
HOW IS INDIA OVERCOMING THE PRESENT GROWING WESTERNIZATION? A GENERAL STUDY

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Abstract

This paper is about how India is losing its culture, traditions and customs from growing westernization and what they are doing. A short analysis on the growing use of Swadeshi goods. The Indian culture is one of the oldest and richest cultures, having a long history and is proud to be called as one of the ancient heritages. There are many festivals and celebrations which take place in India every year. For generations, India is having the tradition of the joint family system (see fig 3). Joint family is when members of a family – parents, children, the children's spouses, and their offspring, etc. – live together. The food in India differs from house to house. Since in India we can find many religions and cultures their way of cooking foods and even eating habits differ. But now, the Indian plate has welcomed many western foods and Indian foods are being less popular in India, however, they are becoming common in western countries. Western foods contain too much fat causing the obesity rate to increase. Indian culture dates back to over 6000 years. Anything that is proven by time thus definitely has intrinsic values that are appreciated and cherished by Indians. By preserving our culture just like our ancestors, the future generation would surely know its value. The culture that India has is the thing that makes India stand out. We must let this continue. If we, the present generation take the vow of conserving our culture then India will continue to be a multi-cultural, multi-ethnic and multi-religious society.

Keywords: India, culture, westernization etc

1. Introduction:

Our earth is believed to be formed 4.5 billion years ago. 335 million years ago, the world was a big landmass known as Pangaea. Slowly, the landmass started drifting apart and so the people. The people formed different cultures, ethics, and morals according to the places they lived that paved way for the four main civilizations- Indus valley civilization, Egyptian civilization, Mesopotamian civilization, and the Chinese civilization. India is a direct descendant of the Indus Valley civilization. Thus Indian culture dates back to 5500 BCE. The Indian culture is one of the oldest and richest cultures, having a long history and is proud to be called as one of the ancient heritages. There are many festivals and celebrations which take place in India every year. India has a population of more than 1 billion who follow different cultures, celebrate different festivals and talk in diverse

मराठी म्हाळी हिन्दी
 गुजराती తెలుగు లిపి బలయాత్రం
 भाषा बांग्ला
 ଓଡ଼ିଆ ଭାଷା ಕನ್ನಡ ಸಂಸ್ಕೃತಮ್
 விக்சிப்பீடியா ৱুঁ অসমীয়া

languages. But Indian culture is now being attacked by westernization and everything is slowly changing and is becoming modern.

2. Past scenario:

The impact of Westernization on the young Indians has brought the following changes that Indians have been doing for ages.

2.1 Religious culture:

India is the only country that gives nativity for all the religions regardless of their caste, creed, and origin. Though India is a multicultural country, the government provides all the benefits to all of the religions (see fig 1). The present generation who are devout for their religion, believe that they have a wide range of knowledge about their religion but alas! Their knowledge about their religion (its origin, the chanting mantras and so on) is very less when compared to their previous generations. They are completely ignorant of what they should know. If this goes on, our future generations might not have anything to know about the religion and thereby religions will completely vanish.



Fig 1: Religions in India

2.2 Language:

In India, there are more than 720 languages (see fig 2) spoken. But, many of these mother tongue languages have started fading. Naturally, to get a good job, we must know the universal language. So people today are focusing on English and are completely ignoring their mother tongue. So in the future, we won't have any more mother tongue languages and universally we will have only one language.

Fig 2: Languages in India

2.3 Family structure:

For generations, India is having the tradition of the joint family system (see fig 3). Joint family is when members of a family – parents, children, the children's spouses, and their offspring, etc. – live together. Generally, the oldest male member is the head of the joint Indian family. That person makes all the important decisions and rules, and other family members are to abide by them. But nowadays the joint family system seems to be endangered in India. The idea of a nuclear family has made the present generation break of age-old traditions.



Fig 3: Joint Family System in India

2.4 Marriages:

Coming to marriages, Arranged marriages have long been the norm in Indian society. Recent studies suggest that Indian culture is trending away from traditional arranged marriages. They find that the marriage trends in India are similar to trends observed over the last 40 years in China, Japan, and other nations. The study found that fewer marriages are purely arranged without consent and that the majority of surveyed Indian marriages are arranged with consent. The percentages of self-arranged marriages are also increasing, particularly in the urban parts of India. The cases of divorce have also grown considerably these years in India.

2.5 Festivals:

The western culture is impacting on Indian festivals (see fig 4) in many ways too. We Indians celebrate our festivals every year and enjoy them very much. Today, large numbers of people in our country are not celebrating Indian festivals but instead, are celebrating western cultured festivals. Also, in the Indian religion, no boy or girl is allowed to date each other however before marriage but now the present generation is breaking these age-old traditions and is celebrating Valentine's Day. If the present generations don't

celebrate the festivals as our ancestors did then there won't be any part of our festivals for our future generation to know.



Fig 4: Indian Festivals

2.6 Cuisine:

The house to

find many religions and cultures their way of cooking foods and even eating habits differ. But now, the Indian plate has welcomed many western foods and Indian foods are being less popular in India, however, they are becoming common in western countries. Western foods contain too much fat causing the obesity rate to increase. In some of the Indian religions, people are not allowed to eat pork or meat. But western foods have come in; many Indians are no longer respecting their religion and are eating things against their religion. This is causing the importance of the Indian religion to decrease and is changing many people's lifestyles. Today in India, there are more restaurants like KFC, or McDonald's compared to Indian restaurants.

Westernization has changed many people's lifestyles. There was no particular lifestyle which can be said as Indian. Most things have changed like respect to young ones and elders, the importance of a family, marriage making, clothing, festivals, foods, names, languages and now people have gone to such an extent of getting plastic surgery to look more western. People were changing themselves and were trying to adapt like western people.

Westernization was also reducing the equality of lifestyles in India. In the Indian culture, to visit a temple, you must have the right clothing although; it is shocking to see that then, many teenagers are dressing as modern people when entering a temple. Even the Namaste culture was gone. These traditional forms of greeting is absent in the world of business and in India's urban environment, where a handshake is a common form of greeting. But apart from business and corporate culture, we were even greeting the neighbors and our family members in the same way. (Saying Hi!)

Our Indian culture was definitely in the endangered state. But, we, the people of India, now started taking steps that are not only saving India but also setting the course of

India in the right track. We can preserve Indian culture only if you know about it completely.

3. Swadeshi Products for promoting Indian culture:

Our Prime Minister Shri. Narendra Modi has started promoting swadeshi products (i.e.) made in India goods from the time he has assumed the office from 2014.

"Products made in India, made by the hands of our citizens, carrying the fragrance of the sweat of our countrymen, can't we resolve to buy such things? I do not advocate this for a long time, just till 2022, till the completion of 75 years of Independence," PM Modi said in his last 'Mann Ki Baat' program for 2019.

4. Here is a list of swadeshi products:

4.1 Salt- Ankur, Saindha namak(Patanjali), Low Sodium & Iron-4 Surya, Taja, Tara.

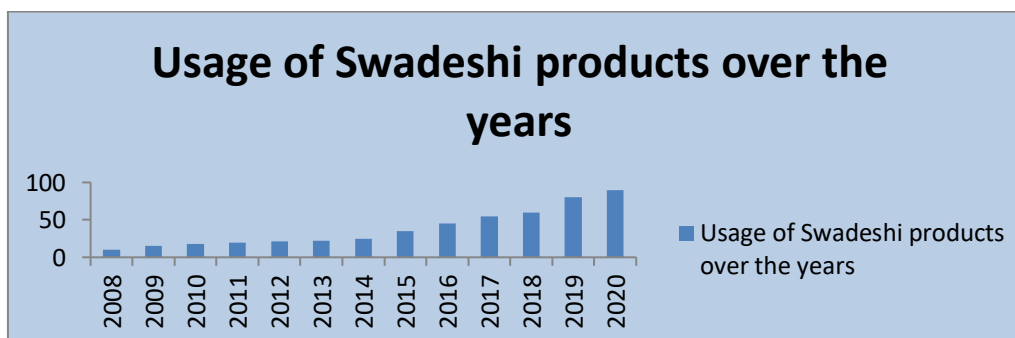
4.2 Tea _ Divya Peya,Tata, Brahmaputra,Assam,Taj Mahal,Brookebond

4.3 Ice Creams-Amul,Vadilal

4.4 Watches –Titan,HMT,Maxima,Ajantha

4.5 Electronics – Voltas,Videocon,Surya,orient,Crompton,Blue Star,Hawkins,Prestige

Chart 1: Usage of swadeshi products over the years



Books are important in everyone's life. A good book is like a good friend, the more you read it the more interesting and motivating your life becomes. A room without books is like a body without a soul. But now people have developed the habit of reading. Books are been read extensively. People though aren't buying paperbacks many have moved to the kindle version.

5. Here are some books which will help you gain a good insight into Indian culture.

5.1 Gateway to Indian culture by Chitra Soundar

This is the book to read if you would like a quick guide to Indian culture and many aspects of their lives. The Indian culture is a spicy blend of customs, traditions, religions, and languages, not just derived from its diverse states, but also its Muslim and European rulers. The home of the Himalayas, the Taj Mahal and the birthplace of Mahatma Gandhi, this country has contributed to arts, science and world cuisine significantly.

Culture series, this book offers a glimpse at the origins of the Indian people and their religious and social customs. The first step to racial harmony and unity in any multi-racial society is to understand the nuances of each community and its cultural framework. In this book, you can find out about the different Gods that Hindus pray to, why Sikhs wear a turban and the reasons for celebrating Deepavali and many more things that you never knew.

5.2 Gateway to Indian classical literature by Jyotsna Bharti Poornima Pillai

India having 5,000 years of history is a culture united by diversity. India's literary traditions reflect her glory and heritage. Today, magnificent works like Ramayana, Mahabharata and Panchathantra Tales are heard throughout the world, having been pictured in diverse art forms. This book features the most famous poets and writers who not only influenced society but founded entirely new ways of thinking.

5.3 Man-Eaters of Kumaon by Jim Corbett

Read this book before going to the Jim Corbett National Park and you will enjoy every turn in the forest. Safari guides and hotel staff always have plenty of stories to tell the guests about this hero.

This book shows him as the greatest 'safari-sahib' who was in relentless pursuit of man-eaters. He found out that certain animals turn into man-eaters due to the steady disappearance of the forests for their game hunt, and hence started a national park of sorts back then to protect the helpless villagers. The book shows his various experiences with the man-eaters. Gruesome killings are described at times which will bring fear in our hearts. Some stories portray him as a compassionate hunter who is respectful of the natural environment of India. This book portrays how rich India's flora and fauna can be.

5.4 All roads lead to Ganga by Ruskin bond

Ruskin Bond's love for the Himalayan life is clearly shown in this book that attaches to everyone's heart when visiting the Himalayas. Beautifully penned, Ruskin describes the breathtaking beauty and the majesty of the hills and Ganga, India's sacred river, through this wonderful love story. He describes the simple life in the mountains and has embedded in his nostalgic stories about the people he has met during his life up there. The place has changed since the time he wrote this book. These days, to see and experience the book he has written, you, unfortunately, have to travel outside of these cities and towns.

5.5 Nine Lives by William Dalrymple

William Dalrymple is a great author. Read any of his books and you will find the research the author has don't to write his books. "Nine Lives" is a story about nine people, spiritual in their way. The author shows how the lives of these people changed and are being affected by the modernization of India. Some of them are neglected; some of them have to be a 'part-time' god and the others are shunned by society. This book is a reminder

of why certain cultures still exist in our society and open up our minds to view these people under a different light.

6. Conclusion

Indian culture is something that brings the culture of different people together each one following their own with peace and harmony. So, in the future when foreigners visit our country they must find it in the same way they found centuries back. Preserving Indian culture doesn't mean bringing the very age-old traditions that endangered the life of men and women. A culture is a true culture only when all the people who follow it should be happy and should enjoy it. Indian culture dates back to over 6000 years. Anything that is proven by time thus definitely has intrinsic values that are appreciated and cherished by Indians. By preserving our culture just like our ancestors, the future generation would surely know its value. The culture that India has is the thing that makes India stand out. We must let this continue. If we, the present generation take the vow of conserving our culture then India will continue to be a multi-cultural, multi-ethnic and multi-religious society.

7. Declarations

7.1 Study limitations: None

7.2 Funding source: None

7.3 Competing Interest: None

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