

Social View on Indo Western Culture

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Abstract:

India has passed through various developmental phases in the past. All social, political, religious approaches have left its influence on the culture of India. Despite having different kinds of diversities, most of the times, the Indian society has been able to develop “an attitude of reconciliation rather than refutation, co operation rather than confrontation and co existence rather than mutual annihilation. Present study emphasize on liking of various social components and dimensions in indo western pattern by society.

Introduction:

Assimilation and fusion of different cultures has been a continuous process of Indian civilization. It has prepared an atmosphere for co existence of different sections of society. It served to give Indian society coherence, stability and continuity and held together different castes and communities having diverse languages and practices for generations, thus making unity in diversity a reality.

Amalgamation of Indian and western culture is the influence of western culture. Many young men and women are sent to European

countries to study and to acquire jobs. While away from India, they experience new rights, independence and accept new cultural ideas. The internet has allowed people from different countries and cultural background to connect with one another and to share experience.

Arrange marriages were popular for hundreds of years. Indian culture today allows young men and women freedom of choice. Marriages have lost their permanent tie up as indicated by no. of divorce cases and extra marital affairs. In India, marriage used to be considered as bonding of the souls even after the death, but today marriage is like a professional bond to share life without compromising their self interests. This has given birth to new relationships in India like live in relationships. Increasing cases of rape and sexual harassment are result of prevented mind which is against the mother culture.

In Indian culture, guests were treated as god, warm hearted welcoming, greeting elders with due respect and celebrating every small festival with great color and enjoyment with togetherness. The interaction in present generation is highly diplomatic considering financial status and wealth. Indian food, varied with respect to different states.

The varied cuisines from all over the world though have different flavors, still the food in gradients that have inflicted with much popularity are the junk food items which have increased health disorders. Even the clothing varies in different states which is very much particular in maintaining dignity of men and women but dressing are an in appropriate match for Indian type of culture. The female dresses are a way of distraction to the perverted minds.

Youth of modern age feel shame to speak national language. The way to speak foreign language like French, Spanish is getting prevalent. India was predominantly an agricultural based country. Farming has lost its prime value. Youngsters feel shameful for farming and look down. Our youth feel pleasure to be a representative of customer care. We are losing our health and status and slowly getting age of economic slavery. Indian music and dance is known for their depth but today these have mixed with western cultures.

Objective of Study:

To find liking of society members regarding indo western social components

To find liking of society members regarding indo western dresses

To find liking of society members regarding indo western social dimensions

Hypothesis:

There is no liking of society members regarding indo western social components.

There is no liking of society members regarding indo western dresses.

There is no liking of society members regarding indo western social dimensions.

Methodology:

For present study, descriptive survey method was applied. 300 persons are randomly selected for interview. In the sample 150 male and 150 female of age 25-35 year with equal urban and rural ratio were incorporated. To find their liking a self prepared questionnaire was used. Collected data was converted into percentage and comparatively analyzed.

Finding and Analysis:

Table-1: Status of Liking of Indian and Indo Western Social Components

Social Components	No. of Persons Liked %			
	Indian Pattern		Indo Western Pattern	
	Rural	Urban	Rural	Urban
Marriage	77	62	23	38
Religious Rituals	78	69	22	31
Child Care	66	79	34	21
Outside Working of Women	81	67	19	33
Living Style	78	31	22	69

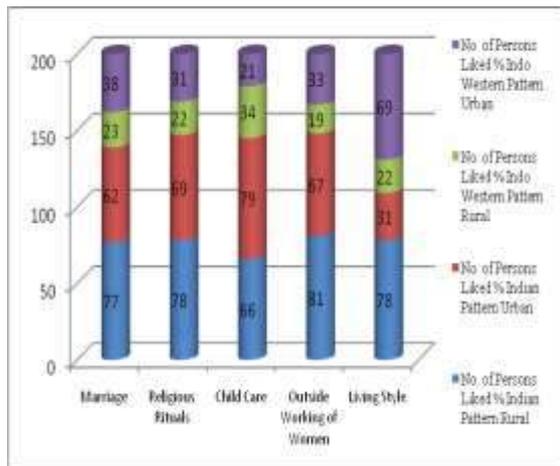


Chart-1: Status of Liking of Indian and Indo Western Social Components

Table-2: Status of Liking of Indian and Indo Western Dresses

Gender	Category of Dress	No. of Persons Liked %			
		Indian Pattern		Indo Western Pattern	
		Rural	Urban	Rural	Urban
Male	Casual	34	11	66	89
	Formal	73	71	27	29
Female	Casual	91	12	9	88
	Formal	82	78	18	22

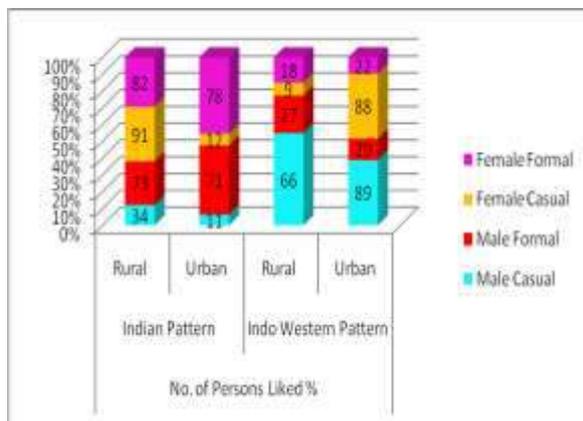


Chart-2: Status of Liking of Indian and Indo Western Dresses

Table-3: Status of Liking of Indian and Indo Western Social Dimensions

Social Dimensions	No. of Persons Liked %			
	Indian Pattern		Indo Western Pattern	
	Rural	Urban	Rural	Urban
Food	66	53	34	47
Language	93	77	7	23
Music	62	67	38	33
Dance	36	14	64	86

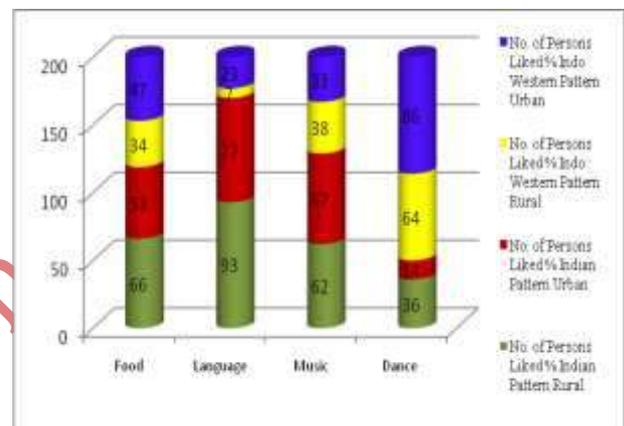


Chart-3: Status of Liking of Indian and Indo Western Social Dimensions

Data shows that marriages in Indian pattern liked by 77% rural and 62% urban while indo western pattern by 23% rural and 38% urban. Religious rituals in Indian pattern supported by 78% rural and 69% urban whereas indo western pattern liked by 22% rural and 31% urban. In the context of child care Indian pattern preferred by 66% rural and 79% urban and indo western pattern by 34% rural and 21% urban. With respect to outside of working by women is liked by 81% rural and 67% urban and not supported by 19% rural and 33% urban. Indian living style adopted by 78% rural, 31% urban and indo western style by 22%

rural and 69% urban. Hence, hypothesis 1 there is no liking of society members regarding indo western social components is rejected.

Dress style liking data indicates that in case of male regarding casual wear 34% rural, 11% urban prefer Indian whereas 66% rural, 89% urban indo western. For selection of formal wear, 73% rural, 71% urban like Indian while 27% rural and 29% indo western style. On the other hand, in case of female with respect to casual dresses 91% rural, 12% urban like Indian while 9% rural, 88% urban choose indo western outfits. In the matter of formal dresses, 82% rural, 78% urban prefer Indian and 18% rural, 22% urban like indo western dresses. Thus hypothesis 2 there is no liking of society members regarding indo western dresses is rejected.

Social dimension related data exhibits that Indian food preferred by 66% rural, 53% urban whereas indo western food preferred by 34% rural, 47% urban. Language liking shows that 93% rural, 77% urban like Indian languages while 7% rural, 23% urban feel happy with indo western language. Indian music liked 62 % rural, 67% urban while 38% rural, 33% urban like to listen indo western music. In case of dance, 36% rural, 14% urban like Indian and 64% rural, 86% urban like indo western dance. Therefore, hypothesis 3 there is no liking of society members regarding indo western social dimensions is rejected.

Conclusion:

Indian culture is influenced by ancient culture of India but something new happens in every period that stirred up difference in Indian society. Younger generations have more independent and have accepted new ideas from

western culture. The impact of western culture clearly visible in our food, habits, dresses, living style, thinking, working etc.

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