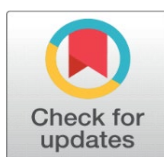


EVENT MANAGEMENT IN PUNE: CONTRIBUTIONS TO ART, CREATIVITY AND OPPORTUNITIES

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ABSTRACT

Event management in Pune has evolved beyond logistics into a cultural and creative industry that drives artistic innovation, sustainability, and inclusiveness. Pune, known as the “Cultural Capital of Maharashtra,” demonstrates how events such as Ganeshotsav, Dhol-Tasha performances, Atharvashirsha chanting, and eco-friendly initiatives contribute to India’s festival economy. Event managers in Pune are at the forefront of adopting shadu clay idols, artificial immersion tanks, floral waste recycling, and awareness campaigns to promote sustainability. Moreover, the industry creates significant opportunities for youth and women entrepreneurs, positioning Pune as a hub of cultural entrepreneurship. This paper explores the contribution of event management in Pune to art, creativity and empowerment.

Event management in Pune not only organizes gatherings but also curate’s experiences, fosters creativity, and preserves artistic heritage. With dynamic contributions from local event management companies, the city has become a hub of innovation in art, design, and cultural entrepreneurship. This article highlights Pune’s role in promoting creativity, youth engagement, and India’s cultural legacy while showcasing opportunities provided by event management professionals.

Keywords: Event Management, Pune, Festivals of India, Cultural Creativity, Eco-Friendly Idols, Shadu Clay, Youth Entrepreneurship, Women Entrepreneurs, Dhol-Tasha, Atharvashirsha Chanting



1. INTRODUCTION

Festivals in India serve as socio-cultural platforms that combine art, religion, and creativity (Shinde, 2022). Pune, recognized as the “Oxford of the East” and “Cultural Capital of Maharashtra,” has been instrumental in transforming event management into a creative and sustainable industry (Deshpande, 2023).

In recent decades, Pune has introduced unique cultural practices in its event management—such as youth-led Dhol-Tasha pathaks, large-scale Atharvashirsha chanting by women, and eco-friendly Ganeshotsav initiatives—that highlight the city’s role as a catalyst for innovation and inclusivity. Furthermore, professional event companies in Pune have opened pathways for youth employment and women’s entrepreneurship, aligning the city’s cultural industry with India’s broader creative economy (Nair, 2024).

2. PUNE'S FESTIVALS AND CULTURAL PRACTICES

Ganeshotsav as a Creative Canvas

Ganeshotsav in Pune is more than a religious celebration—it is a showcase of art and creativity. Mandals create elaborate tableaux reflecting mythology, social issues, and environmental awareness (Kulkarni, 2023). Event managers increasingly promote eco-friendly practices by encouraging shadu clay idols over Plaster of Paris, and by setting up artificial immersion tanks to reduce water pollution (Joshi, 2024).

Dhol-Tasha: Youth Engagement and Identity

Dhol-Tasha pathaks symbolize youth-driven cultural participation. Traditionally tied to Ganeshotsav, these groups have become year-round performers at rallies, weddings, and parades (Patil, 2022). Pune has also pioneered inclusivity in performance with visually impaired groups reshaping cultural representation (Times of India, 2023).

Atharvashirsha Chanting: Women's Cultural Empowerment

In 2015, over 35,000 women chanted Atharvashirsha together in Pune, reinforcing women's role in cultural leadership (Indian Express, 2016). In 2019, 1,724 women lit diyas in a Guinness World Record attempt (Hindustan Times, 2019). Such large-scale events highlight the role of event management in fostering women's empowerment through culture.

3. ECO-FRIENDLY INNOVATIONS

Pune's event managers have actively encouraged:

Shadu clay idols to protect rivers from chemical pollution.

Artificial immersion tanks to prevent ecological damage during visarjan.

Floral waste recycling into compost and natural colors.

Awareness campaigns through street plays, social media, and workshops (Mehta, 2023).

These initiatives represent a shift towards sustainable festivals that balance tradition with environmental responsibility.

4. OPPORTUNITIES THROUGH EVENT MANAGEMENT

4.1. YOUTH EMPOWERMENT

Pune's youth find opportunities through college festivals like Symbiosis Viva and Fergusson Expression, which combine technology, performing arts, and entrepreneurship (SCMS Pune, 2023). Event management roles in design, media, and digital innovation provide sustainable careers for young professionals.

5. WOMEN ENTREPRENEURSHIP

Women-led event companies such as Pallavi's Management demonstrate women's entry into cultural entrepreneurship. By managing corporate launches and cultural fusions, women event managers are reshaping Pune's creative economy (Pallavi's Management, 2024). Festivals like Atharvashirsha chanting prove women's centrality in cultural narratives.

6. EVENT COMPANIES DRIVING GROWTH

Prominent Pune-based event companies include:

- **Colorknit Events:** cultural exhibitions and art installations.
- **Pallavi's Management:** women-led entrepreneurship in events.
- **Craftworld Events:** youth-oriented and corporate festivals.
- **Wizcraft Pune:** international cultural shows and concerts.

- **Percept ICE:** large-scale global-standard festivals.

These companies create jobs for artists, designers, photographers, and entrepreneurs, promoting India's cultural diplomacy (Rao, 2024).

7. OPPORTUNITIES CREATED FOR ART AND CULTURE

- **Youth Participation:** College festivals (like Symbiosis's Viva and Fergusson's Expression) managed by local firms create spaces for theatre, dance, and creative competitions.
- **Artist Platforms:** Corporate events now feature live painting, installations, and music to highlight Indian culture.
- **Cultural Heritage Branding:** Ganeshotsav mandals partner with event firms to design eco-friendly, artistic setups that combine tradition with innovation.
- **Employment and Entrepreneurship:** Designers, photographers, artisans, and women entrepreneurs gain opportunities through Pune's thriving event sector.

8. CONCLUSION

Event management in Pune illustrates how art, culture, and sustainability intersect to create meaningful opportunities for communities. Event management companies in Pune act as cultural catalysts, promoting art, creativity, and entrepreneurship. Through initiatives like Ganeshotsav eco-friendly idols, Dhol-Tasha inclusivity, and Atharvashirsha chanting, Pune demonstrates leadership in creative cultural innovation. Moreover, the industry provides avenues for youth empowerment and women entrepreneurship, positioning Pune as a model for sustainable event management in India.

CONFLICT OF INTERESTS

None.

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None.

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