

## “Unity in Diversity – We all are One”

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India comprises of different states which showcase the unity among people when it comes to festivals, cuisines, costumes, music, dance, cultures, traditions, etc. Though, these days the nation is facing tensions outside or within the boundaries. External tensions are serious but the internal tensions are even more serious like Karnataka – Tamil Nadu water dispute. For a while let's avoid these tensions, let's talk about harmony. We will try to normalize scenario by clearing the negativity for a minute. The fact is unity still exist in India whether you believe it or not.

Ministry of Culture, Govt. of India has launched “Rashtriya Sanskriti Mahotsav”, a celebration of India's diverse cultural heritage. This initiative is part of “Ek Bharat Shresth Bharat” scheme of government of India. The mission of this cultural fusion or amalgamation is to preserve, protect and promote all forms of art and culture. This is the harnessing of cultural awareness in order to shift it from the grass root level to the international level.

The Whole concept of “Unity in Diversity” is directed towards the assimilation of different cultures, traditions, customs, communities etc. There is nothing called superior or inferior culture, in this process. Indian culture keeps evolving with time. This is something unique about it. Indians are known as well as associated to its culture. We think it makes our lives, more meaningful and colorful. The approach is “we all are one”. There are some factors which lead to unity and these are explained below:

***Festivals:*** - When it comes to festivals, no boundary can bewield the citizens of India. As it's a festive time, you might have seen in past days people from each and every corner celebrating Ganesh Chaturthi, originally being celebrated by people of Maharashtra in India. During Dusshera, people of all cultures come to see effigies of *Ravan* and enjoy mela. Similarly Navratra festivals are celebrated by playing *dandiya* in Gujarat which is followed by different states. And Durga Puja Kolkata's main festival is celebrated every year with great pomp and show in many villages, cities and towns of India. Even Non-Muslim people also wish their friends on Eid by hugging each other and asking elder for eidi and delicious delicacies. Have you ever noticed that this is not just celebrating the festival for happiness and tradition, somewhere deep down unity lies in hearts of our people?



**Cuisines/Food:** - “*Dil ka raasta pait se hoke guzarta hai phir chahe khaana kahinka bhi ho*”.

You can find different cuisines of different states, all over India. We are always ready to eat anything from anywhere, whether its south India or north India, east India or western part of India. We love diversity in our food and taste. Food is something which makes us feel good, all the time. Let’s take an example of Delhi, you can find all Indian Zonal cuisines in Delhi like mouth-watering *Aloo Poshto*, *Rogan Gosh* from Northern Zones’ Kashmir; famous cuisines *Dosa*, *Idli Sambhar* from Southern Zones’ Karnataka; *Egg Dal* from Meghalaya, *Thupka* and *Momos* from Sikkim, North-Eastern Zones; *Rasogulla* from Odisha and West Bengal; now trending *Litti Chokha* from East Zones’ Bihar; Sea food from Goa; *Dhokla* from Gujarat; *Kohlapuri* Chicken and *Misal Pav* from Maharashtra, correct! That’s from Western side. See! This is how we are connected and united to each other directly or indirectly, intentionally or unintentionally.

**Dance, Music, and Movies:** - Television has an immense contribution in uniting and joining people of different states, credit goes to Bollywood along with Television serials. It has helped people to change their mindsets. People started accepting culture, traditions of other states as well through the exposure which is given by television. These days Classical Dance, Carnatic Music, Folk Dance & Music is proudly accepted by the audiences from different parts of India. Bollywood has given the idea to accept such changes in society by giving us movies like *2 States*. This movie is not only about a love story but it’s also about sour and sweet relation of two states, their culture and their traditions which are totally opposite to each other and in the end how they accepted and respected each other’s beliefs. Bollywood also get inspired by Tollywood movies and starts making remake of their movies. In case of serials, “*Yeh Hai Mohabbatein*” pictured on STAR PLUS, depicts relationship between Punjabi and Tamil Families. Meanwhile, people have also started showing their keen interest

in learning and watching Classical dance and listening to Folk songs. If we look at Indian weddings, loud music and dance is an expression of delight and festivity. Bollywood has tied us with the common thread of music and dance style.



**Costumes:** - Lucknowi Kurta Pajama, Kanjeevaram saree from South Indian Parts and Banarasi saree from Varanasi of course, Patola work dresses from Gujarat, Phulkari work dupattas from Punjab, Pashmina Shawls from Jammu and Kashmir. These are some well known costumes which most of the men and women once want to wear or get a chance to wear in their life. These dresses are pride and dignity of their specific place but now these days available everywhere in India, crossing the boundaries.

India's largest private platform for handloom garments, Fab India, promotion of campaign "Contemporary Traditions" (Fabindia) to celebrate festive spirit. They have also introduced a collection of ethnic and traditional wear, i.e. Rajwada collection. We must also embrace the handspun / hand-woven cloth called Khadi. Khadi India is currently dealing with the multiple products plus it's a major source of revenue and employment.

Famous places and occasions like Surajkund Craft Mela, which is held at Lakewood city, Surajkund, Faridabad, Haryana, in the month of February. This mela is organized every year, to mark the unity of diverse people in India. The handicraft and handloom is presented from each and every state of India. Next is a place, called Dilli Haat known for promoting handicrafts and food stuff from different states of India. This place in Delhi is biggest representative of India's unique culture.



**E – Commerce:** - Last but not the least, e-commerce plays a pivotal role in connecting, joining and uniting people to one another. This has made things even simpler and easier. No matter it's your festive season or not, no religious barriers can hold you for long, when there is offers or schemes like Buy 1 Get 1 Free, Bumper Offer, Heavy Discounts, etc. You yourself feel like celebrating festivity.

Apart from these factors, there are campaigns that have come forward to promote a feeling of “oneness”. To begin with the advertisement campaign of Parle Crackjack in 1980s that was based on Unity in Diversity campaign. The message which got displayed in this ad was “Some swear its sweet, others insist it's salty. All agree its tasty.tasty.tasty” (Potpourri). This advertisement is part of Vintage Advertisements from India collection. As a part of marketing strategy, this campaign has helped a lot, in giving powerful messages of solidarity and equality. One can't negotiate its value.

Capgemini, which is a French multinational management consulting corporation headquartered in Paris, international campaign is initiative to connect with Indian people and society (Pinto). This marks the globalization of concept of “vasudhaiva kutumbakam”. With the booming outsourcing industry, culture has definitely widened its reach.

Tata Sky's Christmas Advertisement “Christmas Surprise” – a message of hope. The Ad says “Don't lose faith in humanity just yet: Merry Christmas” (TataSky). The idea is to target all the communities irrespective of religion. This ad is successful in breaking religious barriers.

Multinational brand, Pepsi shows IPL's unity in diversity (India). In IPL's ad campaign of 2008, Indian Cricketer MS Dhoni, who is from Jharkhand, is seen speaking in South Indian accent. Since cricket is most played and watched sport in India, the campaign is able to successfully deliver message of unity with the help of renowned cricketers. Recently, 4G ad campaign by Airtel captures the diverse locales and cultures of country (KHARE). The advertisement aims to show that each and every person is united by technology. One more such advertisement campaign is by Maruti Suzuki Celerio, “welcome # one change with celerio and make your festivities happier” (Maruti Suzuki Celerio). Here, message is to unite with one another despite differences.

In India, every citizen enjoys freedom to choose and follow any religion, culture, tradition, custom etc. The above mentioned campaigns help to appeal consumers with respect to their cultural norms and values. The brands of clothing/fooding/accessories try to remove the gap

between product and ultimate costumers. The motive is to connect consumers of all zones i.e. north, south, east and west of India.

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