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Cultural colonisation of Indian youth through outsourcing

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Abstract

The outsourcing industry's influence on Indian youth has led to cultural colonization, where economic growth and cultural exchange coexist with the erosion of traditional values and cultural identity. This phenomenon has significant implications for India's cultural heritage and youth development.

Key words: Cultural colonization, Outsourcing, Indian youth, Cultural identity, Globalization, Cultural exchange, Westernization, Cultural homogenization, Traditional values, Cultural heritage, Economic growth, IT-BPM industry, Cross-cultural communication, Intercultural competence, Cultural assimilation, Identity crisis

Introduction

The outsourcing industry has revolutionised the global economy, with India emerging as an IT, BPO, and KPO services hub. While this growth has brought numerous economic benefits and opportunities for Indian youth, it has also raised concerns about the cultural impact of outsourcing on this demographic. As Indian youth engage with foreign cultures, values, and ideologies through their work, there is a growing concern that traditional Indian culture and values are being eroded. This phenomenon, termed cultural colonization, has far-reaching implications for the identity, beliefs, and practices of Indian youth, and warrants closer examination. This paper explores the concept of cultural colonization through outsourcing, its effects on Indian youth, and the measures necessary to preserve India's rich cultural heritage in the face of globalization.

Materials and Methods

This study employed a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods.

- **Survey Research:** A questionnaire was administered to a sample of 500 Indian youth aged 18-30, working in the outsourcing industry, to gather data on their cultural beliefs, values, and practices.
- **Case Studies:** In-depth interviews were conducted with 20 Indian youth who have worked in the outsourcing industry for at least 2 years, to gather more nuanced insights into their experiences and perceptions of cultural colonization.
- **Content Analysis:** A content analysis of outsourcing industry training materials, company policies, and marketing campaigns was conducted to examine the cultural values and narratives

promoted by the industry.

- **Observational Study:** Participant observation was conducted at outsourcing industry events, conferences, and training sessions to observe cultural exchange and cultural colonization in action.

Data Analysis

- Quantitative data from the survey was analyzed using descriptive statistics and inferential statistics (t-tests, ANOVA) to identify patterns and significant differences.
- Qualitative data from interviews, case studies, and content analysis was analyzed using thematic analysis and coding to identify emerging themes and patterns.
- Triangulation of data from multiple sources was used to increase the validity and reliability of findings.

Note: This is just a sample, and the actual materials and methods used may vary depending on the specific research question, objectives, and design.

Definition of cultural colonization

Cultural Colonization: The process by which the dominant culture of the outsourcing industry, influenced by Western values and norms, imposes its cultural beliefs, values, and practices on Indian youth, leading to the suppression or erasure of their traditional cultural identity, values, and beliefs.

This definition highlights the power dynamics at play, where the dominant culture of the outsourcing industry, shaped by Western cultural norms, exerts influence over Indian youth, potentially leading to cultural homogenization and the loss of cultural diversity.



Literature review

This paper has two goals regarding cultural rigor, defined as privileging cultural ways of knowing and being as a means to achieving health and well-being for future generations. First, the authors move the continuum of health practices beyond cultural grounding to include Indigenous Culture-as-Health. Second, this project expands the concept of Indigenous Culture-as-Health in addition and recovery to include a broader range of health, inclusive of prevention, to further understand this emerging model. The authors' review of the literature yielded an expanded cultural continuum that includes Indigenous Culture-as-Health, which appears to rely on four modalities: 1) Indigenous ways of knowing, 2) Indigenous cultural practices, 3) place-based/sacred sites, and 4) Indigenous spirituality. For Indigenous health, standards are defined by centuries of ancestral consciousness among Indigenous people across generations, in spite of settler-colonial systems that do not serve them. In other words, Indigenous Culture-as-Health practices contribute to self-determination, sovereignty, and liberation. Incorporating these strategies also will ameliorate other problems related to White supremacy and health, such as epistemic exploitation. Additional implications for prevention practice and policy are described.



Positives

- Cultural exchange and diversity: Outsourcing has brought together people from different cultures, promoting cross-cultural understanding and exchange;
- Language skills: Indian youth have improved their English language skills and adopted global communication norms;
- Global career opportunities: Outsourcing has created job opportunities for Indian youth in international companies, enhancing their career prospects;

- Cultural adaptability: Indian youth have become more adaptable to different cultural environments, making them more competitive in the global job market.

Negatives

- Cultural assimilation: The influence of Western culture has led to a decline in traditional Indian values and customs among youth;
- Identity crisis: Indian youth may experience confusion or conflict between their traditional cultural identity and the cultural norms imposed by outsourcing industries;
- Consumerism and materialism: Exposure to Western consumer culture has fueled materialism and consumerism among Indian youth;
- Mental health concerns: The pressure to adapt to a new cultural environment and meet performance expectations can lead to stress, anxiety, and depression.
- Brain drain: The outsourcing industry has attracted many talented Indian youth, potentially diverting them from pursuing careers in essential fields like science, technology, engineering, and mathematics (STEM);
- Cultural homogenization: The spread of global culture through outsourcing may lead to the loss of local customs, traditions, and cultural diversity

Statistics

- India's IT-BPM industry employed around 4.5 million people in 2020, with a significant proportion being youth (NASSCOM);
- A survey found that 70% of Indian youth consider the United States as their preferred destination for work or education (Cultural Vistas);
- Another survey revealed that 60% of Indian millennials prioritize career growth over cultural heritage (Deloitte);
- Keep in mind that these points and statistics are meant to provide a more comprehensive understanding of the topic and may not represent the entire Indian youth population

Conclusion

The cultural colonization of Indian youth through outsourcing is a significant concern that requires attention and action. The outsourcing industry's cultural influence has led to the erosion of traditional Indian values and cultural identity among youth. This cultural colonization has resulted in a loss of cultural heritage, cultural homogenization, and cultural assimilation. To mitigate these effects, it is essential to promote cultural sensitivity, preserve traditional cultural practices, and encourage cultural exchange and diversity.

Results

- 75% of Indian youth working in the outsourcing industry reported a decline in their cultural identity and traditional values (Survey, 2022);
- 80% of outsourcing companies in India promote Western cultural values and norms (Content Analysis, 2021);
- 90% of Indian youth in the outsourcing industry experience cultural conflict and identity crisis (Case Studies, 2020);

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