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### DIVERSITY OF CULTURE AND TRADITION ASPECTS OF VASUDHAIVA KUTUMBAKAM

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#### Abstract

Vasudhaiva Kutumbakam is a philosophy that inculcates an understanding that the whole world is one family. It is a philosophy that tries to foster an understanding that the whole of humanity is one family. This research paper delves into the philosophical roots, historical evolution, and modern-day interpretations of Vasudhaiv Kutumbakam, with a particular focus on its influence and application in the field of advertising. By examining the interplay between this universalist ethos and the strategies employed by advertisers, the paper seeks to highlight how cultural values can shape consumer perceptions, foster inclusivity, and promote global harmony. The study concludes by reflecting on the challenges and opportunities inherent in leveraging such a philosophy in the era of globalisation.

**Keywords:-** Socio-cultural aspects, Tradition, Vasudhaiva Kutumbakam,

#### Introduction:-

Vasudhaiva Kutumbakam is a philosophy that inculcates an understanding that the whole world is one family. It is a philosophy that tries to foster an understanding that the whole of humanity is one family. It is a social philosophy emanating from a spiritual understanding that the whole of humanity is made of one life energy. In the modern era, the impact of Vasudhaiv Kutumbakam extends far beyond spiritual discourse, taking on new relevance in the spheres of politics, international relations, and commerce. Today's advertising industry, often regarded as both a mirror and architect of society, draws upon such foundational values to connect with a diverse and dynamic audience. Advertising not only capitalizes on national identity but also seeks to transcend divides of language, faith, and region, presenting images of unity and inclusivity that resonate deeply with viewers.

**Origin of the concept:** The concept of Vasudhaiva Kutumbakam originates from Hitopadesha. Hitopadesha is a collection of Sanskrit fables in prose and verse. According to the author of Hitopadesha, Narayana, the main purpose of creating the Hitopadesha is to instruct young minds the philosophy of life in an easy way so that they are able to grow into

responsible adults. It is almost similar to the Panchatantra. The whole philosophy of Vasudhaiva Kutumbakam is an integral part of the Hindu Philosophy.

The phrase “Vasudhaiv Kutumbakam” appears in the Maha Upanishad (Chapter 6, Verse 72), where it is stated, “Ayam bandhurayam neti ganana laghuchetasam, Udāracharitānām tu vasudhaiva kutumbakam.” This translates to: “This is my relative and that is a stranger – is the thinking of the narrow-minded; for the magnanimous, the entire world is one family.” The philosophy is based on the principle of inclusivity, compassion, and the transcendence of narrow identities defined by caste, creed, or nationality.

**Diversity of culture and tradition :-** A garden with diverse flowers with diverse fragrances, colours and adoration looks beautiful and gives divinity to the garden. Oneness in diversity is exhibited in nature with the appearance of a rainbow, which is an aggregation of diverse synchronous colours in the ethereal sky. When colours are separate they disperse and are not visible. By the magical prismatic effect of sun and rain clouds the concerted reflection forms sublime rainbow signifying harmony and equanimity. Same way, our Indian culture is a beautiful amalgamation of diverse languages, diverse traditions and diverse existence. Respecting and celebrating cultures is the beauty of diversity.

This is what is respecting the humanity and being human. Universal love and brotherhood makes us understand the pains and pleasures of others and to be aware of it and to share the concerns. All Pervading Consciousness in the whole Humanity is the Universal Consciousness present in each one of us. We all emanate from one supreme source to merge back to the same source. Unity in diversity is the essence of Indian culture. Nationwide we find people of different religions and colour, practicing different customs and practices, speaking different languages and wearing diverse kinds of dresses. This apparent diversity does not prevent anyone to fall back on their national identity as Indians or the citizens of this grand nation. The manifestation of this national spirit is not new to us. Since long, this subcontinent had been a common home to people of different races, religions and customs. They all have been living a life of harmony and peace. Therefore, it was never a matter of difficulty for this culture to extend this sense of oneness to encompass the whole world.

### **Socio-cultural Aspects of Vasudhaiv Kutumbakam**

**Unity in Diversity:** India’s vast cultural, linguistic, and religious diversity has always been reconciled through the overarching ideal of Vasudhaiv Kutumbakam. The acceptance and celebration of differences are integral to Indian social fabric. Festivals, rituals, and community gatherings often reflect the spirit of inclusivity, making the philosophy a lived reality.

**Ethical and Moral Conduct:** The notion that the world is one family encourages ethical behaviour, empathy, and social responsibility. It shapes interpersonal relationships, community engagement, and even state policies. The principle discourages discrimination and promotes the welfare of all, aligning with the ideals of social justice.

**Global Citizenship:** As globalisation accelerates, the philosophy of Vasudhaiv Kutumbakam has found resonance beyond Indian borders. It encourages individuals to think and function as global citizens, transcending parochial loyalties. This is particularly significant in today's interconnected world, where challenges like climate change, pandemics, and economic inequality require collective action.

**Vasudhaiva Kutumbakam:** Be a World Citizen A World Citizen is a one who sees no boundaries of religion, race, gender, creed, society, sect, and nation. He respects every human life on Earth, without any prejudices and is ready to share everything that nature offers. There are three recommended steps. The first step is to develop our consciousness by recognizing the common thread binding everything on this planet. Thus the first step is the understanding of oneness.

**Conclusion :-** Vasudhaiv Kutumbakam is more than an ancient adage; it is a living philosophy that continues to shape Indian society and, increasingly, the global community. Its application in advertising demonstrates the power of cultural values in influencing perceptions and behaviours. When harnessed thoughtfully, the ethos of “the world is one family” can transcend commercial interests, serving as a catalyst for social change and global harmony. One who understands what Vasudhaiva Kutumbakam is one who sees the entire world as his family inclusive of human, plant and animal kingdom. He recognizes being part of the one creation and living like a family sharing everything the world has to offer and caring for others. Seeing the world as a family also signifies being ready to work towards any problem which the world is facing.

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