Prevalence of Indian Culture over Western Culture in 21st Century

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ABSTRACT

Indian culture is not only one of the oldest and richest cultures in the world, but also serves as a base for the development of other cultures time and again. On the other hand, western culture is considered as one of the contemporary yet most advanced cultures that is influencing various other cultures across the globe. In this world of technological advancement, intermixing of various cultures is not new. Infact, it helps one adopt the positives of multiple cultures. But sometimes it becomes slightly far-fetched when one starts comparing and disregarding their own culture. A similar situation can be observed in India. Many complain about the influence of western culture over Indians to a great extent, especially in the 21st century, based on what is visible. But one needs to understand that it is just the tip of an iceberg, a superficial observation. The influence of any situation is determined by its impact on the psychology of a person. The following research conducted gives a deeper insight on the same. Roots are the beliefs, and customs of the family and culture that are carried on from generation to generation. Some rituals considered as ancient superstitions turn out to have actual benefits. For generations things were handed down from Father to Son, and Mother to Daughter. Hence, parents wish for their kids to be grounded to their cultural/familial roots. Though the changes are prevalent in various domains, such as political, social, economic, industrial and technological, the new generation still stick to their roots and prefer living in a joint family while celebrating Indian culture compared to western culture.

Keywords- Westernization, Modernization, Urbanization, Globalization, Indianization, Indianness.

I. INTRODUCTION

'Western culture' is also known as European culture, majorly due to its influence on the Americas during British colonization. The term applies beyond Europe to countries and cultures whose histories are strongly connected to Europe by immigration, colonization, or influence. Western culture is most strongly influenced by Greco-Roman culture, Germanic culture, and Christian culture. The Indian subcontinent too holds a similar history of being colonized by the British. Coming with an intention of 'trading', they focused on making the 3 major pillars of the country, unity, education and economy, hollow whilst snatching away the citizens' identity from them. This lack of identity led to many of their colonies adopting their culture, even after independence.

The difference was of basic rooted culture. India's cultural history dates back to thousands of years while the other countries being fairly new and less populated were not that culturally rooted (did not have that strong cultural roots). As a result, India was somewhat affected by the Europeans, but their own cultural roots were too strong to be uprooted completely, while others continued to follow the European traditions.

The western influence on Indian culture helped the country eradicate evils like caste system, *purdah* and *sati pratha*. Feminism in India too has taken its shape mainly following the steps of the west. Introduction of technology in the country can also be attributed to them. Just like the 2 sides of a coin, every situation has its own pros and cons. A gradual fading of Indian culture, especially in the urban societies, is evident. A few reasons include the growth of technology and the psychological impact of colonization. Being in the clutches of the British for about 2 centuries left a sense of inferiority in the mindset of Indians which till date is visible. This sense of servitude has seeped in the depths of the mind of Indian population to an extent that they nowadays feel inferior while following their own traditions. People avoid wearing traditional outfits or initiating a conversation in mother tongue in public; they rather feel proud to have a better command over a western language like English compared to their mother tongue or any other Indian language. A country with nature-based culture has shifted towards the use of chemical-based products. Gurukuls have been replaced by modern day school system.

It is not wrong to say that India has been influenced to a great extent by the western culture, but as mentioned above, the roots of Indian culture are too strong to be uprooted. The following research conducted gives a clearer view on this statement.

II.   LITERATURE REVIEW

In the 21st century, the impact globalization has on cultural, economic, and political conditions is both negative and positive. A research conducted by Vishal Tyagi gives an insight into the impact of globalization on culture in the current era. He defines culture as a particular way of life that includes various aspects such as cuisine, attire, language spoken and religion. The achievements of humans as a part of society can be called culture, traditions, festivals and one's outlook on various issues of life included. Art, architecture, philosophy, religion, and science too can be seen as the aspects of culture. India is the home to various popular fables which found their way to the West by a variety of channels; some were carried by traders, others by wandering tribes like the gypsies, whose Indian origin is now beings accepted.

One of the papers titled "Impact of Western culture on Indian Youth", analyses the various aspects of Indian culture and elaborates on the unique identity of India among the world nations. Indian culture is depicted by its Dances, Music, Literature and many more art forms. India possesses different styles of classical dances like Kuchipudi, Bharatanatyam, Kathakali, Manipuri, Odissi, etc. apart from multiple other folk dances native to the different states of the country. Many people even opt these as their profession. Similar is the case with music. In no way inferior to western music, India has its own vocal and instrumental diversity. The classical vocals include Carnatic and Hindustani styles while the instruments include *veena* (often referred as analogy to goddess Saraswati), *tabla, mridang and bansuri* to name a few. Folk music too has its own group of appreciators.

One of the articles in 'The Times Of India' elaborates how western culture also has a positive impact on Indian society. Modern values like *humanism, egalitarianism* and *secularism* have entered the Indian value systems. Indian criminal law has been reformed. Evil customs like *sati* and untouchability came to an end. Also, it keeps one updated with information regarding new technologies which is utterly important in this era of globalization in order to keep up with the rapid changes in the society.

In the paper titled "The Process of Westernization and Social Change", M.N Srinivas writes about the changes brought about by 150 years of British rule resulting in Westernisation that brought about various changes in technology, ideology, and values. By settling in India during the nineteenth century, the British laid the groundwork for a modern state. With the assistance of the Indian rulers, they began setting up a number of factories and companies, along with promoting English education, missionary ideologies and western laws, among various other things. By subjugating the people, they gradually destroyed Indian tradition, art, and culture. The printing press, railways, roads and canals introduced by the British brought about a variety of changes throughout the Indian subcontinent. Books and journals started being published. Indians began to receive western education. English medium schools and colleges were established. All of this resulted in significant changes in people's lifestyles. Indians adopted western way of life, including eating habits, clothing styles, and so on.

In the paper titled "Importance of Indian culture", Ms Pratima Chandrakar specifies that even though the present generation has inclined towards western ideologies, Indians still prefer celebrating festivals as per the customs. India is one of the oldest civilizations where people still follow the age-old traditions. The salient features of Indian culture include communication, beliefs, rituals, value system and etiquette. It is well known for its 'Unity in Diversity' across the globe apart from 'Vasudhaiv Kutumbakam' (whole world is a village) promoting unity among all the nations.

The article titled "Indian Culture & Tradition - The Basis Behind Its Elements" elaborates that everything is different every 50 or 100 kilometres in India. Everything about the citizens of the country is unique, but a cultural thread has held us together. This culture of India cannot be quantified. It is simply present.

Therefore, while responding to the westernization, one should try and filter the influence of Western culture. This action is necessary to emphasize the positive impacts of westernization whilst pressurizing Indian culture.
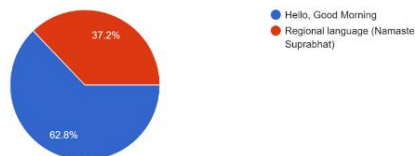
III. CURRENT SCENARIO

The 21st century has seen an increasing interest in Indian culture in literature, both within India and globally. Indian culture has been depicted in various forms, including fiction, poetry, and non-fiction. Indian writers, both in India and abroad, have contributed significantly to the growth of Indian literature. One of the major reasons for the prevalence of Indian culture in literature is the growing interest in multiculturalism and diversity. Western readers are looking for different perspectives and stories that represent different cultures, and Indian literature has been a source of such diverse representation. Another reason is the increasing influence of Indian culture globally. Indian food, fashion, movies, music, and spirituality have been embraced by western culture, and literature has followed suit. Many Indian writers have explored this global influence on Indian culture, leading to the emergence of a new genre of writing called "Indo-Anglian literature." One of the most significant developments in Indian literature in the 21st century has been the rise of the young generation of writers. These writers have been influenced by western literature and culture but have also incorporated Indian culture into their writing. They have provided a fresh perspective on Indian culture, which has appealed to a global audience. The traditional social organization exemplified by the caste system has undergone several changes, yet continues to exist in Indian society performing some old and some new functions. During the last few decades, as a result of modernisation, the ideology of caste has become less pervasive in an individual's life. Industrialization, urbanization and transportation has broken down caste restrictions by a large extent. The educational advancement of females, entry of women into various occupations and social reformers had a huge impact in liberating the women from the clutches of social evils.

Deep-rooted family values are an integral part of Indian culture. Parents perform their duties to raise their kids. Once kids grow up, they take care of the elders in the family. Marriage is the most sacred union in Indian culture, a union of two families rather than two individuals. Though it is an era of modernization, Indians still celebrate the festivals and customs with family. Most of them prefer to live in a joint family, plan regular family gatherings and wish to travel in India rather than abroad. The prevalence of Indian culture over western culture in 21st-century literature is a result of several factors, including the growing interest in multiculturalism and diversity, the increasing influence of Indian culture globally, and the. emergence of a new generation of writers who have incorporated Indian culture into their writing.
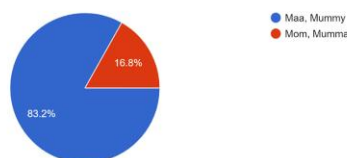
IV. OBSERVATIONS

How do you greet a stranger?
113 responses

- According to the provided data, it can be observed that out of the 113 responses received, 71 respondents (about 62.8%) opt for the greeting "Hello, good morning," while 36 respondents (approximately 37.8%) choose regional language greetings like "Namaste" and "Suprabhat."
- Greetings play a significant role in human communication, and they exhibit considerable diversity influenced by factors like cultural background, social status, and the dynamics of the relationship between individuals. Therefore, by exploring this question, one can gain insight into whether people tend to use their regional language greetings or are influenced by Western cultural norms.
- The preference for using "Hello" or "Good morning" when greeting strangers can be attributed to the impact of modern lifestyle changes. In this era of globalization, the use of regional languages can sometimes lead to communication challenges on an international scale. Consequently, employing a common language like English is often favoured.
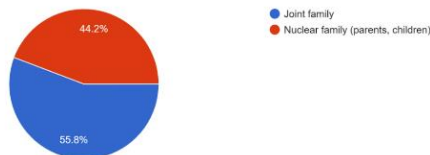

What do you call your mother?
113 responses

- Based on the data presented above, it's evident that among the 113 responses received, a significant majority, comprising 94 respondents (about 83.2%), refer to their mothers using terms like "Ma" or "Mummy," while 19 respondents (approximately 16.8%) use terms like "Mom" or "Mumma."
- In the Indian context, mothers typically fulfill the role of homemakers, and there exists a strong bond between them and their children. Therefore, by posing this question, we can gain insights into the sentiments of children and explore whether they are influenced by contemporary trends and modernity or if they maintain a connection with their cultural roots.
- The term "MAA" has its roots in Sanskrit and carries the profound meaning of a mother's absolute affection. It
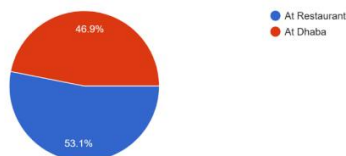
often represents the very first word taught to a baby, making "maa" or "mummy" habitual choices for addressing mothers, rather than alternatives like "mumma" or "mom."

Which type of family setting do you prefer?
113 responses

- Based on the data provided, it is evident that out of the 113 responses gathered, 63 respondents (equivalent to approximately 55.8%) express a preference for residing in a joint family arrangement, while 50 respondents (representing about 44.2%) favor the idea of living in a nuclear family setting.

- India's cultural heritage has traditionally been associated with the concept of joint families. Therefore, by posing this question, one can explore whether the younger generation continues to embrace this traditional model or if they are influenced by the trend of nuclear family living.

- In an age marked by modernization and a global shift toward nuclear family structures, many Indians still hold the belief that living in a joint family provides opportunities for love, affection, and moral support. Growing up in such an environment, children learn valuable lessons in sharing, empathy, and respect for all family members.

- This system also ensures the presence of a trustworthy figure around children when parents are not at home, thereby fostering a sense of security and comfort for them.
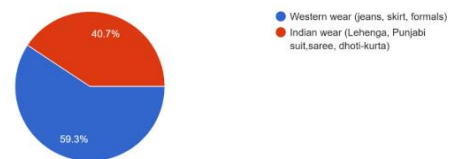

Where do you prefer to eat ?
113 responses

- Based on the data presented above, it is evident that among the 113 responses collected, 60 respondents (approximately 53.1%) exhibit a preference for dining in restaurants, while 53 respondents (around 46.9%) favor dining in *dhabas*.

- Asking questions of this nature contributes to a more comprehensive understanding of the research topic and sheds light on the various factors that influence people's choices and behaviours when it comes to dining out.
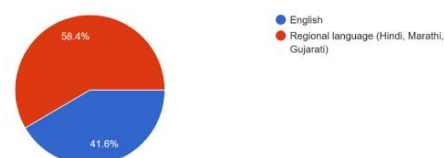
- The preference for eating at restaurants over *dhabas* can be attributed to several factors. Restaurants are often associated with better cleanliness standards, and they provide a conducive social setting, allowing individuals to enjoy a delightful meal in the company of friends and family amidst a pleasant ambiance. Consequently, traditional *dhabas* in India appear to be losing their significance in light of these factors.

What do you prefer to wear?
113 responses

- Analysing the data provided, it becomes evident that among the 113 responses collected, 67 respondents (approximately 59.3%) express a preference for Western attire such as jeans, skirts, and formal wear, while 46 respondents (around 40.7%) lean towards Indian attire like Lehenga, Punjabi suits, sarees, dhotis, and kurtas.

- One's choice of clothing often reflects their cultural and social background. Therefore, by posing this question, we can explore whether individuals feel more at ease with traditional Indian clothing or if they are influenced by Western cultural fashion trends.

- Embracing modern clothing offers various advantages. In today's world, people aspire to enhance their public image, which leads them to favor modern outfits over traditional attire. Beyond improving one's image, this contemporary fashion direction can facilitate the building of social connections, a necessity for thriving in society. It also helps bridge gaps between different cultures and social classes. However, if this trend continues unchecked, it could have adverse effects on traditional culture. While modern attire fosters social interaction, traditional clothing plays a vital role in preserving history, tradition, and cultural heritage.
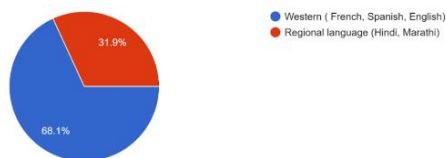

Which language do you find easier to read, write, speak?
113 responses

- Based on the data provided, it is evident that among the 113 responses received, 66 respondents (approximately 58.4%) express a preference for easier comprehension of regional languages like Hindi, Marathi, and Gujarati, while 47 respondents (around 41.6%) find English easier to understand.
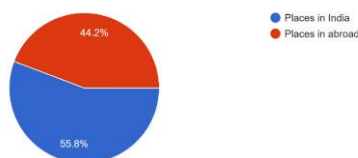
• Language serves as a vital medium of communication and often reflects an individual's regional identity. Following the period of colonization, English emerged as a common language of communication in the diverse nation of India. Therefore, by posing this question, one can gauge which language people find more accessible for understanding.

• Since one's mother tongue has been a part of their life since childhood, people tend to find it more comfortable to read, write, and speak in that language. Additionally, regional languages are a mandatory subject in all state educational boards, making them a preferred choice among the population.

Which language would you prefer to improve?
113 responses

● Western (French, Spanish, English)
● Regional language (Hindi, Marathi)

• Analysing the data presented, it is evident that among the 113 responses obtained, 77 respondents (approximately 68.1%) express a preference for enhancing their proficiency in Western languages such as French, Spanish, and English, while 36 respondents (about 31.9%) lean towards improving their skills in regional languages like Hindi and Marathi.

• Since regional languages are spoken by roughly half of the population, this question delves into people's language preference when it comes to self-improvement.

• From early childhood, individuals are taught to communicate in their mother tongue, making regional languages more familiar and easier to understand. On the other hand, Western languages like French and Spanish, which are crucial for career advancement but not introduced from an early age, are sought after as people focus on enhancing their job prospects in the modern world. In this era of globalization and modernization, proficiency in foreign languages like French and Spanish can significantly contribute to career development.

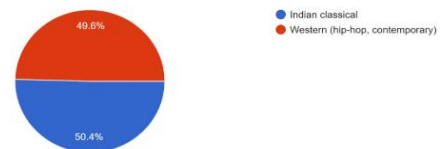If you get a chance, where would you prefer to go?
113 responses

● Places in India
● Places in abroad

• Analysing the data provided above, it becomes apparent that among the 113 responses received, 63 respondents (approximately 55.8%) express a preference for visiting destinations within India, while 50

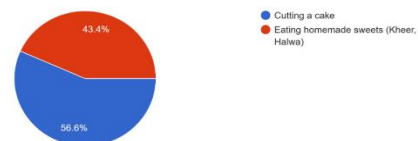respondents (around 44.2%) favor traveling to places abroad.

• In this era of modernization, many Indians are pursuing opportunities for education and settlement abroad, and the youth are often influenced by international tourism trends. Therefore, by asking this question, we can ascertain whether the younger generation leans towards the idea of relocating or studying abroad or if they maintain a strong connection to their Indian heritage.

• India boasts a diverse and culturally rich heritage, offering a wide range of geographical features including plains, deserts, forests, and rivers, which contribute to its status as a biodiversity hotspot. These factors collectively make India a prime destination for tourism. As a result, people often choose to explore the beauty and diversity of India over foreign destinations.

Which kind of music and dance do you prefer?
113 responses

● Indian classical
● Western (hip-hop, contemporary)

• Analysing the data provided above, it is evident that among the 113 responses collected, 57 respondents (approximately 50.4%) have a preference for Indian classical music and dance, while 56 respondents (about 49.6%) favor the Western style of dance and music, including genres like hip-hop and contemporary.

• By posing this question, one can gain deeper insights into the significance of music and dance in people's lives. Since music and dance are integral aspects of culture, this inquiry helps determine the extent to which individuals are influenced by Western cultural influences.

• India boasts a rich tapestry of classical dance forms, with each state contributing its unique style, including Kuchipudi, Bharatnatyam, and Kathakali, among others. These dance forms serve as a cultural representation of India, encompassing elements like contemplation, storytelling, divine reverence, and the portrayal of various emotions. In contrast, Western dance styles often emphasize action and self-expression.

How do you celebrate your birthday?
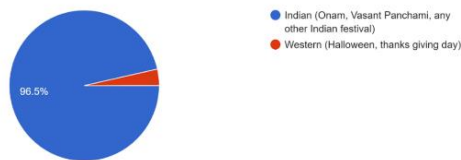113 responses

● Cutting a cake
● Eating homemade sweets (Kheer, Halwa)

• Examining the data presented above, it becomes evident that among the 113 responses obtained, 64

respondents (approximately 56.6%) opt for celebrating their birthdays by cutting a cake, while 49 respondents (around 43.4%) choose to commemorate their special day by indulging in traditional treats like Kheer and Halwa.
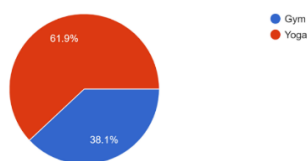
•   The responses to this question offer valuable insights into prevailing trends and personal preferences when it comes to celebrating birthdays.

•   The tradition of celebrating special moments with sweets dates back to earlier times when confectionery was an integral part of significant occasions. Over time, this tradition evolved, transitioning from delectable traditional sweets to the contemporary practice of cutting birthday cakes. This shift in birthday celebrations is how the custom of cutting cakes became prevalent.

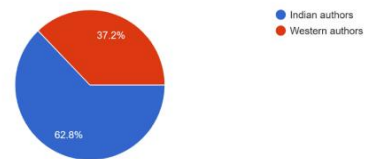Are you aware about celebrating festivals?
113 responses

● Indian (Onam, Vasant Panchami, any other Indian festival)
● Western (Halloween, thanks giving day)

96.5%

•   Analysing the data presented above, it is evident that among the 113 responses collected, 109 respondents (approximately 96.5%) are well-versed in Indian festivals such as Onam and Vasant Panchami, while only 4 respondents (about 3.5%) are aware of Western festivals like Halloween and Thanksgiving Day.

•   This question allows for an evaluation of people's familiarity with specific festivals and how they typically engage in their celebration, providing insights into cultural attitudes and practices.

•   Each Indian festival is intrinsically linked to the state from which it originates. For children, learning about these festivals involves understanding not only their names but also the associated state, the respective month of celebration, and the customs associated with them. This knowledge acquisition aids in the development of memory skills, knowledge retention, and the ability to establish connections between known and unknown aspects. Moreover, the teaching of these festivals is incorporated into primary school curricula to ensure that children are acquainted with Indian customs and traditions from an early age.

What kind of fitness medium do you prefer?
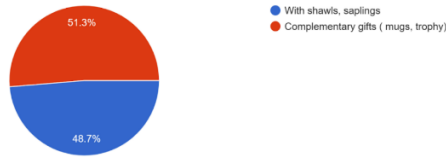113 responses

● Gym
● Yoga

61.9%

38.1%

•   Examining the data above, it is evident that among the 113 responses, 70 respondents (approximately 61.9%) favor practicing yoga for their fitness regimen, while 43 respondents (around 38.1%) opt for gym workouts.

•   This question delves into individuals' fitness preferences, shedding light on their choices in staying physically active.

•   Yoga has been an integral part of Indian culture for centuries, offering a holistic approach to well-being. On the other hand, gyms have gained popularity more recently, especially in the wake of industrialization. Therefore, this question allows for an analysis of the fitness preferences among the youth.

•   Yoga promotes comprehensive well-being, encompassing physical, mental, and spiritual aspects. In today's world, the significance of holistic development is widely acknowledged. While gyms focus on building muscular strength, yoga contributes to a healthy body and a balanced mind, making it a preferred choice for many.

Who do you prefer to read?
113 responses

● Indian authors
● Western authors

37.2%

62.8%

•   Examining the data presented above, it becomes evident that among the 113 responses collected, 71 respondents (approximately 62.8%) express a preference for reading works by Indian authors, while 42 respondents (about 37.2%) favor literature from Western authors.

•   This question offers insights into reading preferences, particularly whether individuals lean towards Indian or Western authors.

•   The prominence of Indian authors, especially in the context of literature, was not widely recognized until the era of colonization. Differences in educational systems and writing styles contributed to a distinction between Indian and Western authors. Therefore, this question allows for an analysis of whether the younger generation gravitates more towards literature from Indian or Western writers.

•   India has a rich tradition of storytelling and fables that have found their way to the West through various channels. Some were transmitted by traders, while others were carried by nomadic groups like the gypsies, whose Indian origins are increasingly acknowledged. Additionally, certain narratives made their journey via cities such as Baghdad and Alexandria. As a result, many people tend to prefer reading works by Indian authors, given the deep-rooted storytelling heritage that India possesses.
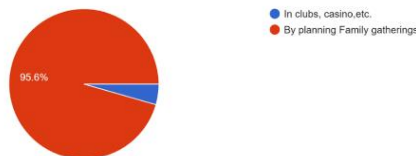
How do you prefer to honour someone?
113 responses

- Analyzing the data above, it is evident that among the 113 responses, 58 respondents (approximately 51.3%) choose to honor individuals with complementary gifts such as mugs or trophies, while 55 respondents (around 48.7%) opt to felicitate individuals with shawls and saplings.
- This question probes into the methods people employ to show respect and appreciation, providing insights into whether they maintain cultural traditions or embrace contemporary practices.
- Shawls hold a significant place as a symbol of respect in Indian culture. Therefore, by posing this question, one can gauge whether the younger generation continues to adhere to these traditional values.
- While shawls represent a traditional sign of respect, the contemporary trend leans towards complementary gifts that can be displayed and serve as symbols of status and pride. In many cultures, gifts serve as a means of conveying goodwill and appreciation, and they often symbolize respect or gratitude. Furthermore, gifts can be more personalized compared to shawls, which may be perceived as more generic in their expression of honour and regard.
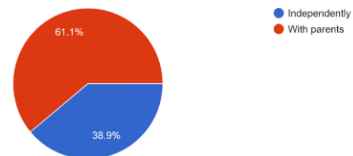

How do you spend your weekends?
113 responses

- Analyzing the data presented above, it is evident that among the 113 responses, 108 respondents (approximately 95.6%) opt to spend their weekends by organizing family gatherings, while 5 respondents (about 4.4%) choose to spend their weekends in casinos, clubs, and similar venues.
- This question explores individuals' weekend preferences, shedding light on whether they gravitate towards traditional family-oriented activities or embrace more Western-style leisure pursuits.
- Spending quality time with family members is deeply rooted in Indian tradition, while spending weekends in clubs and similar entertainment venues is characteristic of Western culture. Therefore, by posing this question, one can gain insights into how the younger generation chooses to spend their weekends.
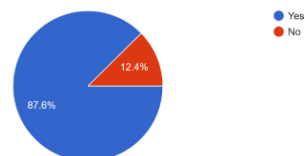
- The Indian cultural norm emphasizes the importance of family bonds and frequent gatherings. These interactions provide opportunities for family members to connect, share their experiences, and support one another. This practice contributes to the strengthening of family ties and is one of the reasons why people prefer spending their weekends with family rather than in clubs, casinos, or resorts.

How do you prefer to live as an adult?
113 responses

- Examining the data provided above, it is evident that among the 113 responses, 69 respondents (approximately 61.1%) express a preference for living with their parents as adults, while 44 respondents (about 38.9%) opt for independent living.
- This question explores individuals' living arrangements as adults, offering insights into whether they lean towards the traditional practice of residing with their parents or embrace Western-style independent living.
- Living independently as an adult is a common practice in Western cultures. Therefore, by posing this question, one can gain an understanding of whether the younger generation in India follows a similar trend.
- The choice to live with parents as adults often stems from the significant mental support and encouragement they provide. Parents' life experiences contribute to their children's growth and resilience in challenging situations. Beyond offering unconditional love and support, parents invest their entire lives in nurturing their children. Consequently, it becomes the children's responsibility to reciprocate this support during their parents' vulnerable phases when they require both physical and emotional assistance.
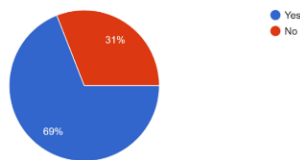

Do you believe in regular family gatherings?
113 responses

- Analysing the data presented above, it is evident that among the 113 responses, 99 respondents (approximately 87.6%) place value on family gatherings, while 14 respondents (about 12.4%) do not favour such gatherings.
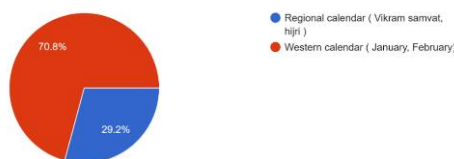
- This question delves into individuals' beliefs regarding the significance of family gatherings, providing insights into whether the younger generation in India shares this belief.

- Family gatherings play a crucial role in fostering trust and strengthening interpersonal relationships. Therefore, by posing this question, one can inquire whether Indian youth uphold these values.

- Spending quality time with family members can have positive effects on an individual's well-being by reducing stress and anxiety, ultimately contributing to a healthier lifestyle. Moreover, the presence of family often serves as a source of motivation, inspiring individuals to strive towards becoming the best versions of themselves.

Do you think education system of India must follow gurukul system of pathshala?
113 responses

- Analysing the data presented above, it is evident that among the 113 responses, 78 respondents (approximately 69%) express a preference for embracing the Gurukul system of education, rooted in traditional Indian practices, while 35 respondents (about 31%) lean towards adopting the Western system of education.

- This question explores individuals' inclinations regarding educational systems, shedding light on their perceptions of traditional versus modern approaches to learning.

- The Gurukul system of education represents a distinctive aspect of India's rich educational heritage. In this system, students resided with their teachers in an ashram, receiving personalized, holistic education encompassing physical, mental, and spiritual development. Gurukuls aimed to provide students with comprehensive knowledge, imparting not only academic subjects but also moral values, ethics, cultural understanding, and essential life skills. Consequently, the Gurukul system fostered the creation of well-rounded individuals.

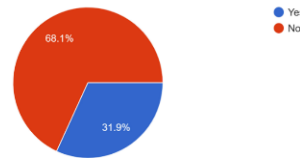What kind of calendar do you prefer?
113 responses

- Examining the data provided above, it becomes evident that among the 113 responses, 80 respondents

(approximately 70.8%) opt for using Western calendars (e.g., January, February), while 33 respondents (about 29.2%) prefer regional calendars (such as Vikram, Samvat, Hijri).
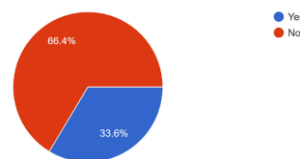
- This question delves into individuals' calendar preferences, offering valuable insights into their daily habits and organizational choices. The type of calendar one chooses to use can convey information about their lifestyle, work routines, and organizational methods.

- Western calendars are widely appreciated for their simplicity and ease of use. They are based on the solar year, with a fixed number of days per month and a leap year system to maintain accuracy over time. In contrast, regional calendars are often consulted for religious rituals and ceremonies, as they provide specific dates and timings for performing such rituals.

Do you feel psychologically inferior while wearing Indian traditional in a gathering with western outfits?
113 responses

- Analyzing the data presented above, it is evident that among the 113 responses, 77 respondents (approximately 68.1%) do not experience psychological inferiority when wearing Indian attire in gatherings alongside individuals dressed in Western outfits, while 36 respondents (about 31.9%) admit to feeling inferior when dressed in Indian attire.

- This question is part of a broader exploration aimed at understanding the influence of cultural identity assimilation on how individuals behave in social settings.

- Indians hold a deep-seated belief in and appreciation for their traditional, cultural, and religious heritage. Wearing traditional clothing during festivals and gatherings serves as a means of expressing love, respect, and reverence not only to fellow individuals but also to the enduring traditional values that have been passed down through generations.

Do you feel judged while eating with hands instead of cutlery in any gathering?
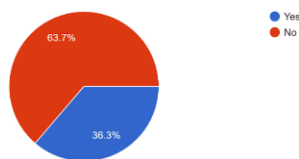113 responses

- Examining the data presented above, it is evident that among the 113 responses, 75 respondents (approximately 66.4%) do not perceive judgment when eating with their

hands instead of using cutlery during gatherings, while 38 respondents (about 33.6%) admit to feeling judged for their choice of eating with their hands.
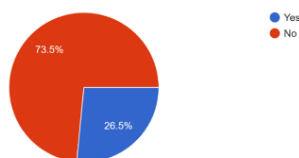
• This question delves into cultural attitudes and values, offering insights into the preferences and behaviours of the population under study. It aids in understanding the factors that influence people's choices and actions.

• In India, the practice of eating with one's hands is deeply rooted in history and culture. It involves thorough hand washing before dining, followed by using fingers for eating, with minimal reliance on cutlery. This tradition is grounded in the belief that dining is a sensory experience where touch plays a crucial role alongside taste, aroma, and food presentation. Meals are often served on thalis (large plates with compartments) or washed banana leaves in southern regions, and stitched and washed siali leaves in northern regions. Eating with fingers allows individuals to sense the food's temperature, texture, and blend flavours according to their personal taste preferences.

Do you feel compelled to greet someone using a 'Hello' instead of 'Namaste'?
113 responses

• Analysing the data presented above, it is evident that among the 113 responses, 72 respondents (approximately 63.7%) do not feel obligated to use "Hello" as a greeting instead of "Namaste," while 41 respondents (about 36.3%) feel compelled to greet with "Hello."

• This question can serve as a tool to explore language-related insecurities and the perceived hierarchy of languages in specific contexts.

• "Namaste," rooted in Sanskrit and commonly used in Hindi and related languages, serves as a polite salutation for both greeting and bidding farewell. In contemporary usage, "namaste" has been integrated into English as a respectful form of greeting, akin to saying "hello".

Do you feel inferior while talking in Hindi in a gathering?
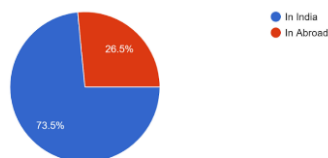113 responses

• Examining the data presented above, it is evident that among the 113 responses, 83 respondents (approximately 73.5%) do not experience feelings of inferiority when conversing in Hindi during gatherings, while 30

respondents (about 26.5%) admit to feeling inferior while using Hindi as a medium of communication.

• This question can serve as a means to delve into the underlying causes of language-related insecurities and explore perceived language hierarchies in specific social contexts.

• Hindi holds the distinction of being India's preferred official language. It was selected by Indian leaders as a representation of national identity during the struggle for independence. Having served as a literary language since the twelfth century, Hindi is deeply ingrained in the cultural fabric of India. Consequently, individuals typically do not experience feelings of inferiority when conversing in Hindi, recognizing its historical significance and vital role in the country.

Where do you intend to settle ?
113 responses

• Analysing the data provided above, it is evident that among the 113 responses, 83 respondents (approximately 73.5%) express a desire to settle in India, while 30 respondents (about 26.5%) aspire to settle abroad.

• This question aims to gauge individuals' preferred locations for settling, serving as a means to quantify the extent of talent migration from India to other countries.

• India is renowned for its remarkable diversity in culture, ancient heritage, culinary traditions, and numerous UNESCO World Heritage sites. Life in India is characterized by its vibrancy, challenges, and occasional stresses, yet it is consistently engaging. People in India find fulfilment and joy across various stages of life, including education, careers in business, jobs, startups, and even retirement. Consequently, many individuals choose to settle in India, drawn by the opportunities and rich experiences it offers, rather than seeking their fortunes abroad.

V. CONCLUSION

Though Westernisation has impacted India superficially, people are still inclined towards Indian tradition. Deep down they still prefer Indian culture over western. Even after colonization the Indians have managed to keep themselves psychologically free from the inferiority complex with respect to culture. India has embraced Westernisation superficially due to lifestyle changes but through the research it can be concluded that it is at a surface level and people still prefer 'Indianization' over Westernisation. This is evident due to the fact that people still prefer regional languages over western

languages, Indian dining etiquettes over western, Indian festivals over western and do not feel psychologically inferior following their 'Indianness'.

While the influence of Western culture has brought about changes in India, it is important to acknowledge that Indian culture is incredibly diverse and rich, with a history and heritage that spans thousands of years. Indian culture has a strong foundation and continues to be deeply ingrained in the daily lives of millions of Indians, with traditions, customs, and values that have been passed down through generations.

While Western culture has certainly influenced Indians superficially in various ways, it has not completely replaced or diminished the richness and diversity of Indian culture, which continues to thrive and evolve in its unique way. It is important to appreciate and respect the complexity and depth of Indian culture, acknowledging that it is shaped by a multitude of factors, including Western influence, but remains distinctly Indian.

In conclusion, while Western culture, driven by globalization, has undeniably influenced many parts of the world, including India, Indian culture has also maintained its significance and presence in the 21st century. Indian cultural traditions, values, and practices continue to thrive, both within India and in the global diaspora, showcasing the enduring and evolving nature of Indian culture. The interplay between Indian and Western cultures has resulted in a dynamic exchange that has influenced and enriched both sides. While Western culture, particularly American popular culture, has had a significant global impact, including in India, Indian culture has maintained its significance and distinctiveness. While Western culture has had a significant impact globally, Indian culture has shown resilience, retention, adaptation, maintaining its cultural identity and contributing to the cultural diversity of the world. Though Indians have incorporated western culture in certain sectors, through the research it is evident that western culture has impacted Indians superficially.

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