

# USPHS CC CULTURAL AMBASSADORS

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# INDIA





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# NAMASTE

CDR Sadhna Khatri



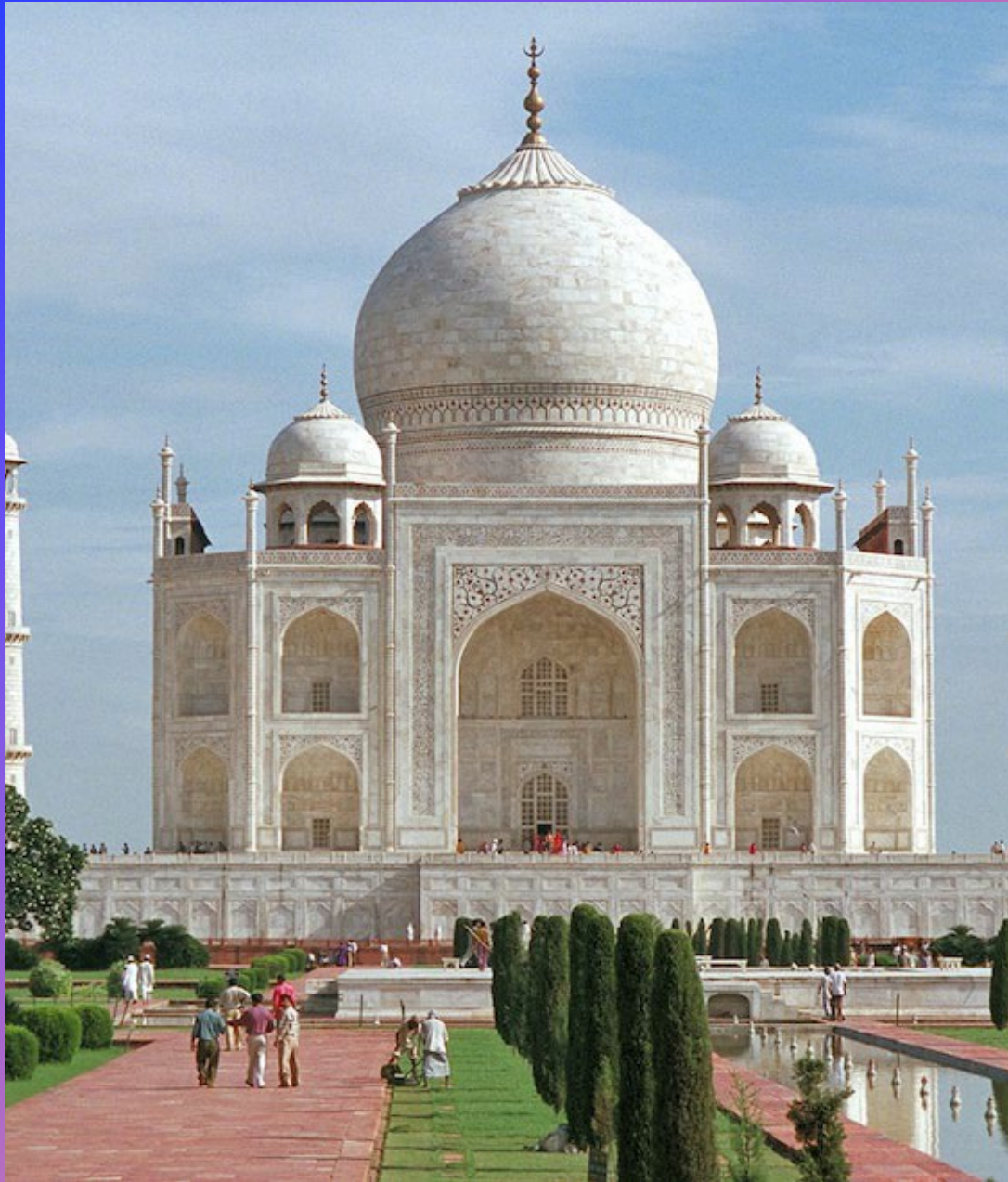




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# History of India

## Land of Ancient Civilization

- The earliest period of Indian history is the Indus Valley Civilization, which existed from approximately 3300 BCE to 1300 BCE
- India was ruled by several major empires, including the Maurya Empire, the Gupta Empire, the Mughal Empire, and the British Raj.
- Between the sixth and fifth centuries BC, Gautama Buddha was born and founded the Buddhist religion.
- Medieval Period, beginning of modern languages and caste system
- 18th century, the East India Company took control of India after setting up a trade monopoly. India was then ruled by the British Empire
- India achieved its independence in 1947
- Indians made significant advances in architecture (Taj Mahal), mathematics (the invention of zero) and medicine (Ayurveda). Today, India is a very diverse country





# India's National Bird, Animal and Flower

National bird is the peacock

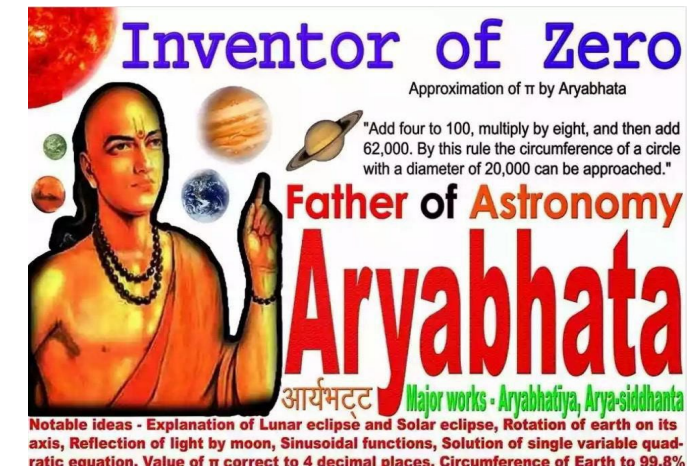
National animal is Bengal tiger

National flower is lotus



## Facts about Incredible India

- Most populous largest democracy of the world, has surpassed China.
- India's 2023 population is estimated at 1,428,627,663 people at mid year. India population is equivalent to 17.76% of the total world population.
- 28 States and 8 Union territories. It is worlds seventh largest country
- Most multilingual country of the world – Over 19,500 different dialects and 121 languages are spoken
- The Eighth Schedule of the Constitution consists of the following 22 languages –Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi, Tamil, Telugu, Urdu, Bodo, Santhal, Maithili and Dogri.
- Hindi is the official language of India, with English being the second official language. However, there is no national language as per the Constitution
- The Origin of chess, Hinduism, and Jainism
- Discovery of Zero by Aryabhata
- India is third in the world for billionaires. Emerging as one of the fastest growing major economies in the world
- Bollywood shines on the world stage
- India is on the Moon - first country to successfully land a spacecraft near the south pole of the moon







# Indian Culture

The Core Concepts – Unity in Diversity

- Diversity
- Pride
- Innovativeness
- Adaptability
- Modesty
- Collectiveness and Harmony
- Light-heartedness

Common cultural practice : Greetings Pressing hands together with a smile to greet Namastae.

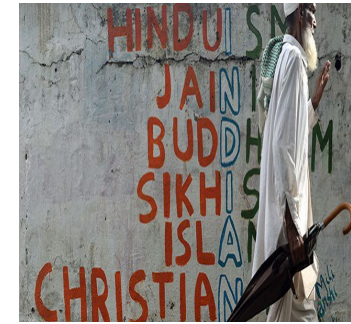
Family Structure: Changing from joint family adapting to nuclear family

# Religion

Hindus make up 79.8% of India's population and Muslims account for 14.2%; Christians, Sikhs, Buddhists and Jains account for most of the remaining 6%

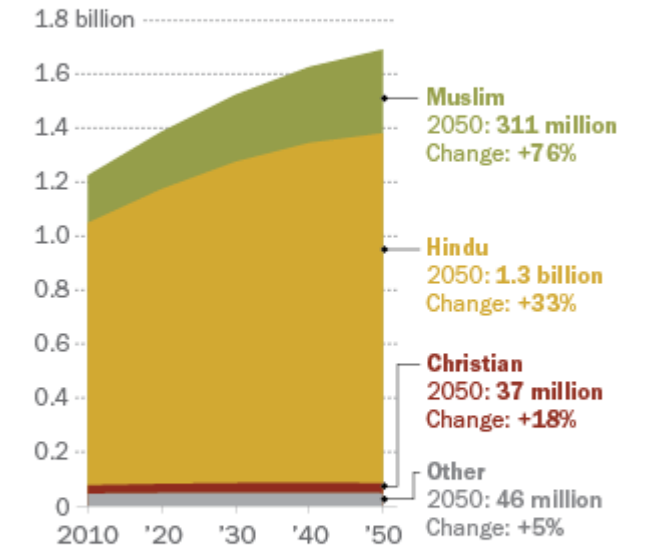
Hinduism: A spiritual way of life consisting of five key elements: dharma, worship, selfless service, philosophical study, and Sadhana/meditation

ISLAM THE SECOND LARGEST RELIGION IN INDIA –RELIGION BASED ON teachings of Muhammad and centered around the Quran



## Population Growth of the World's Largest Religions in India

Population projections, 2010-2050

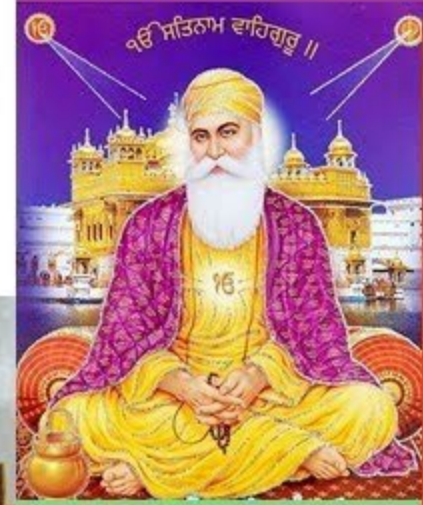
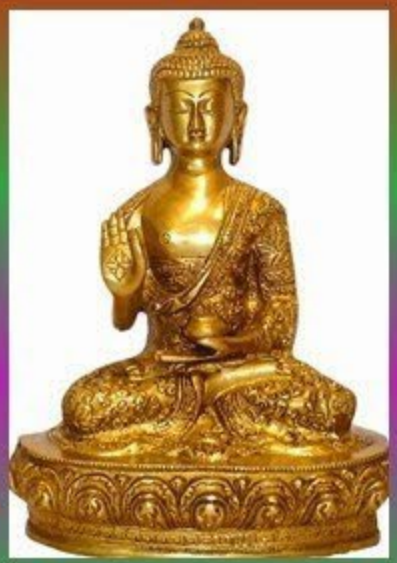
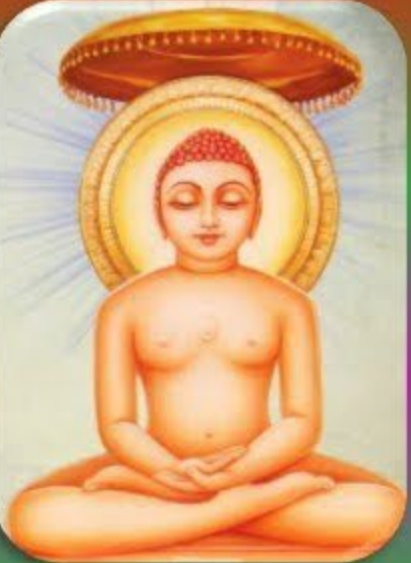


Note: "Other" includes Buddhists, Sikhs, Jains, Jews, adherents of folk religions and those with no religious affiliation.  
Source: The Future of World Religions: Population Growth Projections, 2010-2050.





Popular  
**Religious**  
**Festivals**



*Of India*



# Diwali –the festival of lights

## One festival different stories



- Festival celebrated in fall. Coming in October 12, 2023
- Festival is celebrated by Hindus, Jains, Sikhs, and Buddhist
- Diwali is known as the celebration of lights and the triumph of good over evil  
Joy over despair, Light over darkness
- Celebrated by decorating their homes, making many sweets, lightning lamps
- “Happy Diwali”



# INDIA-FOOD!

Country epitomes the saying: Way to someone's heart is thru their stomach!  
Hospitality unmatched from what I've seen.

Samosas

Naan

Chicken Tikka Masala (Scotland?!)

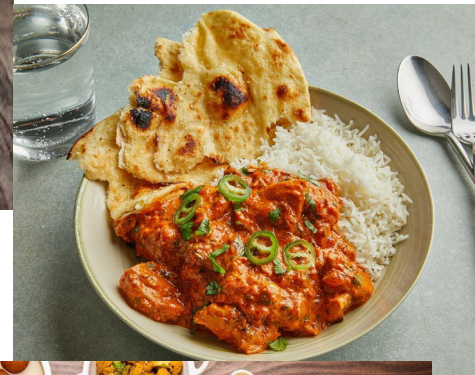
Butter Chicken

“Curry” “Chutneys”

Tandoori chicken, fish, etc.

Masala Chai-chai tea? Chai latte?

Tea-2<sup>nd</sup> largest producer



There is a reason India is called “the land of spices.” India supplies 75 out of 109 known spices in the world. It’s the largest spice producer, consumer, and exporter.



Where’s the beef? Did McDonald’s do well in India?



Do all Indians eat fire level spicy food?



Does everything in India really revolve around food? Is it acceptable for someone to come over and not eat?

60s/70s/early 80s: our Moms learned to figure out how to make Indian food in the USA when the world of quick fixes didn’t exist, much less ingredients!

Now Indian cuisine is mainstream. Food shaming when I was a kid....an example of a positive change!

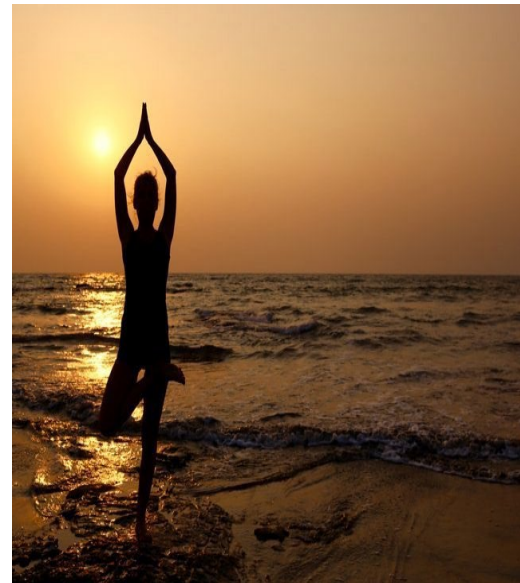


# INDIA-YOGA!

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The popularity of yoga has significantly increased in the West over recent years. However, this ancient practice originated thousands of years ago in India: 5000 years ago. To control & still the mind. Discipline!

Yoga now in the West known for physical postures and stress relief, but it is much more than this. At its core, it is about meditation and spiritual growth. In fact, the word “Yog” translates to “union with God.”



# INDIA-Cricket!

The craze of cricket goes beyond the stadium in India. In rural and urban areas, children can be spotted playing cricket. They don't need a stadium to practice their skills. Many popular cricketers in India, are now playing on a national level (DC has a team), have honed their cricket skills by playing on the streets.





# INDIA-CLOTHES!

India is one of the largest cotton and silk producers, making its textile industry the most famous and largest in the world.

Saree is most famous.

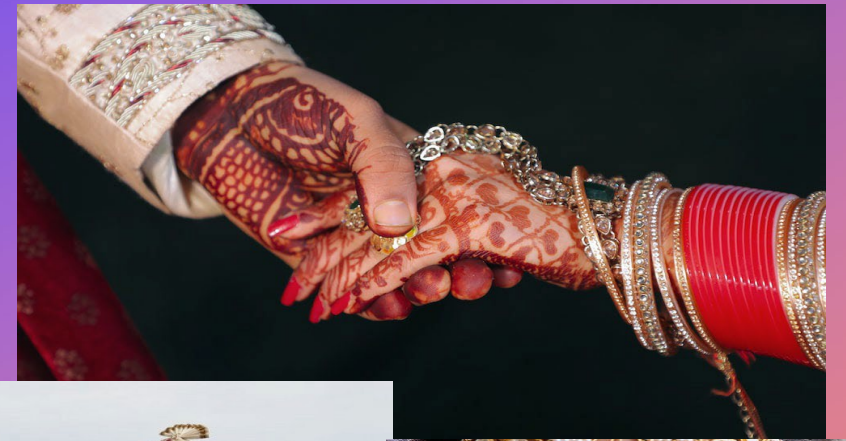
What is a Bindi?

Conservative vs. Modern trends





# INDIAN WEDDINGS! ATTIRE IS JUST INCREDIBLE...



Weddings were a time of community and family gatherings. Traditional arranged marriages vs. now...days of events and who hosts! Have you heard of Dowry?



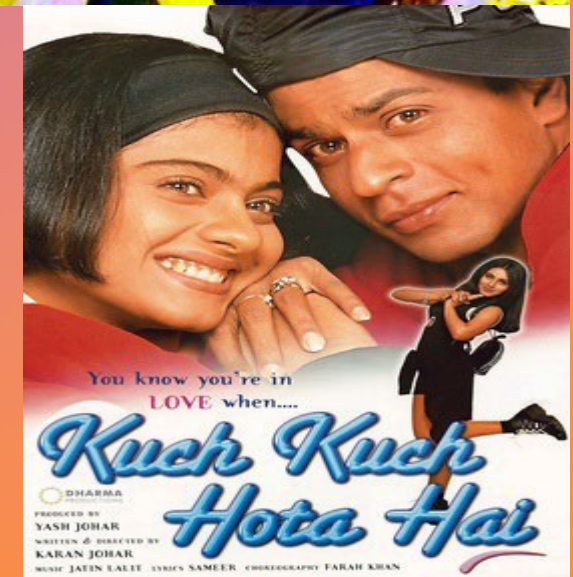
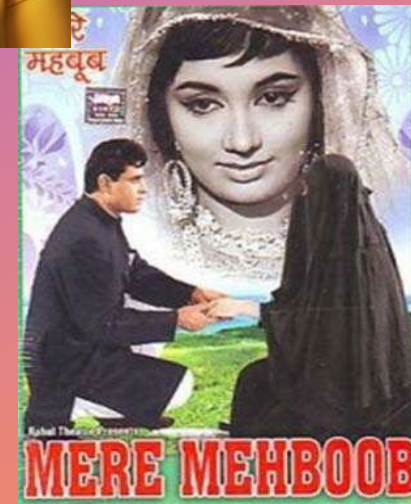
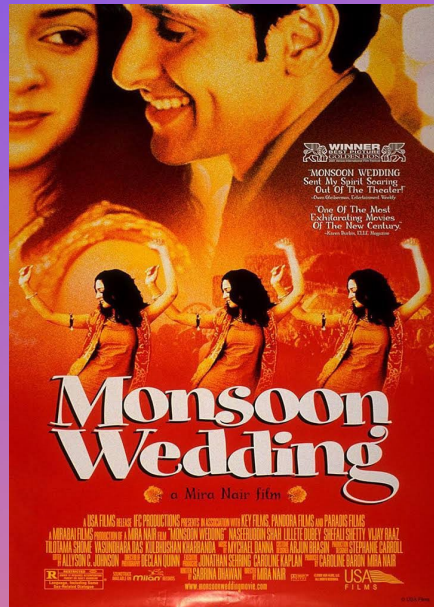
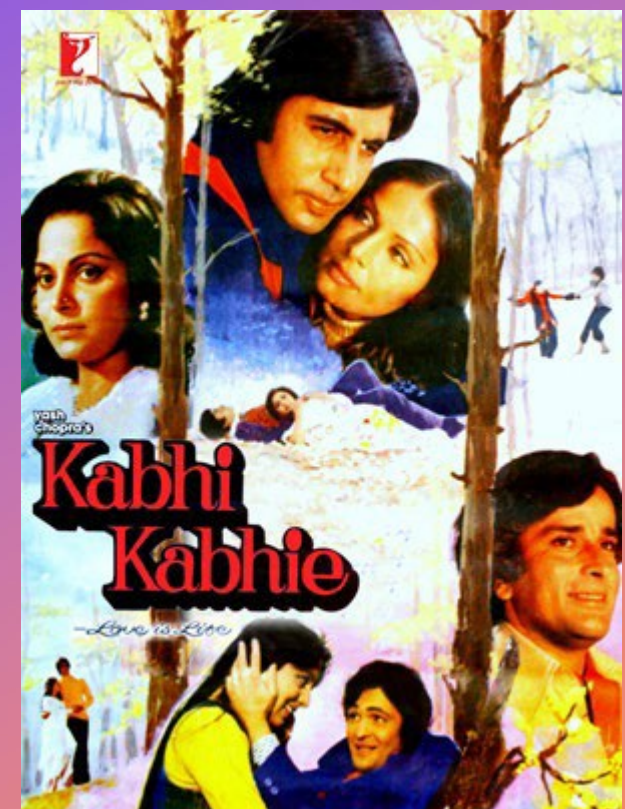
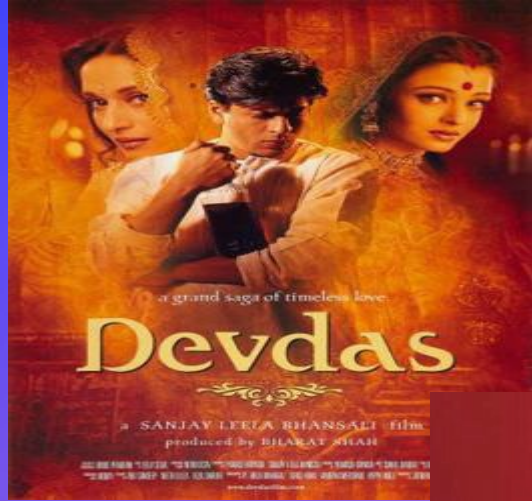
# INDIA-BOLLYWOOD!

Glitzy and glamorous Bollywood has long been a well-known movie industry based in Mumbai (formerly known as Bombay). Dates back to 1930s. Bollywood=Bo (Bombay)+wood (Hollywood) coined in 1970s.

The movies are historically known for their = singing, dancing, & forbidden love. They portray themes that reflect typical household life and traditional Indian values, which resonate with much of the country.





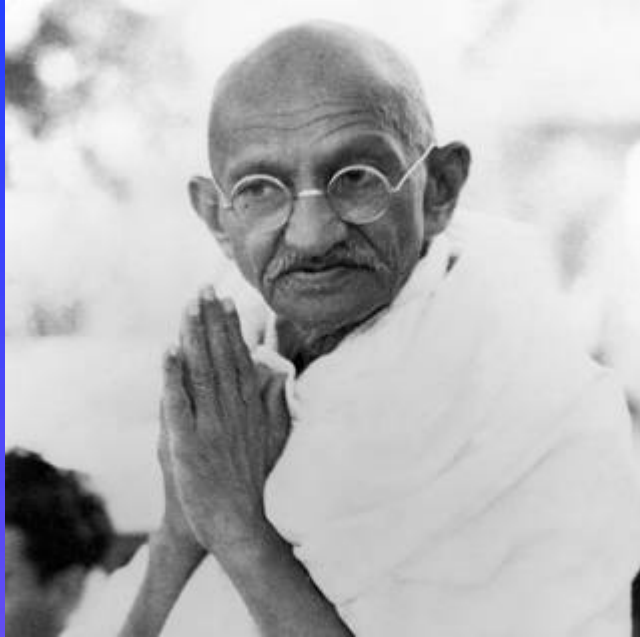




# INDIA-GLOBAL ECONOMIC INFLUENCE

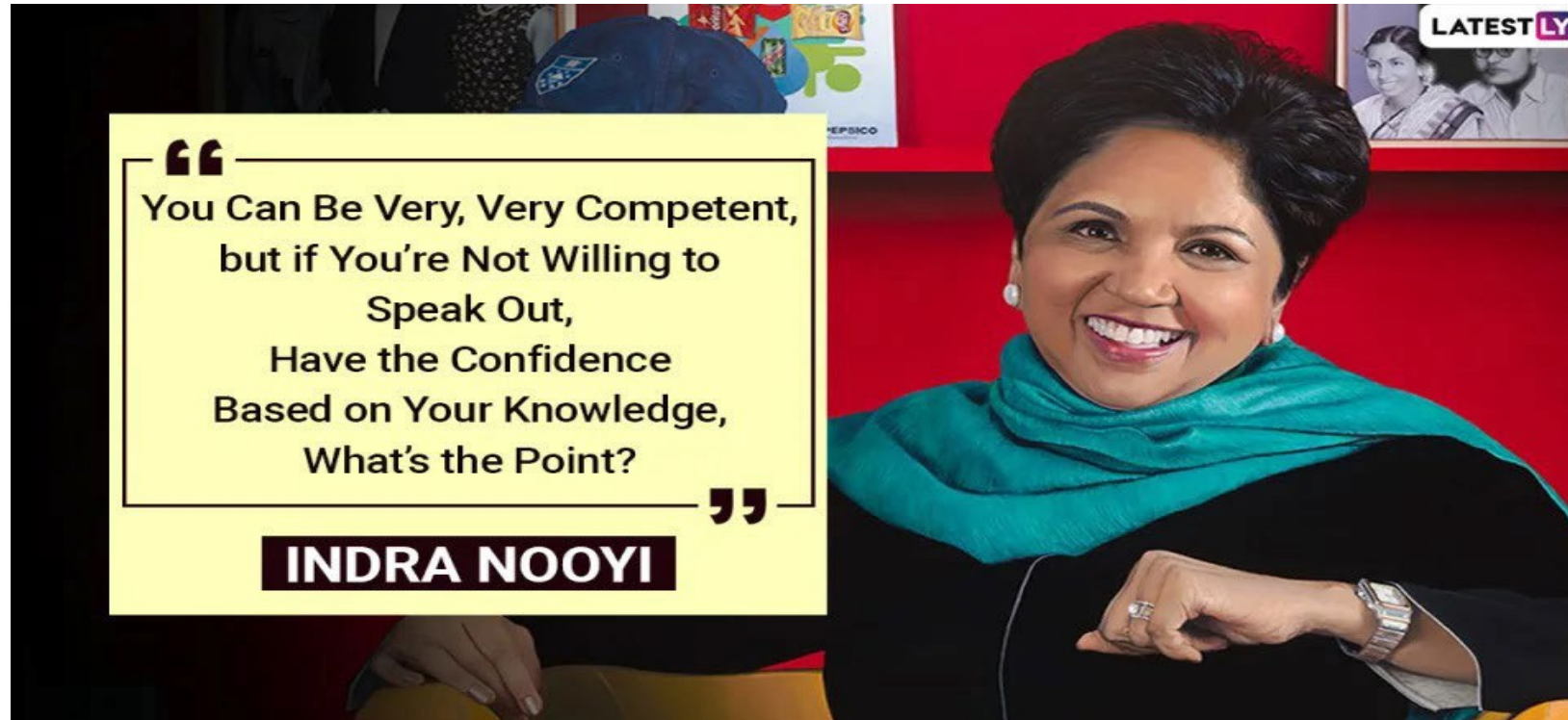
- **Entertainment World:** Priyanka Chopra, Freddie Mercury (Queen), M Night Shyamalan (Sixth Sense), Mindy Kaling, Freida Pinto, Jay Sean, Norah Jones, Kal Penn, Nikki Minaj
- **Political Leaders:** Gandhi was a world-renowned activist who is often mentioned in the same breath as other incredible historical figures such as Martin Luther King Jr and Nelson Mandela. Women power: Indira Gandhi, Kamala Harris-US VP, Rishi Sunak-UK PM, Pravin Jugnauth-PM Mauritius, US: Nikki Haley, Vivek Ramaswamy. 2013 US House of Rep had one single Indian American member. 10 years later: 5 in congress, 50 in state legislatures, including running for Pres. and the current VP
- **CEOs:** head some of the biggest companies in the world, heavy presence in tech sector-Sundar Pichai: Google, Satya Nadella: Microsoft, Vasant Narasimhan: Novartis, Stantanu Narayen: Adobe, Laxman Narasimhan: Starbucks, Arvind Krishna: IBM, Ajaypal Singh Banga: MasterCard, Punit Renjen, Deloitte, Indra Nooyi: Pepsico, Leena Nair: Chanel and at 33 yo, Ajay Banga: President World Bank.

India boasts a number of young CEOs and entrepreneurs, including Sreelakshmi Suresh, 25, founder of eDesign & TinyLogo. She founded the former company eDesign in 2009 at the age of 11!





## Indra Nooyi and the 5 C's: Competency, Courage and Confidence, Communication, Consistency, and Compass



“Lots are written about how 'she shows up at board meetings in the saree.' My God, I have never worn a saree to board meetings; people play it out in different ways. I think I have never shied away from the fact that I am an Indian, and I don't intend to, but you can be at home with both cultures.”



