



**Rains, Ruin, and Rebirth:  
How India Celebrates the Monsoon Season**

For a nation where over half the population relies on agriculture, the annual rains are the ultimate heartbeat of life, culture, and the economy.

## **The Lifeblood of a Nation**

The monsoon delivers nearly 80% of India's annual rainfall. A good monsoon triggers a wave of national prosperity; a weak one threatens food security and stalls the GDP.



## A Season of Celebration

When the dry land turns green with rain, India celebrates. The rains allow farmers to plant important crops like rice and sugarcane, bringing joy and thankfulness.



## Teej

Celebrated across Rajasthan, Haryana, Uttar Pradesh, and Bihar, Teej welcomes the monsoon with swings, folk songs, and vibrant attire while offering prayers to Lord Shiva and Goddess Parvati for marital bliss, prosperity, and life-giving rains.

This festive spirit is beautifully mirrored in iconic **GI-tag crafts** like **Sojat Mehndi** (premium herbal henna), **Jodhpuri Bandhej** (intricate tie-dye), **Kota Doria** (lightweight woven fabric), and **Banaras Brocades** (luxurious silk textiles), which are celebrated for their artistry during Teej rituals.



## Onam

Kerala's Onam is a grand harvest festival celebrated during the monsoon season. It commemorates the annual return of the legendary King Mahabali and features floral carpets (Pookalam), snake boat races, traditional dances, and the lavish Onam Sadhya. The festival reflects prosperity, unity, and gratitude for nature's abundance.

This festive spirit is beautifully mirrored in iconic GI-tag crafts like **Balaramapuram Sarees** (fine cream-and-gold handloom), **Kuthampully Sarees** (traditional jacquard borders), **Pokkali Rice** (brackish water grain), and **Aranmula Kannadi** (meticulously cast metal mirror), which are celebrated for their artistry during Onam rituals.



## Pola Festival

Celebrated widely in MP's southern districts, Pola Festival marks the end of the crucial monsoon sowing season. Since heavy rains soften the fields for plowing, farmers honor their oxen with rest, decorative paint, and rituals.

This festive spirit is beautifully mirrored in iconic GI-tag crafts like **Datia and Tikamgarh Bell Metal Craft** (traditional bullock-cart figurines), **Leather Toys of Indore** (handcrafted animal figurines) and **Waraseoni Sarees** (handwoven silk-cotton fabrics), **Chinnor Rice** (fragrant premium grain), and, which are celebrated for their artistry during Pola rituals



## Behdienkhlam Festival

Celebrated by the Pnar community in Meghalaya, Behdienkhlam is a vibrant monsoon festival held to drive away disease and seek blessings for a bountiful harvest. Traditional rituals, colorful wooden structures, music, and community celebrations reflect the region's rich indigenous heritage and its bond with the rainy season.

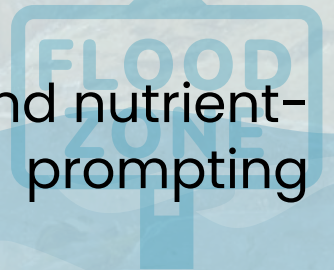
This festive spirit is beautifully mirrored in iconic GI-tag crafts like **Ryndia Silk** (eco-friendly peace silk), **Larnai Pottery** (traditional black clay), **Garó Dakmanda** (handwoven cotton textile), and **Khasi Handloom** (naturally dyed fabrics), which are celebrated for their artistry during Behdienkhlam rituals.



## **The Curse of Floods & the Resilience to Rebuild**

Every year heavy rainfall leads to devastating floods, landslides, and agricultural losses, while stagnant water triggers disease outbreaks.

However, receding waters leave behind nutrient-rich silt that rejuvenates soil, prompting communities to unite and rebuild.





## About RIPA

RIPA (Reinforce Intellectual Property Association) is a dedicated notfor-profit organization focused on the promotion and advancement of indigenous Intellectual Property (IP) in India, with outreach that extends to the international stage.

Our mission centers on addressing both current and future needs for the growth and development of indigenous IP, actively supporting the country's unique innovation landscape through local research and development initiatives. RIPA's commitment to the IP community spans every stage of the IP lifecycle—from idea generation to the successful commercialization of inventions.

Join us to supports indigenous crafts across the country.

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