



Original Article

# Cultural Heritage in Modern Society

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Manuscript ID:  
RIGJAAR-2025-020941

ISSN: 2998-4459  
Volume 2  
Issue 9  
Pp. 190-191  
September 2025

Submitted: 12 Aug. 2025  
Revised: 17 Aug. 2025  
Accepted: 15 Sept. 2025  
Published: 30 Sept. 2025

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Quick Response Code:



Web: <https://rlgjaar.com>



DOI: 10.5281/zenodo.21995069

DOI Link:

<https://doi.org/10.5281/zenodo.21995069>



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## Abstract

Cultural heritage is broadly defined as the tangible and intangible elements through which the values and identity of social history are revealed. Cultural heritage holds immense significance in human life and prehistory, spanning from ancient times to the modern era. India is a nation enriched with diverse traditions. Indian culture and heritage shine brilliantly on the global stage, driven by a rich tapestry of elements such as art, literature, cuisine, fashion, festivals, and religion. The regional diversity in languages, attire, customs, and traditions renders Indian cultural heritage multifaceted and exquisitely beautiful. There is significant global exchange of Indian culture, alongside tourism and the associated economic activity generated by it. The Government of India plays a pivotal and invaluable role in the preservation and conservation of this heritage. It is through government initiatives that Indian music, art, and literature are shared globally. When preserving cultural heritage, combining traditional methods with modern scientific tools—and subsequently passing this heritage on to the next generation—proves highly beneficial; this empowers the new generation to robustly preserve and conserve India's value-based cultural heritage. This research paper explores these aspects.

**Keywords:** Indian culture, Indian cultural heritage, modern society, tourism

## Introduction

The 21st century is regarded as an era of modernization, technology, and global interconnectedness. In this modern age, human life has become equally modern and fast-paced. New technologies have rapidly permeated human existence. Rapid changes are evident in the Indian educational landscape due to global academic exchanges. Alongside local Indian languages, English and other foreign languages are spreading quickly through the medium of education. In this context, preserving the cultural heritage that defines Indian identity—such as local languages, literature, arts, customs, traditions, and festivals—has become a significant challenge. It has now become crucial to instil these elements of Indian culture—customs, traditions, arts, music, and literature—deeply within the minds of the people. Indian society must embrace technology while simultaneously upholding its indigenous traditions; the synthesis of these two forces will pave the way for the preservation, promotion, and continued evolution of a rich cultural legacy.

Merely regarding Indian culture as supreme or speaking about it is insufficient; its actual preservation, promotion, and dissemination are equally vital. To achieve this, Indians must undertake the significant task of propagating Indian culture through schools and colleges. Indian culture boasts a heritage spanning over 5,000 years. It represents a unique confluence of art, literature, religion, philosophy, and more. India's cultural heritage has been further enriched by historical elements such as ancient architecture, the impact of various invasions, and the resulting cultural diversity. However, in modern times, a risk has emerged where the global exchange of art, culture, and literature—along with the intermingling of diverse global cultures—could lead to the homogenization of cultures into a single, uniform global culture. The teachings of non-violence, peace, equality, and brotherhood—propounded by the supremely compassionate Lord Gautama Buddha—constitute a precious ideology within India's cultural heritage. This revolutionary philosophy has earned India greater respect on the global stage. Furthermore, Indian culture possesses a vast and profound tradition of knowledge. This research paper provides a brief overview of Indian culture and discusses its rapid evolution in the modern era.

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## How to cite this article:

Jadhav, A. S. (2025). Cultural Heritage in Modern Society. *Royal International Global Journal of Advance and Applied Research*, 2(9), 190–191. <https://doi.org/10.5281/zenodo.21995069>

### Research Objectives:

1. To analyze aspects of Indian cultural heritage such as music, art, and literature.
2. To study the efforts made by governmental and non-governmental organizations toward the preservation and promotion of Indian cultural heritage.
3. To examine the role of diverse cultural heritage in fostering social harmony in India.

### Data and Methodology:

This research paper is structured based on secondary sources of information.

### Conclusions and Discussion:

A study of various secondary sources reveals the immense diversity of Indian culture. Elements such as art, music, literature, customs, traditions, attire, diverse culinary practices, and regional variations constitute the precious gems of Indian culture. Thanks to this rich heritage, India holds a unique position on the global stage. Indian dance, theatre, and sculpture are all invaluable assets of this culture.

The practice of Indian meditation (\*Dhyan Sadhana\*) is another significant and fundamental aspect of Indian culture.

Traditional sports like Kabaddi, Kho-Kho, and Lagori, along with diverse regional cuisines and attire, further enrich the tapestry of India's cultural splendour.

Buddhist caves, other religious caves, and various forts and strongholds across India serve as the pillars of the nation's cultural heritage.

It is evident that the government is taking robust measures to preserve Indian heritage. However, the preservation and conservation of heritage sites is a fundamental duty shared equally by the government and Indian citizens. Millions of foreign tourists visit Indian heritage sites annually, which in turn boosts economic development. Raising public awareness about cultural heritage will facilitate the safe transfer of India's rich legacy to future generations.

### Conclusion:

Indian culture is rich, adorned with a multitude of traditions. In modern times, India's cultural heritage is observed to be continuously evolving. Culture bridges the past, present, and future. Cultural exchange fosters social harmony. Public performances of art, literature, and other cultural expressions bring together people from diverse castes and religions, reinforcing the message of unity and making India's unity its true strength. Indian culture is a core strength of the nation. This robust culture maintains a position of honor on the global stage.

### Recommendations:

1. The Ministry of Culture should ensure that Indian cultural values are preserved, promoted, and propagated through robust educational curricula at all school and college levels, thereby enabling the effective transfer of this heritage to future generations.
2. Since the youth possess the potential to carry forward culture and cultural heritage, they should be actively integrated into the educational stream of Indian knowledge traditions.

3. Document Indian culture to ensure its diverse and sustainable preservation and promotion.
4. Organize training programs to develop relevant skills.
5. Promote tourism to enhance the visibility and reach of India's heritage sites.

### Acknowledgment

The author expresses sincere gratitude to Mahatma Gandhi Vidyamandir's Mahilaratna Pushpatai Hiray Arts, Science & Commerce Mahila Mahavidyalaya, Malegaon Camp, Dist. Nashik, for providing the academic environment and institutional support necessary for the completion of this research work.

### Financial support and sponsorship

Nil.

### Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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