Introduction:-

“Jai Santoshi Mata, Mayia Jai Santoshi Mata,
Apne sevak Jaan ki, sukh sampati data,
Jai Santoshi Mata.”

Glory and only glory, all glory to you, “O mother Santoshi, being Goddess of satisfaction and compassionate and contended disposition you bestow on your faithful devotees and people of all categories both joy and wealth.” This famous north Indian spiritual song of Arati i.e. special prayer of morning and evening of mother Santoshi, the Goddess of satisfaction, thrills beats of life in modern business. The increasing rate of worship of Goddess Santoshi Maa, in north India has left the devotional mark in south India including the state of Odisha. Brahmapur, the famous trade centre of southern Odisha is a very much spiritual place where we see many spiritual festivels throughout the year. These bring out pleasant human behaviour and increasing rate of trade fares are seen based on the customer satisfaction. Impact of worship of Goddess Santoshi has also fallen in the daily life of Brahmapur leaving the footprints of Shakti worship in the district of Ganjam. However the name of the supreme Goddess of the city, “Maa Buddhi Saantani”, is derived from the twenty seventh name of Goddess Santoshi out of her one hundred and eight names. Bi-annual festival of the Goddess, called, ‘Thhakurani Yatra,’ is celebrated here as per public interest giving the growth rate of satisfaction to both businessmen and customers. Starting from small and retail to wholesale business men including the industrialists wait for this festive session and starting from the people of below poverty line to middleclass and aristocrats enjoy the festive business with a great feeling of satisfaction.

Generally spirituality is understood as immaterial reality which gives meaning to life and draws understanding of consciousness. Some say spirituality is the inner power of consciousness which links with the God and some say this process and path of evolution of human attitudes, behaviour and satisfaction. Albert Einstein says, “I want to know how God created this world. I am not interested in this or that phenomenon, in the spectrum of this or that element. I want to know his thoughts; the rest are details.” It means according to him interlinking with God, knowing about him and universe is spiritual awakening or spirituality. Spirituality is described as morality of souls in the Panchatantra of ancient Sanskrit Pandit Shri Vishnu Sharma. In Gita Gobinda Shri Jayadeva describes spirituality as the deepest essence of Godly and human combination of love and affection. Emperor of poets, Shri Upendra Bhanj, the prince of Ghumusara, expresses Spirituality as the deepest feelings of Godly affection which is the foundation of all types of creativities (Baidehisha Vilasa). He also describes the spiritual supremacy in ancient trade and transport system as the beginning of all roots (Labaanyavati). Gangadhar Meher agrees the influence of spirituality as the basis of cause and effect phenomenon, which is real and true with time (Tapaswini and Pranayaballari). Devotional poet Madhusudan Rao says that the task or actions performed by individuals are watched by the spiritual supernatural power. So, all works should be performed based on spirituality and righteousness. M.Burkhardt, defines spirituality as the essence which gives meaning to one's life and draws one to transcend oneself. He further says that expressions of spirituality include prayer, meditation, interactions with others or nature, and relationship with God or a higher power. Beauregard & O’Leary say, “Spirituality means any experience that is thought to bring the experience into contact with the divine. Common definition of attitude is that the readiness of the psych to act or react in a certain way. Carl Jung defines attitude as a psychological variable that is known to affect the purchase decision process of consumers.
However Philip Kotler defines customer satisfaction as the level of a person’s felt state resulting from comparing a product’s perceived performance or outcome in violation to his or her own expectations. Thus it is clear that many experiences of daily life form directly many attitudes.

**Objectives:** - The present article has been prepared to study the attitudes of customers during observing the spiritual events. In this connection the following objectives are taken for study.

1. During the spiritual events the customers are interested to procure more and more new valuable, durable as well as non-durable goods.
2. The spiritual events create healthy attitudes on the minds of the people that help in creating a spiritual culture on their behaviour.
3. The spiritual events help in creating a positive environment in the minds of the people and they feel satisfied on every aspect during these periods.

**Literature Review:**

The history of Brahmapur and Ganjam dates back to pre Vedic age. Ganjam is mainly famous for handloom textile. So Brahmapur is nick named as Silk City because of weaving of silk sarees. One of the Sanskrit meanings of Brahmapur is heart where spiritual being remains forever. However modern word Ganjam is derived from the Sanskrit word Ganjo which means spiritually, socially, culturally and commercially a most developed state or land. Another meaning of Ganjo is store house. It seems Ganjam carries a great ancient heritage of one of the most developed state of Bharat Varsha and Brahmapur remains as her heart being the trade capital of many types of trading as she has been closely associated with the ancient port of Gopalpur on sea of Kalinga.

The spiritual supreme sage Brahmarshi Atri after marrying Sati Anosuya, the daughter of sage Kardama, established an ashrama on the lap of the Rushymala Mountain expected to be in between modern Daringbadi and Sorada. They both engaged in practice of austerities. It was mention in the scriptures that during the rain of ash due to the curse of demon Guru Shukracharya in Dandakaranya kingdom, all humans left the area in fear of draught and scarcity of water. The meaning of name Sati Anosuya is completely truthful, pure and viceless. Sati Anosuya with her unlimited courage of austerities did not leave the land. Through her deep spiritual power of meditation she created a big pond which was filled with the underwater stream gifted by Goddess Saraswati. Here the rivers like Padma, Jarau and Rushikulya spiritually diverted the way to unite and fill water and the place was named as Jayantyaa. The same pond was later called as Saorada Ghaai as it is now. As per Valmiki Rmayana during Vanavasa being the travelling residence of forest Lord Rama, his consort Sita and brother Laxmana came to *ashrama* of Atri and became guest. At that time Sati Anosuya had gifted a self weaved silken pato saree to Sita called, ‘Amlana Vastra,’ which never got dirty and never tore. So there was no need to wash as Sita travelled in forest for many years. As per the necessity of time Anosuya provided this service. This was the glory of this land as such Amlaana Vastras were manufactured in handloom was really a surprise technology.

Today’s technology in textile industry still date has not discovered and manufactured such a cloth which never gets dirty. Although such a technology is not available today still in modern time Ganjam carries her past glory in handloom manufacturing of silken pato sarees. Along with famous textile business Brahmapur is associated with the business of food materials, jewellery, vehicles and many others businesses. The post harvest summer festival of famous Maa Budhi Thaakuraani Yatra is closely related to the handloom textile trading. During this festival, this continues up to 25 to 30 days in month of March or April. Many rural people and relatives of people of Brahmapur come here during this occasion. Married daughters are invited to father’s homes as Deshibehera and his wife being father and mother, invite Goddess considering her as own daughter from the temple near Bada bazar area. The festival starts when they go in a procession with bunch of flowers in new bamboo basket. They worship and wait for the permission of Goddess. While goddess becomes pleased a flower falls on the basket called Agyamala. Holding on head the same wife of Deshibehera comes in a procession up to the temporary temple of Goddess Budhi thakuraani for instalation of the day, where sacred pillar of stick called *subha khunti* is laid earlier after invitation. After coming to temple the sacred flower is
placed in well decorated earthy pot called Gho or Haandi this is considered as main Gho. Eight side Ghotos are placed nearby Thhaakuraani considering them as eight daughters or Astakanya. After taking rest of two days Goddess moves around different township areas (Sahis) to bless her devotees and open the pendals and cars (Rathas). The chief of Dera community is called as Deshibehera as titled by the then king of Mahuri Kala, in modern known as Mahuri Kaaluaa. Deara also known as Devanga is a south Indian weaver community arrives Brahmapur from Rajmuhendry. In Sanskrit Mahuri means the pick point of extreme happiness and satisfaction or the voice of extreme satisfaction of people. Kaala means the particular time. It signifies that at a particular time period this place gives extreme satisfaction, voice comes from people’s mouth and this period is expected to be Thhaakuraani Yatra period. Accordingly the name of Goddess too renamed as Mother Mahuri Kaaluaa. The goddess Mahuri Kaala always attracts attention of people widely during festive sessions as well as in general time periods. Thousands of devotees wait for her bless with keen interest.

Importance of Study:-

The festival brings out sales promotion initiating the varieties of new design silk clothes through which merchants and customers get plenty of opportunities to gather information and purchase the products. Along with this the farmer families of south Odisha consider this session as appropriate time period for purchasing cotton and silk clothes, jewelleries of Gold and silver, furniture and many more necessary things for lively hood. So the spiritual time period which attracts the attention to this business city gets many more customers in her markets. So it is necessary to study the Influence of spirituality which falls on nourishment of human attitudes and behaviours, seller and customer relationship and customer satisfaction with respect to management.

Eight management Key factors of satisfaction with respect to Eight side Ghotos of Goddess Buddhi Thhaakuraani:-

First side Gho – Harachandi Mahotkataa – Destroyer of violence, unpleasant affairs and absorber of pollution.
Second side Gho – Charchikaa Chanda Rupini – Destroyer of anger and ever smeared with Sandal paste signifies the pleasant virtuous qualities and ever ready for discussion.
Third Side Gho – Maha Purvata Vaasini – Resident of pick of Greatest Mountain signifies as the resident of top most position of honour, happiness and satisfaction with stable mind.
Fourth Side Gho – Mangalaa Sarva Subhadaa – Maintainer of welfare and giver of ever auspicious happiness
Fifth Side Gho – Taarini Bhaya Haarini – Liberator of pain and sorrows and absorber of all fears
Sixth Side Gho – Bhagavati Chogra Chaito – Pios and spiritual being, destroyer of affliction and blameable situations, holder of infinite pure conduct and trustee
Eighth side Gho – Rupini Kshetra Paalika – Super most multiple managing director of varieties of workplaces.

These eight side Ghotos known as Parswa Ghotos are considered as the daughter Ghotos of the Goddess Mother Buddh thaaakuraani. The meaning of Buddhi is intellectual. Mother signifies that she is the mother or super intellectual among the all intellectuals of the universe. On appearance the red coloured face of mother represents the power of knowledge for destruction of all dangers and fearlessness. Mother decorated with jewelleries and flowers represents the holding of golden virtuous qualities, positive attitudes, values and ever kindness for all creatures as soft as like flowers. Her bulging out of tongue represents the purity of sweet speech for all and self control. Mother’s eyes represent the infinite visions where as opening of the third eye represents the activation of sixth sense and soul consciousness as a supreme spiritual being. The above eight Ghotos representing eight types of key factors of satisfaction are originated by Goddess Budhi Thhaakuraani through her spiritual power. Mother after coming to her father’s home in the midnight in the first day takes rest in Deshibehera Sahi in her temporary temple. This is the day of first service. The second day she takes
The third day evening she goes to the palace of king of Mahuri Kaaluaa. This signifies the discussion with administration. On the fourth day evening she goes to Kamalabaari Sahi to invite for the establishment of Dharma Jhanda i.e. the flag of righteousness for victory and glory. On fifth day she travels to Baabuchaari Sahi and gives direction for Binchanaa Rath. This symbolises the distribution of goods and services to every corner of the city and area. On the sixth day evening she moves to Sandhha Mohanty Sahi, Kaalupaatra Sahi and Aagaa saahi and orders for making the medhas or pendals of Shivarudhaakaali, Jwalamukhi and Kanaka Durga respectively. This signifies that she orders people to meditate to unite with Almighty, to become spiritually more knowledgeable and acquiring life as pure, successful, skilful, happiness and finally satisfied from all aspects. Next to this on the seventh day evening she travels to Santarani Sahi and gives permission to public to bring out Chakra Doli i.e. the lift of wheel. This represents her teachings to people for awakening of kundalini, self consciousness, self awareness, self esteem, self assessment, self control and self service. Likewise she travels throughout the festival period with procession among lakhs of people to different township areas of city for opening of new stages and cars or Raths. These are the public works by sponsorship of different businessmen and places of advertisement and promotion technologies. To see the Raths people crowd around. This helps in increasing customers in markets. Many organizations distribute snacks, food materials; water to the visitor devotees free of cost. This enhances the positive attitudes of co operation. People help each other and get essence of happiness. The procession of Journey of Goddess mother is called the Ghoto Parikrama. Increasing fancy dress decoration like Bagho Vesha i.e. the model of tigers, decoration as deities etc increase the business of Chitralayas. The worshipers of Budhi Thaakuraani temple is from Barber community. This system shows the social and cultural integrity among all.

Data collection and interpretation:-
Data is collected through different questionnaires by random sampling method. Required tools and techniques are adopted to evaluate these.

Table No 01
Sales Improvement on spiritual Occasions

<table>
<thead>
<tr>
<th>Respondents from Business</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textile Business (20)</td>
<td>00</td>
<td>00</td>
<td>03</td>
<td>11</td>
<td>06</td>
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<td>Food materials (20)</td>
<td>00</td>
<td>00</td>
<td>06</td>
<td>11</td>
<td>03</td>
</tr>
<tr>
<td>Ornaments (20)</td>
<td>00</td>
<td>03</td>
<td>02</td>
<td>09</td>
<td>06</td>
</tr>
<tr>
<td>Vehicles (20)</td>
<td>00</td>
<td>02</td>
<td>02</td>
<td>11</td>
<td>05</td>
</tr>
<tr>
<td>Other Business (20)</td>
<td>00</td>
<td>03</td>
<td>05</td>
<td>10</td>
<td>02</td>
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<td>08</td>
<td>18</td>
<td>52</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Business men’s opinion survey

Table No 01 of the analysis represents the improvement of sales during the period of spiritual events. A sample survey from 100 business respondents are taken for analysis, each 20 respondents from five types of business like textile, food materials, ornaments, vehicles and other categories of business. From the table it is evident that 74% of the total respondents agreed that the spiritual event is helping a lot in enhancement of their business drastically. They have their opinion that the customers during these periods have shown much interest to buy new clothes, ornaments, vehicles and food materials. Further, the table indicates that 85 percent respondents from textile business agreed that their sales in textile business has increased during the spiritual festivals, whereas 70 percent respondents from food materials business, 75 percent respondents from ornament business, 80 percent respondents from vehicle business and 60 percent respondents from other category business have a positive opinion on the said parameter. So this survey indicates that during spiritual occasions the people are more interested to purchase goods as a mark of satisfaction.
Table No. 02

<table>
<thead>
<tr>
<th>Respondents(Age group)</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;60 age (20)Female</td>
<td>00</td>
<td>00</td>
<td>01</td>
<td>03</td>
<td>16</td>
</tr>
<tr>
<td>&gt;60 age(20) Male</td>
<td>00</td>
<td>03</td>
<td>01</td>
<td>04</td>
<td>12</td>
</tr>
<tr>
<td>30 -60 age (20) Female</td>
<td>00</td>
<td>04</td>
<td>00</td>
<td>12</td>
<td>04</td>
</tr>
<tr>
<td>30–60 age(20) Male</td>
<td>01</td>
<td>03</td>
<td>04</td>
<td>09</td>
<td>03</td>
</tr>
<tr>
<td>15- 30 years age (20)</td>
<td>00</td>
<td>12</td>
<td>00</td>
<td>05</td>
<td>03</td>
</tr>
<tr>
<td>Total(100)</td>
<td>01</td>
<td>20</td>
<td>08</td>
<td>33</td>
<td>38</td>
</tr>
</tbody>
</table>

Source: people’s opinion survey

Table No 02 of the analysis depicts the impact of spiritual events on the attitudes of the people in framing spiritual culture. In this connection 100 respondents from different sex and age groups are taken for study. From the table it is found that 95% of female respondents of age group more than 60 and 80% of male respondents of the said age group opined that the spiritual events helps in improving healthy attitudes of the people. However 80% of female respondents and 60% of male respondents of the age group 30 to 60 years opined the same view i.e. the spiritual events helps in improving healthy attitudes of the people. However, 60% respondents of the age group 15 to 30 years of combined sex group have shown their disagreement on the said parameter. Thus this indicates that the respondents of older age group are more inclined to spiritual feelings.

Table No.03

Customer Attitudes on Spiritual Events

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;60 age (20)Female</td>
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<td>00</td>
<td>01</td>
<td>11</td>
<td>08</td>
</tr>
<tr>
<td>&gt;60 age(20) Male</td>
<td>00</td>
<td>00</td>
<td>02</td>
<td>09</td>
<td>09</td>
</tr>
<tr>
<td>30 -60 age (20) Female</td>
<td>00</td>
<td>00</td>
<td>02</td>
<td>11</td>
<td>07</td>
</tr>
<tr>
<td>30–60 age(20) Male</td>
<td>00</td>
<td>00</td>
<td>03</td>
<td>12</td>
<td>05</td>
</tr>
<tr>
<td>15- 30 years age (20)</td>
<td>00</td>
<td>00</td>
<td>01</td>
<td>12</td>
<td>07</td>
</tr>
<tr>
<td>Total(100)</td>
<td>00</td>
<td>00</td>
<td>09</td>
<td>55</td>
<td>36</td>
</tr>
</tbody>
</table>

Source: Customer survey

Table No 03 of the analysis represents the respondents’ attitudes on spiritual occasions. In this connection 100 respondents (both males and females) of different age groups were interviewed to study their attitudes during spiritual festivals period. From the analysis it is evident that almost all the respondents of selected samples agreed that the spiritual festivals create positive satisfaction on their minds and they feel better during these periods.

Result and Discussion:-

Result:- About 94% agrees that the spiritual event of Brahmapur is helping in enhancement of business, 97% of respondents opines that the spiritual environment helps in improving healthy attitudes of the people and satisfies from all aspects to almost all in this regard.

Discussion:- Spiritual development of the self is truly necessary in modern time. The organized spiritual festivals and worship influences and activates the spiritual interest of human beings. B K. Jagadish Chander says, “For leading a successful life and being a successful manager, one needs certain mental, moral and spiritual powers.” He emphasizes that for maintenance of inner and outer harmony to balance relationship around it is highly essential to look forward about inner potential. Social and cultural aspects are dependent on the spiritual aspects that widely influence human attitudes and satisfaction.
Conclusion:
The study shows that the influence of spirituality during *Thhakurani Yatra* affects positively the human activities due to eagerness of them and interest. Increase in fancy dress mood, decoration, purchasing of new clothes for self and relatives, purchasing of Jewells, new vehicles and many other goods, increase sales and customer satisfaction. The cooperation brings out positive attitudes among people. After knowing the influence of Spirituality during festive session it will become easier to understand the theory of planning, organizing, staffing and ruling, co-operating and managing from all aspects to increase the productivity, sells, marketing, market research and customer satisfaction. For which the time plays a major role to bring out satisfaction. The Goddess of satisfaction is also the Goddess of controller of time. So she is too called as *Kaala or Kaala Shakti or Kaala Raatri*.

"Kaalo hi kurute Bhuabaan sarbaloke subhaa subhaan,
Kaala hi sankshipate sarvaa.h prajaa bimrujate puna.h."

“The effect of lucky and unlucky time of the whole creatures and universe is only Goddess *Kaala* i.e. the goddess of controller of time. She is the supreme controller of all subjects and matters of the universe. She plays role in between formation and transformation of human civilization throughout origin and destruction. She too reforms after destruction and brings the change.” So we offer our beloved and obedient prayer to the Goddess of *Kaala Or Kaala Raatri* (the 46th name of the Goddess *Santoshi*) who is popularly known as Goddess mother *Santoshi*, the Goddess of satisfaction.

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