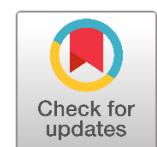


Original Article

VISION TO DEVOTION PALLAVIS MANAGEMENT'S UNIQUE SHIVRATRI 2025 WITH 108 SHIVLINGS AND NANDIS

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ABSTRACT

Event management has increasingly emerged as a significant medium for cultural expression, religious engagement, and community participation in contemporary India. This study examines the organization and impact of the Mahamrityunjaya Shivratri 2025 event featuring 108 Shivlings and 108 Nandis, conceptualized and executed by Pallavis Management in Pune. The research explores how structured event planning, ritual design, and performative elements transformed a traditional religious observance into a sacred collective experience fostering spiritual immersion and social cohesion. Using a qualitative case study approach, the paper analyses the planning process, spatial design, ritual sequencing, participant involvement, and audience response. The findings indicate that professional event management functions not merely as a logistical mechanism but as a cultural mediator enhancing devotional intensity, symbolic meaning, and collective participation. The study further highlights intergenerational engagement, cultural continuity, and the revitalization of traditional practices within an urban context, particularly through the active participation of family members across generations. The paper contributes to the discourse on cultural and religious event management by demonstrating how contemporary event practices can preserve and amplify sacred traditions in modern society.

Keywords: Event Management, Shivratri, Mahamrityunjaya Mantra, Cultural Events, Sacred Rituals, Community Participation, Pallavis Management, Urban Religious Festivals

INTRODUCTION

In recent decades, event management has evolved beyond entertainment and commercial promotion to become a significant tool for cultural representation, social integration, and religious expression. In India, where festivals and rituals form an essential part of social life, professionally managed religious events have acquired new dimensions in terms of scale, organization, and public participation. These events not only preserve tradition but also reinterpret it within contemporary urban contexts.

Shivratri, dedicated to Lord Shiva, holds profound spiritual significance for devotees across India. The chanting of the Mahamrityunjaya Mantra, worship of 108 Shivlings and 108 Nandi symbolize devotion, protection, and spiritual renewal. The Mahamrityunjaya Shivratri 2025 event organized by Pallavis Management, featuring 108 Shivlings and 108 Nandis, represents a distinctive example of how event management can function as a medium of divine expression. The event combined ritual authenticity with professional planning, creating a spiritually immersive and socially inclusive experience.

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Notably, the leadership of the founders Pallavi Deshpande and Kishori Mahajan, along with the active participation of their children, Adwita and Vivan, added a unique intergenerational dimension to the event. Their involvement in sacred recitations such as the Kartika Stotra and Atharvashirsha symbolized continuity of tradition, family based cultural transmission, and community inspiration. This paper examines how such an event demonstrates the growing role of event management in shaping religious and cultural experiences while fostering community bonding and intergenerational participation.

OBJECTIVES OF THE STUDY

- The main objectives of this study are
- To examine the role of event management in organizing religious events.
- To analyze how the Shivratri 2025 event transformed ritual practice into a collective sacred experience.
- To study the cultural, social, and spiritual impact of the event on participants.
- To understand how professional event planning contributes to cultural continuity and community participation.
- To assess the significance of such events in the context of contemporary urban society.

REVIEW OF LITERATURE

Previous studies on event management highlight its growing importance in cultural tourism, religious festivals, and community development [Bowdin et al. \(2021\)](#), [Getz and Page \(2020\)](#). Scholars have observed that religious events, when professionally organized, enhance visitor experience, improve accessibility, and increase social participation. Cultural event management literature also emphasizes the role of events in preserving heritage, strengthening identity, and creating shared social spaces [Richards \(2020\)](#).

Research on religious festivals in India indicates that such events serve not only devotional purposes but also social, economic, and cultural functions [Singh and Rana \(2021\)](#), [Shinde \(2021\)](#). They act as platforms for community gathering, intergenerational interaction, and the transmission of cultural values. Urban studies further suggest that festivals function as cultural bridges linking tradition with modern urban life [Derrett \(2020\)](#), [Chakraborty and Ghosh \(2021\)](#). However, limited academic attention has been given to detailed case studies on the intersection of ritual symbolism, family led leadership, and modern event management practices. This study attempts to bridge that gap through the case of Shivratri 2025 organized by Pallavis Management.

RESEARCH METHODOLOGY

This study adopts a qualitative case study approach. The Shivratri 2025 event organized by Pallavis Management serves as the primary case. Data has been conceptually drawn from:

Observation of the event structure and ritual sequence

Analysis of event design and spatial arrangement

Review of participant involvement and community response

Interpretation of symbolic and cultural elements of the event

The qualitative approach allows for an in depth understanding of how event management practices interact with religious and cultural expressions in an urban setting.

THE SHIVRATRI 2025 EVENT CONCEPT AND DESIGN

The Mahamrityunjaya Shivratri 2025 event was designed around the central theme of devotion, protection, and spiritual awakening. The installation of 108 Shivlings and 108 Nandis created a powerful visual and symbolic landscape, reinforcing the sacred atmosphere of the event. The number 108 holds deep spiritual significance in Hindu tradition, representing completeness and cosmic order.

The ritual sequence included the chanting of the Mahamrityunjaya Mantra, ceremonial worship, and collective participation by devotees. The structured flow of the event ensured both ritual authenticity and smooth coordination, reflecting the integration of tradition with professional management practices.

FAMILY AND COMMUNITY LEADERSHIP

A distinctive feature of this event was the visible role of family led leadership. The participation of Adwita and Vivan in the Kartika Stotra and Atharvashirsha, along with the collective chanting of the Mahamrityunjaya Mantra led by Kishori Mahajan, transformed the entire Shivratri puja into a symbolic representation of Shiva's divine family. This integrated ritual performance

created a spiritually immersive and culturally unified devotional experience for the community. It also demonstrated how intergenerational involvement strengthens cultural continuity and inspires wider community participation.

EVENT MANAGEMENT AS A CULTURAL MEDIATOR

The case demonstrates that event management functions not merely as an organizational tool but as a cultural mediator. Through careful planning, thematic coherence, and spatial design, the event transformed individual devotion into a shared sacred experience. The professional handling of logistics, crowd movement, and ritual sequencing enhanced accessibility and comfort without compromising spiritual integrity.

Moreover, the event created a unified community space where participants from different age groups and social backgrounds could engage collectively in worship. This reflects the broader role of event management in strengthening social bonds, reinforcing cultural identity, and revitalizing traditional practices in contemporary settings.

SOCIAL AND CULTURAL IMPACT

- The Shivratri 2025 event had multiple social and cultural implications:
- It promoted community participation and collective devotion.
- It encouraged intergenerational involvement, strengthening cultural continuity.
- It enhanced the visibility and experiential depth of traditional rituals.
- It demonstrated how religious events can be adapted to urban contexts without losing their sacred essence.
- Participants also reported emotional upliftment, psychological calm, and a deep sense of collective spiritual resonance through the chanting of the Mahamrityunjaya Mantra.

FINDINGS

- The study finds that
- Professional event management significantly enhances the scale, organization, and impact of religious events.
- The integration of ritual authenticity with modern planning creates a more immersive spiritual experience.
- Sacred events serve as platforms for community bonding and cultural continuity.
- Family led and intergenerational participation adds symbolic depth and social inspiration to religious events.
- Event management acts as a bridge between tradition and modernity, preserving religious values while adapting to contemporary needs.

CONCLUSION

The Mahamrityunjaya Shivratri 2025 event organized by Pallavis Management represents a landmark urban religious festival in Pune, combining 108 Shivalings, 108 Nandis, and collective Mahamrityunjaya Mantra chanting into a spiritually and culturally powerful experience. By integrating ritual symbolism, family led leadership, cultural sensitivity, and professional organization, the event transformed a traditional religious observance into a collective, immersive, and socially meaningful celebration. This case study highlights the evolving role of event management in cultural and religious contexts and underscores its potential in preserving, promoting, and enriching sacred traditions in modern urban society.

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