



## THE IMPACT OF WESTERN CULTURE ON INDIAN WOMEN



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### ABSTRACT:

Indian Culture, which is one of the oldest & richest cultures, is now days posing a serious threat as western culture is establishing its strong base in India and slowly and gradually wiping the Indian culture. It had already made its presence in Metro's & now slowly heading towards other parts of India.

Westernization has greatly affected our traditions, customs, our family and our respect and love for others. The concept of joint families is fatly decreasing everyone wants to remain aloof from others. Nobody now bother about others and only cares about himself which is totally contradictory to our Indian culture which teaches to be a part of each other Joys and Sorrows to celebrate the moments together and share the grief together. Slowly all our value for which India has the pride is vanishing & western culture is taking its place. People are blindly following the western culture without knowing its consequences.

Western countries, the mass media, the fashion industry and the education curriculum, the perception of beauty are increasingly being defined by Western



parameters due to reasons such as globalization, free trade and high technology. The inundation of Western culture is undeniable as it has effects that are both unconsciously beneficial and detrimental in our daily lives.

*Civilization is what we have, culture is what we are*— Dr. Sarvepalli Radhakrishnan.

**KEY WORDS:**Western Culture , Indian Culture ,Indian Women , fashion industry .

### INTRODUCTION:

Modernization is a multidimensional concept initiated by industrialization. Before industrialization, society based upon traditional social institutions. Modernization brought about changes in every segment of society. Modernization has both negative and positive impact on society. In India, modernization has great impact on young female. In present scenario of modernization in India, it has negative impact on young generation. Female is part and parcel in every society and played a vital role in development process. According to

feminist perspective, females should be given equal rights to men and not limited to homes. Indian constitution is also granted women rights which are considered necessary for women development. But it is the habit of West that they attributed each and every good aspects of life with them.

Medieval India was viewed as the "Dark Ages" for Indian ladies. At the point when remote winners like the Mughals and the British attacked India they carried with them their own way of life, which at times unfavorably influenced the state of ladies and sometimes liberated them.

Over the ages in India ladies have been dealt with as the sole property of her dad, sibling or spouse, not been given any decision or flexibility of her own.

One more explanation behind the decrease in the status of ladies and their flexibility was that unique Indians needed to shield their ladies people from the boorish Muslim intruders. As polygamy was a standard for these intruders they got any ladies they needed and kept them in their "collections of mistresses". So as to ensure them Indian ladies began utilizing 'Purdah', (a shroud), which covers the body. Because of this reason their flexibility likewise got to be influenced. They were not permitted to move unreservedly and this lead to the further disintegration of their status. These issues related with ladies brought about changed mentality of individuals and they started to consider a young lady as wretchedness and a weight, which must be protected from the eyes of gatecrashers and needs additional consideration. While a kid youngster did not need such additional consideration and rather will be useful as an acquiring hand. In this manner an endless loop began in which ladies were in a bad way. This offered ascend to some new shades of malice, for example, Child Marriage, Sati, Jauhar and confinement on young lady training.

- 1)Sati
- 2)Jauhar
- 3)Child Marriage
- 4)Restriction on widow remarriage
- 5)Purdah system
- 6)Female education
- 7)Devdasis

Indian society, for thousands of years, has perpetuated man-made inequalities initially through the muscularist hegemony. The women are treated like human being. Not only that they were exploited and abused in myriad ways in a very subtle manner. When India became independent particularly when the Constitution of was adopted, a commitment was made to its people to establish a social structure characterized by justice-social, economical and political; liberty of thought, expression, belief, faith and worship equality of status and opportunities and fraternity.

Culture is an environment to cultivate or build oneself ethically, socially and in all other aspects that lead an all over human development. Every culture is a combination of some good and bad features. All in one, culture means 'a way of life'. Every geographical body has its own custom i.e. culture. People of different nations are recognized by their culture. One should be proud on its impressive traditions. It is the responsibility of all citizens to preserve their own ethnicity.

India is a secular country where the people have the freedom to practice any religion and also to convert into another religion of their choice. So, all the cultures are freely accepted and respected by the Indians. The culture of India is the way of living of the people of India. India's dialects, religions, move, music, building design, sustenance, and traditions vary from spot to put inside of the nation. The Indian culture regularly marked as an amalgamation of a few societies, compasses over the Indian subcontinent and has been affected by a history that is a few centuries old. Numerous components of

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of India's various societies, for example, yoga and Indian cuisine, have had a profound impact across the world.

But still the women are at margin because being women. The statistics testifies to the brutalities afflicted on women folk.

Social Indicator	India	World
Infant Mortality Rate, per 1000 live births	73	60
Maternal Mortality Rate, per 100,000 live births	570	430
Female Literacy, %	58	77.6
Female School Enrollment	47	62
Earned Income by females, %	26	58
Underweight Children, %	53	30
Total Fertility Rate	3.2	2.9
Women in Government, %	6	7
Contraception usage, %	44	56
Low birth weight babies, %	33	17

Women have a marginal role in family decision making; they are primarily responsible for keeping the hearth going. They are occasionally consulted on marriage negotiations but not on any financial matters in the villages. Women's economic contribution has been invisibilised in the industrial process of economic development.

The differential social evaluation of the sex roles, the male-orientation in running households coupled with rural poverty and household poverty enmesh in narrowing choices open to women heads of households. The capital intensive technology has rather trivialized the gender issue. The whole host of economic and social structures and processes that reinforce patriarchy devalue and commodify the women. The confluence of modernization does not improve the fate of women. Media is playing a vital role in the modernization among female. Indian women mostly see Indian dramas and these dramas are promoting Indian culture in their life. Females adopt those values and also teach their children which are presented in star plus dramas.

### WESTERN CULTURE

Indian culture is rich and known in other parts of the world since the ancient times. It is multi-diverse and has been consistently unique in its very own way. Manners, traditions, living and trading patterns etc. are one of the graceful components of Indian culture. The most important feature of Indian culture is its values. These values are deeply rooted within the heart, mind, body and soul of its dwellers.

But the influence of western culture started in India during the 16th century when the British established their colony in the country. Western culture is considered as the most advance culture in the world and has started surmounting its flavor on Indian roots too. Western culture has always shown its influence on Indian society. This could be for the multiple reasons like fascination, dreamy autonomy etc., which are somehow absent in Indian culture. Western culture conveys and promotes the ideas and values of advanced civilisation across the people of Indian.

There are ample of good things found in the western culture, which every India should proudly learn and adopt. Every passage comes with pros and cons. Indians should definitely use the culture strain before getting diluted under the flow of any cultural influence. The leading reasons for such impact are pursuit of wealth and power of Western Media.

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It corresponds to the division between feminine expressiveness and masculine instrumentalism. Most women routinely interact with people and technologies. For example computer is implicitly rather than explicitly gendered. 'Hard' technology is inert and powerful, while 'Soft' technology is smaller scale. So the world of technology is made to feel remote and overwhelmingly powerful because of the hard-soft dualism.

India has achieved higher technological advancement during last decade. But in areas of technology, till today women represent about 10 % of researchers and about 5% of manager. The impact of information technology on society has not been uniformly beneficial, and the technological divide is being increasingly felt, especially in the developing countries. Serious obstacles still continue in achieving gender equality. The gender implications of digital divide is very serious in India. Access to and use of the Internet has important economic, educational, and social benefits, and those who are excluded from Internet participation will also be excluded from several benefits. Lack of training does not allow them to escape from their sex-typed slots.

Westernization as a pattern of social change which have influenced each and every sphere of life over the human beings and has its roots in industrial revolution started in Great Britain in 17th and 18th century, and later on the process begun in America, France and Japan. Modernity is a central concept in the process of social change and defined as new social and cultural patterns due to Industrialization.

Present world is just like a global village in which different cultures of different societies are interacting with each other. Cultural and social values are changing very rapidly. In social and cultural change process modernization is playing a vital role. In modernization religious and socio-cultural values are replacing by Western values.

Westernization has greatly affected our traditions, customs, our family and our respect and love for others. The concept of joint families is fatly decreasing everyone wants to remain aloof from others. Nobody now bother about others and only cares about himself who is totally contradictory to our Indian culture which teaches to be a part of each other Joys and Sorrows to celebrate the moments together and share the grief together. Slowly all our value for which India has the pride is vanishing & western culture is taking its place. People are blindly following the western culture without knowing its consequences.

Westernization has given rise to single families. Marriages are fatly breaking & our tolerance and patience has given the answer. 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. They will not get the care and love of their Grandparents and they find themselves in crutches were some others will take care of them. It is very unfortunate that the new sprouts remain untouched and cut off from our moral values and sanskaras. In today's Scenario were both husband & wife are working there is no one at home to look after them to inherit the sanskaras in them as our elders who gives these sanskaras to their grand children are not with them. To many cases it is not deliberate but in majority of case the children prefers to remain away from their parents which is very unfortunate.

Our country India is like a tree whose roots are culture, tradition, harmony and brotherhood but today it's replaced by the yellow ones of western culture. It's good that we are adapting western culture by keeping our own culture on zenith. As the sole reason for which today Indians are venerated on world stage is just because of the vintage of this nation. But instead of this we are just forgetting our

culture and are totally influenced by the western one as we feel it to be more attractive, trendy and modern which has given the top most priority in today's world. Led by wealthy Western countries, the mass media, the fashion industry and the education curriculum, the perception of beauty is increasingly being defined by Western parameters due to reasons such as globalization, free trade and high technology. The inundation of Western culture is undeniable as it has effects that are both unconsciously beneficial and detrimental in our daily lives.

There has been a total change of her presence in the Indian families and society as whole, she is independent, fast, smart, energetic, walks with pride, self esteem, the decision maker, leader, Modern women's are the one who rules so, to tap her need, comfort and desire is more important. Her role changing phase is the biggest factor that leads to the success of business nowadays and it's true that they have to be in the constant focus of the practitioners in future too.

### CONCLUSION

I would say that the growth of information technology has made a drastic change in the on Indian women. The ease with which information is shared across the world through the web, Skype, Twitter, and Face book have helped to make the absorption of different cultures a distinct part of reality in the modern setting. Indian culture and Western culture have embraced a sort of cultural exchange with one another, whereby both have absorbed aspects of each.

We do not oppose to adopt new modern values for development but we should adopt those values which are compatible with Indian values. At present, Indian society and especially female has been declined religiously and adopting Western culture. In Western culture females are presented only as a sexual object and this value is prevailing in Indian society. Indian women see star plus dramas and in these dramas vulgarity is presented and women adopting a blend of Indian and Western culture which leads them towards social and sexual delinquency. In short, Pakistani society needs socio-cultural and religious revivalism. Women should do work at public places but they keep this thing in your minds that they are Indian women.

No doubt the western culture is versatile and has taught to be self-independent but this does not mean that we will forget our culture at all and blindly follow it but we cannot remain untouched this. Since India has the tradition to take good things from others but this does not mean that we will completely forget our values. We should feel proud that we are Indian s and we have such a rich cultural heritage which is very rare and should carry this forward and inherit the same to our new blooms that are going to be our future.

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