



Young **India** :

Their obsession with Western Culture

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Some statistics before we start :

- 356 million Indians are in the age group of 10-24 years.
- Average age of an Indian is 27 which is one of the lowest in the world
- 60% of Indians are in the working age-group
- 70% of young Indians spend 70% of their mobile-data on social media

Western Movies, TV Series, News&Media



Internet & Social Media

70% of young Indians spend 70% of their data on social media sites.

Almost all tech-giants major social media websites - Facebook, Twitter, Instagram, YouTube and LinkedIn, are American companies.

The social media penetrations is huge these days. The media consumption is like never before every day.

To quote Zuckerberg, “ Facebook and Tech-Industry located in Silicon Valley is extremely left-leaning. ”

Western Education

The Education system plays a big role in educating students about their past, culture and traditions.

The current education is hugely western. Children are taught Shakespeare's novels in their school's academic curriculum.

A typical recently Class X passed out student may have every detail about fascism in Germany but would have no idea about Maratha Empire.

Sanskrit is gradually disappearing from our curriculum with foreign languages taking over it.



Solutions

Revamp our education

Rediscover our cultural fabric

Value our language, culture and heritage

Literature, History & Beyond!

Thank you



Kailash Satyarthi

In Eastern culture, people see ghosts, people talk about ghosts... it's just accepted. And in Western culture it's just not.

- Jessica Alba