day or period, usually in memory of a religious event, with its own social activities, food or ceremonies, or an organized set of special



events, such as musical performances or plays, usually happening in one place”

In a festival there are a series of presentations, or a gathering of exhibitors in one or more of the fine arts, or crafts, or such a gathering based on a central theme, food, season The different uses of festivals in cultural life have been able to popularize in many parts of the world where all members of the religion/society are involved, into segmented events for specific audiences through selective procedures.

The Importance of Attending Cultural Events
Understanding the culture of a nation, people, or group the arts, beliefs, customs, practices, values, and social behaviors is an essential part of a well-rounded education. By attending cultural events, students experience firsthand the diverse offerings of culture and artistic expression found in a community. Through attendance at events, students broaden their horizons and gain unique insights into their own communities as well as a broader global perspective of our world’s diverse cultures. Listen to the announcements and check the bulletin board for event postings.

Visit to cultural festivals has following importance:

- The development of the regional culture:
Cultural festivals contribute for development of culture of a particular area. It provides support to the local artists and workers. Artists can show their talent and output in cultural festivals.
- Protection of the natural habitat
The natural and age long traditions and livelihood can be maintained through cultural festivals. Local artist can explore himself or herself properly and can get required exposure.
- The accentuation of tourism regions
Tourism can be increased and subsequent incentives of the same can be obtained in the end.
- Strengthening of the local traditions and culture
Traditions of a particular area can be developed, transmitted and preserved. it can

provide benefit to the coming generation to know and see the old culture.

- Less seasonal, can extend the tourism season

Festivals make it possible to explore various tourism areas and to know new destinations.

- Make colorful life

Visit to the cultural festivals make our life colorful and enthusiastic. Festivals also provide us a break from monotonous schedule and bring people together.

- Knowledge of different rituals and rights

Visit to cultural festival provides us the knowledge of different kind of rituals and rights being performed.

Knowledge of unity and diversity

Different communities celebrate the festivals but they are celebrated as a whole. Different castes and religions people attend the every festivals and take enjoy.

- Can be an important form of sustainable tourism

Once set in college campus you are involved with canteen, teachers, lectures, friends, foes, et al. However come August and this fun quotient is going to shoot up since colleges around the country will be brimming with the excitement of organizing their annual fests.

Most collegians swear by the fact that college is incomplete without the quintessential annual festival. Participating in various college fests is such fun that students feel a vacuum in their lives the day they would end. As an organizer or even a participant, you get to witness the best of both worlds and experience the gamut of challenges and benefits that festivals bring.

There are various items to partake in the merriment. You can participate in the festivals of other colleges as well as help organize your in-house fest. So, how does one go about participating? Different colleges have different means of getting students involved from making announcements at student orientation programs, to putting up billboard notices or simply making announcements in classes. Some even make it mandatory for first year



students. However, if you have not come across any of these and are keen on giving name for participation, approaching the student council, college office or a similar student body should be your best bet. The students committee is often only too happy to have new people. Besides, if you are unsure of what activity to give your name for, the council members can even help you decide where you fit in. When it comes to major events there is always something for everyone.

Each festival that is celebrated in our country is also associated with a story from the Puranas that gives an insight into the deeper spiritual significance of every festival as well as the underlying the celebration. These are the part of common folklore and these stories reach out to ordinary people in a way that dry theological facts cannot. Diwali, Dussehra, Raksha Bandhan, Id-ul-Fitr, Id-ul-Zuha, Christmas, Mahavir Jayanti, Gurunanak Jayanti, Ganesh Chaturhi etc. are few religious festivals of India that have significance of their own and some spiritual significance related with them. These festivals are celebrated by different communities but they are celebrated as a whole. We can see festive atmosphere as well as colorfulness everywhere in India. The festivals are not really for just holidays. Every festival has its own meaning and related beautifully to life and brings in lots of happiness, color and prosperity to our lives. Some of the benefits of visit of cultural festivals include:

- 1 Keeps us closer to our religion and tradition
- 2 Promotes harmony
- 3 Carrying the message of the past generations to the present and future
- 4 Festival celebrations promote communal harmony
- 5 We get to know about different religions
- 6 Helps preserving our culture and heritage
- 7 Gives a unique opportunity to gather and spend time with family, friends and community
- 8 Stress relieving from a hectic work season
- 9 Provides us a time to break out from normal routine and have a colorful time

- 10 Gathering of family members and friends
- 11 Breaks monotony of life
- 12 Since a lot of our festivals involve special offerings being prepared and offered to poor, it also brings happiness for them
- 13 Cultural exchange of views and celebrations
- 14 Build social relations and social communication which leads to unity among the people

Cultural Festivals in India

Festivals in India are very important part of the life of people and almost every month have at least one or two festivals that everyone celebrates with enthusiasm and religious fervor. In Hindu religion we are having lot of gods and goddess. More than that in our country the people from various religions is also living which leads to festivities from diverse religions being celebrated and enjoyed by people from every religion which also promotes unity among the people. So, each of them will celebrate their own festival for their spirituality in addition to other festivals along with the friends of different communities as well. It's no doubt that every year a lot of festivals are celebrated in India. Each and every festival is celebrated with a lot of enthusiasm and is looked forward for with a lot of eagerness. These festivals are not just meant for celebration and feasting in fact these festivals also share different kind of rituals and beliefs. These rituals are very important in terms of the importance that is given to these festivals and the proper process that is followed for these festivals.

Every Indian festival has a significance of its own as well as different rituals and prayers that are followed in the celebration process. Every day of weekday have a different stories and different reason behind having these seven days according to Hindu mythology. Every religion in our country has festivals that are related to their beliefs as well as some mythological event and involves different kinds of rights and rituals being performed. Apart from just Hindu festivals there are also several Muslim festivals that follow rituals of their own and are known as Azzan and is performed when



a child is born or after the new born baby is given its first bath. This ritual is followed and prayers are offered to god. This process is followed so that the first name that the child hears is that of the god. Every religion has its own beliefs and set of rituals.

Cultural Harvest Festivals

Apart from religious festivals there are also harvest festivals, seasonal festivals as well as national festivals that are also celebrated across the country with a lot of enthusiasm and religious fervor. Holi, Baisakhi, Basant Panchami, Bihu, Pongal, Onam etc. are seasonal or harvest festivals. The spirit of Holi is color-rich and vibrant, flung into the air and smeared with immense joy on friends and dear once. Holi is celebrated in the whole country with a lot of enthusiasm and everyone like playing with color and water which is the most exciting part of the Holi. Holi marks the end of winter season and advent of bright days of summer. Yet another example is Baisakhi which is a harvest festival that is celebrated in North India, particularly in Punjab and Haryana, when the Rabi crop is ready for harvesting. In South India, during the same period, 'Pongal' is celebrated. The farmers worship the sun, the earth and the cattle as thanks giving for a bounteous harvest. And then there is Basant Panchami. It marks the arrival of sweet spring the season of pleasant breeze, flowers and fragrance. Hence people celebrate this festival with great zeal and excitement.

Cultural National Festivals

Along with other festivities national festivals are also celebrated with the same enthusiasm and fervor as our religious and other festivals. The Independence Day, The Republic day and the Gandhi Jayanti are our national festivals and are celebrated by all communities throughout the country. The Independence Day celebrated on 15th August every year reminds us those numerous freedom fighters that made the Britishers leave the country. They gave us our long-cherished freedom and remind us of their contribution and sacrifices that were

made to attain freedom. There are several functions that are organized to mark the celebrations also parade and flag hoisting ceremonies are organized around the country. The Republic day, which falls on 26th January is also a national festival and is observed with national feeling. Republic day is celebrated to mark the day when our constitution came to force. This festival fills us with pride that now we live in a sovereign democratic republic country with a constitution of our own. On this day colorful parade starts from Vijay Chowk which ends at the Red Fort.

Similarly Gandhi Jayanti that falls on 2nd October, the birthday of Mahatma Gandhi, the father of Nation is also celebrated nationwide. Mahatma Gandhi who played an important role in our freedom struggle and also promoted message of peaceful co-existence is remembered on this day, whole nation pays heartiest tribute to our revered soul, who lived and died for the country. The festivals make our life colorful and enthusiastic. Festivals also provide us a break from our monotonous schedule and bring people together. These festivals come every year to make us forget all ill-will and communal hatred and in fact these festivals strengthen the feeling of oneness among the people, without any malice. People meet one another and wish for bright future. Thus, festivals are very important and they must be celebrated with pomp and show by all.

Importance of cultural Festivals

We are becoming more and more modernized and our left out with no time for leisure and recreational activities, so celebrations are good excuse to break the monotony of work and spend some quality time with family and friends. There are many kind of celebrations some of them are funny and interesting; some are traditional or religious whereas some are national. No matter what they are, celebrations play an important role in our lives and give us an opportunity to break out of normal routine and enjoy life. Without celebrations, we can't enjoy this life fully. Festivals play an



important part in the life of people. Human being would dream for happiest moment in their life which can be possible through festivals and celebrations. Everyone would pray for god to handle the difficult situation and make festival cheerful as well as enthusiastic. In festival, the entire family member can assemble together at a place and celebrate the festival.

Festivals are an important tool to bring all people together even though if they are residing at different place. Festivals also lead to interaction among people from diverse religions. Festival is good model of making people happy and fills our lives with colors and joys. There is no word to explain importance of festival and these plays an important part of life and need to be cherished to the best by every individual. Festival also helps in developing good relationship among people and promotes interaction among people. Happiness would be shared between human due to festival. Festival would increase unity in people and also serves to remove all enmities and misunderstanding between people and gives a divine message to all human being. Without festival, the life of human would be incomplete.

Festivals also serves to give a break from normal routine, these days everyone is so involved with their own work/study that there is no time left for family interaction and spending time together. Festivals serve to act as events that you celebrate with your family and friends and also get to spend quality time with them. The celebrations, joys and feasting during festival tend to take away all your mental tension and freshens you up. You get a sneak out of your boring work/study routine and in addition you also spend quality time relishing sweets and foods that make you feel even more amused. Since most of our festivals are related to religious beliefs these are also followed by prayers and rituals which also leads to peace of mind and brings in prosperity for the family. If these rites and rituals are performed with full devotion these

can help creating a positive atmosphere in your home and keep away all the bad deeds from your family.

Celebrations also remind us of important days, or great time in the year and give us an opportunity to celebrate and cherish those moments. For example, our Independence Day, which is almost the greatest day in a year and is celebrated with lots and lots of enthusiastic people around the country and even by our Indian people around the world. This is the time for people to recall those who laid their lives struggling for independence and gives us an opportunity to pay tribute to them and be proud of our history. Another important celebration is New Year's Day when people all over the world celebrate the first day of the New Year. This day reminds them that one year has passed and the new one is coming with brand-new things.

It has also been noted that festivals promote charity and feeling of giving out and helping poor. It is during the time of festivals that we all also contribute our hand towards the weaker sections that do not have enough resources. This is the basis of every religion. Even in the Muslim religion charity is promoted during the month of fasting, everyone makes room for charity during the holy month, and in Christianity Santa giving away gifts to poor also promotes the feeling of giving out. Thus it also gives an opportunity for poor to smile.

Conclusion

The culture of the a society is a way of life of its members, the collection of ideas and habits which they learn, show and transmit from generation, has been rightly said by **Rolph linton**. Cultural festivals are celebrated by the members of the society, so that knowledge of rituals, traditions, beliefs, norms of the society could be transferred to generation to generation and may be continue and different types of values could be developed. Cultural festivals play an important role in the cultural development of an individual as well as provide us with healthy rejuvenation. Our



festivities also bring us closer to our religion and help us to understand culture of others. Celebrating festivals from diverse religions also promotes communal harmony and leads to effective socialization. We also get a time out of our normal routine and provide us with a refreshing change from routine. It is very important to know about your culture and past, festivals in one way or the other serves the purpose to teach us about our past and civilization. For an individual festival is not just a day off in India but is a lot more than that in our culture, hence we should enjoy our festivities to the fullest and should also try to understand the deep thought behind celebrating it and the message that every festival gives us. Arts exhibitions are organized so that learner could learn more and more about the reality of life. When a man visits the Arts exhibitions the different thoughts and ideas comes in his mind various types of values develop him. Man who visits the art exhibition try to understand what message or picture the artist wants to bring before us. Centre and state governments are trying to celebrated cultural festivals and are organizing arts exhibitions at small to large scale, so that our culture values could be transferred to generation to generation, feelings and ideas of the great men could be understand through creativity. Our governments are try to spent a lot of money on the celebration of cultural festivals and organizing the arts exhibitions, because these have great importance in human's life. Visits to art exhibitions and cultural festivals develop various values directly and indirectly among the men who visit. These values are discrimination, search for truth, scientific approach to reality, suspension of judgement, co-operation, dignity of labour, cleanliness, respect for human rights, kindness, respect for human dignity, universal brotherhood, filial piety, social justice, consmolitanism, social responsibility, respect for others, public spirit, national consciousness, awareness of the inter dependence of nations, international

understanding, patriotism, loyalty of the king and crown, peaceful citizenship, human brotherhood, peace of mind, tolerance, perfection of self, discipline, honesty, truthfulness, orderliness and attitudes of right and wrong etc.

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