



Festive Surge: Powering Digital India

The official newsletter of, IT CLUB ABVSME, JNU

Volume 2 Issue 3



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From the Editor's Desk

Dr Priya Gupta
Faculty Advisor & Editor-in-Chief



Welcome to the third edition of Volume 2, Insights by Infomatrix!

As the vibrant energies of the festive season sweep across the nation, they bring with them a powerful demonstration of India's technological maturity. The theme of this issue, "Festive Surge: Powering Digital India," is more than a seasonal observation; it is a critical study in real-world scalability and inclusive innovation.

The e-commerce boom, the fintech revolution driven by UPI, and the sheer volume of digital transactions during this period serve as an invaluable, live laboratory for our aspiring IT professionals. It showcases the practical application of concepts like data analytics for personalized marketing, cybersecurity for mass transactions, and logistics technology for last-mile delivery. This surge proves that the digital transformation we discuss in theory is actively shaping every facet of Indian life, from metropolitan centers to rural heartlands.

At the Infomatrix IT Club, our mission at ABVSME is to bridge the gap between academic rigor and industry reality. This issue, thoughtfully compiled by the team of student editors and contributors, exemplifies that commitment by capturing these live, high-stakes trends and translating them into actionable insights.

As we celebrate the achievements illuminated in this edition, we must also look onwards and upwards. The digital landscape never pauses. Even as the current surge peaks, the next frontier in technology beckons. It is with this forward-looking mindset that we announce the theme for our next edition: "Quantum Computing: The Next Frontier in Technology."

I urge you to engage with the insightful analyses within these pages and to embrace this moment of transformation not just as readers, but as future leaders who will continue to power Digital India.

Engage with the present, but code the future. The next era of innovation awaits you.



The Editor's Byte

Yashika Choudhary

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As we step into the festive season, India is witnessing not just celebrations, but a remarkable surge in digital momentum. The theme “Festive Surge: Powering Digital India” highlights how festivals today are driving innovation, accelerating e-commerce, and deepening digital engagement across the nation. From online marketplaces to fintech solutions, the festive period has become a catalyst for technological growth and consumer empowerment.

In this issue, we explore how businesses are harnessing this festive wave to boost digital adoption, strengthen customer connections, and foster inclusive growth. Through insightful articles, expert opinions, and data-backed analyses, we uncover how technology, creativity, and consumer sentiment are converging to reshape India’s digital economy.

We also bring updates on Infomatrix’s recent initiatives—interactive sessions, workshops, and discussions that delve into emerging digital trends and innovation strategies. These platforms have helped professionals gain actionable insights and practical tools to thrive in a rapidly evolving digital landscape.

As you read through this edition, I hope it inspires you to look at the festive season not just as a time of celebration, but as a moment of transformation—where digital India shines brightest.

Happy Reading and Season’s Greetings!





The Editor's Byte

Pulkita

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Greetings and welcome to another issue of the Infomatrix newsletter!

As the country gears up for that season of lights and festivities, we're going deep into the phenomenon we like to call the "Festive Surge: Powering Digital India." It's not only a shopping festival; it's a remarkable economic and technological event, the magnitude and pace of digital adoption in our country.

Consider: every festival today acts as a big trigger for e-commerce innovation, the frictionless operation of UPI and fintech tools, and an important opportunity to bring down the digital divide. From small businesses in distant villages receiving their first online orders to the immense scale of logistics, the festive season serves as an annual stress test and unfold for India's entire digital infrastructure.

On this subject, we've selected articles that analyze this shift. We examine the trends in consumer behavior, explores how AI and data analytics are used to optimize sales and supply chains, as well as takes a look at what our young IT brains are doing to safeguard and scale these digital platforms. You'll read an analysis of success stories in e-commerce, case studies on leading e-commerce successes and survey that tells us how our own student community is riding this digital wave.

I hope that you won't only read these pages, but will also take a step back and think about how this revolution is remaking our country. The story of the future of IT in India is being written as we speak, and the festive surge remains one of its most thrilling chapters.

Happy reading, and may your own digital journey be as vibrant as the stories in this volume!

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OCTOBER 2025

BY NANDINI AND DIVYA SHARMA

THE FESTIVE SURGE

SAMSUNG INDIA EXPECTS DOUBLE-DIGIT GROWTH IN SMARTPHONE SALES THIS FESTIVE SEASON, WITH BHARAT MARKETS

Samsung India is aiming for double-digit growth in smartphone sales during this festive season on the back of robust consumer sentiment and new product offerings. The firm is witnessing increasing demand from Bharat markets—tier-three and tier-four towns—fueled by increased savings and enhancing self-reliance. The premium segment is finding traction, and festive upgrades will fuel this momentum, believes Raju Pullan, SVP, Samsung Mobile India. Samsung aims to balance aspiration and accessibility by pursuing for value growth through premiumization in its "Galaxy for Everyone" strategy.



SURVEY PREDICTS 115% SURGE IN ONLINE SHOPPING BY URBAN INDIANS DURING FESTIVE SEASON 2025

A LocalCircles survey forecasts a 115% jump in online spending by Indian urbanites over the 2025 festival season. Fueled by reductions in GST rates on white goods and electronics, 28% of all households today prefer e-commerce from 13% in 2024. Offline continues to be meaningful, but digital platforms are gaining quickly due to ease, improved prices, and back-to-shop policies. This year's estimated spending is ₹2.19 lakh crore, with big-ticket buys in electronics, fashion, home improvement, and gourmet items. Around 37% intend to spend more than ₹20,000—up from 26% in the previous year.



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THE FESTIVE SURGE

HOW BRANDS CAN STRENGTHEN THEIR CONNECTION WITH REGIONAL INDIA THIS FESTIVE SEASON

As festive season of 2025 approach, brands need to look beyond generic communication in order to connect with regional India. Experts point to three success strategies: deep cultural understanding, localized creative execution, and a customized media blend. With increasing digital uptake across Bharat, one-size-fits-all does not work. Brands should instead write region-specific stories, tap into hyperlocal influencer networks, and combine digital and on-ground interventions. Avoiding word-for-word translations and eleventh-hour revisions is essential. Success is found in listening profoundly, honoring local customs, and becoming an integral part of the celebration—and not merely a voice among the masses.



EXPERTS PREDICT THE FESTIVE SEASON WILL BOOST REAL ESTATE INVESTMENTS ACROSS VARIOUS SEGMENTS

The Union Budget for 2025-26 emphasizes India's commitment to clean technology manufacturing, focusing on domestic production of solar PV cells, EV batteries, and other critical components. The government's National Manufacturing Mission aims to reduce import dependence and support the "Make in India" initiative. While the renewable energy sector shows growth, challenges remain in scaling up production, especially for solar cells and energy storage systems. To compete globally, India needs to bridge the investment gap, particularly in manufacturing, and foster collaboration between public and private sectors, including in the nuclear sector. As India enters the holiday season of 2025, optimism is unfolding across sectors—from e-commerce and smartphones to autos and real estate—fueled by aspirational consumers, Bharat-driven demand, and surging digital inclusion. For firms, long-term growth momentum is being driven by GST-facilitated policy easing, lifestyle improvements, and increased penetration into rural markets. Companies are innovating to reconcile aspiration with affordability, accessing premium as well as value-seeking segments.

FESTIVE SEASON A GOOD TIME TO INVEST IN REAL ESTATE



For consumer, this holiday season is not just more spending—it's an expression of cultural happiness, economic optimism, and faith in the mainstream retail universe and the virtual universe. From investing in smarter technology to prioritizing sustainability-focused decisions, families are marrying tradition and innovation. The 2025 holiday season is not consumption—it's about resilience, revival, and India's sustained emergence from grassroots-driven change to global leadership.

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THE FESTIVE SURGE

FESTIVE FOOTFALL INCREASES, BUT IT'S TOO SOON TO LABEL IT A TREND, SAYS M&M

Mahindra & Mahindra remains optimistic on festive season 2025 backed by rural demand and GST-based price reductions in hot-selling models such as Bolero and Scorpio. While inquiries and walk-ins are increasing, CEO Nalinikanth Gollagunta cautions it's too early to declare a trend. M&M sees mid-to-high teens growth in SUV volume this fiscal and is upscaling its service network. In spite of GST CESS volatility, the company is securing festive demand and scheduling further EV launches. M&M's shares have increased 35% YoY, with a market cap of ₹4.48 lakh crore.



DIGITAL INDIA INITIATIVE HAS TRANSFORMED LIVES, MARKED THE BEGINNING OF A NEW ERA OF EMPOWERMENT: PM MODI.

Prime Minister Modi welcomed the Digital India campaign as a revolutionary influence, bringing with it a new era of empowerment. On LinkedIn, he pointed out the growth of internet connections from 25 crore in 2014 to more than 97 crore now. Highlights include 95% 5G coverage, low-cost data, and India accounting for 50% of real-time digital payments in the world. More than 780 million Ayushman Bharat Health Accounts have been opened and 42 lakh km of fibre-optic installed. PM Modi underlined India's transition from digital governance to global digital leadership.



CLUB ACTIVITIES

BY VIDHI SHARMA AND ANSHUL YADAV

The "Code to Cloud Website Hosting and Deployment" workshop was designed to provide the students with hands-on experience in configuring websites using WordPress, deploying them to various hosting environments, and acquiring different hosting and deployment methodologies. Mainly, the focus was on WordPress configuration and deployment on a local server and then deploying the site to a cloud server.

Objectives:

- Acquired different web hosting models:
- Shared Hosting, VPS, Dedicated Servers, Cloud Hosting.
- Understand Deployment Methods:
- Manual Deployment, CI/CD Pipelines, Docker and Kubernetes for containerization.
- Master WordPress Setup, Customization, and Migration:
- Set up WordPress locally using XAMPP software.
- Publish blog posts, static pages, and images.
- Migrate a local WordPress site to cloud hosting.

Key Area of Focus: WordPress Installation and Deployment on Localhost

1. WordPress Setup Locally:

Install XAMPP and WordPress: XAMPP (Apache, MySQL, PHP) was installed by students to set up a local server and WordPress downloaded to their local machine.

MySQL database was set up through phpMyAdmin, and it was linked to WordPress by updating the wp-config.php file with the appropriate database details.

2. Publishing and Displaying Content on Localhost

Create Pages and Posts: Students were taught how to add blog posts and static pages such as "About" and "Contact," and how to structure their content using categories and tags.

Add Media and Images: They uploaded images and media to the Media Library and inserted them into posts and pages.

Theme Customization: From the Appearance tab, students had installed themes and customized the site layout, color, font, and logo via the Customizer.





3. Exporting the site from Localhost to Cloud Hosting:

Export Site to Cloud: Once the local WordPress site was complete, students used migration plugins (such as All-in-One WP Migration) to move all site files, themes, plugins, and the database to a cloud hosting environment.

Import and Deploy on Cloud Hosting: Students imported the site to cloud hosting and also updated the database setting, like the site URL, in an effort to get the site to work properly on the cloud.

Other Concepts Addressed:

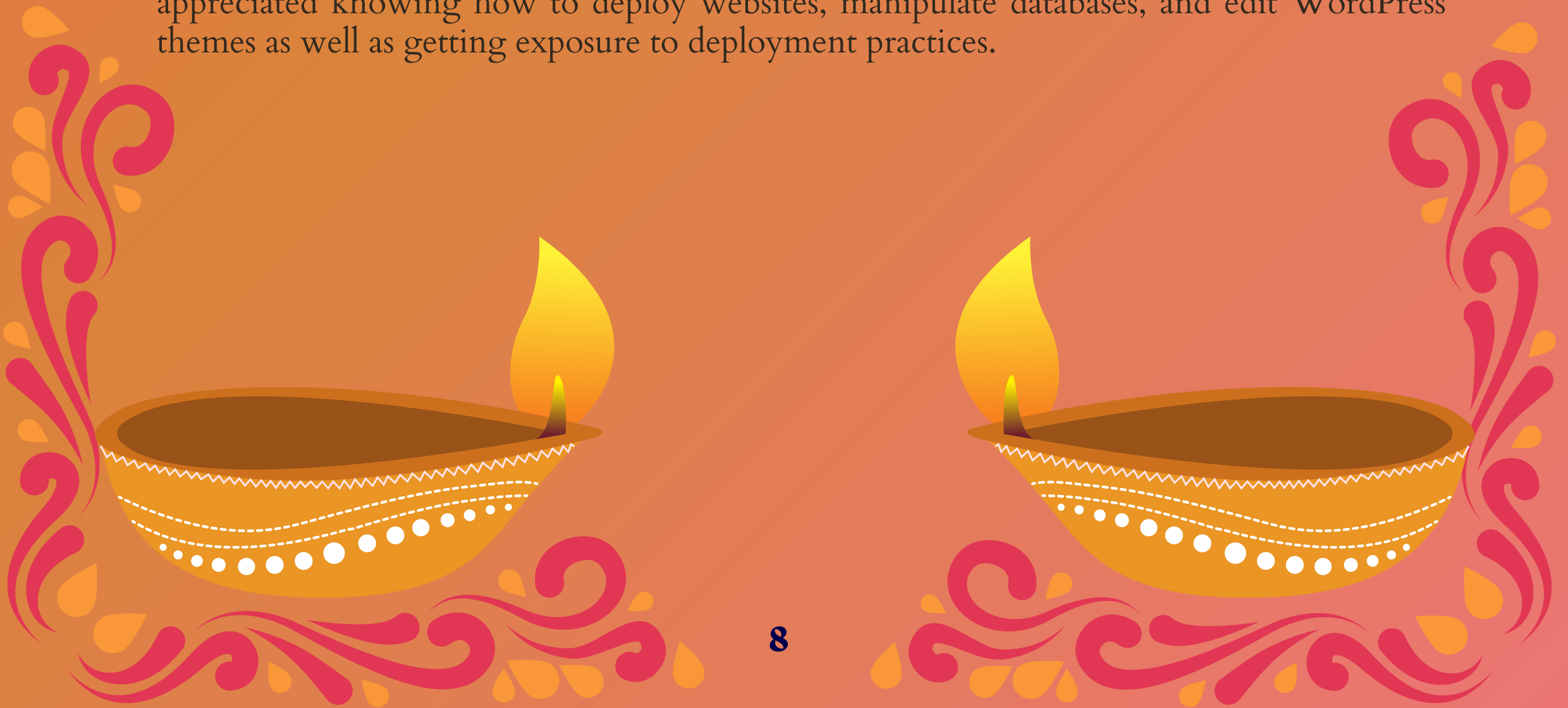
CI/CD Pipelines: Students were introduced to Continuous Integration and Continuous Deployment (CI/CD) pipelines

Conclusion

Students got practical experience in the installation of WordPress locally, theming, posting, and deploying their site to cloud hosting by the end of the workshop. They were also exposed to automated deployment and containerization, preparing them for real-world work on websites and deploying it.

Feedback

The participants loved the hands-on learning, particularly WordPress migration. They appreciated knowing how to deploy websites, manipulate databases, and edit WordPress themes as well as getting exposure to deployment practices.



Session Summary: Learning to Use the CMIE Database with Mr. Sagar

Today, we had a really insightful session led by Mr. Sagar from CMIE (Centre for Monitoring Indian Economy), where he walked us through how to use their database tools effectively. The focus was on learning how to find, analyze, and extract useful data related to companies, the economy, and Indian households.

Mr. Sagar started with an overview of the Prowess database, which is CMIE's platform for company-level financial data. He showed us how to search for a company and use different types of charts—like line and bar graphs—to analyze trends. We also learned how to compare a company's growth (he used Honda as an example) with India's overall growth, its peers, and industry benchmarks. This part was especially useful for understanding how to benchmark performance and dig deeper into specific financial metrics.

He then moved on to some of the tools we can use to work with the data. We saw how to use the Query Result Today section, perform quick analyses, and even extract data directly into Excel. Mr. Sagar also pointed out the Knowledge Base for help and documentation and explained how we can use the Support tab to post queries if we get stuck. For those looking to go a bit more advanced, he briefly touched upon Query Builder and Query Triggers—tools that help tailor your data searches more specifically.

Next, we explored the Economic Outlook module, which gives a broader picture of India's economy. Mr. Sagar explained that updates are released on specific days (like the 5th, 10th, and 25th of each month) and showed us how to read summary indicators, look at forecast data, and access various supporting documents. It was helpful for understanding where the economy is headed and how to track macro-level changes over time.

Finally, we discussed Consumer Pyramids, CMIE's massive household-level survey database. This part of the session focused on how to understand the socio-economic structure of Indian households through four main segments: People of India, Aspirational India, the Income Pyramid, and the Consumption Pyramid. This data can be extremely valuable for anyone studying consumer behavior or market segmentation across different income groups. Overall, the session was very hands-on and easy to follow, even for those new to working with data. Mr. Sagar made the tools and concepts accessible, and we left with a much better understanding of how to work with CMIE's platforms to get the information we need.



READER'S SECTION

FROM DIYAS TO DIGITAL: CELEBRATING FESTIVALS IN A CONNECTED WORLD

By Ananya Rastogi

Introduction: Festivals Beyond Borders

Indian festivals are not calendared — they are times of happiness, beliefs, and bonding. Whether the shining diyas of Diwali, the thumping Garba beat of Navratri, or the lavish Ramlila of Dussehra, festivals make people closer to their society and heritage.

However, something unique is unfolding nowadays. In addition to classical celebrations, festivals have also gained a foothold in the virtual world. From live darshan on YouTube to Instagram reels imparting dance moves, technology is ensuring that culture crosses borders. A student studying overseas can still participate in aarti, and long-distance families can celebrate festive times online.

This combination of tradition and technology reflects the vision of Digital India, connecting people, preserving culture, and making it available for all.

Digital Storytellers: Reviving Myths and Traditions

The biggest shift is the way digital creators have turned into new-age storytellers. On YouTube and Instagram, they post reels, podcasts, and videos describing the origins of festivals and their values.

During Dussehra, you'll find creators narrating the story of Lord Rama's victory over Ravana. Around Diwali, short videos explain the return of Lord Rama to Ayodhya or the blessings of Goddess Lakshmi.

Earlier, people used to celebrate unaware of the underlying significance of rituals. Today, digital storytelling is guiding the younger generation through the "why" of traditions. Lighting diyas or dancing Garba becomes more significant when you are aware of the history and morals of it.

Did You Know?

There are more than 491 million users of YouTube every month in India, which makes it a behemoth platform for cultural stories. The renowned Ramnagar Ramlila, which lasts 31 days, is now live-streamed globally.

Preserving Traditions through Online Platforms

YouTube is no longer only an entertainment platform — it is now a cultural nexus, too. From complete Ramlila productions streamed over the internet to dance lessons in Kathak or Bharatanatyam, individuals around the world are now able to connect with Indian heritage.

Instagram reels have also generated a wave of cultural exchange. Whether rangoli lessons or short explainers about Raksha Bandhan, these short clips render traditions interesting for young people today.

Did You Know?

In Diwali 2023, Indians made more than 5 million reels on the theme of festivals in a single week. Instagram Dandiya tutorials are assisting Indians abroad in celebrating Navratri traditionally.





Bridging the Knowledge Gap about Festivals

It is a fact that numerous people celebrate festivals without being aware of where they came from. Digital content creators are filling the gap. For instance, reels describe how Holi commends devotion and courage (Prahlada and Holika), or how Onam commemorates the return of King Mahabali.

Such bite-sized narratives make it easier to relate to traditions. They lead us back to the fact that festivals go beyond rituals but also embody such values as devotion, togetherness, and kindness.

Digital Devotion: Darshan Anytime, Anywhere

Alongside cultural education, technology is reshaping the way devotion is practiced during festivals. Major temples like Vaishno Devi, Tirupati Balaji, Shirdi Sai Baba, and Kashi Vishwanath now offer e-donation services, online puja bookings, and live darshan streaming. This means a devotee in Chennai can book a puja in Shirdi, or someone living abroad can watch the morning aarti of Vaishno Devi in real-time.

The popularity of this digital devotion is striking. For instance:

- The Sri Mandir app has been downloaded over 40 million times, with 1.2 million devotees performing online prayers and offerings in the past year across 70 temples. It now has over 3.5 million monthly active users, including 90,000 from outside India.
- In Gujarat, the Somnath Temple received nearly 15 crore (150 million) online darshan clicks during Shravan, while the Dakor Ranchhodrai Temple saw 50,000 devotees daily online compared to only ~1,500 in-person.
- The Pandharpur Vitthal-Rukhmini Temple introduced online darshan booking, cutting average waiting times from 6 hours to just 1 hour.

During peak festive seasons, when physical visits may not be possible due to travel, work, or health, digital access ensures that no one is left out of celebrations. Technology has made spirituality borderless, keeping the emotional connect alive even when physical presence is absent.

Festivals in a Connected World

All of this indicates that technology is not vanishing traditions — it's making them even stronger. Festivals are becoming more inclusive and accessible with the help of social media, streaming, and temple apps. People are not only performing rituals; they're also reading the underlying meaning.

Conclusion: Tradition Powered by Technology

Festivals now are not just lights, sweets, or songs — they are also about how technology is preserving our culture. YouTube channels are bringing to life lost stories, Instagram reels are imparting traditions, and online darshan is linking devotees globally.

Thanks to online platforms, our customs are not losing their sheen — they're going further than ever before. Each diya lit on screen, each aarti streamed online, and each story recounted digitally is evidence that Indian festivals never go out of fashion, even in the digital era.

NINE LIGHTS OF NAVRATRI: THE DIVINE FORMS OF GODDESS PARVATI

By Keshav Sharma

Introduction: The Spirit of Navratri

Navratri, India's favorite festival is more than nine nights of worship — it is a spiritual odyssey that honors the power of the divine feminine, Shakti. Navratri literally means "nine nights," nine nights on which worshippers pray to the Navadurga, the nine forms of Goddess Parvati. Each day is dedicated to a specific form of the Goddess, imbued with symbolic significance, positivity, and eternal wisdom that continues to hold relevance in contemporary life.

Scripture Quote: "यत्र नाय स्तु पूज्यन्ते रमन्ते तत्र देवता:"— Where women are respected, divinity lives.



Fundamentally, Navratri is about faith (bhakti), self-control (tapasya), and the victory of light over evil. Through all her forms, the Goddess gives us the spirit to be brave, kind, pure, and wise. Whether it is lighting diyas, fasting, garba dancing, or celebrating Durga Puja, each ritual is an assurance of the divine power coursing through us. What makes Navratri extraordinary is its universality — from Gujarat's lively Garba nights to Bengal's grand Durga Puja pandals and the fasting traditions across India; the festival unites faith, culture, and community. Yet, the deeper truth lies in recognizing that each form of the Goddess reflects qualities that can guide us in life and spiritual growth.

As we travel through the nine avatars of Goddess Parvati — from Shailputri, daughter of the Himalayas, to Siddhidatri, one who imparts wisdom — we learn not just motivational stories but also lessons for positivity and harmony in life. Navratri is thus not just about worshiping the Goddess but also about awakening her force within us.

The Nine Forms of Goddess Parvati (Navadurga)

1. Shailputri – The Daughter of the Mountains

Symbol of stability and strength, riding a bull with a trident. She symbolizes beginnings and determination to stay unshaken amidst tests.

Positivity she brings: Courage, resilience, and grounding.

2. Brahmacharini – The Goddess of Devotion and Discipline

With a rosary and water vessel in hand, she is the symbol of penance, patience, and concentration. Her form inspires resilience and determination.

Positivity she brings: Inner strength, clarity, and self-discipline.

3. Chandraghanta – The Goddess of Courage

Identifiable by her crescent moon and bell-shaped decoration, she sits atop a lion, which represents fearlessness and bravery.

Positivity she brings: Energy, confidence, and fearlessness.

1. Kushmanda – The Cosmic Creator

Attributed to have created the universe with her beaming smile, she radiates vitality and creativity.

Positivity she brings: Optimism, joy, good health, and creative power.

5. Skandamata – The Mother of Skanda (Kartikaya)

She is shown seated with her son in her lap, representing unconditional love, protection, and compassion.

Positivity she brings: Protection, family harmony, and nurturing.

6. Katyayani – The Warrior Goddess

Born to defeat Mahishasura, she represents justice and empowerment, riding a lion sword in hand.

Positivity she brings: Bravery, women empowerment, and equality.

7. Kaalratri – The Dark Goddess Who Removes Fear

Although terrible-looking, she guards devotees from negativity and fear.

Positivity she brings: Perseverance through difficulty, fearlessness, and godly protection.

8. Mahagauri – The Goddess of Purity

She appears dressed in white symbolizing forgiveness, peace, and compassion. She urges us to forgive the past and accept peace.

Positivity she brings: Spiritual growth, peace of mind, and purity.

9. Siddhidatri – The Giver of Supernatural Powers

She sits on a lotus giving wisdom and spiritual satisfaction and assisting devotees in maintaining balance between worldly life and spirituality.

Positivity she brings: Knowledge, insight, and highest realization.

The Positivity They Bring

The Navadurga are not just gods but gurus for contemporary living too. Shailputri gives us strength in adversities; Brahmacharini gives us the discipline of studies and profession; Chandraghanta gives us confidence; Kushmanda gives us creativity and positivity. Skandamata teaches selfless love, Katyayani gives justice, Kaalratri protects us from evil forces, Mahagauri gives peace, and Siddhidatri gives us wisdom. Combined, they guide us from self-discipline to self-awareness.

Navratri Revealed: Colors, Customs, and Hidden Traditions

While most people associate Navratri with garba nights, fasting, or Durga Puja, this festival carries layers of symbolism and regional traditions that make it truly fascinating. Here's a closer look at the lesser-known aspects that enrich Navratri beyond rituals.

The Nine Colors of Navratri

Every day of Navratri is associated with a unique color that taps into the energy of the Goddess being worshiped on that day. Wearing these colors welcomes blessings and positivity, bringing color and togetherness to the celebrations.



Day	Goddess	Color	Symbolism
1	Shailputri	Red	Energy, action, and courage
2	Brahmacharini	Royal Blue	Calmness, devotion, and focus
3	Chandraghanta	Yellow	Joy, positivity, and enlightenment
4	Kushmanda	Green	Growth, prosperity, and creativity
5	Skandamata	Grey	Balance, stability, and nurturing
6	Katyayani	Orange	Courage, enthusiasm, and empowerment
7	Kaalratri	White	Peace, purity, and fearlessness
8	Mahagauri	Pink	Hope, harmony, and compassion
9	Siddhidatri	Purple	Wisdom, spirituality, and fulfillment

Regional Celebrations: A Cultural Mosaic

Navratri is observed in various ways in India: Gujarat's active Garba and Dandiya evenings, Bengal's grand Durga Puja pandals, Tamil Nadu's customary Golu exposition, Punjab's religious Jagratas, and Maharashtra's ghatasthapana ceremonies with women clad in nauvari sarees. Such diversity indicates how a single festival can bring the country together while respecting regional heritage.

The Symbolism of Fasting and Prayer

Navratri fasting is not just ritual; it cleanses the body and mind, particularly at the change of seasons. Spiritually, it intensifies devotion, directs energy, and develops discipline. Prayer, meditation, and chanting increase positivity, purifying the environment as well as the inner being.

Scripture Quote: “सव मङ्गलमाङ्गल्ये शिवे सवा थ साधिके।
शरण्ये त्र्यंबके गौ र नारायणि नमोऽस्तु ते॥”

“Salutations to the auspicious one, the fulfiller of all desires, the compassionate Goddess, Gauri, and Narayani.” — Traditional Navadurga Hymn

Conclusion: Embracing the Divine Within

Navratri is not nine days of puja but also a spiritual journey from self-restraint to self-knowledge. Every manifestation of Goddess Parvati — from the vigor of Shailputri to the wisdom of Siddhidatri — shows us positivity, strength, compassion, and equilibrium. Celebrating Navratri is not just about worshipping the Goddess; it is about celebrating her Shakti within us. The rituals, dances, fasts, and prayers tell us that the same strength that governs the universe also lies in our hearts.

Scripture Quote: “या देवी सव भूतेषु शिरतरूपेण संस्थिता” — The Goddess exists in all beings as power.

In the tough world of today, Navratri teaches us how to live with strength, purity, and hope. Adopting the teachings of the Navadurga, we can overcome adversity with wisdom, impart light, and ignite divine power within. This Navratri let us not just light lamps in the temples but also light the flame of positivity and devotion in our hearts.

GREEN AND SUSTAINABLE CELEBRATIONS WITH TECH: INDIA'S DIGITAL FESTIVAL REVOLUTION

By Divya Sharma

India celebrates over 200 festivals a year, weaving a vibrant brocade of cultural representations that form our nation's identity. However, these festivals have long been contributing significantly to environmental degradation in the form of paper invitations, plastic decoration, and disposable material. Today, there is a silent revolution underway in the way Indians are celebrating as technology enables practices that conserve cultural heritage as well as natural resources.

The shift to online celebration of festivals has come a long way, particularly among urban residents. Online invitation platforms have become high-tech substitutes for paper greeting cards, offering features going beyond the limits of paper cards. Canva, Evite, and homegrown platforms like InviteIndia provide extensive template galleries

featuring classical motifs, from intricate rangoli patterns to vibrant gulal patterns. These platforms allow enable immediate, real-time RSVP monitoring, multimedia integration, and personalized messaging capabilities unavailable with paper cards.

Environmental impacts of such a shift are dramatic. Paper production requires approximately 3.3 kilograms of wood and 24 Liters of water per kilogram, resulting in gigantic carbon emissions in the production process along the way. One festival with 150 printed invitations consumes up to nearly 3 kilograms of paper. That multiplier for India's millions of annual celebrations possesses enormous potential for resource conservations and emissions saving.

Greetings across festivals too have undergone equally dramatic shifts with integration of social media and messaging apps. Given 487 million Indian users, WhatsApp is the most Common medium for wishing during festivals, while Instagram and specialized apps allow one to express themselves creatively through videos, augmented reality, and stories. Unlike greeting cards that become worn out over time, digital greetings have leaving behind permanent family histories that are convenient across geography and generations.

Social media websites have precipitated unprecedented growth of green festival traditions with the flow of information and community creation. YouTube clips of green festival crafts draw millions of observers who look for green alternatives to mass-produced ornaments. Pinterest boards that are full of suggestions for eco-friendly celebrations draw hundreds of thousands of pins, creating a level playing field in availability of creative solutions that were originally constrained by geographical knowledge transfer. This digital network knowledge has facilitated the mass adoption of traditional sustainable practices. Online instructional video tutorials on creating organic rangoli with rice flour and plant dyes, making decorative items out of a coconut shell, and using banana leaf as biodegradable serving material are watched by customers in urban and rural India. Social media viral spread of posts propagates sustainable practices hundreds of times more than traditional word-of-mouth spread. Technology companies have responded with custom applications addressing festival-holiday specific sustainability challenges. Smart phone applications now provide precise material calculations to minimize waste at decoration creation, while QR code gift registries



eliminate duplication and promote experiential gifts versus physical ones. Smart LED lighting systems manipulated by smart phones provide programmable consumption profiles to decrease electricity consumption without reducing visual effect. Solar-powered decorations featured on top e-commerce portals offer renewable energy alternatives that appeal to environmentally friendly consumers.

The green advantage through mass adoption of digital festival culture both quantifiable and meaningful. Studies show that if 30 percent of Indian urban festival festivals made a shift toward digital invitation technologies, paper savings would reach over 15,000 tons yearly, avoiding up to 45,000 tons of CO2 equivalent emissions. Reduced synthetic decoration manufacturing and transport add further environmental advantage, especially during peak consumption among important festivals.

Technology also facilitated rediscovery of native sustainable practices which modern celebrations had largely lost. Festivals in ancient India would naturally have an integration of green aspects like natural colouring agents, clay adornments, organic material, and cyclical timing with the agricultural seasons. Digital platforms are now where the traditional knowledge resides, and instructional videos displaying traditional methods are now being disseminated to global communities.

Technological democratization of ecologically sustainable festival information spans inter-generational gaps threatening tradition transmission. Traditions can be transmitted by older generations through online teaching, and generations pass on such practices in the form of videos online. Technology acts as the mediator ensuring cultural continuity while expanding access over family size communities. Commercial ramifications range from individual celebrations to influence market forces within festival-industry categories. Online stores register growing orders for green decoration supplies, organic colour preparations, and green gift alternatives in festival seasons. The consumer preference promotes innovation in clean product design and reduces market demand for environmentally devastating alternatives. Integrating technology into Indian celebration of festivals is found to be an effective meeting of tradition and innovation. India's internet population touching almost 900 million by the year 2025 will see increasing expansion in digital literacy that will lead to increased adoption of sustainable celebration technologies. The growth trend suggests technology solutions are going to be even more sophisticated, offering increasingly wholesome alternatives to traditional environment-scarcity-practises. International observers have recognized India's digital festival development as a promising model of sustainable cultural preservation globally. The strategy demonstrates how technological progress can address environmental challenges without being insensitive to cultural heritage and popular engagement. The model offers replicable solutions for other nations to implement in their own traditional celebrations.

Conclusion: Small Choices, Green Future

India's digital virtual festival revolution is an exemplar for wider social movements of ecologic awareness, assimilating technology, and innovative adaptation. Young Indians are increasingly approaching sustainability as part of, not opposed to, cultural tradition. Such youthful attitudes are a powerful long-term basis for green celebration culture supplemented by accelerating technology change. India's digital festival revolution is proof that technology can solve environmental problems on one front and reassert cultural affiliations on another. Quantifiable leaps in minimized resource consumption,

minimized pollution, and enhanced creative potential mark that revolution on an ever-widening canvas. To technologists, this is a challenge to create more imaginative technologies that marry culture and sustainability in closer harmony so that future generations can inherit wealthy traditions and a sustainable world.



DIGITAL FESTIVITIES: HOW TECHNOLOGY IS REDEFINING CELEBRATIONS IN INDIA - By Anshul Yadav

For centuries, festivals in India have been associated with happiness, community, and traditions. However, in the past few years, there has been another dimension to this: technology is becoming an increasingly important part of our festivities. Digital developments are changing the way in which millions of people around the country celebrate holidays, from shopping and gifting to spending time with family and friends. E-commerce has become the preferred destination for holiday shopping. Augmented reality (AR) has allowed shoppers to see the furniture in their homes before they buy, and AI-enabled assistants now provide recommendations to suit customers' individual preferences. Logistics powered by IoT are allowing more reliable, intelligent, transparent, and efficient deliveries than ever before.

Technology enables families who live in different cities, and even different countries, to share holidays without barriers of distance. People are celebrating their joy online through holiday-based video calls, holiday-themed virtual greeting cards, and even events with the metaverse. Social media has become an online communal space where people from around the world

witness traditions. The practice of gifting is experiencing a digital transformation. Customers are increasingly opting for alternative gifts in different digital forms, from wallet-based red envelopes to e-vouchers and even NFTs. This shift not only provides convenience for shoppers but also gives them a valuable option for last-minute shoppers. The gifting economy's speedy adaptation to the advancement of technology and cultural shifts is fueled by the fintech and e-commerce industries.

Cyber security is now a big part of the holiday celebrations because of all the digital activity. The holidays are secured from cyber threats with multilayered payment protections, encrypted messaging, and AI-enabled fraud detection. Technology teams from various sectors are working diligently to ensure that the celebrations are safe and secure.

As holidays become tied to tech, India events are evolving. While traditions remain unchanging, our understanding of them is always changing through innovation. The message is clear: our holidays are alive and well across homes, marketplaces, and online.



E-COMMERCE SURGE: HOW CELEBRATION SALES ARE TRANSFORMING DIGITAL INDIA

By Ankita Singh

Introduction: Festive Glow, Online Shopping

The festive season in India has itself been defined by cheer, sharing, and coming together. Conventionally, it was synonymous with busy markets, hours in queue, and anticipation of shopping trips with relatives. However, in the last few years, festive shopping has seen a transition from brick-and-mortar stores to digital platforms. These days, relatives are found huddled together over smartphone screens, tracking offers, checking orders, and settling payments in a matter of presses. This is not merely a matter of convenience—it marks a profound evolution in how India shops, pays, and fêtes. The most recent numbers confirm that festive sales in 2025 are estimated to touch 1.15 lakh crore, marking a stellar 27% spike from Rs.94,800 crore in 2024. At the same time, UPI payments in October 2024 alone reached 16,600 crores, translating into Rs.23.5 lakh crore. These numbers highlight how festive uptick is nowadays inextricably connected to Digital India's expansion.

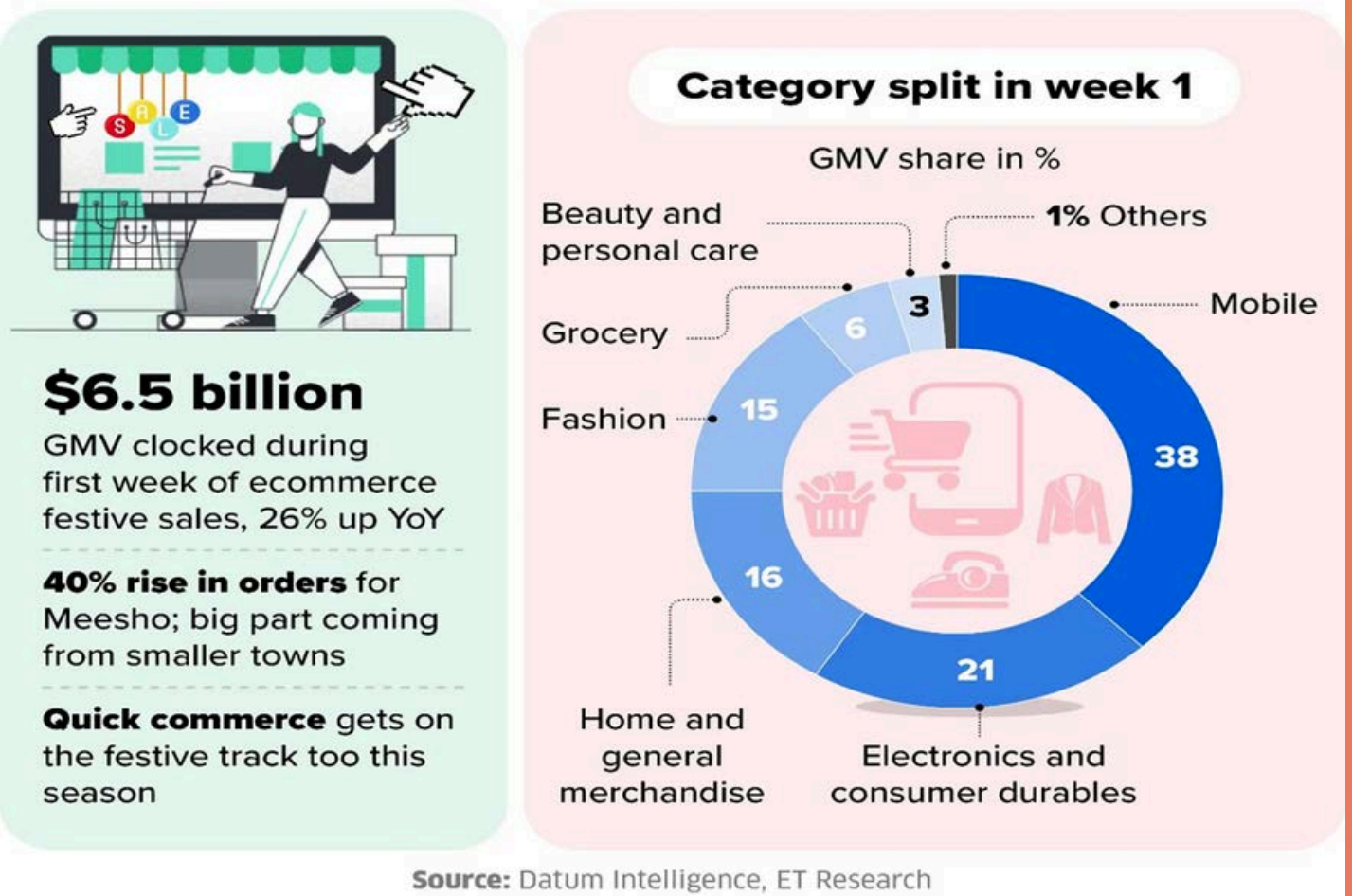


The Figures Behind the Expansion

In order to understand this transition, let's consider a simple instance. Akansha, a teacher from Lucknow, orders sweets through a fast-delivery app, buys a gold pendant for her sister in EMI, and donates to a relief fund through UPI—all in a single week of Diwali shopping. Akansha represents million Indians whose celebrations during Diwali reflect India's roaring digital economy in its larger context. The data firmly substantiates this transformation. The 2024 festive sales through e-commerce platforms reached

Rs.94,800 crore, with an estimated value of Rs.115 lakh crore in 2025. The quick-commerce startups, where groceries, gifts, and essentials are delivered in a matter of moments, are expected to account for about Rs.14,010 crores, constituting close to 12% of festive sales, as a whole. Moreover, there has been a significant increase in e-retail business as well, expanding to about Rs.6000 crores, with over Rs.25,000 crores of online shoppers in India. With this enormous scale of UPI, as well, it is clearly seen that festivals are no longer only cultural events, but have turned out to be engines of economy as well, driving digital inclusivity.

Online shopping festive fever



What's Changed: Payment Methods, Rapid Commerce, and Consumer Trends

Digitized payments, led by UPI, have quietly emerged as stars of festive trade. When buying a 50 diya set or a 50,000 LED television, a payment is made at equivalent speed and ease. The October 2024 festive season saw UPI cross 16,600 crores transactions, signifying how festivals boost adoption. Spot payments encourage impromptu buying, whereas easy EMI and Buy Now, Pay Later (BNPL) enable larger outlays. Nevertheless, the festive season is also a time when there's an increase in cyber fraud and phishing scammers, so security is a prime factor for platforms as well as users. Quick commerce platforms such as Blinkit, Zepto, and Swiggy Instamart are no longer just about exigent purchases—they have become a necessity during the festive season. Right from puja essentials at the last moment and sweets, gift hampers, and even gadgets, consumers are now expecting 10–30 minutes' time-based delivery. Experts predict that quick commerce alone could account for 12% of festive sales in 2025, totaling over 14,000 crores. The appeal is not only in speed but also in reliability, where a lot of clients are ready to pay a premium for the assurance that festive goods are delivered in time. For platforms, this means scaling dark stores, increasing delivery staff, and precisely estimating demand so that there are no hold ups. The most interesting evolution is in user behavior. Festive buyers today are a combination of planners and impromptu buyers. On one hand, consumers plan major outlays such as smartphones, home appliances, and jewelry, researching in advance carefully and awaiting sale events. On the other, several are influenced by social media clips, WhatsApp messages, or influencer reviews, where there are instant, spontaneous purchases. Social commerce has gained great traction in Tier-2 and Tier-3 cities, where local campaigns and region-level content creators create authenticity. For consumers, a combination of social proof and pricing—the seeing of peers and influencers consuming products—characterizes ultimate buying decisions. For brands, it is a dual approach: establishing trust in high-ticket items along with, in parallel, creator-driven campaigns for fast-moving seasonal products.

How Platforms and Brands Are Doing Well and Not Doing Well

Brands and digital commerce platforms have refined their approaches to exploit festive possibilities. Many start early, launch electronics and kitchen appliances well in advance, either during Dussehra or Navratri to get a piece of the early buying rush. Localized efforts in local languages and collaboration with popular influencers assist smaller cities, whereas offers such as co-branded credit cards, UPI cashback, and BNPL products boost conversion. Localized vouchers and time-specific offers are in place of generic discounts, ensuring profitability during a season of intense discounting. Nevertheless, issues remain. Cyber fraud is rampant during this time, and phishing methods and fake shopping applications mislead consumers. Logistics is another challenge: though networks are broadened, last-mile infrastructure issues and return frenzies place enormous strain on platforms. Last, consumers increasingly worry about sustainability, as wasteful packaging and carbon-heavy logistics come into conflict with environmental consciousness that is gaining popularity.

Conclusion: More Than Numbers

Indian festivals have always been about sharing, caring, and bonding. The digital revolution does not diminish these values—it propels them. The Bengaluru-based daughter shipping diyas to her Varanasi-based parents, or a small shopkeeper in Jaipur shipping hand-lit lamps pan-India, is a reflection of how technology facilitates tradition to expand its reach. Behind billions of rupees in transactions are millions of such human stories. The festive boom is not only an economic uptick—it is the oxygen of Digital India. For brands, there is a lesson in maintaining a sensitive balance between building trust and inducing impulse purchasing. For platforms, there has to be a focus on improving logistics, preventing fraud, and building sustainable models. For consumers, convenience delight has to go hand in hand with smart, secure, and eco-friendly shopping choices. As we approach yet another festive season, there is no doubt about this: festive buying has gone beyond tradition—it has become the spark that lights up Digital India.

RURAL INDIA JOINS THE FESTIVE E-COMMERCE WAVE

By Mokshika Arya

Diwali in India has always been about new beginnings—buying fresh clothes, gifting loved ones, and welcoming prosperity. In small villages across the country, these rituals are just as cherished as they are in big cities. But something new is happening this year. Instead of traveling miles to the nearest town for festive shopping, many families are now ordering everything from sarees to smartphones with just a few taps on their phones. Rural India is stepping confidently into the digital bazaar.

The Digital Shift

The numbers tell the bigger story. More than 55 percent of India's internet users now live in rural areas, and this figure is rising every year. Internet subscribers in villages grew by nearly 40 million in 2024 alone, crossing almost 400 million. Behind those numbers are farmers checking weather updates, students streaming lessons, and homemakers like Meena scrolling through online shopping apps.

Payments have changed too. Where once cash was the only option, UPI has become the new festive currency. Nearly four out of ten rural consumers now prefer scanning a QR code to handing over cash. This shift has removed a major barrier: trust. When money moves instantly and safely, people feel more confident about buying online—whether it's a refrigerator for the family or a festive kurta for a wedding.

What People Are Buying

Festivals are about celebration, and rural shopping lists reflect that. Smartphones, home appliances, and fashion top the charts. But there's also growing demand for educational products for children, farm tools that make life easier, and even regional handicrafts sold by local artisans.

E-commerce platforms are adapting quickly. Apps now offer regional language support and voice search, making it easier for first-time users. In many places, the local kirana shop doubles up as a delivery hub, ensuring packages reach even the remotest villages. For rural shoppers, this means they no longer have to depend solely on nearby bazaars—now, the whole world of products is just a click away.

The Untapped Potential

Yet, this is just the beginning. Despite rural India making up the majority of internet users, only about a quarter of them currently shop online. That means hundreds of millions of potential customers are still waiting on the sidelines. As platforms build trust and improve access, this untapped market will drive the next big wave of e-commerce growth.

Industry forecasts predict that by 2025, India will add another 80 million online shoppers, many of them from rural regions. And by 2028, e-commerce could make up 14 percent of all retail sales, nearly double what it is today. The festive season is becoming the launchpad for this digital future.

Beyond Shopping: Empowerment

It's not just about buying. Rural India is also selling. Artisans, weavers, and small entrepreneurs are using online marketplaces to showcase their products beyond their villages. A potter in Rajasthan can now sell Diwali diyas to a family in Delhi, while a handloom weaver in Odisha finds customers in Mumbai. The festive surge is not just boosting rural consumption—it is empowering rural creators too.





Challenges and Hopes

Of course, challenges remain. Some villagers still worry about product quality, returns, or online fraud. Internet literacy gaps mean older generations often rely on younger family members to place orders. Deliveries to remote areas sometimes take longer than promised.

But optimism is stronger than hesitation. With every successful delivery, with every safe UPI transaction, trust grows. And with trust comes adoption. Slowly, the festive glow of India's e-commerce revolution is spreading from neon-lit malls to lantern-lit courtyards.

A Shared Celebration

This festive season, when families light diyas in both cities and villages, there is a new kind of glow—screens lit up with shopping apps, payments, and delivery updates. Rural India is no longer waiting on the sidelines. It is shopping, selling, and celebrating with the same excitement as urban India.

The surge is not just about sales; it's about inclusion. It's about millions of people who once traveled miles to join the festive markets, now finding that the market has arrived at their doorstep. And as this wave grows stronger each year, it is clear: the future of e-commerce belongs to all of India, not just its cities.

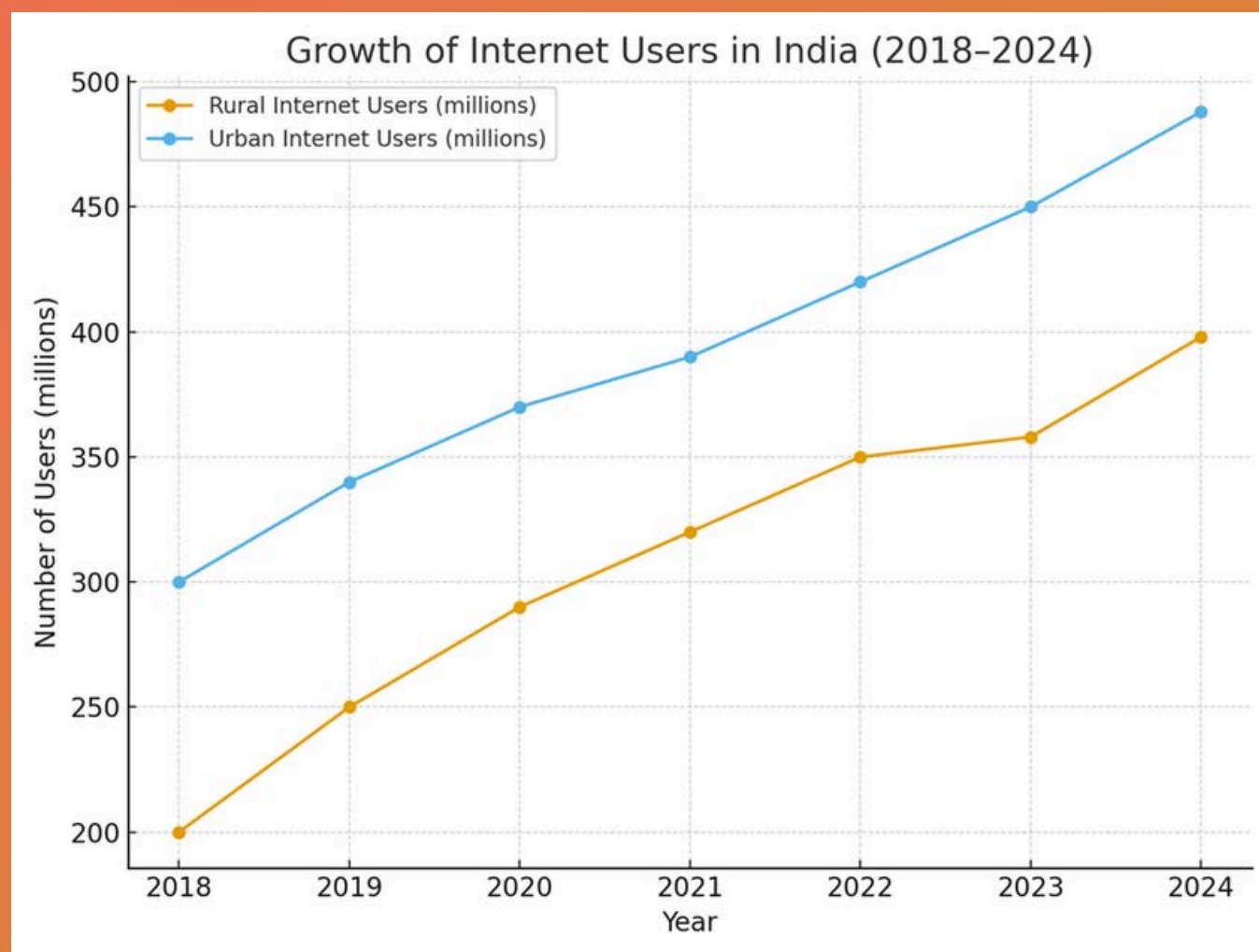


Figure 1: Growth of Rural vs. Urban Internet Users in India (2018–2024). Rural adoption has surged sharply, narrowing the digital gap and driving the next wave of e-commerce growth.

These figures are estimates derived from growth trends reported by industry bodies such as IAMAI (Internet and Mobile Association of India), TRAI (Telecom Regulatory Authority of India), and IBEF (India Brand Equity Foundation).

Conclusion

This festive season, the glow of diyas is being joined by another kind of light—the glow of screens in rural homes across India. Villagers like Meena, a schoolteacher, or Raju, a small farmer, are no longer spectators to the digital revolution; they are active participants. With each online purchase, every UPI transaction, and every doorstep delivery, they are connecting with the wider world, bringing convenience and opportunity to their families.

The rise of rural India in the digital space is more than just numbers—it is a story of empowerment, inclusion, and possibility. Festivals are no longer confined to city markets or urban malls; they are being celebrated online, in homes where connectivity and digital payments are changing daily life.

As villages across the country embrace e-commerce and digital payments, the future of India's online economy is being written in every small town and hamlet. The festive surge this year is proof that digital India is not just urban—it is Bharat-wide, and its growth belongs to everyone, everywhere.



FESTIVE SURGE

By Hester JM & Sanika Herlekar

“Festivals are the heartbeat of India’s economy, a vibrant fusion where timeless culture ignites modern commerce and opportunity.” Ananya Rao,- Marketing Strategist

In India, festivals are the grand symphony of tradition and transformation. Each celebration from the delicate threads of Rakshabandhan to the dazzling lights of Diwali, the vibrant hues of Holi, and the awe inspiring scale of Maha Kumbh fuels an economic engine that powers millions of livelihoods and sparks innovation across sectors. By weaving heritage with high tech commerce, these festivals illuminate not just homes, but the future of India’s markets and entrepreneurial spirit in 2025.

Digital Titans role in Festive Markets:

Flipkart’s Big Billion Days (BBD) 2024 set the stage on fire, generating over ₹20,000 crore in just one week a staggering feat that propelled Walmart’s global e-commerce surge by 43%. Amazon’s Great Indian Festival 2025 is primed to shatter records, bringing a tidal wave of sales in electronics, fashion, and essentials across the nation.

The unstoppable momentum is further powered by quick commerce champions Myntra, Zepto, BigBasket, Blinkit, and Porter. Through lightning fast deliveries and hyper personalized experiences, these platforms forge powerful channels that empower MSMEs and sweep urban and tier-2 markets alike into the festive e-commerce frenzy.



FIGURE 1: COLLAGE OF INDIAN FESTIVALS, SOURCE: SHUTTERSTOCK.



FIGURE 2: FLIPKART BIG BILLION DAYS POSTER AND AMAZON’S GREAT INDIAN FESTIVAL (SOURCE: THE INDIAN EXPRESS)

Rakshabandhan:

Rakshabandhan in 2025 wove a remarkable fabric of ₹21,000 crore in sales, seven times its size just seven years ago. Traditional rakhis accounted for ₹17,000 crore, with sweets and gifts adding ₹4,000 crore. But the leading strand in this colorful tapestry is financial gifting SIPs, gold ETFs, and insurance that carries the festival’s bond into lifelong prosperity.

Crafted with emotional depth, campaigns from Tanishq and Cadbury resonate across generations, while the surge in express deliveries by Blinkit and Swiggy make gifting as instant and joyful as the festival itself.

Diwali: The Festival That Lights Up India’s Marketplaces

Diwali is India’s commercial North Star, responsible for nearly 30% of retail sales and ₹3.75 lakh crore in 2024 alone. The festival ignites a 15–20% boost in manufacturing, logistics, and digital payments, transforming shopping into a multi-sensory experience with AR filters, influencer driven narratives, and omni-channel enchantment.



FIGURE 3: EMOTIONAL AD BY TANISHQ DURING RAKSHA BANDHAN.

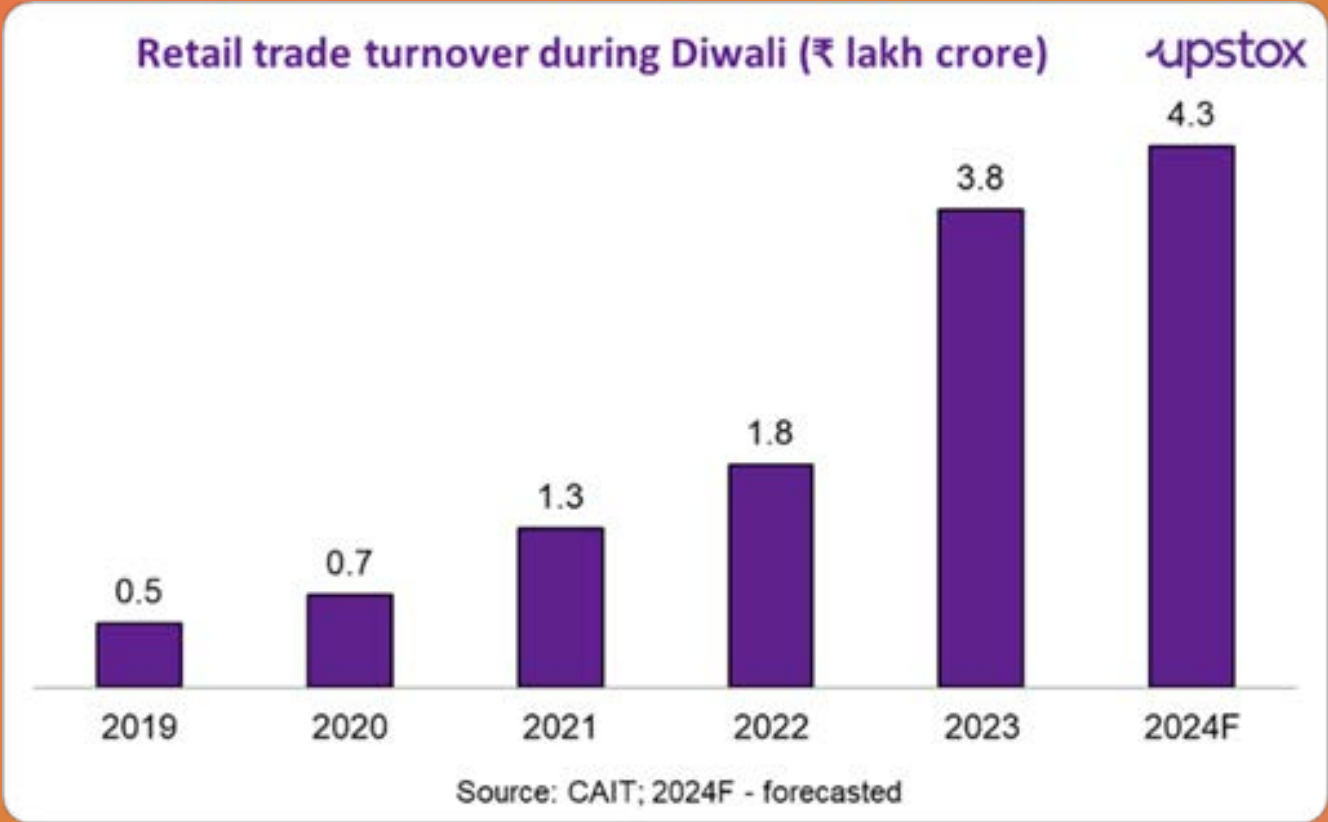
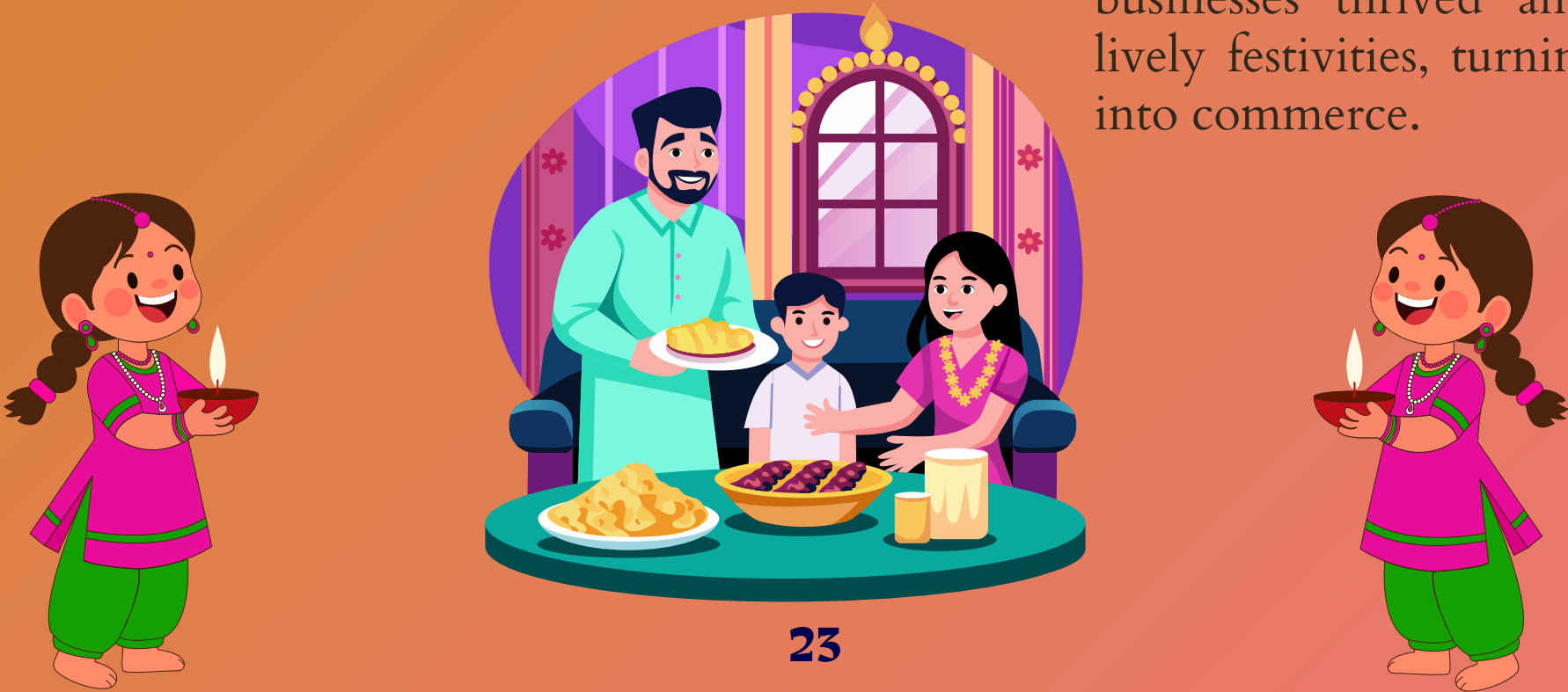


FIGURE 4: RETAIL TRADE TURNOVER DURING DIWALI

Holi 2025: Celebrating a Rainbow of Commerce Worth ₹60,000 Crore+, Holi spilled vibrant hues not just across streets but across markets, surpassing ₹60,000 crore in business a 20% annual leap. Delhi’s ₹8,000 crore contribution stood out as consumers flocked to herbal colors, festive sweets, and traditional apparel, favoring sustainable, locally made products that celebrate India’s rich heritage. MSMEs and local businesses thrived amidst the lively festivities, turning colors into commerce.



Maha Kumbh Mela 2025: The Spiritual Spectacle that Sparked ₹2.8 Trillion in Growth. With over 660 million pilgrims in attendance, Maha Kumbh 2025 was a spectacle of faith and economic magnitude, generating ₹2.8 trillion more than 6% of Uttar Pradesh's GSDP. Hospitality, food services, transport, retail, and telecommunications bloomed, alongside 800,000 jobs that underscore the event's transformational power.



FIGURE 5: MAHAKUMBH 2025, AERIAL FOOTAGE.

South India's Harvest Festivals Powering Prosperity:

Pongal, Onam, and Ugadi are the vibrant harvest crowns of South India, together sparking profound economic energy. Pongal's 2025 impact crossed ₹1,500 crore with sweets, clothes, and agrarian produce; Onam doubled Kerala's hospitality occupancy and retail sales; Ugadi revitalized regional markets with surges in sweets, garments, and home goods, blending tradition with modern market dynamics.



FIGURE 6: INDIA'S PAYTM CRACKDOWN AMONG LOCAL VENDORS

MSMEs and Digital Payments: The Unsung Maestros of Festival Markets, MSMEs form the backbone of India's festival economy, accounting for nearly 29% of GDP. Festivals turn the dial on production, employment, and consumption, while digital payments reach record volumes, accelerating financial inclusion and fueling growth across sectors.

Marketing Mastery and the Festivals:

Brands are mastering the art of weaving emotional storytelling, influencer outreach, viral user content, and sustainability messaging to resonate across India's diverse linguistic and cultural spectrum. These campaigns elevate festivals from mere occasions to shared cultural experiences with profound economic impact.

Festivals The Timeless Engines of Culture and Commerce

"Every festival fuses community, culture, and commerce, illuminating India's path to inclusive growth and innovation." Ravi Sharma, Economic Analyst. India's festivals shape more than days on a calendar they build the foundation of a dynamic economy and connected society. As millions light lamps and fill digital carts, they ignite an ongoing story of progress and prosperity.

"When culture meets creativity, business builds legacies that endure across generations."
-Hester

FROM DIYAS TO DATA: THE DIGITAL PULSE OF INDIA'S FESTIVE SEASON

By Vidhi Sharma

Introduction: Lighting Up India's Digital Pulse

As the festive melodies jingles across India along with its lights, traditions, and celebrations, a simultaneous transformation is unfolding—one powered not by diyas, but by data. From crowded bazaar to smartphone screens, the emotion of this festive season is now deeply intertwined with digital innovation. This enthusiasm in the ultimate consumers doesn't just boost sales—it accelerates India's digital economy, reshaping how we shop, pay, connect, and celebrate.

In this article, we explore how the festive zest is catalysing a new wave of digital adoption, empowering businesses, consumers, and communities alike. Starting from Tier I metros to emerging Tier III cities, the season is no longer just about rituals—it's about reach, relevance, and real-time engagement. Welcome to the festive surge that's powering Digital India.



The Digital Pulse of Festive India

India's festive celebration is no longer limited to physical celebrations—it's pulsing through every digital channel, app, and screen. As every home prepares for ritual and reunions, their smartphone becomes the new passage of convenience, connection, and commerce. This highlights the current scenario—festivals are now the engine rooms of digital engagement, channelling record-breaking activity across platforms.

E-Commerce in Overdrive

Various social platforms like Flipkart, Amazon, Meesho and Nykaa records a spiking-traffic and increasing purchases during the festive sales. Exciting deals, heavy

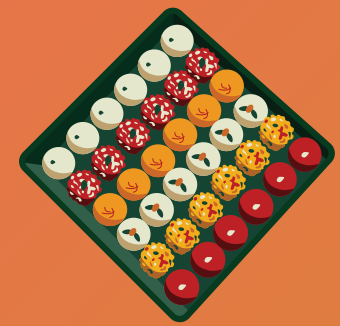
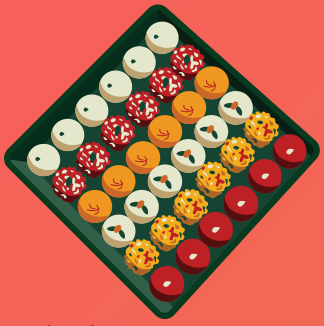
discount and influencer's driven campaigns creates a sense of joy and excitement, mirroring traditional festive vibes.

UPI & Digital Payments Boom

In 2025, the UPI transactions are recorded to have crossed by 10 billion monthly where the festive months have been contributing the significant chunk. Even the QR Payments are now widely accepted by the local vendors and street-side-marketers, making cashless celebrations the new norm.

Connected Experiences

The surge in viewership is experienced through Connected TV (CTV) and OTT platforms, where brands launch their emotion-curated festive ads that blends tradition with tech. There exist domination of regional content and vernacular storytelling which has reflected India's linguistic diversity and cultural depths.



Mobile-First Festivities

From booking puja slots online to sharing e-gifts, mobile apps are central and ranks top on preferences when it comes to how people plan and participate in festivals. Festive Hubs have been created thanks to the social media platforms like Instagram and WhatsApp, buzzing with the reels, filters, greetings and shopping links.

Data-Driven Celebrations

In order to personalize the offers, brands use real time analytics, thereby predicting the buying behaviour and optimising the campaign timings. With the application of AI and Automation, the smooth delivery of hyper-local and culturally resonant experiences- whether it's a sweet hamper during Diwali, a saree ad in South or a smart TV promo in Delhi.

Consumer Trends & Tech Adoption

Not just limited to a cultural celebration, India's Festive season has its own behavioural shift. The wide audience spread across the demographics are embracing digital-first lifestyles, and brands are shooting back with tech-powered experiences that hit straight with the conscience and tunes with the experiences that feels personal, seamless and celebratory.

From Window Shopping to Swipe Shopping

Back when people use to visit the stores or mall, the trend has changed and consumers now use to browse then compare and simply complete the purchase by adding to their e-kart across multiple platforms- Amazon, Flipkart, Myntra, Meesho- often within minutes. This swipe shopping is more emphasised by flash sales, influencer recommendations and through gamified discounts leading a growing business through impulse buying. Consumers now expect to have a fluid experience where they can browse online, pick up in store with ease or vice versa.

Retailers have now started integrating AR Try-ons, virtual store tours, and whatsapp commerce to bridge the digital-physical divide.

Smarter Shoppers, Smarter Tech

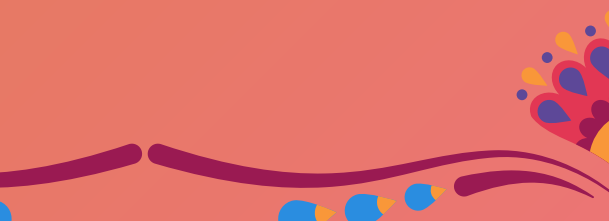
Through the advent of more digital platforms, be it e-markets, e-wallet systems etc, shoppers have become more digitally literate, using price trackers, cashback apps and AI powered chatbots and hence making more informed decisions. Also Specially in Tier 2 and tier 3 cities, voice search and vernacular interfaces are gaining traction and so does they are successfully growing and leaning towards more advanced tech-savvy market environment.

Rise of Digital Gifting

Traditional gifting that has been in practice for all these years have now been replaced with E-gift cards, online subscriptions, and digital wallets. By offering festive-themed gifting options, platforms like Paytm, PhonePe, and Google Pay makes it easy to share and spread the love across distances.

Brands have now delved themselves into advance applications of AI and machine learning through which they have created personalised push notifications, festive filters, and creating tailored festive-offers, thereby building a sense of exclusivity and emotional connection.

The festive surge is not just a digital trend it has become a macroeconomic force. With thousands of campaign and Transactions exchanged within a short span, this season has become a growth engine for India's digital economy.





5. Brand Strategies & Storytelling

In a crowded festive landscape, brand needs to do more than mere selling i.e. they must know how to connect. The ideally successful campaign is one which blends emotion, tradition, and innovation, creating memorable and worth valuable experiences that resonate across generations.

Smart Moves by Brands:

In this highly juggling and competitive environment specially during the season of festivities, different brands play their own catchy and unique moves and thereby connecting with the actual conscience of its ultimate consumers. One such moves include Emotion-led storytelling where ads try to evoke nostalgia, family bonds and cultural pride. They often emphasise Regional Targeting and launching various campaigns in local languages emphasizing culturally relevant visuals. Another smart initiative led by brands are Influencer collaborations where nano and micro influencers drive authentic engagement of the consumers with their respective products and services. Another such trending initiative is Gamification & AR where brand leads by making interactive experiences like spin-the-wheel discounts or virtual try-ons.

Brands that grab the attention and understand the emotional rhythm of the demanding season wins the hearts- and market share.

6. Challenges & Opportunities

While the traditional festival brings the excitement, but there also exist a presence of operational and strategic challenges. But with the appropriate technology and foresight, these hurdles can become stepping stones.

Challenges:

The challenges can include the scenario of overexposure to ads and offers, which causes the disengagement, high demand strains logistics and customer service. The challenges also highlight the serious concern specially prevailing in the current scenario i.e. phishing scams and payment frauds spike during festive sales leading to the ultimate digital fatigue, delivery bottlenecks and cybersecurity risks

Opportunities:

Besides the challenges, there exist absolute opportunities as these festivities swirl through its tradition and culture in India. There now exist AI-driven personalisation to cut through the unwanted hinderances or noise. There are now possibilities of vernacular content to reach untapped audiences. Through catchy and sustainable packaging and ethical messaging, it also appeals and tune with the emotions of conscious consumers.

The key lies in balancing scale with sensitivity, and innovation with integrity.

7. Conclusion: A Season of Digital Awakening

Festive Season being celebrated in India is no longer just a cultural celebration- it's a digital awakening. From swarming metros to quite villages, the glow of screen now complements the glow of diyas. As the citizens channel with the upcoming technologies, and brands blends smarter stories, the festive surge becomes an icon of success, belongingness and the possibility.

This season, Digital India isn't just powered by technology but also by enthusiasm, emotions and collective momentum, and this is worth celebrating.

CYBER-SAFE FESTIVITIES SURVEY ANALYSIS- By Pulkita

Festivals bring joy, togetherness, and celebration—but they also attract cyber scammers looking to exploit the festive spirit. To understand people's awareness and practices, Apollo.io conducted the Cyber-Safe Festivities Survey. Thank you to everyone who shared their experiences!

Insights from the Survey

Our recent survey on digital safety during major festivals reveals critical insights into online behavior, key risks, and how our community prefers to receive safety information. As we approach the peak festive season, here is what you need to know to stay secure.

1. The Festive Digital Footprint

The festive season is clearly a high-traffic period for digital transactions, with the **18–25 age group** and **Students** forming the largest segment of our survey respondents.

- **Peak Activity:** A combined **84%** of respondents increase their online activity during major festivals.
- **Top Activities:**
 - a. **Shopping from e-commerce platforms (89%)**
 - b. **Paying bills or sending money digitally (56%)**
 - c. **Booking travel, hotels, or event tickets (36%)**

Insight: Our primary focus must be on e-commerce safety, targeting the security habits of young adults and students during holiday peaks like Diwali, which was cited most frequently as the festival driving online activity

2. The Dominant Threats: What to Watch Out For

The data clearly points to an environment saturated with malicious links, with a significant number of people having personal or indirect experience with fraud.

A. Receipt of Suspicious Communications

- **Prevalence:** An overwhelming **87%** of respondents reported receiving suspicious communications, demonstrating the high volume of threats in circulation.

B. Dominant Cyber Threat Types

The threats overwhelmingly focus on exploiting shopping and financial urgency:

- **Fake shopping site links (69%):** The leading threat, directly targeting the most popular activity (e-commerce).
- **Emails/messages with malware links (45%):** A persistent and effective vector for attacks.

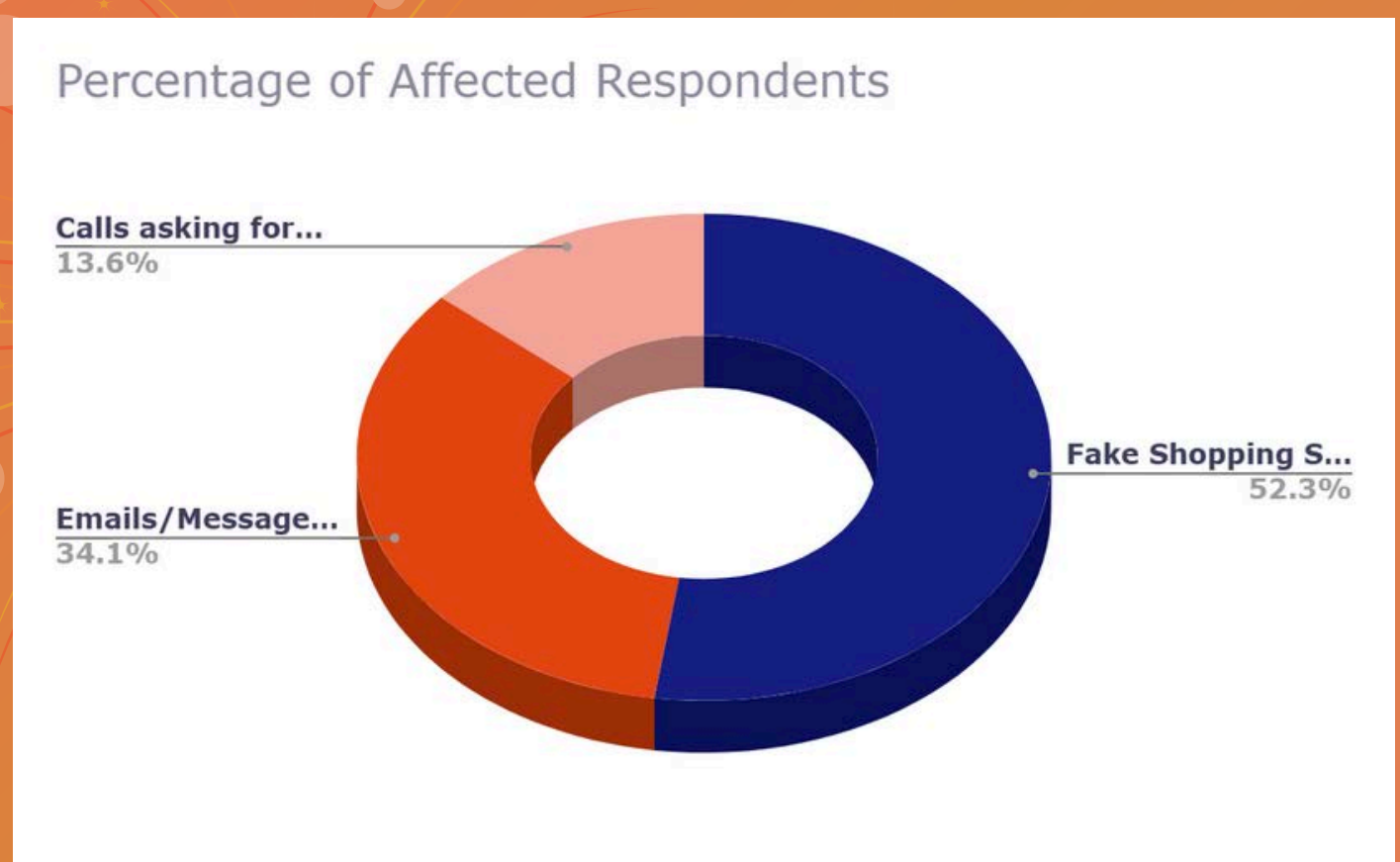


- **Calls asking for OTP/payment info (18%):** Though lower, this threat involves direct human deception, often leading to immediate financial loss.
- **Fake donation drives (8%):** This specific threat exploits festive generosity and is also a point of concern.

C. Experience with Fraud

- **High Proximity to Fraud:** 46% of respondents know someone who has personally experienced festive-related digital fraud.
- **Personal Victimization:** 8% of respondents reported being personally victimized.

Action Point: Campaigns must explicitly warn against "Fake shopping site links" and promote simple verification techniques to combat phishing.



3. Confidence, Preparedness, and Security Gaps

While users feel generally confident, the lack of adoption of critical, proactive security tools represents a significant vulnerability.

A. Confidence vs. Desire for Information

- **Confidence Level:** 59% are "Very confident" in avoiding scams, but 30% are only "Somewhat confident."
- **Demand for Info:** A high 74% of respondents actively desire more information and alerts on festive digital security.

B. The Security Measure Adoption Gap

Respondents are good at basic, reactive security but weak on essential proactive security:



High Adoption (Basic Safety)	Lower Adoption (Proactive)
Use only secure payment gateways	Use two-factor authentication
Avoid unknown festive offers/links (78%)	Regularly update passwords (34%)
Rely only on reputed	

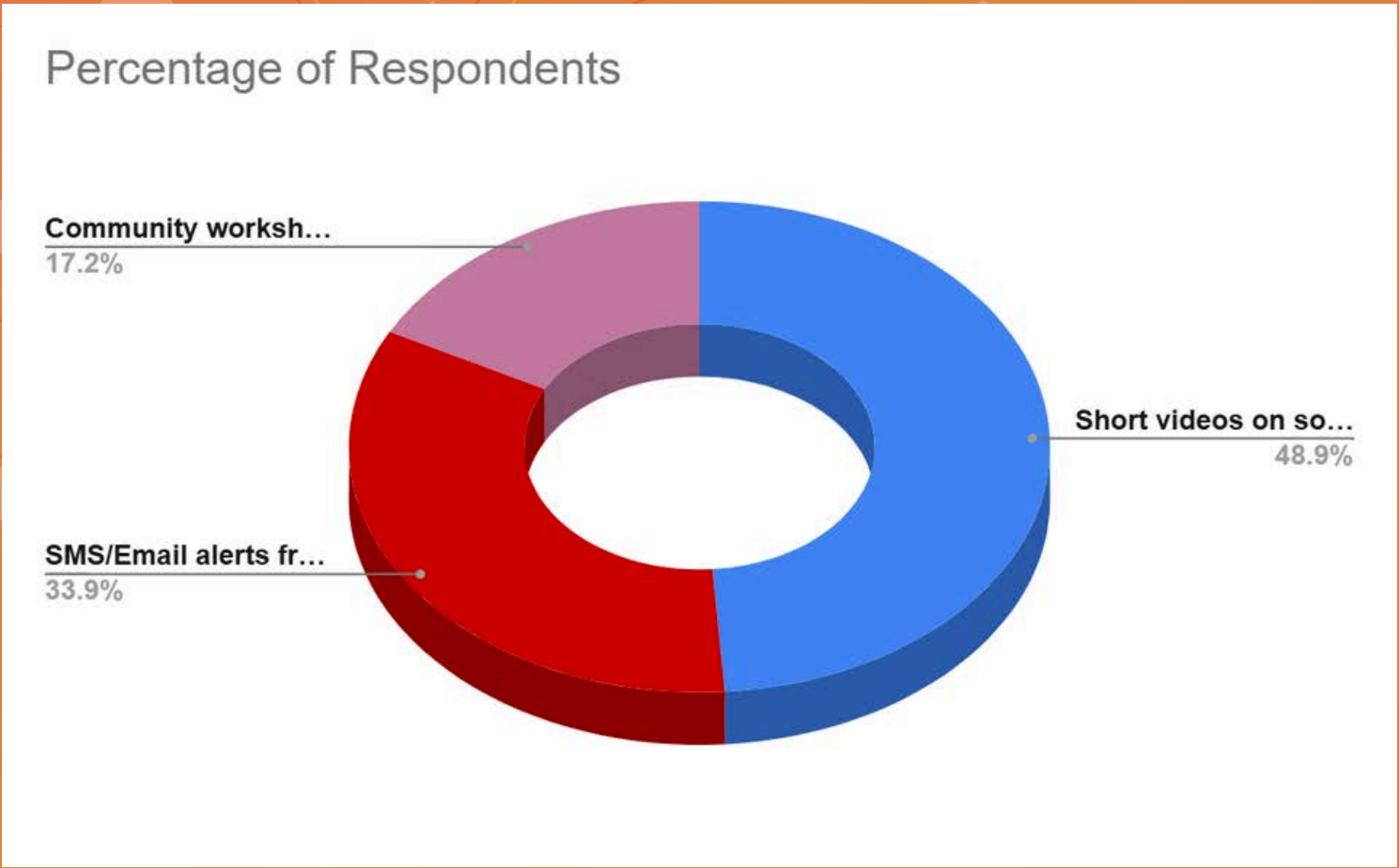
Insight: Campaigns must focus on educating users that 2FA and regular password updates are not optional, but fundamental defenses that supplement basic cautious behavior.

4. Preferred Awareness Channels

To ensure maximum reach and engagement, future awareness campaigns must heavily leverage visual, short-form content.

Top 2 Preferred Channels:

- **Short videos on social media (85%):** The overwhelming preference, driven by the young demographic, confirms social media videos are the most effective distribution method.
- **SMS/email alerts from banks (59%):** A crucial channel for urgent, official alerts, demonstrating trust in institutional communication.



Other Significant Channels:

- Community workshops or webinars (30%)
- Posters/flyers in public spaces (25%)

Strategy: A multi-channel strategy prioritizing short videos and reinforcing content through official SMS/email alerts will yield the highest impact.

Conclusion & Call to Action:

- The data clearly indicates a young, active user base facing a high volume of link-based shopping fraud, yet operating with insufficient advanced security measures. We commit to delivering targeted, actionable advice through short videos on social media to close the gap between user confidence and actual preparedness.
- **Action Item for All Readers: Activate Two-Factor Authentication (2FA)** on all your shopping, payment, and social accounts today. It is your best defense against the dominant phishing attacks this festive season.



CASE STUDY: RIDING THE FESTIVE SURGE IN DIGITAL INDIA'S E-COMMERCE

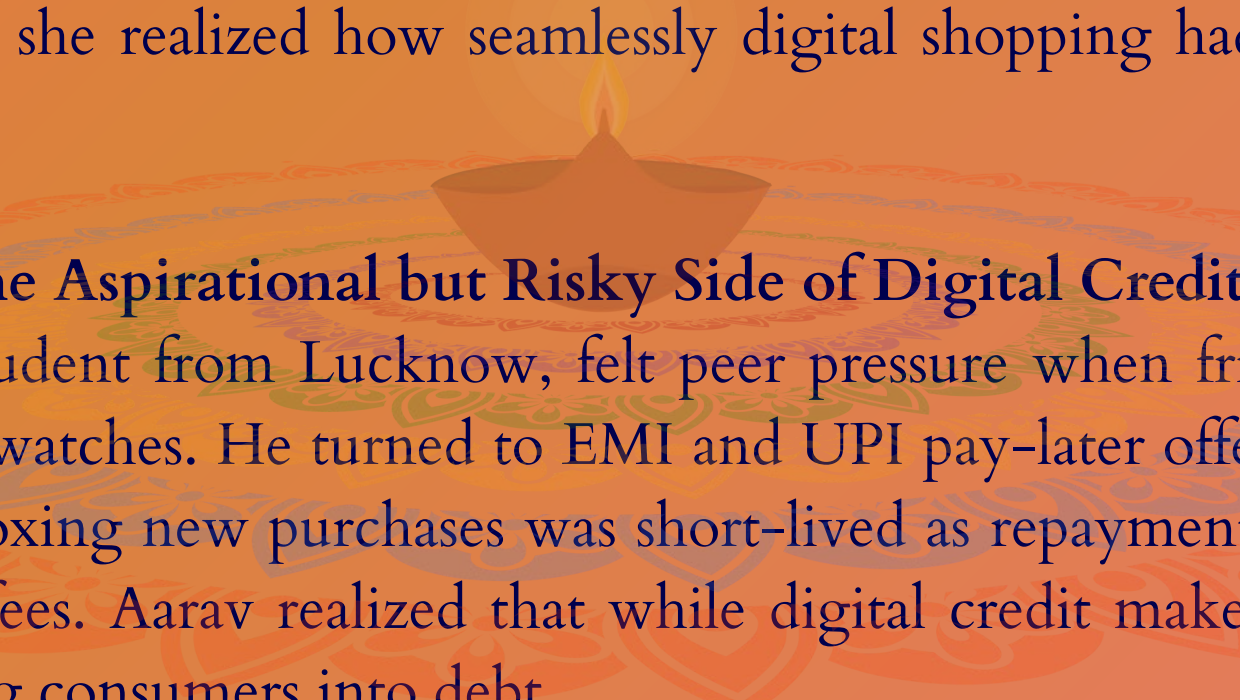
BY ANANYA RASTOGI AND KESHAV SHARMA

Ravi Sharma – The Convenience and Stress of Digital Shopping

Ravi, a 32-year-old marketing executive from Jaipur, was swept up in festive deals. From Flipkart's Big Billion Days to Amazon's lightning sales, he wanted to purchase gifts for his family. Buy-now-pay-later schemes made shopping easier, but delivery delays and faulty products reminded him of the downsides of relying too heavily on digital platforms.

Neha Iyer – Blending Tradition with Online Purchases

Neha, a 40-year-old homemaker from Coimbatore, prepared her Navratri Golu using Flipkart and Meesho instead of visiting crowded markets. Instagram reels gave her ideas, and UPI made payments smooth. But when damaged diyas arrived, she wondered if online shopping could replace the trust of local vendors. Still, when her family admired the glowing Golu, she realized how seamlessly digital shopping had merged with her traditions.



Aarav Mehta – The Aspirational but Risky Side of Digital Credit

Aarav, a college student from Lucknow, felt peer pressure when friends flaunted new sneakers and smartwatches. He turned to EMI and UPI pay-later offers to keep up. The excitement of unboxing new purchases was short-lived as repayment reminders clashed with his semester fees. Aarav realized that while digital credit makes shopping easy, it can also push young consumers into debt.

Shalini Verma – The Seller's Struggle in the Festive Boom

Shalini, a 28-year-old entrepreneur from Indore, sold handmade torans and rangoli kits through Instagram and Meesho. Her sales tripled during the festive season, and UPI payments buzzed nonstop. However, courier delays, refund requests, and high platform commissions cut into her profits. Even so, positive customer reviews reminded her that digital platforms had given her small business a national reach.



Now, the questions for you, as readers and problem-solvers:

1. How can e-commerce platforms improve product quality, delivery reliability, and with customer trust during festive peaks?
2. What financial habits or tools can help consumers like Aarav avoid falling into debt traps?
3. How can small entrepreneurs like Shalini be better supported in logistics, inventory planning, and fairer platform charges?
4. Should consumers balance local and digital shopping, or should platforms strengthen trust with better guarantees?

Your task: Reflect on these challenges and suggest measures. What can Ravi, Neha, Aarav, and Shalini do differently? What can platforms, banks, or policymakers introduce to make the festive surge smoother, safer, and more empowering?

If you were advising Ramesh, Pooja, and Ravi, what practical strategies would you suggest for them to maximize festive opportunities while minimizing risks?



EXCEL EXERCISE: ANALYZING THE DIGITAL DIWALI SALES SURGE

The case study on E-commerce Performance & Inventory Optimization requires you to use Microsoft Excel's analytical features to derive business-critical insights from a mock e-commerce sales dataset during the festive season.

The Scenario

You are a Junior Data Analyst for 'TechTrove,' a leading Indian e-commerce company specializing in Electronics and Home Appliances. The Diwali sale event accounts for 40% of the company's annual revenue. The challenge is two-fold:

1. Analyze the sales performance across different categories and regions to understand what drove the 'Festive Surge'.
2. Identify potential inventory issues (overstocking/understocking) to optimize procurement for the next major sale.

The budget for next year's sale marketing is dependent on the profitability of this year's top-selling category. Your Chief Marketing Officer (CMO) needs to know how sensitive the Total Revenue is to the Discount (%) offered. Which Excel feature would you use to model this relationship, and why? (This does not require a calculation, but a strategic planning answer in your submission brief.)

Perform the following analyses using the appropriate Excel tools.

Task 1: Core Sales Performance Analysis

1. Create a Pivot Table to determine the Total Revenue generated by each Product Category and Region. Identify the single highest-grossing combination (e.g., 'Smartphones in North Region').
2. Calculate the Average Total Revenue (AOV) for orders placed in the first week of the sale versus the last week. (Hint: Use a Date Filter in the Pivot Table or a calculated field/formula).

Task 2: Inventory & Risk Management

1. In a new column, calculate the Stock-to-Sales Ratio for each unique product (or row), defined as:
2. Use Conditional Formatting on the 'Stock-to-Sales Ratio' column:
 - Green Fill: If Ratio is between 0.5 and 1.5 (Optimal Stock).
 - Red Fill: If Ratio is less than 0.5 (Potential Understock/Lost Sales Risk).
 - Yellow Fill: If Ratio is greater than 2.5 (Potential Overstock/Holding Cost Risk).

Task 3: Customer Sentiment (Functions & Charts)

1. Use the COUNTIF or AVERAGEIF function to find the percentage of total orders that receive a Customer Rating of 4 or 5.
2. Create a Bar Chart to visually compare the average customer rating across the Top 3 Product Categories (identified in Task 1).

Submit your completed Excel file with clearly labeled sheets for each task at the following email address: **itclubinfomatrix@gmail.com**

1. In a brief, 150-word summary, explain your findings for the below questions explaining why it is the correct choice

- Which product category should receive the highest investment in the inventory next year?
- What is the biggest inventory risk (overstock or understock) based on your analysis?
- Which region has the most potential for growth?

THE DATA FILE

Column Name	Description	Data Type
Order ID	Unique identifier for each transaction.	Text/Number
Date	Date of the transaction (e.g., 2023-10-15).	Date
Product Category	E.g., Smartphones, Laptops, Smartwatches, Kitchen Appliances.	Text
Region	E.g., North, South, East, West.	Text
Quantity Sold	Number of units sold in the order.	Number
Unit Price (INR)	Price per unit.	Currency
Discount (%)	Percentage discount applied.	Percentage
Total Revenue (INR)	Calculated: Quantity * Unit Price * (1 - Discount).	Currency
Warehouse Stock (Units)	Remaining stock of that product post-sale.	Number
Customer Rating	Rating given for the product (1 to 5).	Number

IT QUIZ

FESTIVE SURGE – POWERING
DIGITAL INDIA THIS SEASON

BY ANKITA SINGH &
MOKSHIKA ARYA

1. During India's festive season, which sector sees the highest digital transaction growth?

- A. TRAVEL & TOURISM
- B. E-COMMERCE & ONLINE RETAIL
- C. EDUCATION TECHNOLOGY
- D. HEALTHCARE SERVICES

2. Which of the following government initiatives has most strongly enabled India's digital payment revolution?

- A. AADHAAR
- B. UPI (UNIFIED PAYMENTS INTERFACE)
- C. DIGITAL INDIA CAMPAIGN
- D. ALL OF THE ABOVE

3. During Diwali, which category witnesses the largest share of online shopping sales?

- A. ELECTRONICS & APPLIANCES
- B. GROCERIES
- C. FURNITURE
- D. HEALTHCARE PRODUCTS

4. What does BNPL stand for, a popular payment option during festive sales?

- A. BUY NEW, PAY LATER
- B. BORROW NOW, PAY LATER
- C. BUY NOW, PAY LATER
- D. BANK NOTE PAYMENT LINK

5. Which Indian digital payment system has achieved the highest transaction volume worldwide?

- A. CREDIT/DEBIT CARDS
- B. UPI
- C. MOBILE WALLETS
- D. INTERNET BANKING

6. Which festival season often triggers the biggest e-commerce sales boom in India?

- A. HOLI
- B. DIWALI
- C. EID
- D. CHRISTMAS

7. Which factor contributes most to rural India's participation in the digital festive surge?

- A. GROWTH OF AFFORDABLE SMARTPHONES
- B. 5G ROLLOUT
- C. DIGITAL LITERACY PROGRAMS
- D. ALL OF THE ABOVE

8. What is the average online sales increase during India's festive surge?

- A. 5–10%
- B. 15–20%
- C. 25–35%
- D. 50–60%

9. Which of the following is a key attraction for customers during festive e-commerce sales?

- A. FLASH SALES
- B. CASHBACK OFFERS
- C. EXCHANGE SCHEMES
- D. ALL OF THE ABOVE

10. UPI crossed how many billion transactions in a single month during festive shopping?

- A. 5 BILLION
- B. 7 BILLION
- C. 10 BILLION
- D. 12 BILLION

ANSWER KEY

b) E-commerce & Online Retail

d) All of the above

a) Electronics & Appliances

c) Buy Now, Pay Later

b) UPI

b) Diwali

d) All of the above

c) 25–35%

d) All of the above

c) 10 billion



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Welcome to the third edition of Volume 2, 2025 –

Insights by Infomatrix!

Onwards and Upwards!

Stay tuned for our next edition, where we'll explore “Quantum Computing: The Next Frontier in Technology”—unveiling how this revolutionary field is set to redefine innovation, accelerate problem-solving, and transform industries across the globe.