

# FROM TRADITION TO TRANSFORMATION: REVITALIZING INDIAN FESTIVALS THROUGH THE LENS OF INDIAN KNOWLEDGE SYSTEMS—AN EMPIRICAL STUDY

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## ABSTRACT

Indian festivals have historically functioned as living repositories of India's civilizational knowledge, embodying cultural values, ecological wisdom, ethical principles, social cohesion, and indigenous scientific practices. Rooted in the philosophy of Indian Knowledge Systems (IKS), these festivals extend beyond religious observances to serve as dynamic platforms for intergenerational knowledge transmission, environmental stewardship, community engagement, and holistic education. However, rapid urbanization, globalization, commercialization, technological advancement, and changing lifestyles have significantly transformed the manner in which festivals are celebrated, raising concerns regarding the preservation of their cultural authenticity and educational significance.

The present study investigates public perceptions regarding the transformation of Indian festivals and examines the potential of Indian Knowledge Systems as a framework for their sustainable revitalization. A descriptive cross-sectional research design was employed using a structured online questionnaire administered to 136 respondents from diverse educational and occupational backgrounds. Descriptive statistical techniques and thematic analysis were used to examine participants' perceptions of modernization, commercialization, sustainability, youth participation, and cultural preservation.

The findings indicate that although respondents perceive considerable changes in traditional festival practices due to modernization and commercialization, there remains overwhelming support for preserving India's cultural heritage through education, community participation, environmentally responsible celebrations, and meaningful integration of digital technologies. The study further reveals strong public endorsement for transmitting traditional knowledge to future generations and highlights the growing acceptance of eco-friendly festival practices rooted in indigenous wisdom.

Based on the empirical findings, this study proposes an **Indian Knowledge Systems Festival Revival Framework**, integrating educational initiatives, community engagement, environmental sustainability, digital preservation, and policy support as complementary strategies for safeguarding India's intangible cultural heritage. The study contributes to the emerging discourse on Indian Knowledge Systems by presenting festivals as multidimensional knowledge ecosystems rather than merely cultural or religious events. The findings offer valuable implications for educators, policymakers, cultural organizations, and researchers seeking sustainable approaches to preserving India's rich cultural traditions while adapting to contemporary societal transformations.

**Keywords:** Indian Knowledge Systems, Cultural Heritage, Festivals, Intangible Cultural Heritage, Indigenous Knowledge, Sustainability, Cultural Preservation, Community Participation, NEP 2020, Traditional Knowledge

## 1. INTRODUCTION

India represents one of the world's oldest and most enduring civilizations, distinguished by an extraordinary diversity of languages, traditions, customs, and cultural practices. Among the most vibrant manifestations of this civilizational heritage are its festivals, which

have historically served not merely as occasions of celebration but as dynamic systems for preserving and transmitting knowledge across generations. Embedded within these celebrations are principles of ecology, agriculture, astronomy, health, ethics, governance, philosophy, arts, and social organization, making festivals an integral component of India's broader Indian Knowledge Systems (IKS).

Indian Knowledge Systems encompass the cumulative intellectual traditions developed over thousands of years through observation, experimentation, philosophical inquiry, and lived experience. Unlike contemporary disciplinary approaches that often compartmentalize knowledge, IKS adopts a holistic perspective in which scientific understanding, ethical values, environmental stewardship, spirituality, and social responsibility exist as interconnected dimensions of human life. Festivals exemplify this holistic worldview by transforming abstract philosophical principles into lived cultural experiences that strengthen community relationships while promoting harmony between human beings and nature.

The significance of festivals extends beyond their religious and cultural dimensions. Traditional celebrations have historically synchronized agricultural cycles, reinforced ecological consciousness, encouraged local craftsmanship, strengthened intergenerational relationships, promoted collective well-being, and preserved indigenous knowledge through experiential learning. Festivals such as Makar Sankranti, Pongal, Onam, Baisakhi, Holi, Ganesh Chaturthi, Navratri, and Diwali illustrate how seasonal transitions, environmental awareness, astronomical observations, and community participation have been woven into everyday life through culturally meaningful practices.

The importance of safeguarding such traditions has received increasing international recognition. The United Nations Educational, Scientific and Cultural Organization (UNESCO) identifies festivals, rituals, oral traditions, performing arts, and social practices as integral components of **Intangible Cultural Heritage**, emphasizing their role in sustaining cultural diversity, social cohesion, and collective identity. Preserving these traditions is therefore not merely an act of cultural conservation but an essential strategy for promoting sustainable development, social resilience, and intercultural dialogue.

Despite their enduring relevance, Indian festivals are undergoing significant transformation in response to rapid urbanization, globalization, commercialization, technological advancement, changing family structures, and evolving lifestyles. Urban migration and nuclear family systems have altered traditional modes of participation, while consumerism and mass media have increasingly commercialized cultural celebrations. Simultaneously, digital technologies have created new opportunities for documenting traditions, expanding cultural outreach, and facilitating virtual participation, thereby transforming rather than replacing conventional modes of celebration. These developments suggest that Indian festivals are not disappearing; rather, they are adapting to contemporary socio-cultural realities.

This transformation presents both challenges and opportunities. While modernization has undoubtedly influenced traditional practices, it also offers innovative mechanisms for preserving and revitalizing indigenous knowledge through digital documentation, educational initiatives, sustainable celebrations, and community engagement. Consequently, understanding public perceptions regarding these changes has become increasingly important for designing effective strategies that balance cultural continuity with contemporary societal needs.

The National Education Policy (NEP) 2020 further reinforces this necessity by advocating the systematic integration of Indian Knowledge Systems into higher education, emphasizing the importance of experiential learning, multidisciplinary education, cultural rootedness, and sustainable development. Within this policy framework, festivals provide an ideal medium through which learners can engage with indigenous knowledge in authentic, participatory, and contextually relevant ways.

Although numerous studies have examined Indian festivals from anthropological, sociological, religious, and tourism perspectives, relatively limited empirical research has investigated them as integrated knowledge systems that simultaneously preserve ecological wisdom, ethical values, scientific understanding, cultural identity, and community resilience. Furthermore, there remains insufficient empirical evidence regarding public perceptions of how Indian Knowledge Systems can contribute to revitalizing traditional festivals in the context of contemporary societal transformation.

Accordingly, the present study investigates public perceptions regarding the transformation of Indian festivals while examining the potential of Indian Knowledge Systems as a comprehensive framework for their sustainable revitalization. By integrating perspectives from cultural heritage studies, sustainability, education, and indigenous knowledge systems, this research seeks to contribute to the growing body of scholarship supporting culturally rooted approaches to sustainable development and educational innovation.

## 2. LITERATURE REVIEW

### 2.1 Indian Knowledge Systems: A Holistic Framework

Indian Knowledge Systems (IKS) represent a comprehensive body of indigenous knowledge that has evolved over thousands of years through continuous observation, experimentation, philosophical inquiry, and practical application. Unlike fragmented disciplinary approaches, IKS integrates science, philosophy, ethics, governance, health, education, ecology, mathematics, architecture, agriculture, and spirituality into a holistic framework for understanding human life and society (Mahadevan et al., 2022).

The knowledge embedded within Indian civilization has traditionally been transmitted through oral traditions, scriptures, festivals, rituals, performing arts, community practices, and experiential learning. These mechanisms have enabled the preservation and dissemination of knowledge across generations while adapting to changing social contexts. Consequently, Indian Knowledge Systems are increasingly recognized as living knowledge traditions rather than merely historical or cultural artifacts (Balasubramanian, 2000; Hiriyanna, 1994).

The National Education Policy (NEP) 2020 has provided renewed emphasis on integrating Indian Knowledge Systems into higher education by promoting multidisciplinary learning, experiential pedagogy, critical thinking, and value-based education. The policy recognizes indigenous knowledge as an important resource for addressing contemporary societal challenges while strengthening India's cultural identity (Ministry of Education, 2020).

Recent scholarship further argues that Indian Knowledge Systems should not be viewed as alternatives to modern scientific knowledge but as complementary knowledge frameworks capable of contributing to sustainable development, ethical leadership, innovation, environmental conservation, and holistic human development (Mahadevan et al., 2022).

### 2.2 Festivals As Living Repositories Of Cultural Heritage

Indian festivals constitute one of the most significant expressions of Indian Knowledge Systems. Beyond their religious significance, festivals function as living repositories of indigenous knowledge by preserving customs, rituals, traditional food systems, performing arts, folk traditions, local craftsmanship, ecological practices, and social values. Participation in festivals facilitates experiential learning through observation, practice, and community interaction, thereby enabling intergenerational transmission of cultural knowledge.

UNESCO recognizes festivals, rituals, and traditional cultural practices as important components of Intangible Cultural Heritage because they strengthen cultural identity, preserve collective memory, promote social cohesion, and encourage community participation (UNESCO, 2003). Accordingly, festivals contribute not only to cultural continuity but also to the preservation of traditional knowledge embedded within communities.

Indian festivals also demonstrate the interdisciplinary nature of Indian Knowledge Systems. Many celebrations are associated with agricultural cycles, seasonal variations, astronomical observations, environmental conservation, local biodiversity, music, dance, architecture, and traditional sciences. Thus, festivals represent integrated learning environments where knowledge is transmitted through lived experience rather than formal instruction (Mahadevan et al., 2022).

### 2.3 Modernization And Transformation Of Festival Traditions

Globalization, urbanization, migration, technological advancement, changing family structures, and commercialization have significantly influenced the manner in which Indian festivals are celebrated. Community-oriented celebrations have gradually evolved into more individualized and commercially driven events, thereby altering traditional patterns of participation (Appadurai, 1996; Giddens, 1991).

However, modernization should not necessarily be interpreted as cultural decline. Traditions have historically evolved in response to changing social, economic, and technological conditions. Contemporary communication technologies and digital platforms have expanded opportunities for documenting regional traditions, sharing cultural knowledge, and encouraging youth participation. At the

same time, commercialization and consumer-oriented celebrations pose challenges to preserving the philosophical and ethical foundations of traditional festivals.

From the perspective of Indian Knowledge Systems, modernization presents an opportunity to reinterpret and revitalize indigenous traditions rather than replace them. The challenge lies in balancing technological advancement with the preservation of the cultural values and knowledge systems embedded within festival practices (Mahadevan et al., 2022).

## **2.4 Festivals, Sustainability, And Environmental Ethics**

Environmental sustainability has emerged as a major concern associated with contemporary festival celebrations. The increased use of synthetic decorations, plastic materials, chemical-based colours, and non-biodegradable idols has generated significant environmental challenges. These developments have prompted renewed interest in traditional ecological practices embedded within Indian Knowledge Systems.

Historically, Indian festivals emphasized harmony between human activities and the natural environment through the use of clay idols, natural colours, biodegradable decorations, locally available materials, and seasonal celebrations. Such practices reflected an indigenous understanding of ecological balance, resource conservation, and sustainable living (Mahadevan et al., 2022).

These principles closely align with the United Nations Sustainable Development Goals (SDGs), particularly those relating to responsible consumption, sustainable communities, environmental conservation, and climate action (United Nations, 2015). Consequently, the revival of traditional eco-friendly festival practices can simultaneously contribute to cultural preservation and environmental sustainability.

## **2.5 Education, Youth, And The Revival Of Indian Festivals**

Education plays a central role in preserving Indian festivals as living manifestations of Indian Knowledge Systems. The National Education Policy (2020) advocates experiential learning, multidisciplinary education, and contextual understanding of India's cultural heritage, thereby encouraging educational institutions to integrate indigenous knowledge into mainstream curricula (Ministry of Education, 2020).

Young people represent the future custodians of India's cultural heritage. Although modernization has transformed patterns of participation, research suggests that youth remain interested in cultural traditions when learning experiences are meaningful, experiential, and socially relevant. Educational initiatives such as heritage walks, community celebrations, project-based learning, and digital documentation provide opportunities for strengthening youth engagement while preserving traditional knowledge systems.

Integrating Indian Knowledge Systems into higher education can therefore contribute not only to cultural preservation but also to the development of socially responsible, environmentally conscious, and ethically informed citizens capable of addressing contemporary challenges through indigenous wisdom (Mahadevan et al., 2022).

## **2.6 Research Gap**

Existing literature has extensively examined Indian Knowledge Systems, cultural heritage preservation, environmental sustainability, educational reforms, and the socio-cultural significance of traditional festivals. Nevertheless, relatively few empirical studies have investigated public perceptions regarding the transformation of Indian festivals through the integrated perspective of Indian Knowledge Systems, modernization, commercialization, environmental sustainability, and youth engagement.

Most previous studies have either focused on conceptual discussions or examined individual festivals within specific regional contexts. Limited empirical evidence is available regarding how contemporary society—particularly younger generations—perceives the changing nature of Indian festivals and their role in preserving Indian Knowledge Systems.

The present study addresses this research gap by conducting an empirical investigation among 136 respondents to examine perceptions regarding participation in traditional festivals, perceived cultural decline, commercialization, environmental sustainability,

youth engagement, and the role of Indian Knowledge Systems in revitalizing festival traditions. The findings contribute to the growing body of interdisciplinary literature on Indian Knowledge Systems by providing empirical evidence that connects cultural heritage preservation with contemporary societal transformation.

## 2.7 Theoretical Foundation

The present study is grounded in the interdisciplinary framework of Indian Knowledge Systems, which conceptualizes knowledge as an interconnected relationship among individuals, society, culture, and the natural environment. Unlike reductionist models that isolate social, ecological, and educational dimensions, IKS emphasizes holistic development through experiential learning, ethical conduct, community participation, and sustainable living.

Three complementary theoretical perspectives underpin this research.

**The first is the Theory of Cultural Transmission**, which explains how cultural values, traditions, beliefs, and practices are transferred across generations through observation, participation, storytelling, rituals, and collective experiences. Festivals function as important mechanisms of cultural transmission because they enable individuals to internalize traditions through active participation rather than formal instruction.

**The second perspective is Social Capital Theory**, which suggests that shared cultural activities strengthen trust, cooperation, reciprocity, and community cohesion. Festivals encourage collective participation across different age groups and social backgrounds, thereby reinforcing social networks that contribute to resilient communities and collective well-being.

**The third perspective is Sustainable Development Theory**, which emphasizes balancing economic development, environmental protection, and social equity. Traditional Indian festivals demonstrate that cultural practices can simultaneously promote ecological conservation, responsible consumption, local livelihoods, and social harmony. Integrating these principles within the framework of Indian Knowledge Systems provides a holistic understanding of how festivals contribute to sustainable development in contemporary society.

The convergence of these theoretical perspectives supports the central proposition of this study: Indian festivals should be understood not merely as ceremonial occasions but as dynamic knowledge ecosystems that integrate education, culture, sustainability, ethics, and community development.

## 2.8 Conceptual Framework Of The Study

Based on the reviewed literature and the principles of Indian Knowledge Systems, the present study proposes a conceptual framework illustrating the relationship between contemporary societal transformations and the revitalization of Indian festivals.

Rapid urbanization, globalization, commercialization, technological advancement, changing lifestyles, and shifting family structures have transformed traditional festival practices. These changes influence public perceptions regarding cultural identity, community participation, environmental responsibility, and intergenerational knowledge transmission. Indian Knowledge Systems serve as the mediating framework through which traditional wisdom can be reinterpreted and adapted to contemporary contexts.

The framework proposes that effective festival revitalization depends upon the integration of five interconnected dimensions: **education and awareness**, **community participation**, **environmental sustainability**, **digital preservation**, and **policy support**. Educational institutions play a crucial role in introducing younger generations to the cultural, scientific, and ecological significance of festivals. Community engagement ensures that festivals remain participatory rather than merely performative. Sustainable practices preserve traditional ecological wisdom while addressing modern environmental concerns. Digital technologies facilitate documentation, dissemination, and accessibility of indigenous knowledge without replacing authentic cultural experiences. Finally, supportive government policies and institutional initiatives provide the structural foundation necessary for long-term cultural preservation.

Collectively, these dimensions contribute to the broader objective of safeguarding India's intangible cultural heritage while enabling festivals to remain relevant within rapidly changing social and technological environments. The proposed framework forms the conceptual basis for interpreting the empirical findings presented in this study and serves as the foundation for the **Indian Knowledge Systems Festival Revival Framework** developed in the Discussion chapter.

### 3. RESEARCH METHODOLOGY

#### 3.1 Research Philosophy

The present study is grounded in the **positivist research philosophy**, which assumes that social phenomena can be systematically examined through empirical observation and objective measurement. The positivist approach is appropriate for this research because it investigates public perceptions regarding Indian festivals using structured questionnaires and quantitative analysis. By collecting measurable responses from a diverse group of participants, the study aims to identify prevailing attitudes towards the transformation of Indian festivals and the role of Indian Knowledge Systems (IKS) in their preservation and revitalization. This philosophical orientation ensures objectivity, consistency, and reliability in interpreting respondents' perceptions.

#### 3.2 Research approach

A **quantitative research approach** was adopted for this study to systematically examine respondents' perceptions regarding the changing nature of Indian festivals and their relationship with Indian Knowledge Systems. Quantitative research facilitates the collection of standardized data from a relatively large number of participants, enabling meaningful comparison of responses across different demographic groups. The approach was considered appropriate as the study primarily sought to describe prevailing opinions, attitudes, and awareness levels rather than establish causal relationships.

#### 3.3 Research Design

The study employed a **descriptive cross-sectional survey design**. A descriptive design is appropriate when the objective is to understand existing conditions, opinions, behaviours, and perceptions without manipulating variables. The cross-sectional nature of the study enabled data collection from respondents at a single point in time, providing a snapshot of contemporary perceptions regarding Indian festivals, cultural transformation, and indigenous knowledge preservation.

This design was particularly suitable because the research sought to document current public attitudes towards traditional festivals within the context of rapid social, cultural, and technological change.

#### 3.4 Population And Sampling

The target population comprised individuals belonging to diverse age groups, educational backgrounds, occupations, and geographical locations who were familiar with Indian festivals and cultural traditions.

A **non-probability convenience sampling technique** was employed to collect responses from participants who were readily accessible and willing to participate in the study. Convenience sampling was considered appropriate due to the exploratory nature of the research and the practical constraints associated with obtaining a random national sample.

The final dataset consisted of **136 valid responses**, which formed the basis for the descriptive analysis presented in this study. Although the sample does not claim national representativeness, it provides valuable insights into contemporary public perceptions regarding festival traditions and their relevance within Indian society.



### 3.5 Instrument Development

Primary data were collected using a structured questionnaire developed after an extensive review of literature on Indian Knowledge Systems, cultural heritage, festival studies, sustainability, and indigenous knowledge preservation. The questionnaire was designed to capture respondents' perceptions regarding:

- awareness of Indian festivals,
- cultural significance of festivals,
- impact of modernization and commercialization,
- environmental sustainability,
- youth participation,
- preservation of traditional practices,
- role of education,
- digital documentation,
- community participation, and
- the relevance of Indian Knowledge Systems in contemporary society.

The questionnaire primarily consisted of close-ended questions using Likert-scale responses, multiple-choice questions, and a limited number of demographic variables. This structure ensured uniformity in data collection while facilitating systematic quantitative analysis.

### 3.6 Data Collection Procedure

Data were collected through an online survey administered using **Google Forms**. The questionnaire link was circulated through digital platforms, including email and social networking applications, enabling voluntary participation from respondents belonging to different demographic backgrounds.

Participation was entirely voluntary, and respondents completed the questionnaire anonymously. No personally identifiable information was collected, thereby ensuring confidentiality and encouraging unbiased responses. Data collection was completed after obtaining **136 valid responses**, which were subsequently exported for statistical analysis.

### 3.7 Data Analysis Techniques

The collected data were coded, organized, and analysed using descriptive statistical techniques.

The analysis primarily included:

- frequency distributions,
- percentages,
- bar charts,
- pie charts, and
- graphical representations.

Descriptive statistics were selected because the primary objective of the study was to summarize respondents' perceptions and identify prevailing trends regarding the transformation and preservation of Indian festivals. Rather than testing causal relationships, the study sought to develop an empirical understanding of public attitudes towards cultural continuity, sustainability, and Indian Knowledge Systems.

The interpretation of findings was further supported through comparative discussion with existing literature, thereby strengthening the contextual understanding of the observed response patterns.

### 3.8 Reliability And Validity

To ensure the quality and credibility of the research instrument, the questionnaire was developed based on an extensive review of scholarly literature related to Indian Knowledge Systems, cultural heritage, sustainability, and festival studies.

**Content validity** was established by ensuring that the questionnaire adequately represented the major dimensions identified in previous research, including cultural preservation, modernization, environmental sustainability, community participation, and educational relevance.

**Face validity** was ensured through careful review of the questionnaire to verify that the questions were clear, relevant, and easily understandable by respondents from diverse educational backgrounds.

Standardized wording, logical sequencing of questions, and a uniform response format were adopted to enhance consistency and minimize ambiguity during data collection.

### 3.9 Ethical Considerations

Ethical principles were observed throughout the research process.

Participation in the study was entirely voluntary, and respondents were informed about the academic purpose of the research before completing the questionnaire. No coercion or incentives were used to obtain responses.

The anonymity and confidentiality of participants were strictly maintained. Personal identifiers such as names, contact numbers, or email addresses were not collected. The information obtained through the survey was used exclusively for academic and research purposes.

The study adhered to the ethical principles of informed consent, voluntary participation, confidentiality, and responsible reporting of research findings.

### 3.10 Scope Of The Study

The study focuses on understanding contemporary public perceptions regarding Indian festivals within the framework of Indian Knowledge Systems. It examines how modernization, commercialization, technological advancements, environmental awareness, education, and community participation influence the preservation and revitalization of traditional festivals.

The findings are intended to contribute to ongoing discussions concerning cultural sustainability, indigenous knowledge preservation, educational policy, and the implementation of Indian Knowledge Systems within contemporary society.

### 3.11 Limitations Of The Methodology

The study has certain limitations that should be considered while interpreting the findings.

First, the research employed a convenience sampling technique, which may limit the generalizability of the results to the broader Indian population. Second, the findings are based on self-reported perceptions, which may be influenced by respondents' personal experiences and subjective interpretations. Third, the study adopted a cross-sectional design that captures perceptions at a single point in time; therefore, changing attitudes over time were not examined. Finally, the research primarily relied on descriptive statistical analysis, making it suitable for identifying trends and perceptions rather than establishing causal relationships.

Despite these limitations, the study provides meaningful empirical insights into the evolving nature of Indian festivals and demonstrates the continued relevance of Indian Knowledge Systems in promoting cultural sustainability and heritage preservation.



## 4. RESULTS AND ANALYSIS

This chapter presents the empirical findings obtained from the questionnaire administered to 136 respondents. The analysis is based on descriptive statistics, including frequencies and percentages, to examine respondents' perceptions regarding Indian festivals, their cultural significance, the influence of modernization, commercialization, environmental sustainability, and the role of Indian Knowledge Systems (IKS) in preserving India's intangible cultural heritage. Each finding is interpreted in relation to the research objectives and subsequently discussed within the broader framework of Indian Knowledge Systems.

### 4.1 Demographic Profile

A total of **136 valid responses** were included in the analysis. The demographic profile indicates that the sample was predominantly composed of young adults aged **18–25 years (85.3%)**, followed by a smaller proportion of respondents from other age groups. The gender distribution consisted of **66.9% male** and **33.1% female** respondents. With respect to educational qualifications, the majority had completed **high school education (58.8%)**, while a substantial proportion were **graduates (33.8%)**. Furthermore, **94.1% of the respondents were students**, indicating that the study primarily captures the perceptions of India's younger generation regarding traditional festivals and Indian Knowledge Systems.

The predominance of young respondents is particularly significant because contemporary youth are both the primary beneficiaries and future custodians of India's cultural heritage. Their perceptions provide valuable insights into the evolving relationship between traditional festivals and modern lifestyles. Since younger generations increasingly experience festivals within digitally connected and rapidly changing social environments, understanding their attitudes becomes essential for developing sustainable strategies for cultural preservation.

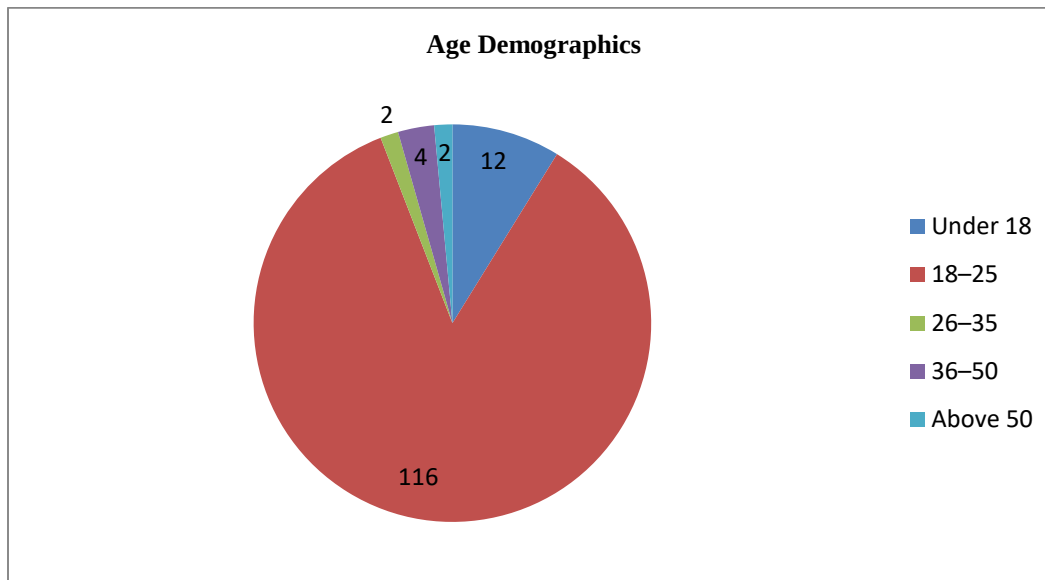
Although the findings primarily reflect youth perspectives and therefore should not be generalized to the entire population, they offer important empirical evidence regarding the awareness, participation, and expectations of the generation that will determine the future continuity of India's festival traditions.

**Transition:** The demographic profile provides the context for interpreting subsequent findings on respondents' participation in traditional festival practices.

**Table 4.1 Demographic Profile of Respondents (N = 136)**

#### a. Distribution Of Respondents Across Different Age Groups Participating In The Survey (N = 136).

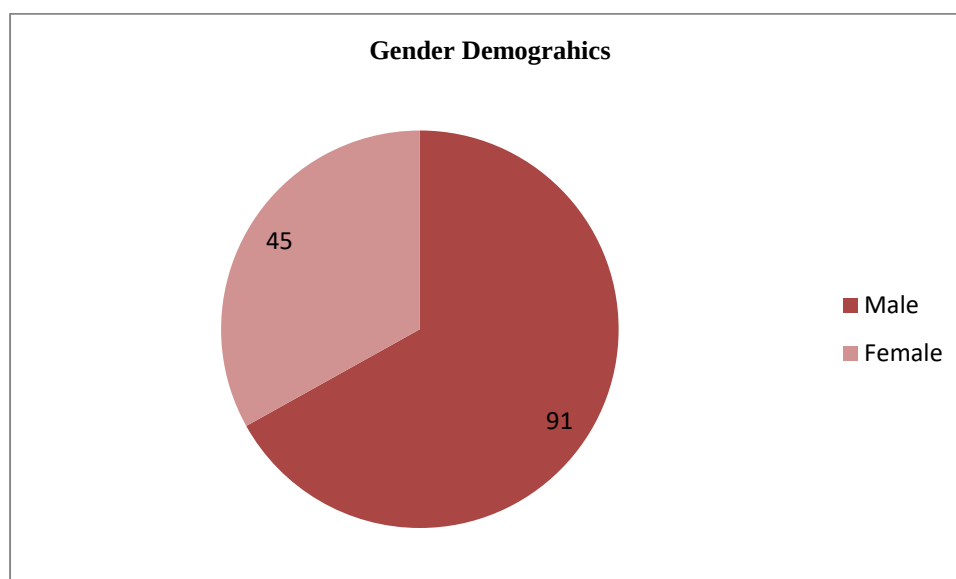
| Age Group | Frequency | Percentage |
|-----------|-----------|------------|
| Under 18  | 12        | 8.8        |
| 18–25     | 116       | 85.3       |
| 26–35     | 2         | 1.5        |
| 36–50     | 4         | 2.9        |
| Above 50  | 2         | 1.5        |



**Figure 4.1.1. Age Distribution of Respondents**

**b. Distribution Of Respondents By Gender Participating In The Survey (N = 136).**

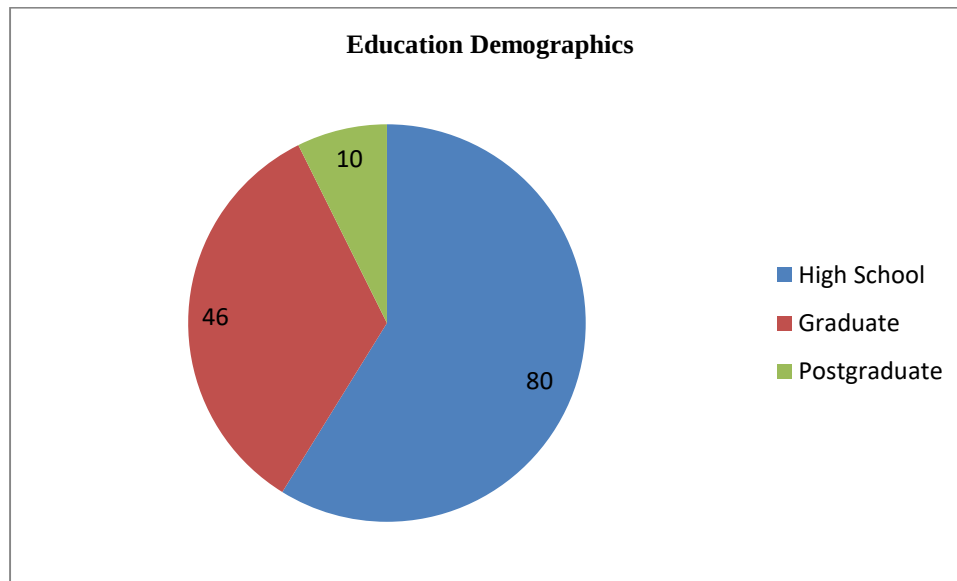
| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male   | 91        | 66.9       |
| Female | 45        | 33.1       |



**Figure 4.1.2. Gender Distribution of Respondents**

### Educational Qualifications Of Respondents Included In The Study (N = 136).

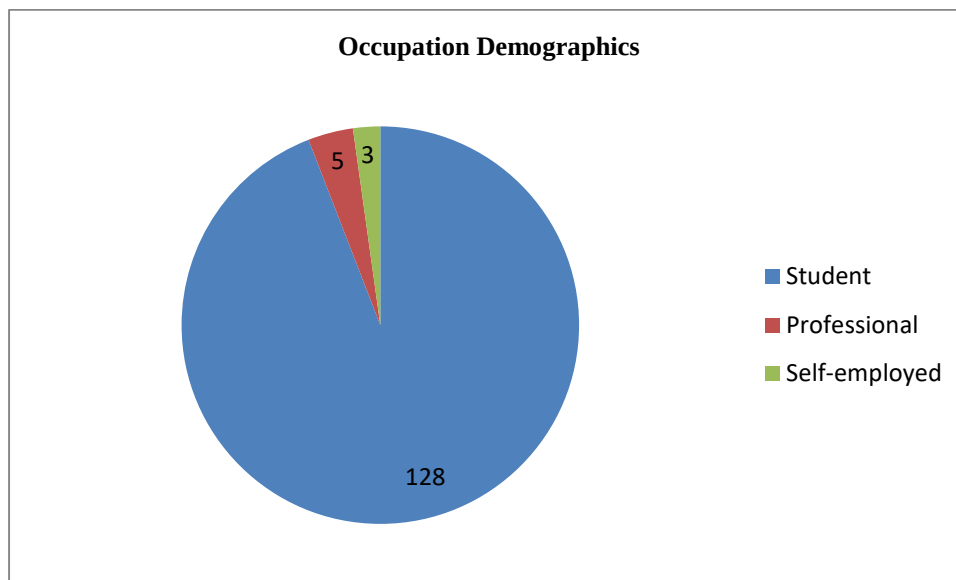
| Qualification | Frequency | Percentage |
|---------------|-----------|------------|
| High School   | 80        | 58.8       |
| Graduate      | 46        | 33.8       |
| Postgraduate  | 10        | 7.4        |



**Figure 4.1.3. Educational Qualification of Respondents**

### c. Occupational Distribution Of Respondents Participating In The Survey (N = 136).

| Occupation    | Frequency | Percentage |
|---------------|-----------|------------|
| Student       | 128       | 94.1       |
| Professional  | 5         | 3.7        |
| Self-employed | 3         | 2.2        |



**Figure 4.1.4. Occupational Profile of Respondents**

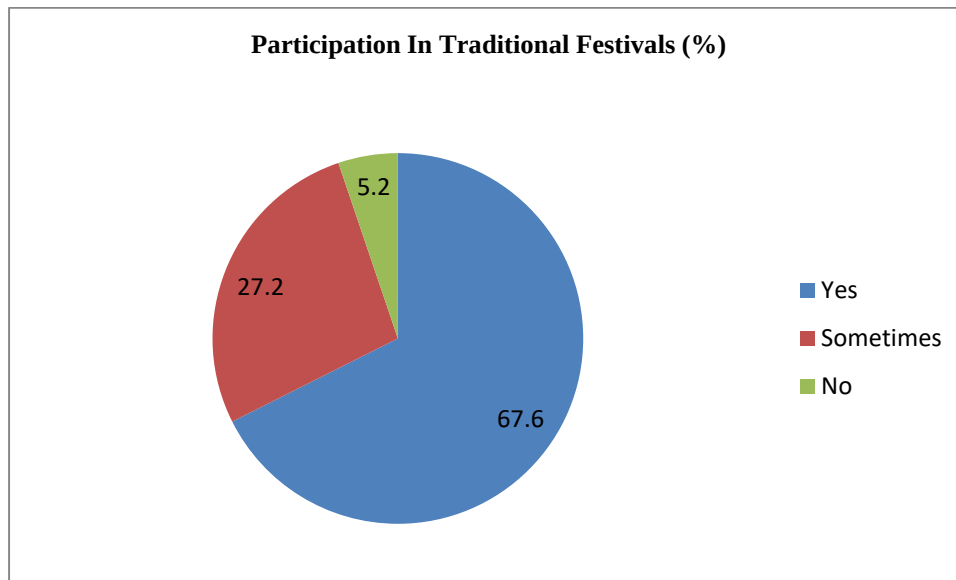
### Interpretation

The demographic profile reveals that the majority of respondents (85.3%) belonged to the 18–25 age group, indicating that the study primarily reflects the perceptions of young adults. This is particularly relevant because younger generations are expected to play a central role in preserving India's cultural heritage. The sample was predominantly composed of students (94.1%), making it suitable for understanding youth perspectives regarding festival traditions and Indian Knowledge Systems.

### 4.2 Participation In Traditional Festival Rituals

**Table 4.2 Participation in Traditional Festival Rituals**

| Response  | Frequency | Percentage (%) |
|-----------|-----------|----------------|
| Yes       | 92        | 67.6           |
| Sometimes | 37        | 27.2           |
| No        | 7         | 5.2            |



**Figure 4.2. Participation in Traditional Festival Rituals**

### Interpretation

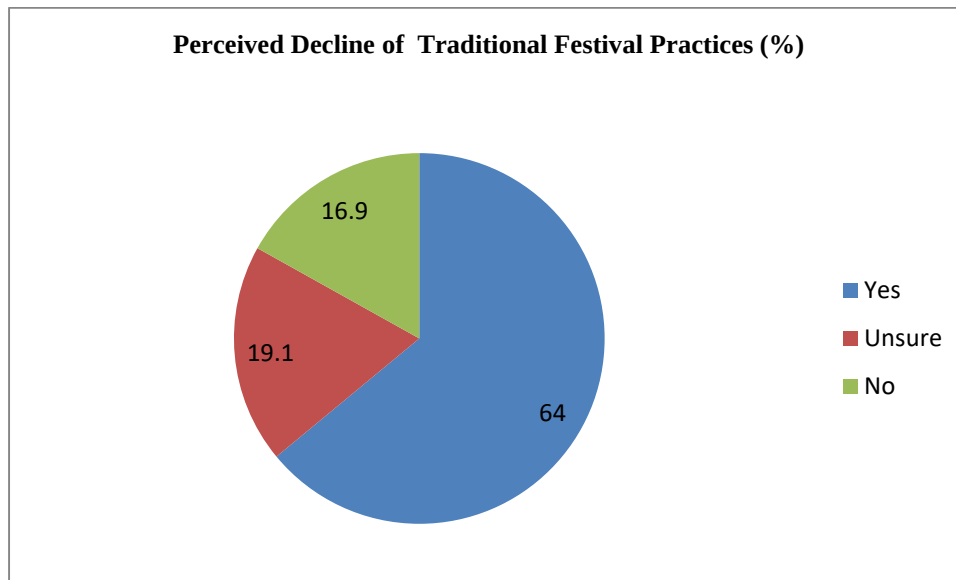
Nearly two-thirds of respondents reported active participation in traditional festival rituals. This finding indicates that despite rapid societal changes, festivals continue to occupy an important place in everyday life. However, the sizeable proportion of respondents who participate only occasionally suggests that traditional practices are becoming less regular, likely due to changing lifestyles, urbanization, and work or academic commitments.

From an IKS perspective, active participation is significant because festivals function as experiential platforms through which cultural values, ecological awareness, and indigenous knowledge are transmitted across generations.

### 4.3 Perception Regarding The Decline Of Traditional Festivals

**Table 4.3 Perceived Decline of Traditional Festival Practices**

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes      | 87        | 64.0           |
| Unsure   | 26        | 19.1           |
| No       | 23        | 16.9           |



**Figure 4.3. Perceived Decline of Traditional Festival Practices**

### Interpretation

A majority of respondents (64.0%) believed that traditional methods of celebrating festivals are gradually declining. Only a small proportion disagreed with this statement. This perception supports concerns expressed in previous literature regarding the influence of modernization, commercialization, and changing family structures on cultural traditions.

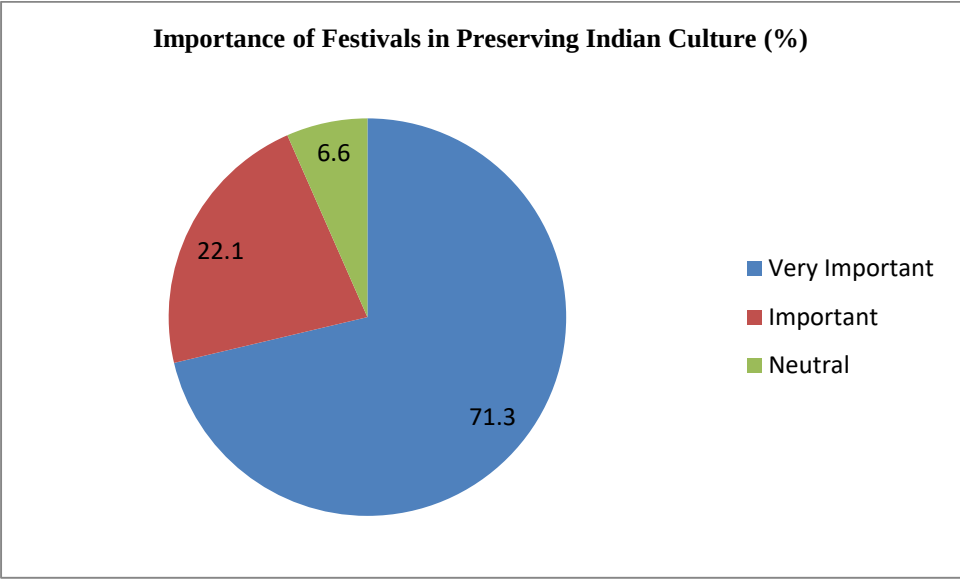
The findings reinforce the need for educational initiatives and community engagement programmes aimed at preserving the cultural essence of festivals.

### 4.4 Importance Of Festivals In Preserving Indian Culture

**Table 4.4 Importance of Festivals**

| Response       | Frequency | Percentage (%) |
|----------------|-----------|----------------|
| Very Important | 97        | 71.3           |
| Important      | 30        | 22.1           |
| Neutral        | 9         | 6.6            |





**Figure 4.4. Importance of Festivals in Preserving Indian Culture**

**Interpretation**

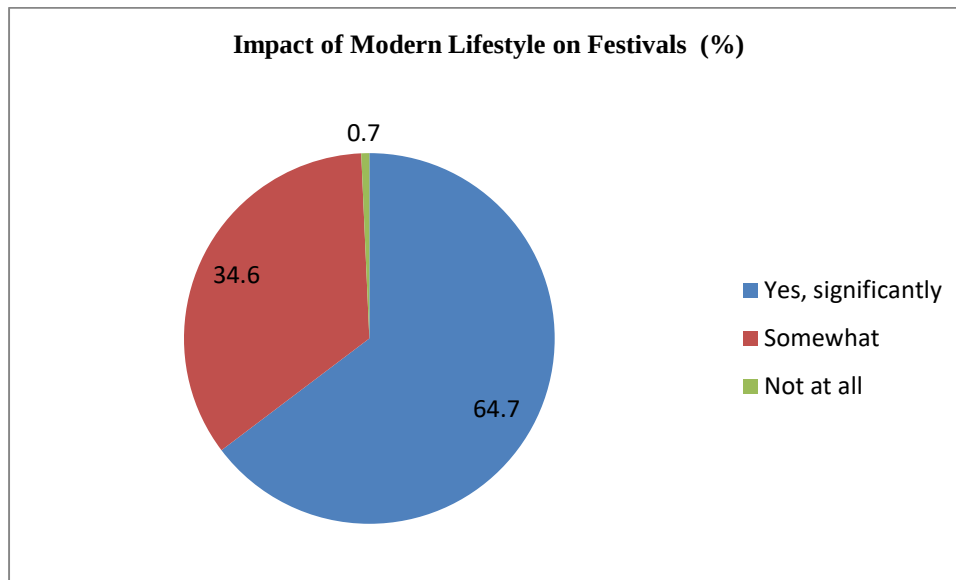
An overwhelming majority of respondents (71.3%) regarded festivals as either important or very important for preserving Indian culture. This finding demonstrates strong public recognition of festivals as instruments of cultural continuity rather than merely occasions for celebration.

The result aligns closely with the objectives of the National Education Policy (2020), which emphasizes integrating Indian cultural heritage and indigenous knowledge into education.

**4.5 Impact Of Modern Lifestyle**

**Table 4.5 Impact of Modern Lifestyle on Festivals**

| Response           | Frequency | Percentage (%) |
|--------------------|-----------|----------------|
| Yes, significantly | 88        | 64.7           |
| Somewhat           | 47        | 34.6           |
| Not at all         | 1         | 0.7            |



**Figure 4.5. Perceived Impact of Modern Lifestyle on Festival Celebrations**

### Interpretation

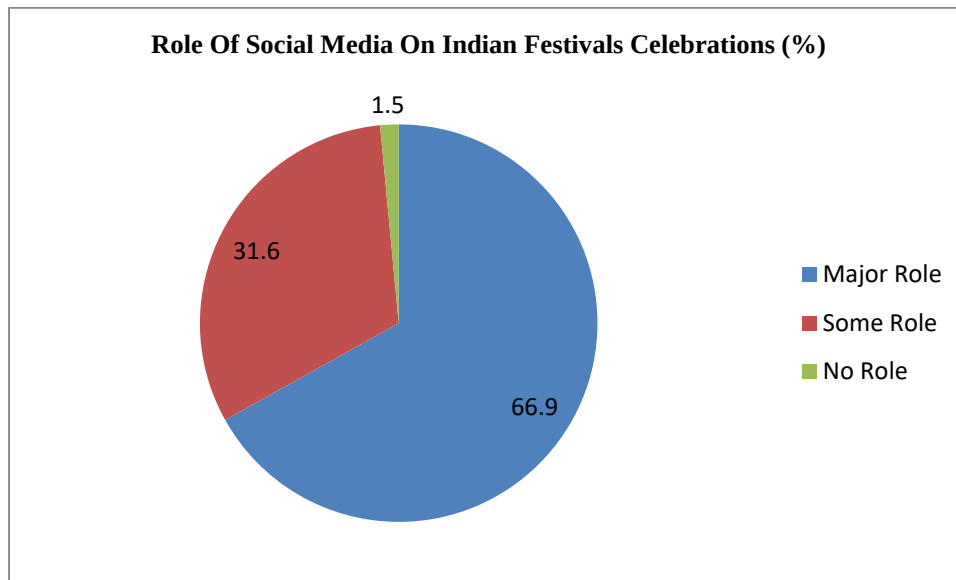
Majority of respondents (64.7%) acknowledged that modern lifestyles have influenced festival celebrations. Urbanization, demanding work schedules, migration, and nuclear family structures have changed the nature of community participation. Many respondents (34.6%) believe Modern lifestyles have somewhat impacted celebration of Indian festivals, hence rather than indicating cultural loss, these findings suggest that festival traditions are adapting to contemporary social realities.

The challenge, therefore, lies in ensuring that adaptation does not result in the erosion of the knowledge systems embedded within festivals.

### 4.6 Influence Of Social Media

**Table 4.6 Role of Social Media**

| Response   | Frequency | Percentage (%) |
|------------|-----------|----------------|
| Major Role | 91        | 66.9           |
| Some Role  | 43        | 31.6           |
| No Role    | 2         | 1.5            |



**Figure 4.6. Role of Social Media in Contemporary Festival Celebrations**

### Interpretation

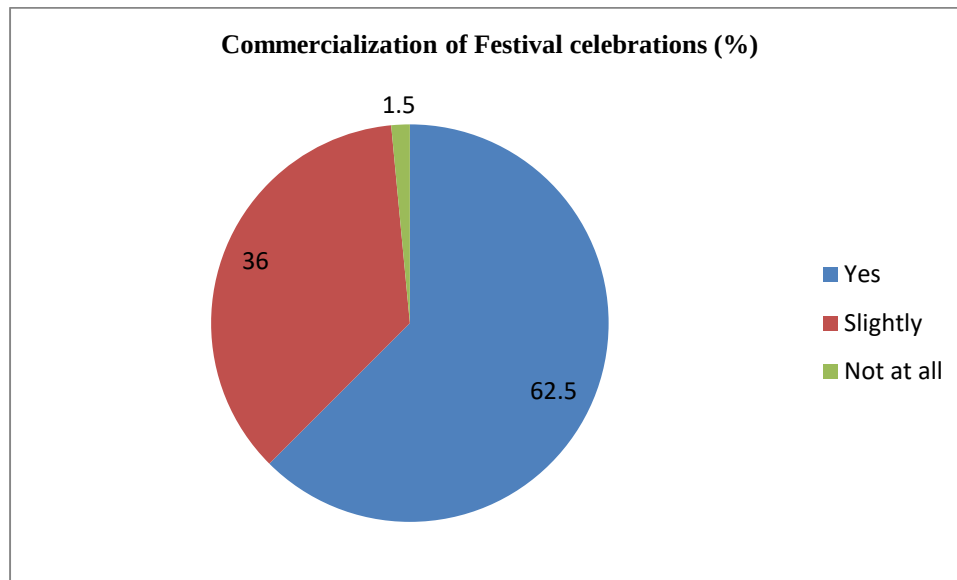
Most respondents believed that social media significantly influences festival celebrations. While digital platforms may encourage commercialization or superficial participation, they also provide unprecedented opportunities for documenting regional traditions, disseminating cultural knowledge, and engaging younger generations.

Consequently, social media should be viewed as a potential instrument for preserving Indian Knowledge Systems rather than merely a source of cultural change.

### 4.7 Commercialization Of Festivals

**Table 4.7 Commercialization of Festival Celebrations**

| Response   | Frequency | Percentage (%) |
|------------|-----------|----------------|
| Yes        | 85        | 62.5           |
| Slightly   | 49        | 36.0           |
| Not at all | 2         | 1.5            |



**Figure 4.7. Perceived Commercialization of Festival Celebrations**

### Interpretation

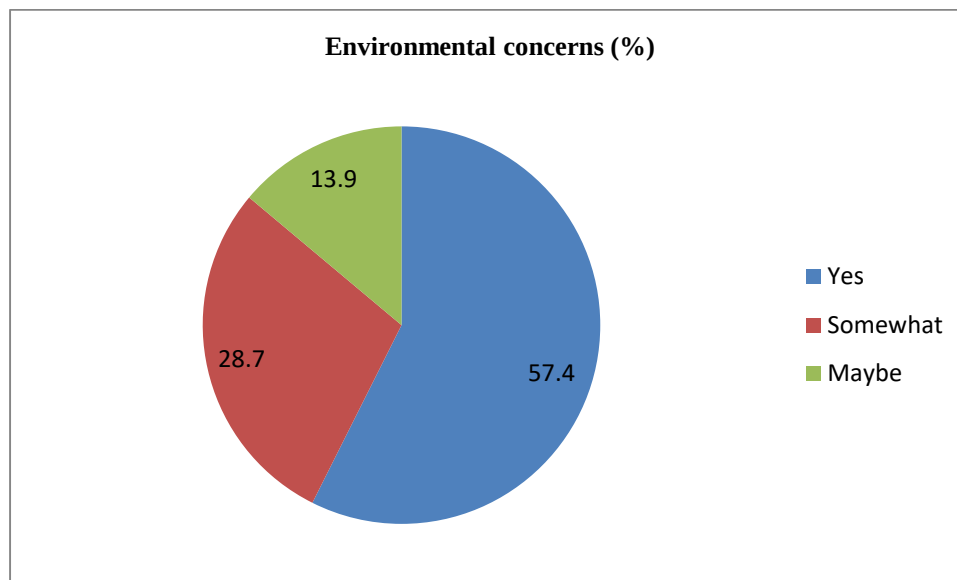
Commercialization emerged as one of the most significant concerns identified by respondents. More than sixty percent believed that festivals have become excessively commercialized, with increased emphasis on consumer spending and marketing.

This finding suggests a gradual shift from value-oriented celebrations towards consumption-oriented practices. Indian Knowledge Systems advocate moderation, simplicity, and collective well-being, offering a framework for restoring the original purpose of festivals.

### 4.8 Environmental Sustainability

**Table 4.8 Environmental Concerns**

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes      | 78        | 57.4           |
| Somewhat | 39        | 28.7           |
| Maybe    | 19        | 13.9           |



**Figure 4.8. Environmental Concerns Associated with Festival Celebrations**

### Interpretation

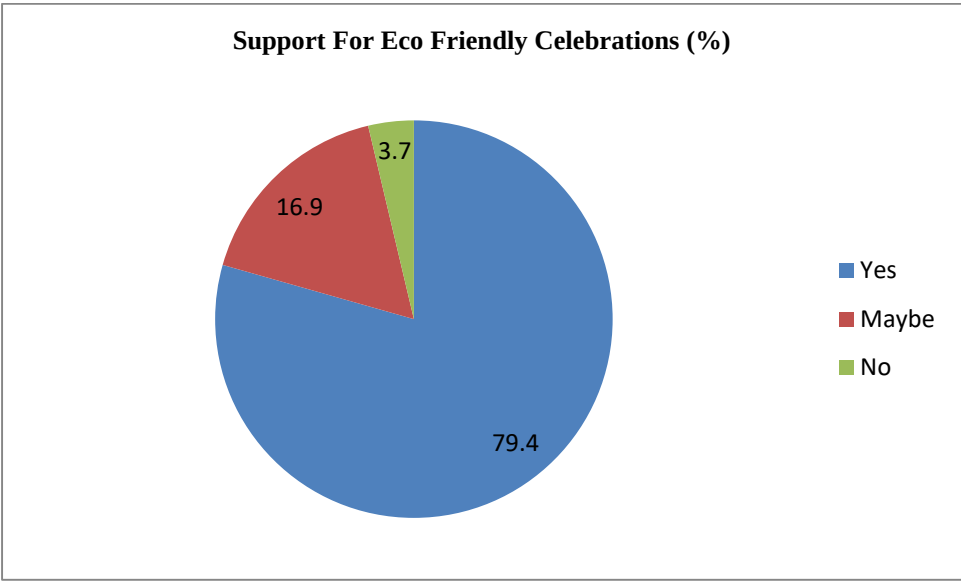
The findings indicate that **57.4%** of the respondents believe that environmental concerns significantly affect the celebration of traditional festivals, while **28.7%** feel that environmental issues have a moderate impact. Only **13.9%** of the respondents were uncertain about the extent of this influence.

These results demonstrate a **high level of environmental awareness** among the participants. The majority recognize that certain modern festival practices—such as the use of non-biodegradable decorations, chemical-based colours, plastic waste, and the immersion of Plaster of Paris idols—have adverse environmental consequences.

From the perspective of Indian Knowledge Systems, these findings reinforce the principle that traditional Indian festivals were originally designed to maintain harmony between human activities and nature. The empirical evidence suggests that integrating indigenous sustainable practices into contemporary celebrations can simultaneously preserve cultural heritage and contribute to environmental conservation. Therefore, environmental sustainability should be considered a key component of future festival revival initiatives.

**Table 4.9 Support for Eco-Friendly Celebrations**

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes      | 108       | 79.4           |
| Maybe    | 23        | 16.9           |
| No       | 5         | 3.7            |



**Figure 4.9. Support for Eco-Friendly Festival Celebrations**

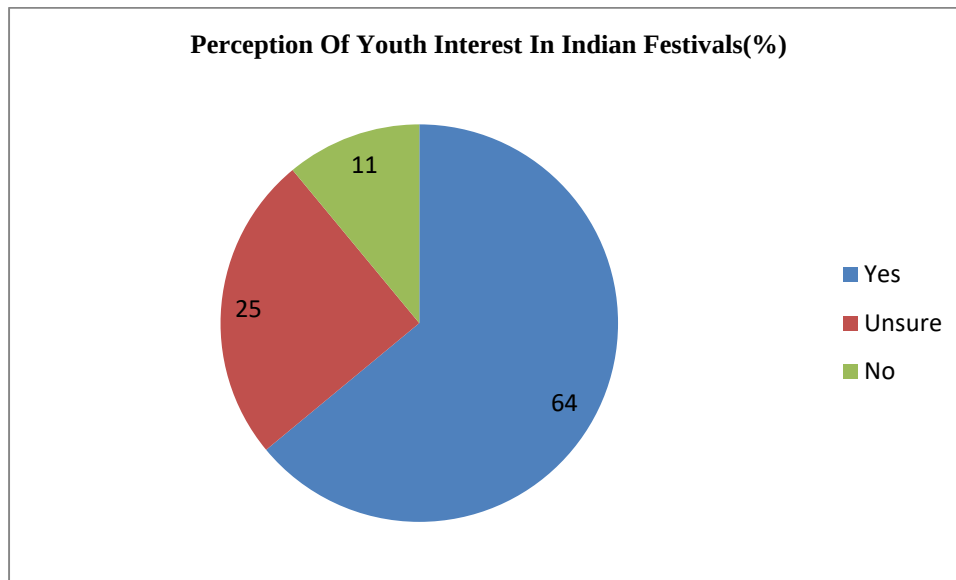
**Interpretation**

Respondents demonstrated strong environmental awareness, with nearly 79.4% of respondents expressing support for eco-friendly festival celebrations. Traditional Indian practices such as clay idols, natural colours, biodegradable decorations, and locally sourced materials reflect sustainability principles that have existed within Indian Knowledge Systems for centuries. The findings suggest that reviving these practices can simultaneously preserve cultural heritage and contribute to environmental sustainability.

**4.9 Youth Engagement and Cultural Continuity**

**Table 4.9 Perception of Youth Interest in Festivals**

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes      | 87        | 64.0           |
| Unsure   | 34        | 25.0           |
| No       | 15        | 11.0           |

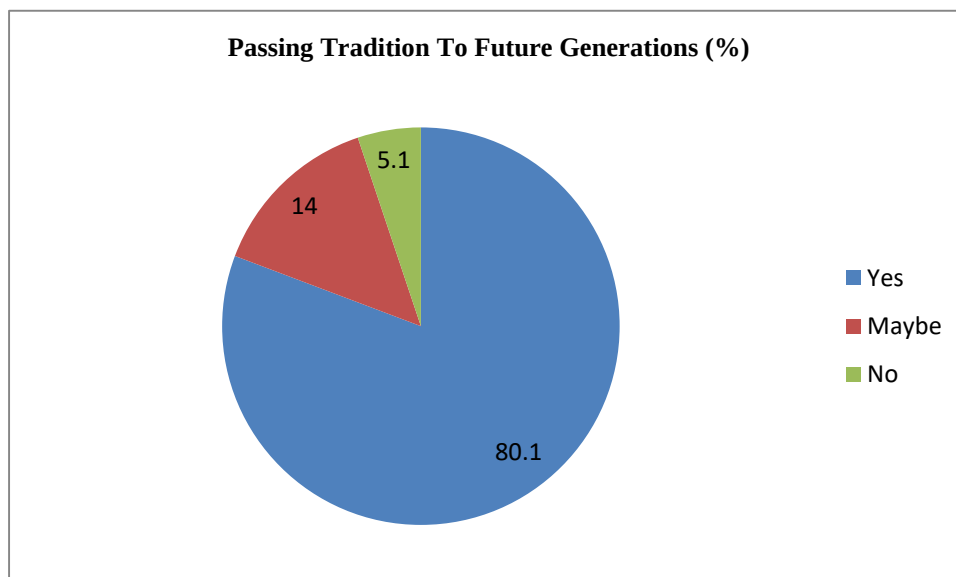


**Figure 4.9. Perceived Youth Interest in Indian Festivals**

#### 4.10 Passing Traditions to Future Generations

**Table 4.10 Passing Traditions to Future Generations**

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes      | 109       | 80.1           |
| Maybe    | 19        | 14.0           |
| No       | 7         | 5.1            |



**Figure 4.10. Support for Passing Festival Traditions to Future Generations**

## Interpretation

Although many respondents perceived declining youth participation, an even larger majority expressed willingness to transmit traditions to future generations. This apparent contrast indicates that younger people are not rejecting cultural heritage but may require more engaging, educational, and experiential opportunities to participate meaningfully.

Educational institutions can play a pivotal role by integrating festival-based learning within Indian Knowledge Systems curricula.

### 4.11. Summary of Major Findings

The descriptive analysis highlights several important observations:

1. Festivals continue to be regarded as a vital component of India's cultural identity.
2. Respondents perceive modernization and commercialization as major drivers of changing festival practices.
3. There is widespread support for environmentally sustainable celebrations.
4. Social media is viewed as both a challenge and an opportunity for cultural preservation.
5. Respondents strongly support transmitting traditional knowledge to future generations.
6. Indian Knowledge Systems provide a relevant framework for revitalizing festivals while adapting to contemporary lifestyles.

## 5. DISCUSSION

The present study sought to examine public perceptions regarding the changing nature of Indian festivals and explore how Indian Knowledge Systems (IKS) can contribute to their preservation and revitalization. The descriptive findings reveal that while Indian festivals continue to hold immense cultural significance, respondents acknowledge substantial transformations in their celebration due to modernization, commercialization, technological advancement, and changing social lifestyles. Rather than indicating a decline of traditional festivals, these findings suggest an ongoing process of cultural adaptation in which traditional values coexist with contemporary practices.

### 5.1 Indian Festivals As Living Knowledge Systems

One of the most significant findings of this study is the widespread recognition that Indian festivals extend far beyond religious observances. Respondents perceived festivals as important mechanisms for preserving cultural identity, strengthening family relationships, promoting community participation, and transmitting traditional knowledge across generations. This finding reinforces the fundamental philosophy of Indian Knowledge Systems, which conceptualizes knowledge as an integrated combination of cultural practices, ethical values, environmental awareness, and experiential learning.

Traditional festivals have historically functioned as informal educational institutions where knowledge is transmitted through participation rather than formal instruction. Rituals, storytelling, folk performances, traditional cuisine, music, dance, and community celebrations collectively preserve indigenous knowledge that might otherwise disappear through conventional educational systems. The findings therefore support the argument that festivals should be viewed as living knowledge ecosystems that preserve both tangible and intangible aspects of India's civilizational heritage.

### 5.2 Modernization Has Transformed Rather Than Replaced Festivals

A notable observation emerging from the study is that respondents generally recognize modernization as both a challenge and an opportunity. Urbanization, digital lifestyles, globalization, and commercialization have undoubtedly altered traditional methods of celebration. However, these changes have not necessarily weakened cultural identity. Instead, many traditional practices are being reinterpreted through contemporary forms of participation.

Digital platforms now enable families separated by geographical distances to celebrate festivals together virtually. Social media has become an important medium for sharing rituals, recipes, regional traditions, and historical narratives, thereby expanding public



access to indigenous knowledge. Similarly, online cultural campaigns and virtual celebrations have increased awareness among younger generations who may otherwise have limited exposure to traditional customs.

These findings support recent scholarship suggesting that modernization should not be interpreted solely as cultural erosion but as a process of cultural transformation requiring adaptive preservation strategies. Rather than opposing technological progress, Indian Knowledge Systems can effectively utilize digital innovation to document, disseminate, and revitalize traditional practices.

### 5.3 Commercialization and the Changing Meaning of Festivals

The study also indicates growing public concern regarding excessive commercialization of festivals. Respondents acknowledged that consumerism, aggressive marketing, branded celebrations, and increasing expenditure have shifted public attention away from the cultural and philosophical significance of festivals. Commercial activities undoubtedly contribute to local economies and provide employment opportunities; however, they may also reduce festivals to occasions of consumption rather than collective cultural experiences.

This transformation presents an important challenge for policymakers, educators, and cultural organizations. Sustainable preservation efforts should therefore seek an appropriate balance between economic development and cultural authenticity. Traditional values of simplicity, community participation, environmental responsibility, and collective celebration should remain central even as festivals continue to evolve within contemporary economic contexts.

### 5.4 Environmental Sustainability and Indigenous Ecological Wisdom

An encouraging finding emerging from this study is the strong public support for environmentally responsible celebrations. Respondents demonstrated increasing awareness regarding eco-friendly practices, including the use of biodegradable materials, natural decorations, community celebrations, reduced plastic consumption, and environmentally safe festival rituals.

These findings are particularly significant because environmental sustainability has historically been embedded within Indian Knowledge Systems. Traditional festivals were originally designed around locally available natural resources, seasonal cycles, agricultural practices, and ecological balance. Clay idols, organic colours, reusable decorations, community food preparation, and respect for biodiversity reflected indigenous environmental ethics long before sustainability became a global developmental objective.

The growing acceptance of eco-friendly celebrations therefore represents not merely environmental awareness but also the revival of traditional ecological knowledge. Integrating these indigenous practices with modern environmental policies can significantly contribute towards achieving Sustainable Development Goals related to responsible consumption, sustainable communities, and climate action.

### 5.5 Youth Engagement and Intergenerational Knowledge Transfer

The survey findings further indicate that respondents strongly support introducing younger generations to the cultural significance of Indian festivals. While participation patterns among youth may differ from previous generations, there remains considerable interest in understanding the historical, scientific, environmental, and philosophical dimensions of traditional celebrations.

This finding has important educational implications. Festivals provide experiential learning opportunities through which students can explore astronomy, ecology, agriculture, ethics, arts, architecture, health traditions, and community service within authentic cultural contexts. Such interdisciplinary learning aligns closely with the objectives of the National Education Policy (NEP) 2020, which advocates integrating Indian Knowledge Systems into higher education.

Educational institutions therefore have an important responsibility to move beyond ceremonial celebrations and encourage critical understanding of the scientific, ecological, and cultural wisdom embedded within Indian festivals. Such initiatives would strengthen cultural identity while promoting value-based education and sustainable citizenship.

## 5.6 Towards an Indian Knowledge Systems Festival Revival Framework

Based on the findings of this study, a comprehensive framework is proposed to guide the sustainable revitalization of Indian festivals through the principles of Indian Knowledge Systems.

The framework identifies five interconnected dimensions essential for long-term cultural preservation:

**Educational Integration:** Introducing the scientific, ecological, historical, and philosophical significance of festivals within school and university curricula through experiential learning.

**Community Participation:** Encouraging inclusive celebrations involving families, local communities, artisans, cultural organizations, and intergenerational knowledge exchange.

**Environmental Sustainability:** Reviving traditional eco-friendly practices including biodegradable materials, waste reduction, responsible resource utilization, and biodiversity conservation.

**Digital Preservation:** Utilizing digital archives, virtual museums, social media platforms, and multimedia documentation to preserve regional traditions while increasing accessibility among younger generations.

**Policy and Institutional Support:** Strengthening collaborations among educational institutions, government agencies, NGOs, and cultural organizations to develop structured programmes promoting India's intangible cultural heritage.

These five dimensions operate collectively to ensure that festivals remain culturally authentic while adapting to contemporary social realities.

## 5.7 Propose Indian Knowledge Systems Festival Revival Framework

To propose a indian festival revival framework which demonstrates that sustainable festival preservation cannot be achieved through isolated initiatives but requires coordinated efforts across education, community engagement, environmental stewardship, technology, and public policy. The framework also extends existing scholarship by positioning festivals as dynamic knowledge systems capable of contributing to cultural continuity, sustainable development, and social resilience.

## 5.8 Contribution Of The Study

The present research makes several important contributions to the growing body of literature on Indian Knowledge Systems.

First, it shifts the discourse from viewing festivals merely as religious or cultural celebrations to recognizing them as multidimensional knowledge ecosystems that preserve ecological wisdom, ethical values, scientific understanding, social cohesion, and indigenous traditions.

Second, the study provides empirical evidence regarding public perceptions of festival transformation based on responses from 136 participants, thereby complementing predominantly qualitative literature in this field.

Third, it introduces the **Indian Knowledge Systems Festival Revival Framework**, which integrates educational initiatives, community participation, environmental sustainability, digital preservation, and policy support into a comprehensive model for safeguarding India's intangible cultural heritage.

Finally, the study contributes to the implementation of **NEP 2020** by demonstrating how festivals can serve as experiential learning platforms that promote multidisciplinary education, cultural awareness, environmental responsibility, and sustainable development.

## 6. INDIAN KNOWLEDGE SYSTEMS FESTIVAL REVIVAL FRAMEWORK

### 6.1 Proposed Indian Knowledge Systems Festival Revival Framework

Based on the empirical findings of this study and the principles of Indian Knowledge Systems (IKS), an **Indian Knowledge Systems Festival Revival Framework** is proposed to facilitate the sustainable preservation and revitalization of Indian festivals in the contemporary era. The framework recognizes that festivals are not static cultural events but dynamic knowledge ecosystems that integrate education, environmental stewardship, community participation, ethical values, and cultural identity.

The framework is founded on the premise that the transformation of festivals due to modernization, globalization, commercialization, and technological advancement should not be viewed solely as a threat to cultural continuity. Instead, these societal changes present opportunities for reinterpreting traditional wisdom through innovative educational, technological, and community-based approaches. Sustainable preservation therefore requires balancing cultural authenticity with contemporary relevance.

The proposed framework consists of **five interrelated pillars**, each contributing to the long-term preservation of India's intangible cultural heritage.

#### Pillar I: Educational Integration

Educational institutions should incorporate Indian festivals into multidisciplinary teaching by highlighting their historical, scientific, environmental, artistic, and philosophical significance. Experiential learning activities, heritage walks, storytelling, project-based learning, and community engagement programmes can strengthen students' understanding of indigenous knowledge while fostering cultural appreciation.

#### Pillar II: Community Participation

The active involvement of families, local communities, artisans, cultural organizations, and religious institutions is essential for preserving traditional practices. Community-led celebrations encourage intergenerational knowledge transfer, strengthen social cohesion, and reinforce collective responsibility towards safeguarding cultural heritage.

#### Pillar III: Environmental Sustainability

Traditional festivals historically promoted ecological harmony through the use of natural materials, seasonal foods, biodegradable decorations, and community resource sharing. Reviving these environmentally responsible practices aligns Indian Knowledge Systems with contemporary sustainability goals and contributes to climate-conscious celebrations.

#### Pillar IV: Digital Preservation

Digital technologies offer unprecedented opportunities for documenting regional traditions, oral histories, folk arts, rituals, and indigenous practices. Digital archives, virtual museums, educational applications, podcasts, and social media campaigns can ensure that traditional knowledge remains accessible to younger generations while preserving regional diversity.

#### Pillar V: Policy and Institutional Support

Long-term preservation requires coordinated efforts among educational institutions, government agencies, NGOs, cultural organizations, and research institutions. Policy initiatives promoting heritage education, financial support for traditional artisans, documentation projects, and public awareness campaigns can significantly strengthen cultural sustainability.

Collectively, these five pillars establish a comprehensive framework that balances tradition with innovation while ensuring that Indian festivals continue to function as living repositories of indigenous knowledge.



**Figure 1. Indian Knowledge Systems Festival Revival Framework**

## 7. PRACTICAL IMPLICATIONS

The findings of this study have important implications for multiple stakeholders involved in preserving India's cultural heritage.

### For Educational Institutions

Schools and universities should integrate Indian festivals into multidisciplinary curricula to promote experiential learning, cultural literacy, and value-based education. Festival-based projects, heritage documentation activities, and community outreach programmes can help students appreciate the scientific, ecological, and philosophical dimensions of Indian traditions.

### For Policymakers

Government agencies should develop policies encouraging documentation of regional festivals, preservation of indigenous traditions, financial support for artisans, and integration of Indian Knowledge Systems into educational programmes. Such initiatives would contribute significantly to safeguarding India's intangible cultural heritage.

### For Cultural Organizations and NGOs

Cultural organizations can play an important role by organizing awareness campaigns, heritage festivals, intergenerational dialogue programmes, and digital documentation initiatives that promote community participation while preserving regional diversity.

## For Local Communities

Community participation remains central to festival preservation. Local communities should encourage collective celebrations, revive traditional rituals, promote eco-friendly practices, and involve younger generations in organizing cultural events to ensure continuity of indigenous knowledge.

## For Researchers

The study demonstrates that Indian festivals offer significant opportunities for interdisciplinary research spanning Indian Knowledge Systems, sustainability, education, anthropology, sociology, management, tourism, and public policy.

## 8. RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proposed:

1. Educational institutions should incorporate Indian festivals into experiential learning modules aligned with NEP 2020.
2. Community-based heritage festivals should be promoted to encourage intergenerational knowledge transfer.
3. Digital archives documenting regional festivals, oral traditions, folk arts, and indigenous practices should be developed at institutional and governmental levels.
4. Greater emphasis should be placed on eco-friendly celebrations through the use of biodegradable materials, sustainable decorations, and environmentally responsible practices.
5. Government agencies should strengthen financial and institutional support for traditional artisans and cultural practitioners.
6. Public awareness campaigns highlighting the scientific, ecological, and philosophical significance of Indian festivals should be organized through educational institutions and media platforms.
7. Universities should establish dedicated Indian Knowledge Systems Centres focusing on cultural documentation, indigenous research, and community engagement.
8. Collaborative initiatives involving academia, government, NGOs, and local communities should be encouraged to ensure sustainable preservation of India's intangible cultural heritage.

## 9. LIMITATIONS OF THE STUDY

The present study has certain limitations that should be acknowledged.

First, the research employed a convenience sampling technique, which may limit the generalizability of the findings to the broader Indian population. Second, the study relied on self-reported perceptions, which may be influenced by respondents' individual experiences and subjective interpretations. Third, the cross-sectional design captures perceptions at a single point in time and therefore does not account for changes in attitudes over time. Finally, the study primarily utilized descriptive statistical techniques; consequently, the findings should be interpreted as indicative of prevailing perceptions rather than evidence of causal relationships.

Despite these limitations, the research provides meaningful empirical insights into the evolving nature of Indian festivals and contributes to the growing discourse on Indian Knowledge Systems and cultural sustainability.

## 10. FUTURE SCOPE OF RESEARCH

The present study opens several avenues for future research.

Future investigations may undertake comparative analyses across different Indian states to explore regional variations in festival traditions and public perceptions. Longitudinal studies could examine changing attitudes towards festivals over time, particularly among younger generations. Comparative international studies involving indigenous knowledge systems from other cultures may provide valuable cross-cultural perspectives on heritage preservation.

Further research may also examine the effectiveness of festival-based educational interventions in promoting cultural awareness, environmental responsibility, and value-based learning among students. Additionally, emerging technologies such as artificial intelligence, virtual reality, and digital heritage platforms may be explored as innovative tools for documenting and preserving India's intangible cultural heritage.

Mixed-method and qualitative approaches involving ethnographic studies, interviews, and participant observation would further enrich the understanding of festivals as dynamic knowledge systems embedded within local communities.

## 11. CONCLUSION

Indian festivals have historically functioned as vibrant repositories of India's civilizational wisdom, preserving ecological knowledge, ethical values, artistic traditions, community relationships, and indigenous scientific understanding across generations. The present study demonstrates that although modernization, globalization, commercialization, and technological advancement have transformed traditional modes of celebration, these changes need not be interpreted as indicators of cultural decline. Instead, they represent opportunities for reimagining traditional practices within contemporary social contexts.

The empirical findings reveal strong public support for preserving Indian festivals through education, community participation, environmental sustainability, digital documentation, and institutional support. Respondents recognized festivals as important mechanisms for strengthening cultural identity, promoting social cohesion, and transmitting traditional knowledge to future generations. These findings reinforce the continuing relevance of Indian Knowledge Systems in addressing contemporary challenges related to cultural preservation, sustainable development, and value-based education.

One of the principal contributions of this study is the development of the **Indian Knowledge Systems Festival Revival Framework**, which integrates educational initiatives, community participation, environmental stewardship, digital preservation, and policy support into a comprehensive model for safeguarding India's intangible cultural heritage. The framework demonstrates that sustainable preservation requires collaborative efforts across educational institutions, government agencies, cultural organizations, local communities, and researchers.

The study contributes to the growing body of scholarship on Indian Knowledge Systems by positioning festivals as multidimensional knowledge ecosystems rather than merely religious or cultural events. It also supports the vision of the National Education Policy (NEP) 2020 by highlighting the potential of festivals as experiential learning platforms that foster cultural literacy, ethical awareness, environmental responsibility, and holistic development.

In conclusion, the preservation of Indian festivals is not simply an act of protecting tradition; it is an investment in sustaining India's knowledge heritage for future generations. By integrating timeless indigenous wisdom with contemporary educational practices, technological innovation, and sustainable development principles, Indian festivals can continue to inspire cultural resilience, social harmony, and national identity in an increasingly globalized world.

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