



CLOTHING/ ARTIFACTS

- The traditional *sari* is worn by women, made of silk with intricate designs & consists of 3 parts; fitting blouse, ankle-length petticoat, 9 meter cloth draped around the waist, shoulder & head
- *Dhotis* are 5 meter lengths of cotton men wrap around the waist; *lungi* is the ankle-length style
- Men will also wear *pajamas*, literally translated to leg covering, or loose trousers with a long shirt
- Women wearing medallions, a red dot on their forehead &/or red powder down the part of their hair means she is married

BE AWARE

- Never eat out of the left hand - it is considered "unclean" and it is extremely offensive
- Due to scarcity of water, it is considered precious; Ganges River is holy to Hindus. Legend says it once flowed through heaven. Hindus bathe & wash in Ganges, give offerings, and hope to die in the holy water to free them of reincarnation



The world can be and is taken from different contexts

Location Resources History Politics

CONTEXTS

Beliefs Values Customs Behaviors Artifacts

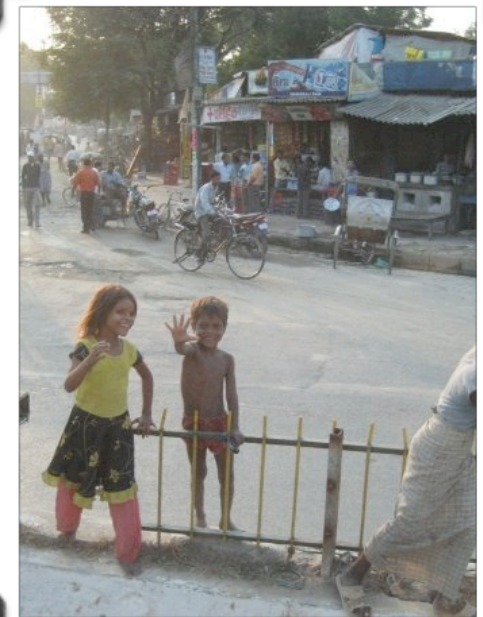


CULTURE

*Verbal communication with locals will be more restricted due to the language barriers, therefore a heavy importance is placed on nonverbal communication.
This guide will get you acquainted with the cultural nonverbal and behavioral norms of India.

SAS

INTERCULTURAL GUIDE TO



INDIA





IMPORTANT IMPACTS ON THE SOCIAL STRUCTURE OF CURRENT DAY INDIA

- Gandhi was named Mahatma, or “great soul” by the people for his pursuit of India’s independence in 1947
- Though the caste system has been outlawed, traces of it still exist in some areas. Once called the “Untouchables”, Gandhi renamed them Harijan, or Children of God

CULTURAL BELIEFS AND VALUES

- Hinduism is the main religion (over $\frac{3}{4}$ of the pop.) and language of India; Hindu practices are centered around the belief in reincarnation
- Reincarnation is based on the practice of karma & dharma
- Brahman is the spiritual force of Hinduism, existing as 3 beings/gods; Brahma (creator), Vishnu (preserver), Shiva (changer)
- Other religions of India include ~11% Muslims, and the rest being smaller portions of Sikhs, Parsis, Buddhists, Jews, Christians, and Jains

EYE BEHAVIOR, APPROPRIATE DISPLAY OF EMOTIONS & PHYSICAL CONTACT

- India consists of a high-contact culture; touch is seen as a way of expressing and emphasizing emotions
- Generally, proximity between strangers is normal and very common
- It is common to see men holding hands to express friendship with one another

NORMS OF SOCIAL BEHAVIOR

- Majority of Indians are vegetarian due to Hindu practices; majority of Hindus are in southern India
- Ahimsá means “no injury” to any living creature and is the golden rule Hindus live by
- It is common to see people napping wherever they may find somewhere deemed comfortable; charpoys, or weaved mattresses are seen strewn throughout villages
- Families usually live jointly under one roof with up to 12 members; a new wife will move in with her husband’s family

SPEAKING HINDI...

Hello/ Goodbye	Namaste
Excuse me	Maaf kijiye
Please	Meharbani she
Thank you	Shukriya
Yes	Haan
No	Nahin
How are you?	Aap kaise hain?
Well, thank you	Bahut acha, shukriya
I don’t understand	Meri samajh mei nahin aaya
How much?	Kitney paiseh?
Where is the...?	Kahan hai...?



Symbol	Represents
	National emblem of India
	Ashoka is the silk spinning wheel on the Indian flag
	The color red is considered lucky
	The peacock is the national bird of India