

Impact of Western Culture on Indian Culture

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Abstract:

Indian ethos is considered as one of the oldest and richest culture and western culture is considered as the most advanced culture in the world. The two of them are dissimilar sorts of culture, believed and followed in various parts across the globe. The two of the ethos are diverse from each other as per a typical old-fashioned belief, but nevertheless, in present's rational sphere of life, the two of them are coming together to a mix. But, the commonest and the most honest anxiety amidst the orthodox Indians (particularly the elder sect) is regarding the extensive spread of westernization amongst Indians. They doubt that western things, garments, cuisines, carnivals, panache, linguistic, and also western thinking is increasing and thus, its showing 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 is considered one of the most ancient & plush cultures in the world with diverse customs, languages, ideas, beliefs, codes, taboos, works of art, instructions, architecture, ceremonies, rituals etc. The past of India's social and cultural heritage ages more than a thousand years and it depicts a permanence and subtle variation with a firm cord of permanence, categorized in an absorptive influence of culture and distinctive presentation of 'unity in diversity'. These aren't just mere words, but something that are highly applicable to a country like India that is incredibly rich in culture and heritage. The most ancient and exclusive culture of India illustrates an astounding ethnic diversity across the nation. The North, Northeast and South have their own discrete values and beliefs, and nearly every Indian state has engraved its own social domicile. India is an enormous nation and its culture is distinctive and irreplaceable across the globe. The variability in the topographical structures and weather conditions also contribute in making India culturally rich and exclusive.

Westernization of Indian Culture

The roots of westernization settled down its roots in the Great Britain during the 17th as well as the 18th century, and following it the process begun in America, Japan and France, as a manner of a societal revolution which imposed its revolutionary impact on each and every domain of life of the human beings during that period. Westernization, is described as an amalgamation of the values, cultures and customs of the west into our ethos. Western culture momentarily exaggerated our ethnicities, cultural practices, and our lifestyle. The chief alteration of life regime and existing living-standards of society, not only changed in India, but this interchange of the worldly interpretations and notions has caused a drastic transformation universally.

In this process of modification, Indian culture has no bar. Our in-depth customs and traditions have slackened up their clutch with the advent of westernization. India has an opulent traditional scenario, and vanity of its ethos is eminent across the globe. 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 residing in cosmopolitan capitals in the minor flat cultures for them, the concept of joint peoples have been a thing of past. Every individual in the current time wants to stay detached from others and thus, lead to the promotion of nuclear family culture. Today people easily lose their endurance to circumstances and so find it hard to get accustomed to large, united families, absorbing in the morals of the seniors of the family and letting the younger generation of the family grow up beneath the shadow of their grandparents. But in the present times, youngsters have fetched a mindset of looking at their grandparents as visitors or guests, which is the main reason of increasing old age homes. It is because of the upbringing of children was like that they consider their own parents as burden in their state of adulthood.

Social Ethics: Our culture treat guests as the God as 'Athithi Devo Bhava'. Our seniors have assimilated in us the morals of considering our visitors and guests as the God, welcoming them with a warm-heart, and acknowledging them with affection and respect. The celebration of each and every festive occasion with togetherness and lots of pleasure along with an extensive get-together with full-fledged mode of celebration can scarcely be seen today. The current society has lost the worth of festivities, cheerfulness and blissful wishes as well as blessings of being together. The communication in existing times is exceedingly discreet taking in to consideration one's economic prestige and capital possessions. The present generation doesn't celebrate Diwali and Holi, as merrily as they celebrate and are excited for Valentine's Day. Indian culture is known to stick together in each other's joys and sorrows, in order to rejoice together and even provide our shoulders to those in need, when sorrow hits. But gradually all the ethics, for which India holds the superiority, is disappearing & western ethos is occupying its place.

Matrimonial Morals: Likewise, weddings values have also disappeared to an extent. Weddings are vastly getting dissolved, as our forbearance and endurance to circumstances has turned out to be very almost negligible, and this fact is extensively obvious from an escalation in the total sum of the divorce cases and the extra-marital relationships recounted every now and then. Weddings, were once reflected as the connection of the souls, which

remains associated even after the death; but in today's age, wed-lock is taken as an executive bond or a so-called obligation of sharing their lives without negotiating their personal securities. The most targeted ones in such affairs are our little buds, which have budded of that wedlock, once they grow up, they find themselves strained and secluded in this new environment, as they lack a normal family life, which troubles and hinders their normal psychological upbringing. The increasing ego factor in the Indian youth is also an outcome of westernization.

Food and Clothing: In India, different states have their own tradition in which food and clothes shows various variety and importance. The food differs in its flavor, but it is prominent in its own nutrient value, and every province is quantified and is lavish in its therapeutic arrangements with the homely medicines. But still the popularity of junk food are too high which led to the health disorder across the country. On the other side the variety of beautiful clothes which differs in various states and is much specific in upholding the self-respect of womenfolk. On other side, the apparel as the suiting for the men are an inapt counterpart for the typical weather.

Language: Indian youth feel it shameful to converse in their local and national languages. Even the Indians do not favor promoting their mother tongue or their national linguistic and the way the overseas languages are getting predominant in India as Spanish, German and French, from the very basic schooling is an instance of what level of importance do Indians provide to their language over the international languages.

Review of Literature:

Gupta and Bajpai, (2016) The Western influence shaped essential and long-lasting disparities in Indian culture and society. Westernization buried Indians to a great extent as it familiarized intricacy in manners, dress and food. The fresh institutions, technologies, knowledge, temper, and values that the British society had carried with them, renovated the Indian culture and society a lot. It is the result of the Westernization that India has turn out to be more liberal in attitude and approach.

Sinha and Kumar, (2004) an in-depth acquaintance to an Indian ethos needs a rounded and multi-methodical methodology, assimilating the two of them morals and secretes. But outside India are most

probable to embrace an etic method by comparing and contrasting them, according to the Indian culture concepts, theories and dimensions.

Kaur, (2015) the growth of information technology has made a drastic change in India. The information transferred throughout the globe via the web, Twitter, Face book, and Skype have facilitated to make the captivation of diverse principles. Indian as well as Western culture have incorporated a kind of ethnic interchange with each other, whereby both of them have engrossed facets of each culture respectively. Taking of good things from other is good but it should not be like we entirely overlook our ethics. According to the present scenario, Indian society has been deteriorating consistently in its attempt adopt Western ethos.

Chuchra and Kaur, (2016) Indian youth are spoiled by the larger participation of westernization over Indian ethos. In the twenty first century era Indian adolescent has been incessantly violated due to their attempt of finding true love in lover's bond, which is not defined clearly. Both positive and negative impact is seen from the westernization of Indian culture.

Bhoje (2015) Indian Ethos is a very exceptional philosophy and has numerous performs. But because of the westernization of Indian youth, they do not tend to consider the customary phases, the ethos will diverge with time and will not be customary anymore. India is on its path to becoming a rightly international hub in terms of food, culture and economy but what efforts would it take to make the youth not forget the plushness of being Indian is a serious matter of question.

Conclusion

Both Western and Indian are diverse kinds of ethos representing their own tradition and values. Indian Ethos denotes to the traditions, customs, religions and fixed list of rules that are to be followed in India, while the Western Culture most frequently denotes to the ethos that is followed by American and European nations. But today, the two of these 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 joint family, caste, marriage and other societal arrangements.
 - Recent ideals like egalitarianism, humanism, secularism have ensure their access into Indian value schemes. Our criminal law has been rehabilitated, resulting into the abolition of sinful practices, like untouchability, sati, widow-remarriage etc.
 - Notion of wellbeing condition was familiarized and thus Governmental actions on welfare trials have extended.
 - The governmental scheme that was established during the British rule, provided cumulative prospects for radical enunciation to the Indian community, specifically those who attained western schooling and learning.
- The use of a few English words came in to use often, like Mummy, Daddy, cutting the cake which diverges with the Indian cultural practice. .

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