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## Original Research Article

# Factors needed to strengthen Indian culture and heritage

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### ABSTRACT

There are several characteristics that distinguish people from one another across the nation, including caste, creed, race, religion, ethnicity, age, gender, educational attainment, occupation, personality traits, cultures, communities, and socioeconomic status. Despite these distinctions, it is necessary to comprehend Indian culture and tradition effectively. When doing various job activities, working, and interacting with others, both urban and rural residents are expected to adhere to the local cultures. The individuals will be able to recognize the standards and values for this reason. Therefore, it is widely accepted that having an awareness of Indian ancestry and culture will significantly improve one's overall standard of living. The primary ideas considered in this research paper include the fact that Indian culture and heritage are respected in all communities across the nation, as well as the traits of Indian culture and the conditions necessary for their reinforcement.

## 1. Introduction

The Indian culture is widespread throughout the nation and dates all the way back to the dawn of human civilisation. The term "culture" refers to human thought and behavior patterns. All people, from all groups, backgrounds, and communities, must act in a way that upholds the standards and principles. Each person has goals and ambitions for their lives that they want to accomplish. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to achieving the intended goals and objectives. They must also put into practice the rules, morals, values, ethics, standards, and principles. The reason is that the people must interact and collaborate with others. The material facets of culture, such as technological and scientific advances, are often distinguished from cultures in common speech. Arts, music, literature, philosophy, religion, and science are some of the topics covered [1]. It is said that people are acknowledging the relevance and meaning of culture when they get interested in one or more of these areas. As a result, culture has profoundly influenced the improvement of peoples' general quality of life.

The norms, values, civilizations, and traditions of India are revealed throughout its history. The preservation of cultures and traditions has benefited greatly from the efforts of historical leaders. Cultures can be categorized as either material or non-material. Technology, instruments, consumer products, architecture, designs, models, buildings, production techniques, trade, commerce, welfare, and other social activities are all examples of material cultures. Norms, values, morality, ethics, standards, principles, and other ceremonial practices are all part of non-material culture [2]. All societies value their culture beyond all else. Of all the cultures in the world, Indian culture is the oldest. People can establish their

identity in society when they recognize the value and significance of cultures. The term "culture" refers to the artificial environment that is passed down from one generation to the next. It varies from country to country and from location to place. Culture is made up of the explicit and implicit behavioral patterns that people use in both their personal and professional life. Therefore, it can be said that people must understand the purpose and importance of culture throughout their life.

There are numerous monuments, historical sites, and places of worship in India. Both domestic and foreign visitors frequent these. People that travel to these locations learn about various cultures by their experiences there. There are other things that are valued in the culture as well. These include tangible artifacts, literary accomplishments, philosophy, a wealth of information, and scientific innovations and discoveries.

They are a component of heritage. In India, the contributions made by Baudhayana, Aryabhata, and Bhaskaracharya in the sciences of mathematics, astronomy, and astrology; Varahmihir in the study of physics; Nagarjuna in the study of chemistry; Susruta and Charak in the study of medicine; and Patanjali in the study of yoga are regarded as priceless treasures of Indian cultural heritage. Cultures are subject to change, but heritage is unchangeable. It is important to make sure that any cultural changes benefit people individually, in their communities, and across the board as a whole.

To get information about culture, heritage, and cultural changes occurring, the participants read religious texts, listen to religious sermons, and use a variety of reading materials and the internet.



## **2. Indian culture and heritage is acknowledged throughout the country in all communities**

In urban, rural, and tribal populations, Indian culture and tradition are respected. The following is a list of these:

### **2.1 Urban communities**

Urban residents lead contemporary lives as a result of ongoing improvements, as well as the onset of modernity and globalization. When carrying out their obligations in both their personal and professional life, they are using cutting-edge, inventive, and scientific approaches. In the course of carrying out their jobs, they are using a variety of technologies. The internet is one of the most major sources that is making a substantial contribution to the generation of information in terms of numerous fields, themes, and ideas. Additionally, the educational system is in a condition of full development. The people receive high-quality education, work in a variety of positions, or start their own businesses offering a range of goods and services. In order to accomplish their goals and improve their overall quality of life, urban residents are concentrating on upgrading their skills and abilities. Urban residents use a variety of methods to conduct their lives, and these methods are inspired by many cultures. As a result, it may be said that urban communities recognize Indian culture and tradition.

### **2.2 Rural communities**

In India, rural areas are home to more than 70% of the population. Agriculture and farming activities are viewed as the main vocations of rural people in these communities. In addition to this, rural residents work in the creation of artwork and handicrafts. Rural residents struggle with a variety of socioeconomic issues, including homelessness, unemployment, illiteracy, and poverty. These are seen as obstacles in the way of carrying out different kinds of job responsibilities and resulting in an improvement of one's living standards. To accomplish the targeted aims and improve their overall quality of life, rural residents are concentrating on upgrading their skills and abilities. Cultures have an impact on the strategies used by rural residents to develop greater employment possibilities. To get high-quality education and economic possibilities, they are moving to urban areas. To put it another way, people are working to improve their wellbeing. As a result, it is widely believed that rural populations respect and value Indian culture and heritage.

### **2.3 Tribal communities**

In distant and steep areas all around the nation, there are tribal communities. To fulfill all of their demands and requirements and effectively maintain their living conditions, they are reliant on the natural environmental conditions. The principal industry of the rural population is agriculture. In addition to these, rural residents labor at producing a wide range of crafts and artwork. The various socioeconomic issues, such as poverty, backwardness, and illiteracy, are overwhelming for the indigenous people. These are seen as roadblocks in the way of carrying out different kinds of job responsibilities and reaching desired goals and objectives. To accomplish the targeted aims and improve their general quality of life, tribal members are concentrating on improving their

skills, abilities, and aptitude. Cultures have an impact on the strategies employed by tribal members to improve their living situations. To improve their character qualities and way of living, they are moving to urban areas. Tribal communities thus acknowledge Indian culture and heritage.

## **3. Characteristics of Indian culture**

Caste, creed, race, religion, ethnicity, age groups, genders, educational attainment, jobs, communities, categories, and backgrounds are only a few of the differences between the persons. People need to be knowledgeable about strategies, tactics, and processes when they are fervently committed to achieving desired goals and objectives. Additionally, they must put into practice the rules, morality, ethics, standards, and principles while they carry out their professional responsibilities. The individuals are required to adequately prepare themselves in order to carry out their job tasks [3] for this reason. Acquiring a thorough understanding of Indian culture's relevance and meaning is essential when undertaking study on it. The norms, values, principles, standards, ethics, and attitudes of generosity, simplicity, and kindness are highly valued in Indian culture. Therefore, it can be said that people must understand the value of culture throughout their life. The following list of Indian cultural traits is provided:

### **3.1 A cosmic vision**

The foundation of Indian culture situates people inside the idea that the universe is a divine creation. It does not only focus on humans, but also on other things. As the divine's expressions, the elements are both life and nonliving. The people are expected to reaffirm the idea that they must have optimistic attitudes toward all living creatures. There are many ways in which human beings differ from one another. However, regardless of their neighborhoods, categories, or histories, all people must be given equal rights and opportunities. Additionally, discrimination against anyone on the basis of any factor must be avoided. The people must make sure that their acts and deeds benefit not just themselves and their families but also the communities as a whole. The cosmic perspective combines God, nature, and people into one cohesive totality. The viewpoint of Satyam-Shivam-Sundaram reflects this. Therefore, it may be said that the cosmic vision supports the concept of coexistence and respects God's divine.

### **3.2 Sense of harmony**

The people are unable to lead isolated lives. They must cooperate and integrate with one another in the course of carrying out their job obligations in both the personal and professional arenas. The people must make sure that they communicate their views and points of view, add to the body of knowledge regarding diverse topics, and effectively address a wide range of issues. Therefore, it is crucial for each person to reinforce a sense of harmony. The sense of harmony would enable the people to develop social terms and connections with each other and provide the necessary results in homes, educational institutions of all levels, and various sorts of employment situations. Individuals must have a thorough grasp of the significance and meaning of a sense of harmony from an early age throughout their life. Additionally, people must make sure that their acts and deeds benefit not only themselves and

their families but also the communities as a whole. Therefore, harmony is a cultural trait that all people, regardless of their professions, communities, classifications, or socioeconomic backgrounds, need to accept.

### **3.3 Receptivity**

One of the essential aspects of Indian culture is said to be receptivity. It refers to being approachable and open to different cultures. People differ from one another in terms of their cultures within neighborhoods, educational institutions of all levels, and in all types of employment contexts. Other people's cultures can occasionally be unexpected. However, it is imperative that people develop favorable opinions of various cultures. When individuals must coordinate their efforts with one another, they are aware that they must develop favorable opinions of different cultures. Although people are free to live their lives independently and in accordance with their traditions, they must do so with positive attitudes and refrain from any bad emotions. The improvement of peoples' general quality of lives will be largely facilitated by the introduction of cultures. The individuals also need to develop their ability to adapt to other cultures. As a result, responsiveness is seen as a positive trait in all communities and states across the nation.

### **3.4 Tolerance**

To improve their entire quality of life, people from all communities, backgrounds, and categories must raise awareness and exert themselves to the fullest extent possible. They must come to the conclusion that acting in conformity with the standards and principles would be to their overall advantage. Both in their personal and professional lives, each person has goals and ambitions to accomplish. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to achieving the intended goals and objectives. They must also put into practice the rules, morals, values, ethics, standards, and principles. The reason is that the people must interact and collaborate with others. The process of collaborating and integrating with others requires that individuals encounter a variety of issues and difficulties. However, they must establish friendly and cordial relationships with everyone, regardless of their backgrounds, nationalities, ethnicities, or religions. As a result, tolerance is a quality that is actively practiced.

### **3.5 Continuity and stability**

It is important for people from various communities, origins, and categories to be familiar with the rules and ideals. They need to be morally upright and ethical when they engage in different sorts of employment in order to provide for their families and maintain their standard of living. Additionally, the participants produce data regarding characteristics of righteousness, honesty, and truthfulness. When people are knowledgeable of these matters, they greatly aid in preserving the continuity and stability of culture. Every person in every community has goals and objectives they want to accomplish in life. They must be instructive in terms of methods and procedures when they are fully committed to achieving the intended aims and objectives. They must also put into practice the rules, morals, values, ethics, standards, and principles. The reason is that the people must carry out even challenging and

complicated job obligations. As a result, stability and continuity are seen as two essential aspects of culture.

### **3.6 Adaptability**

All persons, from all groups, backgrounds, and communities, must behave in accordance with the cultures. The rules can be rigid in some situations. For instance, they won't go into the kitchen before taking a shower. In some societies, especially in rural areas, women would keep their faces covered and wear veils in front of the older men of the household. In contrast, people in other communities do not adhere to specific cultures inflexibly. These are especially prevalent in metropolitan areas. Consequently, civilizations are flexible. People must perform a variety of duties and activities throughout their lives. When they become fully committed and motivated to carrying out different duties and activities, they need to be knowledgeable about numerous techniques, strategies, and methods. They must also put into practice the rules, morals, values, ethics, standards, and principles. The reason for this is that the individuals must interact and collaborate with others while also confronting a variety of issues and difficulties. The ability of civilizations to adapt will be extremely advantageous to people. As a result, one of the important cultural traits is adaptability.

### **3.7 Morality and ethics**

People from all groups, backgrounds, and cultures need to understand the importance and meaning of morality and ethics. People who act morally and ethically make a significant contribution to the accomplishment of personal and professional goals, the differentiation between appropriate and inappropriate behavior, the formation of an effective social network, and the improvement of one's overall quality of life. The development of these qualities will help people perform successfully and handle a range of issues and difficulties. Additionally, it is commonly known that they are incorporating cultures into their daily life. When people are fully committed to achieving their goals and objectives, they not only need to be knowledgeable about methods, strategies, and approaches—they also need to act morally and ethically. Individuals are needed to uphold the rules, values, morality, ethics, standards, and principles in addition to being informed about them. The folks are steadfastly committed to fostering the improvement of their general personality attributes, which is the reason. Morality and ethics are thus a crucial aspect of culture.

### **3.8 Diligence and conscientiousness**

The importance of diligence and conscientiousness must be understood by people from various communities, categories, and backgrounds. People who are diligent and conscientious will make a significant contribution to the efficient execution of job duties, the achievement of personal and professional goals, the ability to distinguish between appropriate and inappropriate behavior, the ability to deal with a variety of issues, the ability to choose the best solution, and the improvement of one's general living conditions. The development of these qualities will help people succeed and advance happiness and goodwill. Additionally, it is commonly known that they are incorporating culture into their daily life. All people, from all groups, backgrounds, and communities,

must live their lives in line with the standards and principles. Each person has goals and ambitions for their lives that they want to accomplish. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to achieving the intended goals and objectives. Furthermore, they will be able to successfully do their job obligations when they are well-versed in terms of the qualities of diligence and conscientiousness. As a result, effort and conscientiousness are well-known cultural traits.

### **3.9 Emphasis on duty**

People from various areas, categories, and backgrounds have goals and objectives they want to accomplish in life. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to achieving the intended goals and objectives. Additionally, they must get motivated to perform their professional obligations. One of the crucial considerations is the necessity for people to develop positive perspectives towards their employment responsibilities and duties. In other words, obligation must be emphasized. Individuals must come to the conclusion that acting in conformity with the standards and principles would greatly benefit them. Both in their personal and professional lives, each person has goals and ambitions to accomplish. They must understand that placing focus on responsibility will be favorable and advantageous on a broad scale if they are fully committed to performing well in their employment and achieving desired goals and objectives. People will therefore be able to strengthen civilizations. Therefore, it is clear that placing a strong focus on duty is a crucial aspect of culture.

### **3.10 The joint family system**

The family structure made up of two or more nuclear families residing under one roof is known as a joint family system. This system is common in all communities, both urban and rural. However, people must develop the ability to get along with all of the family members [4]. The people develop several relationships, including those with parents, kids, siblings, uncles, aunts, cousins, and occasionally even grandparents. The kitchen is shared by the entire family. One of the main benefits of the joint family system is that members can lean on one another for support and aid when facing various difficulties. They must establish effective lines of communication with one another and develop friendly, cordial connections. The results of research investigations have shown that when family members encounter challenging circumstances and arguments, they use peaceful conflict resolution techniques. Family members get concerned about one another when they experience sickness and health issues. As a result, the joint family system is a cultural trait that has been found in all areas across the nation.

## **4. Factors required in leading to reinforcement of Indian culture and heritage**

People from various communities, categories, and backgrounds must act appropriately both inside and outside of their houses in accordance with the cultures. Each person has a unique set of goals and aspirations for both their personal and professional lives. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to

achieving the intended goals and objectives. They must also put into practice the rules, morals, values, ethics, standards, and principles. The development of these qualities would help people see the value and importance of cultures [5]. Additionally, it is crucial that people have the tools necessary to contribute to the preservation of Indian culture and tradition. These include knowing one's job duties and responsibilities inside and out; effectively communicating with others; exhibiting the qualities of honesty and truthfulness; exerting one's best effort; and taking steps that will improve one's general quality of life. The following is a list of these:

### **4.1 Being well-versed in terms of job duties and responsibilities**

It is important for people from all communities, categories, and backgrounds to be aware of their obligations in both their personal and professional lives. They must be knowledgeable about tactics, strategies, and approaches when they are fully committed to achieving the intended goals and objectives. Additionally, they must get motivated to perform their professional obligations. One of the crucial considerations is the necessity for people to develop positive perspectives towards their employment responsibilities and duties. People must come to the realization that acting in line with the standards and principles will benefit them in succeeding and producing the results they want. Both in their personal and professional lives, each person has goals and ambitions to accomplish. They will gain from this on a broad scale if they are fully committed to performing effectively at work and achieving their intended goals and objectives. Being knowledgeable about job responsibilities and duties is hence a crucial requirement for promoting Indian culture and history.

### **4.2 Communicating with others in an effective manner**

The people are unable to lead isolated lives. As a result, from early childhood on for the rest of their life, people must be able to communicate effectively with others. The other people are friends, acquaintances, neighbors, coworkers, classmates, teachers, and other community members. They must cooperate and integrate with one another in the course of carrying out their job obligations in both the personal and professional arenas. The individuals must make sure that they share opinions and thoughts, increase knowledge and awareness of numerous topics, and offer appropriate answers to a range of issues. Therefore, it is crucial for people to communicate with others in an efficient manner. The individuals must provide true information and speak in an appropriate tone while using polite language. One must be courteous and kind to one another. Because of this, excellent communication with others is a crucial component needed for promoting Indian culture and tradition.

### **4.3 Depicting the traits of honesty and truthfulness**

People from all groups, backgrounds, and cultures need to understand the value of the qualities of honesty and truthfulness. The individuals must work hard to maintain these qualities over the course of their life. These qualities need to be upgraded when they are carrying out various forms of job obligations in their personal and professional lives. Individuals who are honest and truthful in their behavior will make a



significant contribution to the efficient execution of job duties, the achievement of personal and professional goals, the ability to distinguish between appropriate and inappropriate behavior, the formation of an effective social network, the ability to make wise and effective decisions, the ability to effectively deal with a variety of problems, and the improvement of one's overall quality of life. Additionally, exhibiting these attributes will help people succeed and overcome a range of issues and difficulties. In order to strengthen Indian culture and tradition, it is essential to portray the qualities of honesty and integrity.

#### **4.4 Putting in efforts to one's best abilities**

When people are fully committed to carrying out various types of job responsibilities and achieving desired goals and objectives, they need to be knowledgeable about methods, tactics, and approaches. Furthermore, they will be able to successfully do their job obligations when they are well-versed in terms of the qualities of diligence, resourcefulness, and conscientiousness. These elements will have a significant role in one's ability to exert effort, especially under stressful and challenging circumstances. Different forms of issues and difficulties can arise when carrying out employment responsibilities. Therefore, it is essential for people to adopt optimistic attitudes towards a variety of things and exert themselves to the best of their abilities. In order to do their responsibilities properly and get the required results, those who are carrying out the job responsibility of reinforcing cultures must make sure they give it their all. In order to reinforce Indian culture and tradition, one must therefore exert themselves to the best of their skills.

#### **4.5 Implementing measures to lead to up-gradation of one's overall quality of lives**

Regardless of one's neighborhoods, classifications, or history, improving one's general quality of life is regarded as one of the essential aims of all people. To do this, they must have knowledge of a variety of topics, including promoting better livelihood opportunities, understanding job duties and responsibilities, being knowledgeable about methods and approaches, utilizing cutting-edge techniques while carrying out job duties, distinguishing between appropriate and inappropriate behavior, forming an effective social network,

and making wise and productive decisions. Additionally, respecting cultural differences will help people improve their general quality of life. Therefore, it can be said that taking action to improve one's overall quality of life is a significant aspect essential in fostering Indian culture and history.

### **5. Conclusions**

India's culture is old, vibrant, and dates back to the dawn of human civilisation. It is present throughout the nation in all states and areas. The term "culture" refers to human thought and behavior patterns. All people, from all groups, backgrounds, and cultures, must act morally, ethically, and in accordance with accepted standards and values. Indian culture and traditions are respected in all communities across the nation. A cosmic perspective, a sense of harmony, openness, tolerance, continuity and stability, adaptation, morality and ethics, diligence and conscientiousness, a stress on responsibility, and the joint family system are traits of Indian culture. Being knowledgeable about one's job duties and responsibilities, communicating with others effectively, exhibiting the qualities of honesty and truthfulness, exerting one's best effort, and taking steps to improve one's general quality of life are all necessary for the reinforcement of Indian culture and heritage. Finally, it can be said that the dissemination of information about Indian culture and tradition has significantly improved the quality of life for these people.

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