Impact of Western Culture on Indian Culture

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Abstract:

Indian culture is consider as one of the oldest and richest culture and western culture is considered as the most advanced culture in the world. Both are different types of culture and followed in different part of the world. Both the cultures differ from each other in the traditional mindset, however, in today's world both the cultures are coming to a mix. But the most common and genuine fear among conservative Indians (specially the elders) is that the widespread of westernization amongst Indians. They suspect that Western goods, clothes, foods, festivals, style, language, and moreover Western thought is spreading and shows negative impact across the populace. The purpose of this paper is to look at the many reasons that cause such fears and analyze them by comparing with reality and discuss about the impact of westernization.

Keywords: Culture, westernization, India, Heritage

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Introduction

Culture and tradition can be supposed to be made up of the following: celebration of festivals and religious practices, clothing, foods, arts, traditional sciences, language, and lifestyle. Indian Culture, which is one of the oldest & richest cultures in the world with varied languages, customs, beliefs, ideas, taboos, codes, instructions, works of art, architecture, rituals, ceremonies etc. The history of India's cultural is several thousand years old and it shows a continuity and delicate change with strong thread of continuity, characterized in the assimilative power of culture and unique display of 'unity in diversity'. These are not just words, but something that are highly applicable to a country like India that is incredibly rich in culture and heritage.

The oldest and unique culture of India shows an amazing cultural diversity throughout the country. The South, North, and Northeast have their own distinct cultures and almost every state has carved out its own cultural place. India is a vast country and the culture of India is unique in the world. The variety of geographical features and climatic conditions also make Indian culture unique.

Westernization of Indian Culture

The roots of westernization started in Great Britain in 17th and 18th century, and later on the process begun in America, France and Japan, as a pattern of social change which have influenced each and every sphere of life over the human beings. Westernization is defined as combination of the customs, values and culture of the west into our culture. Western culture greatly affected our traditions, customs, and our lifestyle. The major transformation of lifestyle and living standard of people not changed only in India but the interchange of world views and ideas has resulted major change globally.

In the process of transformation Indian culture has no bar. Our deep rooted traditions and customs have loosened up their hold with the emergence of westernization. India has a rich cultural background and pride of its culture is famous throughout the world. In every segment of society westernization came with changes. It has both positive and negative impact on Indian society.

Families: the concept of joint families is decreasing, Indians which are living in metropolitan cities in the small flat culture for them the joint families have become a strange surprise. Everyone wants to remain aloof from others and given rise to single families. Today people easily lost their patience to get adjusted into the joint family, imbibing the values of the elders and getting the young ones brought up under the shadow of their grandparents. Children have started treating their grandparents like guests or visitors, which is the main reason of increasing old age homes. Because the upbringing of children was like that they consider their own parents as burden in their state of adulthood.

Social Values: our culture treat guests as God as 'Athithi Devo Bhava'. Elders have the incorporated values of treating the guests as God, warm-hearted welcoming, greeting elders with due respect. The celebration of every small festival with togetherness and lots of enjoyment, such a wide gathering with full hue and light can hardly be seen today. People lost the value of festivals and cheerful blessing of togetherness. The interaction in present generation is highly diplomatic considering the financial status and wealth. The present generation celebrates Valentine's Day happier rather than Holi and Diwali. Indian culture which teaches to be a part of each other Joys and Sorrows to celebrate the moments together and share the grief together. But slowly all our value for which India has the pride is vanishing & western culture is taking its place.

Marriage Values: Similarly, marriages have also lost their values. Marriages are fatly breaking & our tolerance and patience has given the answer. It is very much evident from the increasing number of divorce cases and the extra-marital affairs reported every now and then. Marriage used to be considered as bonding of the souls which will be linked even after the death; but today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The most affected are our new blooms, which have sprouted they find themselves stressed and isolated in this new atmosphere as there is no one to take care of them. The ego factor into the Indian youth is again a product of westernization.

Food and Clothing: In India different state have their own tradition in which food and clothes shows various variety and importance. The food varies in its taste, but the importance of its own nutrient value and every region is specified and rich in its medicinal preparations with the home remedies. But still the popularity of junk food are too high which cause the health disorder in country. On the other side the variety of beautiful clothes which varies in different states and very much particular in maintaining the dignity of woman. On other side the dressing like the suiting's for the males are an inappropriate match for the Indian type of climate.

Language: Indian youth consider it shameful to be speak in their national and local languages. Even the Indians are not very much in favor of promoting their

mother tongue or our national language and the way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much Indian provide importance to Indian languages in comparison to the foreign ones.

Review of Literature:

Gupta and Bajpai, (2016) The Western impact produced radical and lasting changes in Indian society and culture. Westernization buried Indianans to a great extent as it introduced sophistication in food, dress and manners. The new technologies, institutions, knowledge, values and temper which the British people had brought with them, transformed the Indian society and culture a lot. Due to Western impact, India was more progressive in out-look and attitude.

Sinha and Kumar, (2004) understanding of Indian culture requires a holistic and multi-method approach, integrating both morals and secretes. Outside India are most likely to adopt an etic approach by they compare and contrast according to the Indian culture dimensions, concepts and theories.

Kaur, (2015) the growth of information technology has made a drastic change in the on India. The information shared across the world through the web, Skype, Twitter, and Face book have helped to make the absorption of different cultures. Indian culture and Western culture have embraced a sort of cultural exchange with one another, whereby both have absorbed aspects of each. Taking of good things from other is good but it does not mean we completely forget our values. According to the present scenario Indian society has been declined religiously and adopting Western culture.

Chuchra and Kaur, (2016) Indian youth are spoiled by the greater involvement of western culture in Indian culture. In twenty first century Indian youth has been continuously dishonored. Because of the structure of true love in lover's relationship is not defined clearly. Both positive and negative impact is seen from the westernization of Indian culture.

Bhoje (2015) Indian Culture is a very unique culture and has various practices. But because of westernization the youth of India do not believe in the traditional aspects, the culture will vary with time and will not be traditional anymore. India becoming a truly global environment in terms of economy, food and culture but what does it take to make sure our youth do not forget the richness of being Indian is a serious matter of question.

Conclusion

Indian and western both are different types of culture representing their own tradition and values. Indian Culture refers to the customs, traditions, religions and set of rules that are followed in India, while the Western Culture most commonly refers to culture that is followed in America and Europe. But today both the culture are going to be mixed especially in India. India got major transformation under westernization but forgetting our traditional values is also a matter of concern. The western culture has both positive and negative impact on Indian culture.

Consequences of westernization:

- Westernization of Indian culture directly affects the caste, joint family, marriage and other social structures.

- Modern values like humanism, egalitarianism, secularism have entered in Indian value systems. Our criminal law has been reformed. Evil customs like sati ended, Untouchability abolished.

- Concept of welfare state was introduced and thus Governmental activities on welfare measures have expanded.

- The political system, which developed during the British rule, gave increasing opportunities for political articulation to the people of India, especially those who acquired western education.

- The use of English words came to be commonly like Daddy, mummy, cutting the cake which contrast the Indian custom.

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