A Study on Ancient Sustainable Culture and Festivals

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ABSTRACT

The world is seeing environmental upheaval in every corner of the globe. There seems to be a complete disconnect between humans and nature, which manifests itself in the form of climate change, global warming, and natural catastrophes. Although man himself is to blame for the situation, in that he is attempting to win the battle against nature in a reckless manner, his own life is in grave risk. Indian culture, one of the world's oldest surviving civilizations, has long had a strong belief in the need of living in harmony with nature. Our ancient literature is rich with examples in which human sensitivity to nature is extolled to the highest degree of perfection. For the most part, this study article focuses on environmentally sustainable ideas that the human race seems to have lost in the modern day. While the importance of cultural heritage in sustainable urban development has become increasingly recognised in policy frameworks at multiple levels, there is still a lack of understanding about how global and international goals are implemented in different parts of the world, particularly in developing countries.

Keywords: Cultural sustainability; archive and museum sectors; organisational culture; subscription libraries; sustainable development.

I. INTRODUCTION

In today's world, sustainability is a buzzword. In today's global climate, sustainable development is a priority for all countries. By "sustainable development," we mean a way to fulfil current demands without jeopardising future generations' capacity to meet their own. Sustainability, in other terms, refers to the long-term preservation of responsibilities, which includes environmental, economic, and social factors.(Loach & Rowley, 2022)

Rio de Janerio hosted an Earth Summit to raise awareness of environmental sustainability throughout the globe and identify the most pressing environmental challenges. Rio Earth Summit is the name given to it by the media and by the general public alike. The outcome of this meeting is a future conservation strategy aimed at preserving the ecosystem, for which a blueprint has already been created. There are some ideas formulated and applied in ancient India that are

strikingly comparable to those of the Rio Declaration on the Status of Women. In numerous ancient Indian texts, the present comprehensive approaches of ecological sustainability are depicted. The concepts of sustainability were first established by the Vedic, Jain, Buddhist, and Arthshashtra of Kautilya thousands of years ago.

Among other examples, the first principle of the Rio Earth Summit states that human beings should be at the centre of sustainable development, but it must always be in harmony with environment. "Maintain us in well-being through the summer, the winter, the dew period, spring, autumn, and the rainy season is a common prayer of our saints and rishis. Cattle and children provide us joy, so please bless us with both. I pray that we may be shielded by your love and care!"(Perry et al., 2020)

A mother figure in Indian mythology is often depicted as the earth. Atharvaveda teaches that the earth, like a mother, should be revered and maintained. In many regions of India, people have passed down a long history of admiration and veneration for the natural world. This reference was heavily influenced by religious teachings, traditions, and rituals. All Indian faiths encourage and promote environmental activism to the fullest extent possible. For the average man, they provided norms and ideals that secured a close relationship with nature. Some of these directive concepts and directives are given to religious adherents, who are expected to execute particular rituals and practises to guarantee the preservation of the environment.(Chung & Lee, 2019)

Conservation of Nature

The ancient Vedic period is credited with establishing a long tradition of environmental stewardship. Throughout the four Vedas (Rigveda, Samaveda, Yajurveda, and Atharvaveda), hymns extol the superiority of various forms of nature. According to the Rigvedic hymnology, there are several deities who represent natural phenomena, such as the sun, the moon and thunder. These deities are only personifications of these natural elements. Health, money, and happiness have been conferred to them as a result of their veneration. Indra, the rain deity, is the subject of the most hymns. The significance of sun worship in Vedic religion cannot be overstated. Even though solar energy has been verified as the most important factor in regulating water and food chains and driving a variety of nutrient cycles, ancient Indians were aware of this fact long before it was widely accepted by the scientific community.(Stevenson, 2016)

Nature is seen as a manifestation of God, and as a result, there is a tremendous reverence and thankfulness for it. This reverence for environment and ecology is evident in a large network of hallowed rivers, sacred mountains, venerated trees and flora, and even holy towns throughout

India. People's relationship with their natural environment is a fundamental theme in the ancient Indian religious traditions. In the same way that a mother and her kid have a special bond, so does nature. When a traditional Bharat Natyam dancer takes the stage, it's clear that she's done her homework. Before she begins her dance, she places her hands on the ground and prays for the Earth's forgiveness, since she intends to stomp a lot on the ground.(Niamir-Fuller et al., 2016)

Cultural heritage and urban development

Cultural legacy and non-verbal means of cultural expression are often neglected in urban development practises. There are two sides to this coin: one is that local manufacturing businesses are disappearing, and so, culture is being seen as a key component of city attractions and a source of competitive advantage.

In order to make this a reality, many creative industries tactics, cultural entrepreneurship, and the development of creative neighbourhoods have been implemented throughout the globe. Techno-economic urbanisation processes and ideas of place-based competitiveness are increasingly dominating economic growth, as seen by the emergence of the "creative cities" rhetoric.(Richardson, 2015)

Governments all around the world have traditionally built their policies, investments, and interventions on the twin pillars of economic development and technical innovation. The importance of culture in achieving these goals may be seen in the fact that many municipal governments place responsibility for a "cultural strategy" inside their departments of economic development. Cultural economy projects at all scales are often underrepresented or miss the relevance of more varied and contentious conceptions of legacy when focused on the limited concerns of mainstream economics.
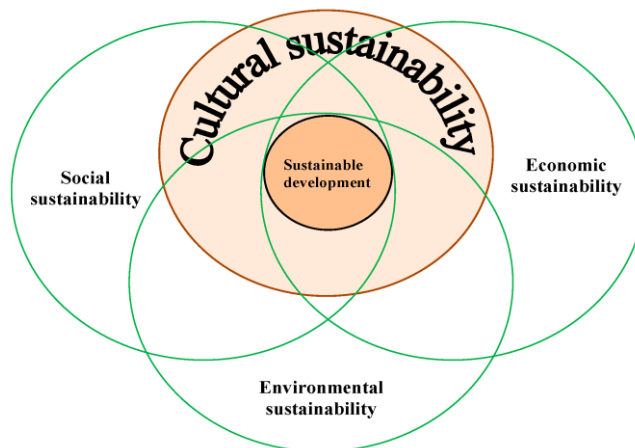

Figure 1: Cultural Sustainability

It is perceived as instrumentalizing natural heritage for mainstream economic development objectives by presenting heritage as green infrastructure or ecosystem services, which makes nature investable.(Mahika et al., 2015)

There are times when the physical features of a city's legacy are more important than the immaterial ones. It is simpler for cities to identify, manage and value cultural assets that are tangible and visible, such as waterfronts, since they want to replicate the benefits that have been made elsewhere. As a consequence, colonial architecture and institutions have been preserved in various areas of the world. Cultural involvement, leisure pastimes, and democratic access to the arts are often sacrificed in the hunt for competitive advantage. Public engagement is becoming more important to the maintenance and regeneration of forms of intangible heritage when cultural meanings are destroyed, perverted, or commodified through techniques of place-based competitiveness. Different techniques are needed for cultivating intangible expressions like cultural practises and the ways in which individuals generate meaning in their daily lives.

Urbanization and city formation: Features, issues, and unsustainability

When major cities become "too huge to be socially manageable and when such enormous cities distort development of the surrounding countryside or perhaps the entire society itself by pulling to themselves resources that are required for more balanced growth countrywide," they create social, demographic, economic, and political challenges. Rules of the game in a market-driven world: Waste is easy to produce because goods are cheap and easily disposed of; costs can be relied upon because the market determines the price of everything; population growth is encouraged because there is no limit to how much can be produced; energy use is minimised because saving money is more important than anything else; happiness is achieved by amassing material wealth; relationships with other species are unimportant because only human relationships matter; and, finally, the future is left to the future to worry about. A lot of systemic issues have arisen as a result of individuals following such guidelines.

Sustainable Urbanization

A few basic questions arise from urban expansion. "Earth time" will cities be able to provide the fundamental, social, and cultural demands of current and future human generations in a sustainable manner? Do we have sufficient and equitable access to natural resources to provide fairness and equality for all people, no matter where they live or what period they live in? Are products and services sufficient to meet the needs of the world's most populous countries? Do you think there

will be enough cultural diversity to allow the people of the area to have a unique cultural identity, as well as the means to create new forms of creative expression?

This has resulted in a shift in the conversation from urbanisation to sustainable urbanisation. However, a more in-depth study of the idea and history of sustainable development would be helpful.(Bormann, 2015)

What cities can and can't do Is there a limit to the growth of cities? How much of an impact will the complexity of urban phenomena and the resulting issues have? If we're going to live more and more in cities in the future, where will we and our descendants go when cities become unliveable on a physical and emotional level? What does this indicate for future planning?

Putting local traditions and culture at risk. It has become more difficult for local and unique cultures to survive in the face of urbanisation. All of our cultural legacy is at risk of being lost forever. Community discourse and endogenously agreed upon cultural change are absent while globalisation and commercialisation/commodification go ahead under hegemonic market forces. "Place identity" and "people identity" are at risk when urban culture is absent. A culture that is restricted to passive adaptation is dangerous because it compromises the essence of culture—creativity and dynamic transformation—which is at stake.

preparing the city's future development. It is well knowledge that urban planners frequently offer solutions that worsen existing issues, and this is the case in most Asian cities. A basic challenge in politics and decision-making arises from this reality: should urban planning be expert-directed and top-down, or decentralised, bottom-up, and guided by people in the community? With international decision-making processes, how can you maintain and defend local growth pathways? How can urban planning deal with the issues of sheer population expansion, the supply of products and services, and the loss of culture, location, and identity?(Duran et al., 2014)

Environmental, economic, and political sustainability are all critical components of a "sustainable cultural city," as is a concentration on cultural sustainability. Exploring culture (and its core, creativity) in the context of urbanisation and city building is a vital step towards developing sustainable cultural cities and a sustainable urban future.

II. BASIC CHARACTERISTICS OF THE SUSTAINABLE DEVELOPMENT PARADIGM

As a concept, sustainable development has been the subject of much discussion and has a wide range of connotations. The concept's many facets appeal to a wide range of development and

environmental interest groups, and it is used as a kind of guiding principle by the majority of international development organisations. As a result of its efforts to bridge the gap between environmentalists and those who support economic development, it has attracted a large following among those who care about the future of our planet. For those living in developed nations, sustainable development seems to be able to protect their level of life against environmental catastrophes.(Sharma et al., 2014)

Much of the literature, particularly from the North, focuses on how current environmental limits may be addressed and the level of life can be preserved. According to others, "sustainability" is nothing more than an industrial civilization conceptual illusion that protects the affluent and powerful from environmental catastrophe while preserving their advantages.. It's controversial whether or not the idea of sustainability is merely ideological and hence untrue. Resource depletion and the threat of unequal distribution are real concerns that drive the need for sustainability, thus industrialised and developing nations alike should be concerned about the goal of sustainable development.

A better balance between economic, environmental, and social objectives has become a commonly recognised definition of sustainable development. However, opinions on how to achieve "meet the demands of today without sacrificing the capacity of future generations to meet their own needs" varies greatly. Below are short descriptions of some key parts that help clarify the meaning of the phrase.

View of the environment

Human and other species' life depends on the ecosystem's continuing operation, according to this theory. Ecosystem degradation is recognised as a key source of the present development dilemma, while ecosystem conservation is seen as an essential aspect of the development process itself. According to Brundtland Report, environmental degradation may have a huge impact on development, and this is reflected in the report's findings. The environmental effect of growth and the need to protect it remain at the centre of the sustainable development debate. The non-environmental elements have a significant part in this, as well.

Limits of the planet

As the planet is a limited place with finite resources, it is obvious that "limit" is a variable that may be used as a measure of success. Weak and strong sustainability ideas have been proposed in economic theory by economists to describe how easily natural resources may be substituted in the face of increasing human population and environmental damage. Weak sustainability suggests that

natural resources may be swapped for each other. As an example, sustainability is "stronger" when natural resources are kept without allowing for replacement.

Multisectoral dimension

All of these variables are interconnected and must be balanced in order to achieve a sustainable development. Economists are concerned with maximising the amount of productive capacity while serving current and future "needs" equally. Equality, employment, and adapting to demographic shifts are a few examples of social factors to consider. Even though the phrase is used in a social context, it is often used in an ecological context to emphasise the need of sustaining access to a healthy environment by maintaining the stability of biological and physical systems.

Technology as key

To achieve sustainable development and reduce the impact of human activities on the environment, technology is seen as an important tool. Human creativity, according to some, is what determines whether or not natural resources can be replenished at a rate faster than they are used. ECO-efficiency, which is defined as the environmental effect per unit of consumption, is a notion that serves as a handy common denominator for identifying the gains that may be anticipated as a result of technological advancement. However, it is necessary to use care when determining if a certain technology is well-suited to local requirements and circumstances.

Concern for equity

The equitable pursuit of the developmental and environmental demands of current and future generations involves the pursuit of the purposes of justice and poverty reduction both intra- and intergenerationally, as well as the achievement of the aims of equity and fairness. In the context of sustainability, it is possible to see it as a way to ensure that future generations have as many possibilities as we have had. This component is crucial for the widespread adoption of the sustainable development idea outside of the field of environmental protection. Peoples' perpetuation and the goal of continuous or rising prosperity are not new concepts, but the concept of intergenerational fairness may be. Because of the extent and rapidity of the changes that humanity has through and caused, fairness between generations is essential.

Long-term perspective

There are also short-term intragenerational and intergenerational equality factors to be taken into account when it comes to sustainable development. When it comes to social and environmental issues, it shifts away from just economic ones. As a result, this framework considers both current

and future demands while making decisions on future growth. Traditional methods of establishing timeframes for sustainable development are ineffective.

Global approach and partnership at all levels

In order to be truly global in scope, concerns like climate change, desertification, and ocean pollution need international cooperation, especially between nations in the North and South. As a result, the pursuit of sustainable development requires the participation of both the public and private sectors, including industry. Concerned people and social groups should be involved in environmental concerns at the appropriate levels since they are also stakeholders. Another reason for adopting this strategy is the rising influence of the commercial sector, nongovernmental organisations, and individual individuals.

III. CULTURE IN THE SUSTAINABLE DEVELOPMENT PARADIGM

The transition from passive to active approaches to culture is one of the most significant transformations taking place in the cultural understanding of the world. Culture was regarded passively and almost completely neglected twenty years ago; now, practically every country is active in a wide range of cultural promotion initiatives. What role does culture play in the concept of sustainable development? The Brundtland Report mirrored the current obsession with ecology and development, although culture was only obliquely mentioned in the report in terms of "needs," which were defined primarily in terms of social and cultural factors.(Axelsson et al., 2013)

Throughout the evolution of the notion of sustainable development, cultural components started to be taken into consideration as part of the sustainable development paradigm, however only as an afterthought. In the absence of a widely accepted practical definition of sustainable development, the term has grown to incorporate three key points of view – economic development; environmental development; and socio-cultural development. These three points of view are illustrated in the picture below:
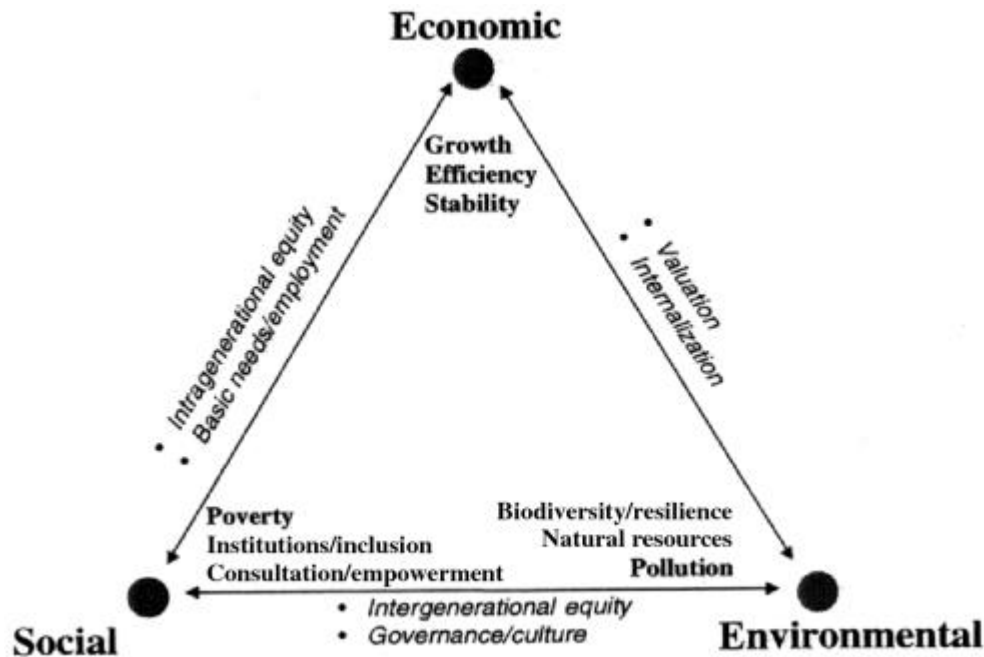
Figure 2: Three points of view on sustainable development

A different driving force may be seen in Figure, where each point of view is shown as a domain or system. The economy's primary goal is to raise the standard of living for everyone by increasing the amount of commodities and services people buy and provide. A primary goal of environmental protection is to maintain ecological systems' integrity. Harmonizing social and cultural diversity is the goal of the socio-cultural system.(Currie, 2006)

There are many ways to think about culture, and it's becoming one of the most important aspects of sustainability in this century. In part, this is due to the fact that culture supplies the building blocks of identity and ethnic allegiances, which in turn influence attitudes toward employment. Political and economic decisions are influenced by it. More than anything, it teaches us how to work together for a better future in the new global setting.

IV.   CONCLUSION

According to a new perspective on what makes economic and social gains sustainable, cultural imperatives are inextricably linked to economic and social development imperatives. As a result, sustainable development and the flowering of culture are seen as mutually reinforcing one other. Culture is also perceived as promoting a different set of goals from those of the markets, highlighting the humanistic and uplifting aspects of life as well as the need of caring for others. The ability of individuals to engage in decision-making for their own development is enhanced as a result of our investments in cultural institutions and programmes. In this way, advancements in

knowledge and human growth are necessary for the advancement of other advancements in the world today.

Furthermore, it may be said that ancient Indians were acutely conscious of the need of ecological and long-term sustainability. It contributes to the resolution of particular environmental issues, and it was during this period that the contemporary ideas of sustainability were established. Unfortunately, we have lost sight of the golden values that they put forth for us to follow.

The inclusion of culture in terms of respect for cultural plurality, ethnic variety, religious tolerance, and gender equality would not be conceivable from this perspective if sustainable development were not also taken into consideration.

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