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3. An Event Management of Traditional Festival: A Case Study of Haldi Kum-Kum Event

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I. Abstract

The skills and competencies required to effectively plan, organize and execute special events are very broad (Gladden, McDonald & Barr, 2005).

Events are temporary and purposive gatherings of people. It follows that 'Events Management', as a field of industrial practice, could be defined as: The organization and coordination of the activities required to achieve the objectives of events.

The aim of the paper is to show the dimensions applied while managing a successful special event. Case study was employed to analyze an event based on event management Perspectives. The researcher carried out interviews, with key informants in the special cultural event. This paper focuses on the dimensions of event management named facility management, human resources (volunteers and trained staff), budgeting, marketing and PR and risk management.

Case study pertains to a very special cultural event organized all women organized and participated event to celebrate Haldikum-kum on the occasion of auspicious day of Makar - sankranti and birth anniversary of Late Aapasaheb wherein about 10000 women from Raigad district participated in the event. This event managed under the guidance and leadership of Mrs. Chitrlekha Patil who is Secretary, Prabhakar Patil Education Society, Alibag. Owner & Managing Director, Nagesh Publishers Pvt. Ltd. (Publisher of "Krushival", 77 years old Leading Marathi Daily Newspaper of Konkan Region)

Keywords: Event, cultural special event, event management.

II. Event Management a theoretical perspective

i) Introduction to events management

The place of events in human history and human cultures

Despite the obvious advantages of clear and definite information, particularly to those embarking on new study of this exciting and fast-evolving field, it is worth remembering that events management is largely the modern-day practice of age-old expressions of human social

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interactions and activities. Before commencing an understanding of some of the mechanics of modern-day events management, a more historical view of their development through the ages may enable the reader to put contemporary events management into the context of its origins. Ancient texts, such as the Christian and Jewish Old Testaments, record the early practice of festivals. These were enshrined in law and primarily took the form of the seven feasts of Israel, where the people of the nation gathered seven times throughout the year in religious celebration and remembrance. Various customs and rituals were practiced, from the eating of the Passover feast through to the offering of sacrifices. Variations of these different feasts are still practiced today. World religions, such as Islam, later developed annual pilgrimages – such as the hajj to Mecca– which currently presents a number of significant crowd safety challenges. Religious observance in Greece gave rise to the first, ancient Olympic Games. Modern-day festivals, such as Christmas and Halloween, also have their roots in such observance, whether pagan or otherwise.

ii) What is an Event?

Events have been around forever. The word ‘event’ is derived from the Latin word ‘eventus’ and was originally used to describe big happenings out of the ordinary ("Event," 2009) Today, the concept of events includes a large variety of social gatherings, meetings, sports, shows, and performances. It has become a fashion to use the word ‘event’ for everything that is happening.

An event is often described as something that ‘happens’, and therefore, in that sense, we could use the term event management to describe the organization of everything that happens. Getz defines an event as ‘an occurrence at a given place; a special set of circumstances; a noteworthy

Occurrence’ (Getz, 2007, p. 18), and this definition embraces a wide range of possibilities with one important thing in common: they can only occur once. As such, one key characteristic of events is that they are not continuous, for they each have a beginning and an end, and every event is different from the last one. “No matter how hard one tries, it is literally impossible to replicate an event”

Events are gatherings of people So far, we have established that events are comprised of people, though numbers of such attendees may vary considerably. As with Diana’s funeral, a clear definition of an event attendee is obviously easier to define in certain situations than in others. Somebody attending a sports or music event is unlikely to be allowed to enter without a ticket, whether paid for or not. However, as will be discussed in Chapter 10, mega-events include

in their scope entire locations, destinations and even the whole world in the form of international media coverage.

iii) What is Event Management?

Combining the words 'event' and 'management' the growing profession of event management Emerges. Management involves Directing Planning Organizing and Controlling activities aimed at achieving set goals using optimum resources.

iv) Scope of Event Management

From organizing a small family function to organizing international cultural/sports/political/religious/technological/scientific or any mega event of significance.

The skills and competencies required to effectively plan, organize and execute special events are very broad (Gladden, McDonald & Barr, 2005). This paper offers a detailed approach to instructing an applied course in event management. Topics addressed include: experiential learning, fundraising, philosophical considerations, student-reflection, service learning and professionalism Effective event management skills are invariably required for success in all facets of business. Special event planning requires many skills including attention to detail, organization, discipline and patience (Sawyer, 2005). Crowd control, operations, leadership, fund-raising, scheduling, marketing, concessions, and security, are but a few examples of numerous tasks, skills and traits required of facility and/or event managers (Ammon, 1998; Graham, Goldblatt&Delpy, 1995; Russo, 1985; Sawyer & Smith, 1999; Stier, 1994).

Event management skills can also be directly related to leisure, recreational, or personal activities.

Workshops abound at many industry related conferences on topics such as goal setting, leadership, communication (written and oral), time management, public speaking, networking, etiquette, sales, marketing, and promotions, all of which are connected on some level with event management activities. Although these skills are also addressed in a wide range of college coursework, event management has long been connected to college curricula related to sport and/or recreation management (Sport Management Program Review Council, 2000). Sport has also grown in the minds of many leisure and/or sport management professionals as no longer being simply a component of leisure, but as an independent, multi-billion dollar enterprise (Zakrajsek, 1993). Kovaleski (2006), reported that events have become significant corporate marketing tools and the need to make an impression when planning an event has become increasingly important. Event planning skills appear to be useful for many personal and business related activities, and classes that offer the opportunity to shape these skills can be viewed as

There are various answers to this question, depending on the viewpoint of the person defining it. There are many definitions of 'events', available from various academic writers such as Getz (2007) and Goldblatt (2008). As such definitions become more detailed, their realworld application becomes more problematic. Thus, this book provides a general definition as follows: Events are temporary and purposive gatherings of people.

It follows that 'Events Management', as a field of industrial practice, should be defined as:

The organization and coordination of the activities required to achieve the objectives of events.

The aims of this text are to discuss and evaluate the management of these activities in the context of various and common types of events within their wider industrial and societal context. In order to do this, a clearer discussion of the features of events which make them distinct from more general business activities is required. Events generally possess the following characteristics: They are temporary in nature. They are gatherings of people. They are often displays of ritual. They are, in some sense, unique occurrences.

Events are often displays of ritual Humans are the most socially evolved species on the planet. As such, we develop social interactions beyond our family structures which can trigger the need for events. According to Maslow (1943), these social needs relate to other human needs, as is shown in Figure 1.1:

Figure 1.1 Maslow's hierarchy of needs Source: Adapted from Maslow 1943



As this early model suggests, humans are on a journey to the achievement of self-actualization, which relates to the ultimate fulfilment of one's potential. Initially, physiological needs, followed by safety needs, should be satisfied before a person can go about satisfying their needs for love and belonging to a social group. Clearly these latter needs are partially fulfilled through family ties and social relationships, but they also could be said to form the main

motivating factor behind the age-old practice of holding events. Events are characterized by rituals, symbols and artefacts which themselves denote meaning. For example, one has only to consider the average wedding event, which will likely be composed of various costumes, food and drink, speeches and behaviors which denote the meanings of the culture in question.

Events are unique occurrences Events, because they are not permanent, are held at different times, in different locations and for different reasons. Even the same event held annually can differ considerably in its characteristics. These features make every event, in a sense, unique. This makes planning for event legacy particularly challenging, as the enduring things left over after the event are often very difficult to predict.

(v) The challenge of events management

The previous discussion raises some important challenges for anybody seeking to manage the delivery of an event. Whether the reader is an event professional, a student or somebody reading because of more general interest, they could be forgiven for concluding that a coherent understanding of the events industry and its effective 'management' is almost impossible due to its breadth, complexity and fast-moving nature. Definition and categorization of different events has been attempted and has resulted in some common labels, including mega-events, cultural events, special events, corporate events and sporting events. Although such clean categorization of events should enable their management requirements to be easily communicated, in practice it seems that these labels are often too broad and unclear to be useful. For example, many of the special events upon which Goldblatt (2010) bases his discussions could be categorized in several different ways. Whilst clearly recognizing such problems, we decided to use many of these classifications as chapter headings. Industry professionals do still use many classifications, such as 'special events', to define certain event concepts; but terms such as 'corporate events' are widely recognized to encompass a variety of concepts, such as conferences, exhibitions or brand experience events, which are generally more useful in conveying their ideas. However, this book focuses on the systematic project management of the practices relating to the delivery of a variety of events. The origination, planning and delivery of events, regardless of their classifications, tend to require similar frameworks, based upon existing events management theory.

III. Case Study of Event Management

Introduction: The case study pertains to a special event organized by "Krushival" on 16th January on the day of 'Aapasaheb Jayanti' at Raigad Bazar Alibag.

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(i) **Objective of the event**

- (a) **Socio-Cultural:** to enable rural women to participate in traditional Haldi-kumkum ceremony.
- (b) **Political:** to empower rural women to follow philosophy of women participation as a leftist political process.

ii) **Structure:** to manage the mega event successfully, the chief co-ordinator was Mrs. ChitrallekhaNrupalPatil who is Managing Director of daily newspaper well known as "Krushival" published from Raigad ,Navi Mumbai, Thane and Ratnagiri. Under the leadership of Mrs. Chitrallekha, a well defined structure of co-ordinators for various functional aspects such as reception, guest movement, supply of gift material and sweets, decoration, felicitation (Haldi-kumkum traditional ritual) of guests, gift distribution, transportation of guest, hospitality to volunteers.

iii) **Budgeting:** The total cost of organizing the event was estimated well in advance by considering various cost elements for functional aspects mentioned above. The total estimate for gifts alone was about Rs.10 lakh. Other expenses were on actuals borne by "Krushival"

iv) **Policy Framework:** The policy of organizing Haldi-kumkum ceremony in traditional manner is the trade mark of "Patil family", who have been prominent leaders having leftist thoughts and who are very actively involved in development of Raigad District in all areas. Such event was initiated by Mrs. SupriyaJayantPatil before 25 years. The policy continues under the leadership of Mrs. ChitrallekhaNrupalPatil.

The policy of event management helps in creating confidence amongst rural women to step out and meet other women from various villages thereby empowering them to independently experience the outside world while following traditional ritual.

v) **Planning:** the planning for event management was done by chief co-ordinator Mrs. ChitrallekhaNrupalPatil.

- **Teams :** It was planned to assign duties to various teams to carry out functional aspects as stated above. The teams consisted of PNP education Society's whole staff, PNP cataramen Staff, Krushival staff, Raigad Bazar staff. There were 400 volunteers.
- **Process :** specific duties were given to the staff and volunteers. Necessary instructions were given to all to make the event grand success.

vi) **Organizing** : certain jobs like decoration etc. were given on contract. The preparation for the event started a month before the actual event by the chief co-ordinator Mrs. ChitrekhaNrupalPatil.

Resource allocation : the main resources were

1. **Venue** : the venue was Raigad Bazar, Alibag.
2. **Material** : gift item by Hindustan Petroleum "Gas Lighter." Sweets and other material for felicitation was organized by respective teams.
3. **Workforce** : The teams consisted of PNP education Society's whole staff, PNP cataramen Staff, Krushival staff, Raigad Bazar staff. There were 400 volunteers.
4. **Funds** : funds were provided by 'krushival.'

vii) **Monitoring**

- **Mechanisms** : team leaders were selected by the chief co-ordinator Mrs. ChitrekhaNrupalPatil to check the details of actual implementation of given duties and responsibilities as per plan.
- **Control** : overall chief co-ordinator Mrs. ChitrekhaNrupalPatil control the entire event to make it a grand success. She was continuously communicating with all key persons and all important guests to access their satisfaction level and was giving valuable guidance, directions and instructions to the concern individuals.

IV. Findings

Comparison of Expectations and actual achievements: It was expected that about 8000 women from various villages of Raigad District will participate in event but actually about 10000 women participated in the event. It was observed that there was tremendous enthusiasm and happiness amongst the women guest who participated in the event. The team members and leaders also worked whole heartedly throughout the event. In nutshell this event was a grand success and the objectives and the policy with which the event was managed has set an example for others. It is important to congratulate all those who contributed in achieving the success. The credit goes to chief co-ordinator Mrs. ChitrekhaNrupalPatil and her team members.


Unique experiences and learnings: This event of haldikum-kum was organized on 16th January on the day of 'AapasahebJayanti' was special experience for all, wherein love, affection and respect was shared by the participants and organizers on a large scale.

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