



# South Asian Culture



# Culture

- Culture reflects
- Varies based upon country and is not mixed
- India:
  - Culture reflects
  - Main religion is and language is
  - Though recently outlawed, society strictly follows the
- Pakistan, Bangladesh, and Maldives:
  - Culture reflects
  - Main religion is
  - Language & dress are

# Culture

- Sri Lanka:
  - Largely a  country
  - 2 rival ethnic groups vie for power
  - have caused problems but  have declared a cease fire in recent years
- Nepal and Bhutan:
  - Main religion is
  - Other cultural aspects vary across the countries as multiple small ethnic groups occupy different mountain valleys

# Caste System

- Strict division of society based on
  1. Brahmins ( )
  2. Kshatriyas ( )
  3. Vaisyas ( )
  4. Sudras ( )
  5. (AKA “untouchables”)
- Incorporated into the Hindu religion
  - Can only move to a new caste by
  - Status in next life based on
  - Can only reach religious goal by rising through system

# Caste System

- Strict rules on marriage, the strictest for Brahmins, leading to
  - Could only marry members of the same caste
  - Many lower castes not allowed to marry
- The Caste System was abolished by the Indian constitution in 1950, but thousands of years of cultural practice is proving hard to give up

# Economics

- Caste system discrimination has created 2 different economic worlds
  - Upper castes have large amounts of income and high levels of
  - Lower castes are often well below the poverty level and lack





# Economics

- India is considered a due to  
this economic disparity
  - Wealthy country with a economy, but struggling with
  - As a result, India has struggled with
  - India also has created a thriving industry

## BOLLYWOOD VS. HOLLYWOOD

1,013	FILMS PRODUCED*	739
3.6 bil.	TICKETS SOLD	2.6 bil.
\$1.3 bil.	WORLDWIDE REVENUES**	\$51 bil.
12.6%	ANNUAL GROWTH RATE	5.6%
\$1.5 mil.	AVG. PRODUCTION COST PER FILM	\$47.7 mil.
\$500,000	AVG. MARKETING COST PER FILM	\$27.3 mil.

\*National film production, 2001      \*\* Estimates, 2002  
Data: Motion Picture Association of America, PWC, FICCI, BW estimates



# Historical Influences

- In the 1200s Muslims invade and conquer northern India
  - converted quickly due to Islam's
  - Those who didn't convert were forced
  - Impacts:
    - Basis for conflicts between today
    - Major reason for no in India today



# Historical Influences

- Some people begin blending Islam and Hinduism creating
  - Like Islam:
  - Like Hinduism:



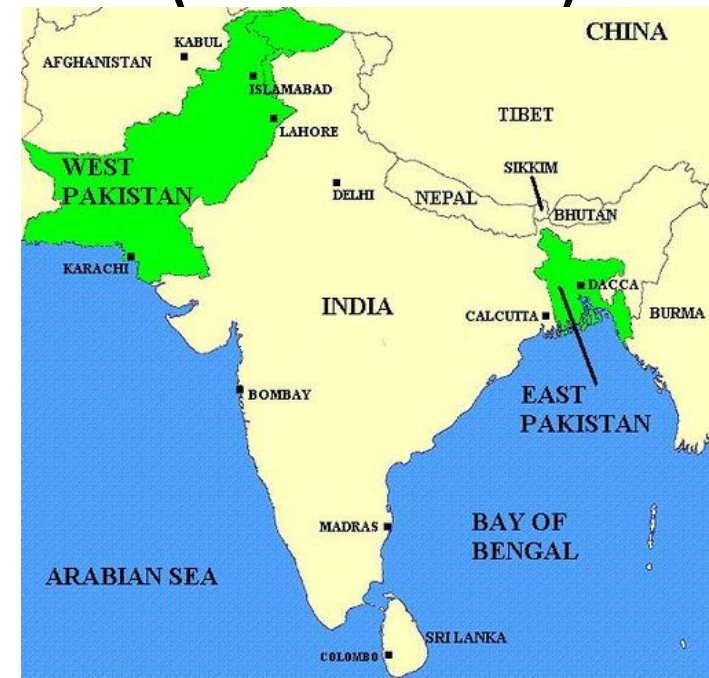
From Islam:  
temple design

From Hinduism:  
Head wraps



# Historical Influences

- Following independence, Muslims and Hindus stopped working together and continued their historical hatred
- Solution: split region in a Hindu homeland ( ) and Muslim homelands ( )
- 2 issues created:
  - East and West Pakistan one country but far apart and very different
  - Region of



# Historical Influences

- East and West Pakistan:
  - East Pakistan breaks away becoming
  - West Pakistan tries to keep control but prevents any real efforts from being successful
- Kashmir:
  - When splitting India and Pakistan, Kashmir was but leader was so it went to
  - 3 wars fought and multiple terrorist attacks over control of the region
  - Biggest concern: both countries have



**PAKISTAN-  
CONTROLLED  
KASHMIR**

**INDIAN-  
CONTROLLED  
KASHMIR**

Jammu

**PAKISTAN**

**INDIA**

# Cultural Achievements

- Ancient Indians created city planning and had
- Gupta empire created a (which we use today) and the mathematical concepts of
- Construction of the by the Muslims in the 1600s
  - Built as a for a ruler's wife who died giving birth to their 14<sup>th</sup> child
  - Designed like a
  - on the walls

