



**PROMOTING LOCAL LIVELIHOODS AND CULTURAL  
PRESERVATION THROUGH TOURISM - AN OVER VIEW OF  
ADILABAD TRIBAL DISTRICT**

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**Abstract**

The noble human activity where one geographic person is providing opportunity to visit and experience the resources available in that area to other geographical persons is called Tourism. Thus tourism involves moving away from one's usual environment to different environment. Tourism is the act of travelling to new places for pleasure, business or other purposes which includes the activities and service that support the travellers. It is a kind of business activity so that the people of that region can get an opportunity to earn something by exposing the human made or god made resources. It is an opportunity to the public to earn something and also increases the human cordial relations with the various parts of the country and world as well. The Tourism helps to promote and preserve the culture because such culture will spread from one area to another area and such culture will be preserved electronically as well as writtenley for future generations. Nation economy will grow and living standards of the public will increase because of cultural transformation and preservation.

India is a country of unity in diversity. Different religions, casts and sub-casts are existed here. The culture of one region to another region is completely different and independent. Tourism provides the travellers to watch such culture personally and can implement to their lives.

Thus there is no doubt that Tourism promotes local livelihoods and also preserves culture of a region.

**Keywords:** *Culture, Economy, Opportunity, Preservation, Tourism.*



## **Introduction**

India is renowned for its community – led ecotourism and conservation partnerships. Tourism helps to preserve heritage sites. It supports local artisans and crafts. Tourism fosters cultural exchange because the cordial relations will increase between visitors and local communities. Living styles of one region will spread to other regions. Employment generation will take place and youth will get different types of opportunities to develop.

### **About Adilabad District In Nutshell:**

Adilabad district of Telangana State is also known as gate way district to South India. The district was ruled by different rulers like Mauryas, Shathavahanas, Kakatiyas and Gond Rajas.

According to the Census of India majority of the population are from Scheduled Tribes and Scheduled Castes. Telugu, Marathi, Urdu, Lambadi/Banjara and Gondi are the major spoken languages. Various Architectural monuments, a rich collection of folklore, folk arts and traditional cuisine are exhibiting the diverse cultural habits of the people. Adilabad people live in peace and they show very much interest in celebrating religious ceremonies together.

### **Promoting Local Livelihoods & Cultural Preservation Through Tourism:**

The various festivals are organizing by the people of Adilabad especially Tribal Community to promote their culture and transferring them to their next generation. Even youth participation is also tremendous. The highly educated tribes are not hesitating to follow their culture because of the awareness among the tribes. By maintaining such traditions not only they are getting employment but also providing opportunities to other communities also. There is a growth in Hotel, Transport and other sectors of employment, the local youth definitely will get the revenue. Thus standard of living will also increase.

Following are some of the festivals and food habits which are adopted by tribes not only for their livelihood but also for cultural preservation.

### **1. Nagoba Jatara**

Nagoba Jatara, one of the biggest annual tribal festival or Jatara held in Keslapur village, Indravelli Mandal of Adilabad district, Telangana State. It has a centuries old history rooted in gond traditions. Due to the development of communication and technology not only from tribal community but devotees from other communities from various parts of the telangana and other surrounding states are participating. A different culture and unit among Mesharm clan can be seen. Government also supporting very much because of its growing popularity and importance among the different parts of the state. The procedure of worship which is continuing since several decades has been preserved and transferring to the next generations. It reaffirms ancestral customs and bond with the nature.

### **2. Sadalpur Jatara**

The Sadalpur Jatara is also known as Sadalpur Mahadev Jangi Jatahra. It is a significant tribal festival held in Sadlpur village in the Adilabad district of Telangana.

In India especially in the areas of Tribal villages Wrestling, known as Kusti in local languages are popular. It is held annually during Sankranthi. The event serves as a gathering for local tribal communities and is important cultural celebration.

Sadalpur Jatara is particularly known for its Wrestling competitions and attracts large crowds of devotees from the region. This culture is continuing since several decades from one generation to another. It is also providing opportunity to other communities to learn good practices because of development of Tourism. Different stalls, Recreation Games and Exhibition are arranged for the people. Lot of business takes place. Many people get some

revenue during this period. Government also arranging medical camps and educating the public about medical and health camps, etc.

### **3. Penganga Jatara**

The Penganga Jatara is one of the biggest annual fair held at Dollara village in the Jainath Mandal of Adilabad district of Telangana near the Maharashtra border. Thousands of devotees from Telangana, Maharashtra and Madhya Pradesh gather to bathe in the Penganga River and offer prayers.

This significant event is also known as the Penganga pushkara jatara and is deeply religious and cultural gathering. People believe that during this Jatara river water contain certain Ayurveda medicine as the river water flows from forests. This festival helps the public to maintain their culture but also scientifically also benefits them.

The relations between two states are any how increasing but also people will get some source of revenue by organizing such traditional event. Surrounding people gets some temporary employment and earn satisfactorily by establishing their businesses like hotels, stalls, organizing games, recreation and enjoyable events like kabbadi etc. This is all possible because of growing of tourism. Earlier participation during this jatara by the public was very less but now thousands of gatherings can be observed.

### **4. Polala Amaavasya**

This is a peculiar culture being celebrated in Telangana and other parts of India, especially in Adilabd district. This festival is also known as Bail Pola. During this day farmers honours bulls and oxen which are essential for agriculture. They worship the goddess Poleramma for children's well-being. It is celebrated on the new moon day (Amavasya) in the month of Shravana usually in August or September month.

During the festival farmers wash and decorate their cattle including painting their horns and tying new bells. When such traditions are spread through tourism other parts of the people learn and will implement good

practices in their day to day life. It not only enhances the culture but also teaches the strong relationship between human and animals as the animals are a part of the lives of the human beings. Various business people get income by selling various festival related items. This is all possible only through tourism.

### **5. Teej Festival**

It is a Nine day monsoon festival celebrated by the Lambada / Banjara and Mathura communities especially in the Adilabad district. This festival begins on the full moon day of the Sravana month.

The festival signifies greenery prosperity and wealth. It indicates the deep connection of these communities with nature. Women pray Jagadamba for well-being of their husbands and young girls for a good better half. This is the festival of joy and tradition. Cultural heritage is spreading from one generation to another. During this festival women sow wheat seeds in woven baskets. In nine days the seeds sprout into lush wheat grass and on final day women immerse the wheat grass bowls in to lakes or ponds. The community members celebrate with traditional songs, dances which exposes vibrant Banjara attire. The wonderful culture is transferring from one era to another era. Their good practices are spreading to other communities because of tourism only. The various methods of celebrations can be seen in social media and various other parts the country can implement in their communities. This leads to spreading of culture to other place. These all are made easy through tourism only.

### **6. Ippa Puvvu Laddu**

This is a traditional sweet from Adilabad district of Telangana state. This is also known as Ippa laddu or Mahuva laddu. It is not only good for taste but also it has rich nutritional and medical properties. It serves as an instant energy source and it strength the bones, iron deficiency. It contains rich minerals and made with natural Jaggery. This Ippa Puvvu Laddu can solve many health problems like Knee pain and Stomach issues. Government Health Department realizes the benefits of these sweet and arranging stalls through women orgnisation during



various celebrations being organized by the Government at various places. Marketing facilities are increased and the tribal communities are getting an opportunity to sale it at various other places. The younger generations of Tribal community are learning its preparation and preserving it for future generations. It became one of the important income sources to the tribal community. Tourism directly helped the tribal community to develop and also development of the areas.

### **Conclusion**

Thus Tourism helps to preserve heritage sites and it support local artisans and crafts and fasters cultural exchange. Only required thing is people should show interest to develop and Government should provide all the facilities honestly for the development of the tourism because tourism is one of the major source of income to the people and the government will also get revenue from this. Proper communication channels are to be increased to reach as many as possible. Many countries like Thailand, the tourism are the major source of income to their public as well as to the government also. The local livelihoods will increase and cultural preservation is possible through tourism only.

### **References**

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