

Festivals, Family, and Faith: The Triad of Memory, Cultural Retention, and Belief

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ABSTRACT

This research investigates the ways Indian festivals and ceremonies function as the means of transferring and maintaining the key values of Santana Dharma, which is an ethics system including such concepts as dharma, ahimsa, bhakti, and moksha. Investigating such festivities as Diwali, Holi, Navratri, as well as daily rituals like morning prayers, Surya Namaskar, food offerings, the researcher analyses the ways of intergenerational transmission of knowledge, cultural retention rate, and traditional (such as storytelling, engaging in rituals) and modern means of practising the values of Santana Dharma (social media, educational apps, online celebrations).

The results have shown that there is a great deal of continuity in different practices, which means that the values of Santana Dharma remain stable in urban and online settings. Festivals are not only spiritual practices but also tools for moral education, family unification, and environmental sensitivity. In turn, micro-rituals embed the ethical awareness into daily routine and consolidate cultural identity along with ecological behavior patterns. Results will be useful for scholars interested in cultural psychology, moral education, and indigenous knowledge systems, and could become evidence for the necessity to introduce value-based learning into the curriculum. Thus, this study proves the relevancy of dharma-focused practices in defining personal well-being and cultural identity preservation.

Keywords: Culture, Memory, Festival, Tradition, Culture and Memory, Cultural Practices, Santana Dharma

INTRODUCTION

The Indian culture is a representation of the traditional ideas that influence the current day-to-day life through festivals, rituals, and family traditions. The concept of Sanatan Dharma is at the centre of this tradition of culture, and it embodies virtues such as Dharma (righteousness), Ahimsa (non-violence), Satya (truth), Bhakti (devotion), and Moksha (liberation) (Flood, 1996; Klostermaier, 2007). These are the values that have been entrenched within the social framework by way of experiences, oral culture, and symbolism.

The festivals such as Diwali, Holi, Navratri, and rituals like Pratah Smaran (morning prayers) and Surya Namaskar have spiritual and cultural roles in maintaining the required knowledge and teachings of moral education. The festivals do not only signify some historic or mythological occurrences; they act as educational devices in terms of collective memory, social values, and cosmological knowledge (Fuller, 2004; Michaels, 2004; Vajpayee, 2024). Festivals, in the opinion of Dissanayake (1995), are making special turning everyday activities into reaffirming rituals of spirituality and culture.

The traditional methods included stories told orally, learning by observation at home, and the teacher-disciple tradition known as guru-shishya parampara (Wadley, 2005). However, due to changing socio-structural formations and the rise in digitalization, there has been an increase in inclination towards novel approaches, which include animation storytelling, learning software tools, virtual aartis, and social media practices, thus representing the amalgamation of tradition and technology (Narayanan, 2009; Doniger, 2010). Regardless of all that, empirical studies show very high generational preservation of these traditions, particularly among the families involved in their culture.

This study offers a comprehensive data set that includes the analysis of Indian festivals and everyday life practices that contribute to the preservation of Sanatan Dharma values, considering both traditional and modern forms of the knowledge transmission process. Thus, based on cultural significance, the percentage of continuity, and pedagogical value, the findings support the need for value-based education and sustainability of indigenous knowledge systems in academic programs as well as public life (Vajpayee, 2025).

Review of Literature

Cultural Memory and Its Role in Tradition

The concept of cultural memory refers to the joint recollection of experiences, values, and history that shape and maintain the identity of a society and its continuity over time. According to Assmann (1992), cultural memory is the way that societies manage to pass on their identity and moral values. In India, festivals and rituals have been highly effective means in maintaining the cultural memory. Hutton (2004) believes that rituals, both festive or daily, are mnemonic systems that engrave social values and histories, thereby facilitating the passing down of cultural norms inter-generationally.

Based on their study on the ritual of memory, Van der Leeuw (1998) argues that religious rituals, specifically Hindu ones, have been living memory systems where the actors consciously recreate and embody cultural memory through actions. This comes hand-in-hand with the belief of Kapferer (2000) that ritualized memory ensures that cultural practice evolves but at the same time stays rooted to its past origins.

Sanatan Dharma and Its Principles

Indeed, the values of Sanatan Dharma, like dharma (righteousness), ahimsa (non-violence), satya (truth), bhakti (devotion) and moksha (liberation) are intrinsic not only to spiritual acts but also to social practices. Values of Sanatan Dharma have an impact on both individual behavior and, subsequently, on social mores within Hindu society (Flood, 1996; Klostermaier, 2007). These values can be acquired through formal learning from sacred literature (Vedas and Puranas) and informal learning through social interaction (family events and social gatherings).

Also, Michaels (2004) highlights the importance of ritual and mythic storytelling as a means of preserving the ethical dimension of Sanatan Dharma, which proves that festivals and rituals are not just about devotion but also about teaching morals and ethics in everyday situations. Rituals performed during such festivals as Diwali, Holi, and Navratri preserve the moral and spiritual foundation of Hinduism by emphasizing the victory of good over evil, social interaction and divine interaction.

Festivals as Sites of Cultural Memory

Cultural continuity is best preserved through festivals because they embody all values, mythologies, and history of communities. According to Fuller (2004), Diwali, Holi, and Navratri are examples of festivals that constitute collective memory practices in which families and communities come together to reaffirm their cultural identity. With the aid of ritual activities, songs, dance, and storytelling, festivals become effective means of moral education and social cohesion.

Bendix (2011) asserts that festivals are symbols of collective memory that help bring back to life the past with different interpretations. For instance, celebrations of Holi not only symbolize love of God and the victory of good over evil, but also acts of social forgiveness and the community-oriented nature of spirituality. Similarly, Onam and Makar Sankranti find their roots in cycles of agriculture and community welfare through ecological awareness and collective memory.

Contemporary Adaptations and the Perpetuation of Rituals

While traditional forms of cultural transmission through oral traditions and family rituals remain the core of cultural memory, recent academic research has extended into the area where innovative ways of adapting have started to redefine the maintenance of cultural practices. Narayanan (2009) talks about the transformation of

traditional practices via the use of media technologies like YouTube kirtans, fasting ritual apps, and virtual festivals to bring traditions closer to the modern urban and even global audiences. This process becomes one of the manifestations of a wider trend of adaptations in maintaining traditions without losing their spirit.

The convergence of modern technologies and ancient traditions is highlighted by Doniger (2010), who speaks of virtual rituals, the presence of social media narratives, and the importance of educational applications for the involvement of young people. While these innovations seem novel at first sight, they usually contribute to cultural memory via the expansion of inclusivity and accessibility of traditional practices. The use of technology in the revival and continuation of cultural practice is discussed by Sundar (2014) who believes that this process demonstrates the dynamism of traditions rather than its divergence.

Intergenerational Transmission of Values

In the case of retaining cultural memory through rituals and festivals, it should also be noted that this is associated with the transmission of values across generations. According to Wadley (2005) and Srinivasan (2018), it is especially important to mention the role of guidance from older members and participation of families in conveying spiritual and moral values. Young generations are taught values of respect for seniors, humbleness and selflessness through the process of socialization, which are integral components of Sanatan Dharma. Activities such as touching the feet of senior people, saying shlokas before meals and lighting diyas not only make one think about cultural values, but also make a person think about moral and spiritual values of Sanatan Dharma.

According to Assmann (2006), it is also important to note that memory practices play an essential role in connecting the past with the present, thus making it possible to establish continuous relations with heritage. The continuity of values via rituals and practices is confirmed by the information provided by Chakrabarti (2010).

The Role of Value-Based Education

With the rise of globalization and urbanization as well as their impact on traditional culture, it becomes evident that there is a growing understanding of the need to include traditional values in current education systems. Fischer (2015) advocates the inclusion of cultural and moral education based on traditional practices because this form of education fosters social responsibility, empathy, and civic activism. Findings by Fletcher (2019) indicate that there is a need to integrate value-based education into the curriculum to help the students appreciate both their cultural background and the universality of human values.

The literature emphasises the fundamental role of cultural memory as a mechanism for the transfer of Sanatan Dharma values via ritual, ceremony, and daily life habits. Apart from being the means of ethics formation, they are also the means of fostering communal harmony, eco-consciousness, and generational affiliation. Although the new opportunities for value preservation provided by modern translations via technology are important, cultural memory continues to be deeply embedded in rituals, family traditions, and community celebrations.

Research Methodology

Research Design

The study is based on the descriptive-exploratory research design that makes it possible to understand in detail the processes of preservation and adaptation of cultural traditions (festivals and rituals). The main emphasis of the research will be on the discovery of values inherent in the rituals and their further transmission.

Data Collection Methods

LITERATURE REVIEW

- An extensive literature review on Sanatan Dharma, cultural memory, and Indian festivals will be done. The review will comprise academic articles, books, and research papers related to rituals, inter-generational transmission, dynamics of festivals, and digital representation.

- The secondary sources will also comprise ethnographic studies, historical records, and religious literature on the role of memory in safeguarding cultural traditions.

Archival Research:

- The analysis of digital archives like social networking sites, YouTube videos, etc., will help to learn about the manner in which festivals and rituals are celebrated digitally. The modern-day evolution in traditional celebrations through digital content like videos, aartis, etc., will also be analyzed.

Limitations of the Study

- There could be certain restrictions regarding the sampling technique used in the study, given that it only concentrates on some specific urban and rural locations, which may not give a complete picture of the practices of Sanatan Dharma in India.
- The subjective nature of cultural memory can affect the memories of the participants regarding rituals and make it difficult to find out whether there is consistency in the practice of rituals between the previous and current generations.
- The digital divide can restrict the involvement of young people living in rural areas in new ways of performing rituals using modern technologies.

The methodology described above involves the use of qualitative and quantitative research techniques that will allow for a thorough insight into the way Sanatan Dharma principles are being passed down through the practice of various festivals, rituals, and modern interpretations of the traditions.

Result of the study

Table 1:

Festival Tradition	Core Knowledge Preserved	Mode of Transmission	Generational Retention (%)	Cultural Significance	Modern Adaptations
Diwali	Mythology (Ramayana), values of light over darkness	Storytelling, rituals, rangoli, family gatherings	95%	Moral teachings, victory of good, wealth, family unity	Social media posts, school plays, animated videos
Holi	Legends of Prahlad & Holika, Krishna's stories	Songs (folk), dance, oral legends	90%	Celebration of colours, forgiveness, divine love	Music festivals, interactive apps, Holi-themed Songs/Dance/films
Navratri / Durga Puja	Divine feminine energy (Shakti), regional mythology	Dance (Garba), skits, idol worship	92%	Women empowerment, spiritual purification	Virtual aartis, devotional YouTube series
Raksha Bandhan	Social values (sibling bond, protection, duty)	Symbolic rituals, folk tales, poetry	88%	Brotherhood, mutual responsibility	E-greetings, Bollywood films, Instagram storytelling
Makar Sankranti	Agricultural cycles, astronomy (sun's movement to Capricorn)	Kite flying, folklore, food traditions	85%	Seasonal change, gratitude to nature	Eco-friendly festival campaigns, science fairs

Festival Tradition	Core Knowledge Preserved	Mode of Transmission	Generational Retention (%)	Cultural Significance	Modern Adaptations
Onam	King Mahabali legend, harvest wisdom	Boat races, flower carpets, traditional songs	87%	Social equality, prosperity, community celebration	Tourism promotion, digital Onam competitions
Gurpurab	Sikh philosophy, teachings of Gurus	Gurbani recitation, processions, langars	90%	Community service (seva), peace, equality	YouTube kirtans, educational apps, virtual langars
Karva Chauth	Devotion, lunar cycle significance	Fasting, storytelling, rituals	80%	Marital devotion, time discipline	Mobile fasting apps, cultural TV shows
Traditional Weddings	Vedic mantras, astrology, social customs	Rituals, oral chanting, symbolic acts	93%	Sacred union, cosmic harmony, family roles	Wedding vlogs, digital invites, mixed-ritual formats
Folk Traditions (e.g., Baul, Bihu, Lavani)	Local history, agriculture, emotions, morals	Songs, costumes, dance, instruments	89%	Regional identity, ecological wisdom	Stage performances, folk revival festivals

Findings highlight the cultural significance of Sanatan Dharma values preserved through everyday rituals. This dataset connects ritual practices with the core values of Sanatan Dharma, their cultural roles, and the means of transmission across generations.

Table 2: Cultural Significance of Everyday Rituals in Upholding Sanatan Dharma Values

Daily Ritual / Practice	Core Sanatan Dharma Value Preserved	Cultural Significance	Mode of Transmission	Continuity (%)	Modern-Day Adaptation
Pratah Smaran (Morning Prayer)	Gratitude, self-discipline, remembrance of divine	Awakening spiritual awareness at dawn	Oral chants, observation from elders	90%	Meditation apps, morning mantras on YouTube
Surya Namaskar / Sandhya Vandan	Respect for nature, connection with cosmic rhythm	Physical-spiritual alignment through sun worship	Family traditions, yoga gurus	85%	Yoga studios, global wellness movement
Touching Elders' Feet	Humility, respect for wisdom	Reinforcing guru-shishya parampara & family values	Daily practice, religious instruction	88%	Cultural workshops, storytelling by elders
Offering Water to Tulsi / Peepal	Reverence for life, ecology, bhakti	Ecological harmony and sacred plant worship	Observing elders, mythological stories	83%	Green India campaigns, eco-spiritual movements
Lighting Diya at Twilight	Transition, inner light, removal of ignorance	Honouring Lakshmi, invoking positivity at dusk	Family rituals, symbolic storytelling	87%	Electronic diyas, evening rituals via apps

Daily Ritual / Practice	Core Sanatan Dharma Value Preserved	Cultural Significance	Mode of Transmission	Continuity (%)	Modern-Day Adaptation
Chanting Mantras (e.g., Gayatri)	Mental clarity, cosmic connection	Aligning thought, word, and deed with Dharma	Memorization, school rituals, and guru guidance	82%	Podcast mantras, school curriculum inclusion
Annadan (Offering Food)	Selflessness (Dana), compassion	Practicing seva, nurturing equality	Observed during rituals & festivals	80%	Community kitchens, temple langars, food drives
Fasting (e.g., Ekadashi, Purnima)	Self-control, purification, respect for cosmic rhythm	Discipline of the body and senses	Calendar tradition, elder instruction	78%	Digital fasting calendars, health-based guides
Namaste / Pranam Gesture	Acknowledgement of divinity in others	Universal greeting with spiritual awareness	Daily interactions, spiritual discourse	95%	Global cultural recognition (Yoga, tourism)
Reciting Shlokas Before Meals	Awareness, gratitude, ahimsa (non-violence)	Respect for food, a divine source of nourishment	Memorization, family meals	75%	Posters, online shloka tutorials

- Continuity (% Estimated): An estimate of how continuous the practice is within traditional compared to urbanized households.
- Core values in Sanatan Dharma comprise Dharma (righteousness), Ahimsa (non-violence), Satya (truth), Shauch (purity), Dana (charity), Bhakti (devotion), and Moksha (liberation).
- Mostly transmitted through experiential learning, observation, and storytelling; supplemented by new media channels.
- Good for research papers in dharmic traditions, cultural psychology, ethics education, and preservation of indigenous values.
- Could be used to justify the inclusion of value-based education courses and modules of social studies of Indian culture into the curriculum.
- Perfect for infographics and documentaries on "Everyday Dharma."

High Generational Retention and Cultural Significance

The evidence clearly shows strong intergenerational retention of central cultural knowledge through Indian festivals and daily rituals, where the vast majority of customs demonstrate continuity at around 80-95%. This level of continuity indicates the stability of Sanatan Dharma values and their further rooting in the culture of festival and routine life. The listed values, including duty, devotion, non-violence, and selfless service, are both religious and practical life guidelines.

Transmission via Experience

The main form of transmission remains the same – oral tradition, ritual practice and the watching of elders – which shows the experience-based community-oriented approach to education that prevails in Sanatan Dharma. However, there is also a noticeable change due to modern technologies such as mobile applications, video series on YouTube, social networks and school activities.

Festivals as Carriers of Philosophical Teachings

Indian festivals, especially Diwali, Holi, and Navratri, are more than just collective celebrations. These festivals are used as a tool to reinforce moral and spiritual lessons. Diwali, for instance, represents the victory of righteousness, while Holi cultivates the ideas of love and rebirth. These are narrative frames that preserve the mythic and moral constructs of Sanatan.

Rituals Keep Dharma Alive

The daily rituals like Pratah Smaran, Surya Namaskar, lighting of diya lamps, and watering of sacred plants spread messages regarding ecology, morals, and spirituality. All these micro-rituals keep alive the eco-spiritual system at the home level and thus prove the practice of Dharma, which is far more important than its preaching alone. The very practice in urban settings proves its psychological and cultural importance.

Cultural Adaptability and Resilience

Though there have been issues that have emerged as a result of modernization and globalization, these values have been able to evolve along with the changing times. For example, online fasting charts, podcasts with mantras, animation films, and digital lingo have made it easier for the younger generation to associate with these values.

Implications for Education and Policy Making

This study provides a strong case for integrating value-oriented education derived from these traditions into the school curriculum. Modules on cultural psychology, moral education, and indigenous ecological knowledge can be designed based on these traditions. This will help foster value continuity, empathy, and civic responsibility amongst students.

Preservation of Indigenous Knowledge

Regional traditions such as Bihu, Lavani, and Baul reveal the diversity of expressions of Sanatan Dharma as a result of the interaction of local history, emotions and environment. In addition, their preservation reinforces regional identity and demonstrates the plurality of Indian spirituality. The revival activities such as festivals and tourism can promote preservation of intangible cultural heritage in the modern era.

Implications for Global Consciousness

Nonetheless, some elements, including Namaste, Surya Namaskar, and mantras, have crossed the borders of culture and become known all over the world. These include universally comprehended concepts – peace, gratitude and harmony with the cosmos – which can be included in the concept of the global wellness movement, thus transferring the soft power of Sanatan Dharma outside the territorial boundaries and spatial intelligence (Vajpayee, Mishra and Dasen).

The facts prove the perseverance of Sanatan Dharma in everyday life through mindfulness, gratitude and civic responsibility. Regardless of whether it is celebrated by colourful rituals or through individual actions, its philosophy is deeply rooted in the life of Indian society. Modern tendencies are the signs of its decadence but rather the signs of its vivid evolution and constant adaptation to the rhythms of modernity while keeping the wisdom of ancient India.

DISCUSSION

The results regarding the cultural significance and the transmission of moral values through festival celebrations and everyday rituals showcase a plethora of diversity regarding continuance, adaptability, and transformation. The research involves a comparison between traditional practices and their modern-day adaptations, as the research considers the primary importance of the use of ritual as a means of cultural and moral value preservation

amidst globalisation, urbanization, and technological transformation. In this section, there will be discussion of the major findings of the research and the consequences that follow them.

Continuity of Sanatan Dharma Values through Rituals and Festivals

These festivals and rituals, such as Pratah Smaran and Surya Namaskar, continue to be fundamental practices through which the values of Sanatan Dharma can be transmitted. The high value continuity rates of practices such as being thankful, discipline, nature reverence, and spirituality show that these practices are deeply ingrained in Indian society's culture despite the increasing influence of modernity that impacts lives (Srinivasan, 2020; Gombrich, 2009).

Moreover, these rituals not only give an opportunity to encounter the divine but also serve as pedagogical practices by inculcating spiritual and ethical values. For example, Diwali is an event signifying the victory of good over evil and thus reflects the principle of ahimsa (non-violence) and dharma (righteousness) (Kapoor, 2018). Similarly, Holi celebrates divine passion between Radha and Krishna and also promotes social harmony, forgiveness, and reconciliation – values that are universal and applicable in modern society regardless of religion (Lahiri, 2017).

High intergenerational transmission of such practices as lighting of diyas, foot-treading, and chanting of mantras shows their importance in family practices and identity. It reveals the significance of these rituals as means of social and moral education where one receives both spiritual fulfilment and a sense of belonging (Nandy, 2016).

Modern Adaptations and the Role of Technology

One of the core findings of the research is the growing prominence of digital platforms and adaptations in terms of preserving and transmitting cultural practices. Even though kirtans, aartis, and storytelling traditions still take central stage, social media, YouTube, and mobile applications have become key mediators for the rituals' dissemination and consumption (Rao & Desai, 2021; Devanani, et al, 2025). For example, virtual aartis and digital festivals facilitate people, especially urban residents and individuals living abroad, in taking part in traditional practices regardless of their physical location (Singh, 2022).

Even though these developments contribute to the wider availability of traditional practices, they also lead to a change in the very essence of ritual performance and perception. There were a few participants who expressed concerns that cyberspace would somehow undermine the spirituality of the ritual as the personal and collective experience (the smell of the incense, the sound of bells, the joy of collective presence) cannot be captured by digital platforms. Nevertheless, the majority of survey participants found digital forms of rituals to be a positive factor that expands the sphere of cultural practices, especially among the youth (Laderman & Roseman, 2020).

Moreover, apps for fasting ritual, storytelling online, and hashtag celebrations reveal how technology has helped in maintaining and globalization of the practices that would otherwise have remained local to that specific geographic location. These innovations, however unique, provide new avenues where the cultural experience can be had, thus allowing old practices to adapt and continue to exist in an ever-changing world (Chaudhury, 2019).

The Intergenerational Transmission of Values

One of the main themes emerging from the study was the function of family systems in cultural memory and value retention. The wisdom and guidance of elders still play a very important role in ensuring that the values of Sanatan Dharma are passed on from one generation to another. As shown by the findings of the research, it is the acts of touching the feet of elders, giving water to holy plants and saying shlokas that play an important role in instilling values of humility, gratitude and reverence for nature among others. Youth, particularly those living in urban areas, turn to elders for explanations of rituals and festivals.

Despite this, there are indications that intergenerational gaps are opening up, especially within cities where nuclear families and pressures of modern life establish restrictions on contributions to daily rituals and festivals. Some of the younger participants in the study reported that they had less involvement with traditional practices

than their parents or grandparents, because of time pressures, economic demands, or the growing secularisation of their lives. This development indicates that although many of the central values of Sanatan Dharma are preserved through rituals, there is a need to reinvent how these practices are incorporated into modern life (Bhargava, 2020; Mishra and Vajpayee, 2025).

The Impact of Globalization and Cultural Shifts

Globalization has brought with it both problems and opportunities for the preservation of cultural practices. On the one hand, rising globalization of cultural norms and Western value supremacy have given rise to conflict between contemporary expectations and traditional practices. In cities, in particular, westernization tends to cause less stress on traditional rituals, as most young people choose work, recreation, or worldwide cultural fashions over taking part in cultural or religious rituals (Jain, 2018; Varma, Vajpayee and Sanghani, 2024; Varma et al, 2026).

Conversely, globalization has also promoted the dissemination of Indian cultural practices globally. Celebrations such as Diwali and Holi have become well-known and are celebrated across numerous countries, promoting a global sense of community among the Indian diaspora and others who are interested in these cultural practices. This global dissemination has helped to revive interest in Sanatan Dharma values, as digital media enable cross-cultural learning and exchange (Khanna, 2021).

Implications for Cultural Memory and Education

Research findings reiterate the importance of safeguarding cultural memory from the traditional perspective and from the modern-day point of view. As long as education is one of the key methods of values transmission, the integration of cultural memory into curricula, whether it is in the form of teaching moral values, history, or religious teachings, becomes crucial. Moral values education that encompasses lessons on Sanatan Dharma teachings such as non-violence (ahimsa), righteous conduct (dharma), and devotion (bhakti) may become the basis of societal harmony, compassion, and environmental care (Narayan, 2017; Bokey et al., 2024).

Furthermore, the study suggests that modernized versions of traditional practices should not be perceived as obstacles to the preservation of culture but as instruments of innovation that may help attract young people and foreign audiences to their culture. Through the combination of traditions and new technologies, it becomes possible to create a dynamic relationship among culture, technology, and memory (Rajagopalan, 2022).

CONCLUSION

Therefore, it may be stated that the current study has illustrated the presence and vitality of the values of Sanatan Dharma and how these continue to evolve and maintain themselves through various rituals and festivals, continuity and evolution being common traits of the process. While tradition still serves the purpose of providing people with a feeling of identity and belongingness, the introduction of technology and needs of modernity can present both challenges and opportunities in the continuation of such practices in the future. Ritualistic memory is still important in sustaining the core moral and spiritual values of Sanatan Dharma, and this tradition will keep influencing generations to come.

These current findings are also in line with an increasing number of interdisciplinary studies indicating that cultural values, psychological well-being, ethics, leadership, and social connection have much to do with practical cultural experiences and indigenous epistemologies. Cross-cultural research in the area of emotional intelligence reveals that culturally embedded values enhance interpersonal skills and adaptability (Bokey et al., 2024), whereas studies of adolescent body image, self-respect, and social media reveal the protective function of cultural identity and psychological intervention in building resilience (Jain et al., 2023; Jain et al., 2024; Vajpayee, Varma, & Sanghani, 2024). Studies in the areas of anxiety, dance movement therapy, music psychology, and mental well-being further underscore the contribution of indigenous practices combining mindfulness, movement, music, and ecology to emotional regulation (Patwari & Vajpayee, 2023a, 2023b, 2025; Vadher et al., 2024a, 2024b; Vajpayee, 2023).

Similarly, the studies done on ethics, human resource management, employee retention, conflict resolution, spirituality in organization, and Buddhist leadership also reveal that the process of sustainability becomes even more robust where there is presence of moral values, compassion, and collective responsibility in the institutional processes (Prajapati et al., 2024; Soni et al., 2024; Vadher et al., 2023; Vajpayee et al., 2023a; Vajpayee, Varma, & Sanghani, 2023; Vajpayee, 2024). Moreover, the basic literature on Sanskrit education and indigenous cognitive processes also shows that the cultural tradition continues to thrive through the channels of education, family, and ritual (Mishra & Vajpayee, 2004, 2008; Vajpayee, Mishra, & Dasen, 2008). All these studies provide validation to the current results in the sense that festivals, rituals, and cultural practices in general not only serve the purpose of representing hereditary tradition but also act as systems that foster psychological well-being, ethical awareness, social cohesion, education, and human development.

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