



INDIAN WEDDING INDUSTRY-A GROWING OPPORTUNITY

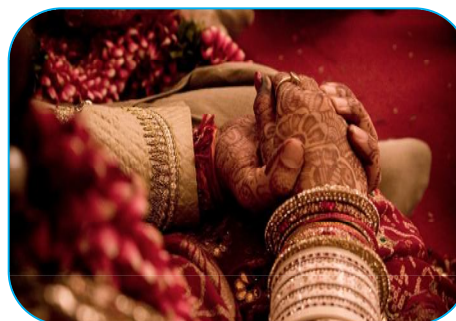
Vaghela Geeta Shivilbhai¹ and Dr. Jadeja Rekha Chandrasinh²

¹Research Scholar

²Guide, Department of Home Science, Saurashtra University, Rajkot.

ABSTRACT

Weddings which were simply basic functions in prior days, have now turned into a sumptuous and loftiness undertaking. If there should arise an occurrence of Indian weddings it's the second for which the families anxiously anticipate, as wedding not just means the tying of bunch between the lady and husband to be nevertheless partnerships between the families. Indian weddings are a family issue with various occasions going on for quite a long time. Globalization and mechanical progressions have additionally transformed Indian weddings with individuals choosing redid weddings, marital locales for match making, fashioner marriage outfits, adornments, worldwide objections for vacation and so on This has made a thorough rundown of courses of action which should be arranged, settled and coordinated for the achievement of a wedding. This has prompted the foundation of Indian wedding as an Industry with a corporate point. The paper centers around change in patterns which have happened in getting sorted out the courses of action of Indian wedding and how this has set out development open doors for different expert and limited scope organizations like Wedding organizers, excellence specialists, caterers, marital destinations and some more.



KEYWORDS: Indian wedding Industry, Changing patterns, Services, Ceremonies, Planning.

INTRODUCTION

Indian wedding is one of the fundamental features for the entire family, where it isn't only the lady and the husband to be sealing the deal yet in addition a partnership between the families is set up. It is an occasion which is anxiously anticipated by the guardians when their child or little girl will get hitched and how might they have the wedding, which visitors to welcome and what gifts they will give, etc. To them they conceptualize the entire wedding before even their youngster arrives at the eligible age.

In India, the wedding style shifts from one religion to another, area to locale, each having its own arrangements of customs, customs and manners by which services are performed. For this paper, we will zero in on Hindu and Punjabi weddings being coordinated in Delhi. The Indian wedding isn't only a one day occasion yet goes on for a long time with various occasions. Other than the real wedding function for example called vivaahsankar, they are different pre wedding and post wedding customs. The different advances which are acted in a wedding are as per the following:

1. Looking for Prospective Bride/Groom:

If there should arise an occurrence of organize relationships the initial step is to search for forthcoming lady of the hour or lucky man. In prior days, marriage merchants, intellectuals, relatives, wedding segments in the papers were the manners in which used to look for the ideal soul mate. The accomplished and senior individuals from the family were the fundamental leaders while the individual getting hitched had very little say in it.

2. Pre Wedding Phase

The pre wedding stage comprises of looking for wedding outfits, gems, gifts; choosing about the greeting cards and lists of attendees; and plans for setting, cooks, tents, design. Other than that different functions are likewise held as of now.

Roka: is essentially the pledge service, a calm undertaking including shut relatives normally directed at home of the lady of the hour where both the families meet, gifts are traded and followed by a festival dinner.

Sagan: is the one of most significant function which is generally done for enormous scope as contrast with roka. It includes tilak service and godhbharai where the lady's family gave gifts to the lucky man and that of lucky man's family to the lady. This is trailed by trade of rings which implies they are locked in to one another.

Sangeet: Indian weddings are fragmented without music and dance. They are daily sangeet with singing, moving and general festivals at both lady and man of the hour's home.

Mehandi: is the function where complicated plans are made with henna on the girl's hands and feet also the remainder of the women in the family.

Others: Besides the above they other little functions, for example, haldi, chura services and numerous other little ceremonies to favor the lady of the hour and the lucky man.

3. Wedding Ceremonies

Went with dance, music, desserts and flavorful food, the accompanying services are performed:

Milni: It is the day when the lady and lucky man seal the deal. It begins with the inviting of the husband to be's party: baraat where shaagun-monetary reward are given and laurels are traded between the male individuals from the lady of the hour and lucky man's side.

Jaymala: is when lady of the hour and husband to be gone to the stage and wreaths are traded between them, in the midst of the giggling and jokes happening between the lady and lucky man's relatives.

Mangal Pheras: At the promising time, vedi functions happens which incorporates kanyadaan where the lady of the dad surrenders his little girl to the man of the hour. Additionally the lady and lucky man make guarantee to be there for one another with mantras being discussed in Sanskrit.

4. Post wedding Ceremonies

Vidaai: It is the point at which the lady says goodbye to her folks and continues towards the husband to be's home in an enrich vehicle.

Inviting of the lady: The lady of the hour is invited at the lucky man's home with a puja and afterward the different female individuals from the husband to be are family give her gifts known as MoohDikhai. This is on occasion followed by a gathering party.

This is the means by which the Indian weddings occur and in prior occasions every one of the functions were done in straightforward ways and coordinated by inclusion of all the relatives of both the sides. However, presently days, the style where Indian weddings are coordinated has changed and it has turned into an Industry in itself. Further on, this paper will zero in on the adjustment of patterns in Indian wedding industry and how it's setting out freedom for different organizations to develop. In today's time, weddings are being coordinated on a pamper scale with more pageantry and show, innovative progressions and bollywood style, where there is no limit to the measure of cash being spend. The Indian wedding has set up a good foundation for itself as a full thriving Industry of Rs

100,000 to 110,000 crores which is developing yearly at the pace of 25 to 30 percent with each season. There has been change in the pattern on how the different functions are directed; the scale on which they are held; measure of cash spend on different wedding related labor and products; expansion popular for customisation and planner style.

Targets

1. To review the changing patterns in Indian wedding over the most recent twenty years and its foundation as an Industry
2. To concentrate how theories change in patterns in Indian wedding plans have set out development open doors for different experts, limited scope and huge scope organizations.

Extent OF THE STUDY

As India is a place that is known for different culture and religion, so with regards to wedding, each district and religion has its own traditions in getting sorted out a wedding. The review is restricted to Indian wedding situation in Delhi and that to Hindu and Punjabi weddings.

Examination METHODOLOGY

The review depends on auxiliary information just as on essential information. The essential information assortment strategy incorporates unstructured telephonic meetings with experts and financial specialists associated with giving wedding related labor and products in Delhi.

Writing REVIEW

In India, relationships inferred organize relationships just, a joining between two families. Masterminded marriage is held inside the writing as the prevailing and favored technique for finding an accomplice in India (Medora, 2003: 214; Seth and atnayakuni, 2011: 332; Sharangpani, 2010: 252). Uberoi (2006: 24) gauges that 90% of Indian relationships are masterminded. 'Masterminded marriage' can be summed up as a conjugal coalition framed by senior relatives through existing interpersonal organizations, or with the assistance of outsiders, wherein explicit attributes are considered to track down a 'reasonable match' (counting rank, training, economic wellbeing, monetary security, profession possibilities, religion, etc). An organized marriage in this manner doesn't concern just the people to be hitched, however is regularly viewed as a 'marriage between two families.' Arranged marriage consequently turns into a group 'pragmatic thought [of matchmaking criteria] in the determination of mates as opposed to ... heartfelt love' (Gupta, 1976: 77). It is as of late of globalization and mechanical headway we consider the development of affection union with be an ever increasing number of individuals are meeting on the web and getting hitched.

Netscribes (India) Pvt. Ltd. (2011) in their report –Wedding Planning Industry in India 2011 || perspectives that the wedding business in India flourishes to a great extent on the Indian thought of describing marriage as a solitary high-point in one's life. In a bid to make one's wedding one of a kind wedding arranging industry determines a sensible interest attributable to their polished methodology and dash of accuracy to make the whole interaction smooth. Ascend in discretionary cashflow combined with time limitations that individuals face has prompted the advancement of the wedding arranging area in India.

Numerous ladies would even concur that, –a wedding is a truly mind-blowing festival, and regardless of whether that festival is a terrific fete for hundreds or a close assembling of loved ones, it is a day when dreams come true || (Davis, 2000, p. 8). The sensation of a fantasy wedding as a need increases the richness of weddings every year. Fundamentally more cash is spent to make a fantasy wedding (Otnes and Pleck, 2003). The spending plan apportioned to wedding mirrors the economic wellbeing of that family in the general public.

Wedding patterns are changing consistently and significantly affected by cultural elements as far as the thing rehearses are being trailed by the nearby local area just as the renowned characters, for example, Bollywood stars and Business investors. This paper will acquaint the imminent lady of the

hour and grooms with the new patterns also give experiences to freedoms to organizations who need to turn out to be important for this Indian wedding Industry.

Information ANALYSIS

CHANGE IN TRENDS IN INDIAN WEDDING PLANNING

They are many changes which have happened in Indian wedding field which has set out a freedom for more business in wedding related labor and products and prompted foundation of Indian wedding Industry. The equivalent is reflected by investigation the patterns in these administrations and

Courses of action as given beneath:

1. Matrimonial Services: In request to look through the ideal soul mate, planned ladies and grooms are utilizing the vehicle of wedding destinations. These are online entrances where one can by transferring their subtleties, photo and accomplices inclination and can look through the site information base dependent on different measures like area, religion, occupation and so forth This way they can track down their ideal soul mate. The different marital destinations are shaadi.com, bharatmatrimonial.com, jeevansaathi.com, vivah.com and so forth The different bundles which are ordinarily given by this load of destinations incorporate free enrollment, expense based utilities (e-matchmaking, internet talking, email/SMS cautions), customize administrations, local area explicit inquiry, horoscope coordinating, marriage mentoring and some more. They are month shrewd bundles and cost can shift from Rs 3600 for 3months to 8100 for quite some time. The subtleties of the different wedding locales are given beneath:

They are additionally explicit classes marital destinations for individuals who are separated, have recuperated from disease, are in the age gathering of 40-50s and so on Other than these wedding destinations, organizing locales, for example, facebook.com, twitter.com are additionally being utilized to assemble marital data. The benefit of utilizing such medium is that they can be gotten to anyplace, enlarges the space of search and gives freedom to collaborate with more individuals. The portion of the overall industry of Indian internet based marital business was 540 crores in December 2013 and is relied upon to develop to 720 crores by 2017 according to NASSCOM.

2. Pre wedding examination: Parents are presently recruiting investigators to do examination about the admirers, in order to get more foundation data about the other party. The solicitation for data fluctuates from way of life, propensities, pay, past relationship and family's friendly standing. Additionally certain occasions, lady's parent demand data with respect to relative propensities and her standing.

"There are around 15,000 such organizations presenting across India, leading a normal of 50-100 examinations every month during top wedding season", says Kumar Vikram Singh, administrator of the Association of Private Detectives of India (APDI)

The justification for increment of such help is because of expansion in no. of false cases being accounted for and presently days because of online locales where the couple meet, the contribution of guardians has become less. The examination normally goes on for a month and each case costs around Rs 25000-Rs. 40000. Techniques incorporate observation, masks, informal community following and so on

3. Wedding Shopping: The main piece of wedding is looking for garments, gems, coordinating with extras, wedding linen for the fundamental event as well as for different occasions be it mehendi, sangeet, commitment or mixed drink. There is an increment sought after for architect wears by Sabyasacchi, Ritu Kumar, and TarunTahilini to give some examples. They not just give the choice to purchase from their stores however one can buy online through their site. The man of the hour just as the family members of both the sides goes out on the town to shop hunting to track down the right creator wear for each event. They are design shows, for example, Bridal Fashion Week just as Bridal displays are being held during wedding season where purchasers finds the opportunity to see marriage

assortment of garments, gems and extras. The exhibitors incorporate renowned creators as well as different style stores situated in various pieces of India.

Senior couturier JJ Valaya, who opened India Bridal Week sooner this year, says that the wedding wear industry is "obviously the hero" with regards to couture in India. "Any individual who is not kidding about enduring long here should get into wedding wear," says Valaya. The designer's two principle assortments, which are delivered each year, have a 80% „ethnic couture“ part.

The scope of architect marriage offer fluctuates from Rs 40,000 to 50 lakhs or more. For a portion of the architects their really the wellspring of procuring comes from wedding season. The gold and precious stone market is worth Rs 60,000 crores and busy time of offer is during the wedding season.

4.Beauty Services: The interest for excellence experts, make-up specialists, dieticians, rec center educators increments during the wedding season as both the lady and man of the hour needs to look bewitching and their best on the wedding capacities. There are different pre bridals and make up bundles which incorporate different administrations being offered going from Rs 5000 to Rs 50000. The dieticians are being moved toward where the a few needs to thin down in 2-3 months; bundles presented by them differ from Rs 2000 to Rs 5000 every month. Then, at that point, they are magnificence experts who are likewise being drawn nearer for administrations, for example, scar remover, skin treatment and so on This has set out freedom for these limited scale parlors and specialists to grow their administrations during wedding season and a significant number of them give limits as well.

5.Mehandi: Even however the Mehandi service is conventional yet the plans of Henna are at this point not restricted to complicated themes. With globalization, there is development of recent fads of mehandi, for example, Arabic style, Persian style, creator style, red mehandi, tattoo mehandi and so forth The wedding mehandi costs from Rs 2000 to Rs 21000 relying upon the unpredictability of plan and kind of mehandi. For the remainder of wedding individuals it is charged at Rs 75-150 for every hand.

6. Greeting Cards: The Indian wedding card market is worth Rs 10,000 crores yearly. The expense of each welcome differs from Rs 500 to Rs 1500. Delhi has in excess of 500 card printers and too they are numerous web-based locales giving the choice of planning cards as well as the choice to deal with the lists of attendees and convey the cards. If there should arise an occurrence of greeting cards, the pattern of giving welcomes with desserts has a distant memory. Presently days, individuals are requesting modified cards with their photographs printed. With regards to boxes going with the solicitations, it doesn't contain the customary desserts, however have itaar, kesar or chocolates, cakes, baked good. This has extended the market for nearby chocolate and cake creators who work on a limited scale.

7. Plan of Functions: As examined, Indian wedding isn't only one day festivity however comprises of multi occasions which keep going for possibly more than seven days. The occasions, for example, roka, sangeet are as of now not limited scale capacities are coordinated at home. For each capacity, families need to choose significantly about the scene, tents, embellishments and food providers.

a. Settings: Destination weddings are the feature of Indian wedding where the entire wedding party migrates at a particular spot for wedding period to praise the different capacities. The popular objective spots are castles of Jaipur, Udaipur, Jodhpur and sea shores of Kerala or Goa. The expense of marriage at an exotic location ordinarily goes up to Rs 1 to 2 crores as it includes voyaging and inn plans for visitors.

Different settings for wedding are Farm houses, dinner corridors and lodgings. A five-star scene for 400 visitors can be employed at Rs 16 lakhs each day without food and embellishments while that of Banquet lobby pivots 1 to 2 lakhs.

b. Tents and Decorations: With the pattern of topic based wedding, the plan of tents includes elaborative and imaginative constructions like castles, the Seven Wonders of the World and so forth. There is itemized consideration paid to easing up, textures, furniture and improvement being finished. There is no restriction one can spend on tent and embellishments. In specific spaces of Delhi, the tent suppliers set up the wedding tents for the entire season in open field where many wedding can be directed. This saves them the expense of eliminating and putting structure once more. Indeed, even in the event of indoor wedding, small scale tents are being set up. The section of lady of the hour and lucky man is more similar to bollywood style with the two of them entering in discrete chariots like pearls in a shellfish. Additionally, the lucky man style is invited by giving roses or key chains to women and stoles or clasps to men of their word.

c. Cooks: The food being served has no restrictions to sorts of cooking styles being served at the wedding. The pattern is of multi cooking which incorporates Indian foods, for example, North Indian, South Indian, Rajasthani, Malwari and International cooking styles like Chinese, Italian, Japanese, Lebanese and so on. The cooking food is the one thing which as opposed to being eaten by visitors, destroys the spending plan. The weddings have been exceptionally censured for the measure of wastage of food being made. The expense of plate shifts from Rs 1000 to Rs 5000 for every head.

8. Amusement: Indian weddings are inadequate without dance and music. The time has changed when haphazardly individuals used to move with practically no content. The administrations of expert choreographers are being recruited to instruct dance to lady of the hour, husband to be and relatives of all age bunches who perform at the capacities. They even get ready scripts and make a story line giving it the Bollywood style. The expense charged by them is in the reach from Rs 4000 to Rs 10,000 relying upon the number of melodies must be arranged and length of the exhibition. In specific extravagant weddings, the bollywood stars and artists come to perform which can cost from Rs 20 lakhs to Rs 1 crores relying upon the notoriety of stars. Other than there is execution by limited scope dance bunches just as music by DJs which costs around Rs at least 5000.

9. Picture takers: The administrations of the photographic artists are not simply restricted to shoot recordings and catches photographs of the whole wedding. They are giving new heap of administrations, for example, printing banners of the couple which are shown at the wedding setting, shooting Bollywood style video of couple which is displayed during the wedding capacity and giving edge photos of visitors which can be given as token to visitors after the wedding and so forth the expense of photography and Videography differs from Rs 60,000 to Rs 2.5 needs or more relying upon no. of picture takers, length and collection type chose. This market is developing at the pace of 35 to 40 percent yearly.

10. Wedding Planners: The main change in the wedding Industry is rise of Event the executives organizations or the wedding organizers who make every one of the courses of action of wedding from begin to end as referenced previously. With rushed timetable and restricted time, it becomes hard for individuals to make such countless courses of action of wedding; subsequently the interest to rethink it has expanded. The wedding organizers give altered wedding inside the limits of the financial plan indicated. In Delhi, they are many wedding organizers with their own group accomplices who plan wedding of various scale and they typically charge a commission of around 10% complete wedding cost. They are the group behind the sumptuous and dream like weddings.

Discoveries

- The wedding field in India has lay down a good foundation for itself into an Industry with the development of globalization, data innovation, change in customer conduct and need of individuals to offer a social expression with a luxurious and extravagant wedding

- The most recent twenty years have seen different changes in Indian wedding industry with arranging and association and has encouraged the increment in interest of Event the board organizations or the wedding organizers.
- There is development of Customisation in Indian wedding administrations, where wedding organizers attempt to plan the wedding long for forthcoming lady and man of the hour inside the limits of the spending plan set for relationships.
- The changes in patterns has opened roads for new players, for example, Choreographers, Dieticians, Beauty Consultants also prompted development of new heap of administrations being given by photographic artists, style planners, criminal investigators, lodgings and so on.

CONCLUSION

Indian wedding Industry is more than 100,000 crores industry which is developing at the pace of 25 to 30 percent consistently. With the number of inhabitants in 1.5 billion individuals, they are as of now 10 million relationships being held each year. The weddings here are a family festivity which incorporates various occasions spread over a time of 7 to 8 days. This includes making parcel of courses of action to get that ideal fantasy like wedding which each parent dreams to provide for their kid be it a young lady or kid. Likewise this is a period of heartfelt commercialization where the lady and husband to be need to have that Bollywood and TV sequential sort of wedding which is being advanced for a huge scope. This had prompted making plans by utilizing proficient for giving labor and products identified with wedding. Consequently we saw the rise of new players and new heap of administrations being given by existing players which has offered the brilliant chance for experts and money managers of both enormous and limited scope to utilize this adjustment of patterns in Indian wedding situation.

REFERENCES

- Ahemed, Imran. (2013), Inside India's Big Fat \$38 Billion Wedding Market, Part 2, Business of Fashion. Recovered from December 25, 2013 <http://www.businessoffashion.com/2013/08/indias-huge-38-billion-wedding-market-part-2.html>
- Davis, N. (2000). Wedding style. Southport, CT: Hugh Lauter Levin Associates.
- Gupta, G. R. (1976), 'Love, masterminded marriage and the Indian social design', Journal of Comparative Family Studies, 7 (1), 75-85
- Mehra, Mishtha (2011). How you can spend as little as Rs 10 lakh and still have an extraordinary wedding. The Economic Times. Recovered from December 30, 2013 http://articles.economictimes.indiatimes.com/2011-11-13/news/30391493_1_destination-weddings-wedding-spendingplan-huge
- Otnes, C., and Pleck, E. H. (2003). Cinderella dreams: The charm of the sumptuous wedding. Berkeley: University of California Press
- Uberoi, P. (1998), 'The diaspora gets back home: Disciplining want in DDLJ', Contributions to Indian Sociology, 32 (2), 305-336
- Vaidyanath, Rajni. (2011), India's 'wedding analysts' appreciate blasting exchange, BBC News. Recovered from December 25, 2013 <http://www.bbc.com/news/world-radio-and-television-15520929>
- <http://www.weddings.nirvanahospitality.com/>
- <http://www.marketresearch.com/Netscribes-India-Pvt-Ltd-v3676/Wedding-Planning-India-6623265/>
- <http://www.indianretailer.com/article/whats-hot/patterns/The-Flourishing-Indian-Wedding-Industry-247/>