

The Cost of Westernization: Are We Losing Ourselves?

There was a time when our elders walked proudly in dhoti and kurta-simple, pure, and deeply Indian. Then came my father's generation, in shirts and trousers, balancing tradition with modern life. And now, my generation-the so-called "bros"-roam in shorts and T-shirts, proudly calling it "style."

Change is natural, yes. But somewhere along the way, we forgot to ask-is this progress, or are we losing our essence?

Every time we buy a costly branded T-shirt, have we ever thought whose economy we're really supporting? It's not India's. It's someone else's. Our money strengthens foreign industries while our own craftsmen struggle for survival.

This mindset didn't appear overnight. It began when the British entered India-not just to rule us, but to reshape our thinking. They made us believe that their products were superior, their fashion more civilized. Slowly, we let go of our khadi, our handwoven fabrics, our pride. We traded our heritage for imported tags.

The result? Our artisans faded into poverty. Our traditional industries collapsed. And our cultural confidence-once our greatest strength-began to erode. Westernization was supposed to bring development, not dependency. But in chasing trends, we've turned into consumers of others' progress, not creators of our own.

It's time to rethink what "modern" really means. Wearing foreign brands doesn't make us advanced. Supporting Indian-made products makes us self-reliant. Pride isn't in a logo-it's in belonging to a nation whose weavers, tailors, and artisans still craft with soul.

Choosing khadi or made in India brands isn't old-fashioned-it's patriotic. It's how we rebuild our economy from the grassroots, the way our freedom fighters once dreamed of. Our fashion should tell our story-not someone else's. Let's make "Indian" the new symbol of pride. Let's support our own industries, empower our artisans, and wear our culture with confidence.

Because when we wear our heritage, we don't just dress our bodies-we honour our nation.

"Today, we still have the freedom to choose. But if we delay, tomorrow we may be left with no choice at all. So, let's bring our people back into our wardrobes and into our hearts, truly living the spirit of a nation for the people, by the people, and of the people."

By - Pawan Mundhe