

South Asia's Festive Economy: Holi, Diwali & Eid Impact on Local Markets in 2025

South Asian Festivals & Economy · Answer Key · 12 Questions

1. What is the projected business generation for Holi in India in 2025?

- A) Approximately INR50,000 crore
- B) Approximately INR60,000 crore**
- C) Approximately INR70,000 crore
- D) Approximately INR80,000 crore

2. Which key industries in South Asia are significantly impacted by the Diwali festival?

- A) Agriculture and fishing
- B) Jewellery, automobiles, and electronics**
- C) Healthcare and pharmaceuticals
- D) Mining and energy

3. What significant economic event is associated with Eid al-Adha in Pakistan, beyond the religious observance?

- A) A surge in tourism to historical sites
- B) A large influx of foreign investment
- C) Significant economic activity in livestock and related exports, valued at billions**
- D) A boom in the tech industry

4. How has climate change impacted the monsoon season in South Asia, affecting its economy?

- A) It has led to more predictable and moderate rainfall, benefiting agriculture.
- B) It has resulted in more erratic and intense rains, causing floods and landslides that disrupt agriculture and industry.**
- C) It has caused a decrease in overall rainfall, leading to widespread droughts across the region.
- D) It has had no significant impact on the monsoon season's economic effects.

5. What is a notable trend in Holi shopping in India, reflecting a shift in consumer preference?

- A) A significant increase in demand for Chinese-made colors and accessories.
- B) A growing preference for chemical-based colors over natural ones.
- C) A boycott of Chinese goods and an increasing preference for locally made products, including herbal colors.**
- D) A decline in the purchase of traditional clothing for the festival.

6. How do global supply chain changes, particularly in 2024, affect South Asian economies?

A) They have led to a decreased demand for manufactured goods from the region.

B) They offer opportunities for South Asian countries to strengthen their roles in global supply chains by diversifying and enhancing trade.

C) They have resulted in a complete withdrawal of international investment from South Asia.

D) They have minimal impact due to South Asia's limited integration into global trade networks.

7. What economic impact did the monsoon flooding in South Asia in 2024 have on the agricultural sector?

A) It led to a record harvest due to increased water availability.

B) It caused crop destruction, estimated to be worth billions in countries like Bangladesh.

C) It had no significant impact on agricultural output.

D) It resulted in a shift towards water-intensive crops, boosting the economy.

8. What is the projected economic contribution of the Diwali festival to India's economy in 2025?

A) Around INR3.75 lakh crore

B) Around INR4.25 lakh crore

C) Around INR5 lakh crore

D) Around INR6 lakh crore

9. Which of these global events or conditions is noted to be impacting food production and prices in South and Southeast Asia in 2024?

A) A global surplus of rice, coffee, and cocoa.

B) The El Niño phenomenon affecting rice, coffee, and cocoa production.

C) A widespread shift to synthetic food alternatives.

D) An unprecedented decrease in global demand for agricultural products.

10. In the context of Eid al-Adha, what is the economic significance of animal sacrifice for Pakistan's leather industry?

A) It has a negligible impact as the hides are not suitable for leather production.

B) It accounts for a significant portion of the demand for hides, contributing to billions in revenue for the value chain.

C) The hides are primarily used for fertilizer production, with no impact on the leather industry.

D) It leads to a decrease in demand for leather products due to the religious nature of the sacrifice.

11. What is a key challenge for South Asian economies in 2025, according to a World Bank report?

A) Excessive government revenue and low national debt.

B) Limited capacity to cushion new shocks due to a decade of prior shocks and high government debt.

C) A surplus of international reserves and low vulnerability to financial stress.

D) A complete lack of dependence on agriculture and low impact from climate change.

12. How is the tourism sector performing in South Asia in early 2025, according to recent reports?

A) It has experienced a significant downturn due to global travel restrictions.

B) It has shown strong performance in several countries, including Bhutan, Maldives, and Sri Lanka.

C) It is facing complete collapse due to increased geopolitical tensions.

D) It is stagnant with no signs of recovery or growth.