

# Ad Nauseam

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Allegorical thoughts cannot help in achieving a modicum of stability in a modern world full of political twists and scheming minds, immoral delights and innumerable distractions and temptations. There are the worst of men and the best together in this world – it is only the light in which we see people that moulds our very thought processes, causing impressions to get inscribed on the slate of our mind; in turn causing us to transmogrify into creatures which are concrete manifestations of those very thoughts. Subtle thoughts and slightest actions and habits, combine and accumulate, so as to decimate the original character of human beings, one of the most intelligent among life forms on Earth. Its all a cycle and its all moving towards a positive end, to complete the circle. Run away from evil – but 'evil' is everywhere ...

The slave mentality that the British implanted - anything foreign or English is greater and better than the imbibed culture, traditions and spiritual philosophy of the Indian nation since ages, has put the current Indian in a bind. The advertising and glitzy glamour portrayed in each and everything is what catches the fancy of the young and impressionable. The Page Three and party culture, the Hollywood'esque actions of Indian screen stars and those ad agencies with their pungent and putrid advertorials ready to portray anything for money.

Recently the so called women's day was celebrated as if women do not do anything on other days – this is a point to debate on, as regards to women's rights and suppression in conservative or traditional societies. But the brazenness that has infiltrated has only helped in degradation of women to 'items' in item numbers and models, animate objects walking up and down ramps or in ads. Just watch a single scene from the movies unabashedly copied from western counterparts, and you will understand the reversal of strengthening of women's rights; based on the vulgarity and nudity on display, which is much more strong and bold in western media. The women's liberation and all of that nonsense is only skin deep. The western manner of objectifying women is obnoxious to say the least – its a bunch of mindless and crude sensationalism tactics.

I want to run away from this compulsion of being in a world that understands only 'Have Fun'. Just do not worry for anybody else. Eat, live and make merry with the filth that is money, to earn it stay up all night, does not matter if that eats away into quality time that you can spend with your family. Friends for what? To stare, ogle and crack nasty jokes on the opposite sex, wearing flashy clothes walking aimlessly on the 'cool' streets on weekends, or go to a disco or a pub/bar. Cannot people think of anything else these days.

Is all this something to do with the invasion and blind aping of the western culture? You have hit the bulls eye. What is it that is eating away into the very familiar roots and traditions that we had earlier in a family. Is it a logic that follows from the excesses that the western mind thinks of; never contented with anything.

The individual is everything concept is spreading like a malignant tumour. The

Indian culture defines and accepts the family as the smallest unit of living and that idea has been thoroughly transgressed, almost bypassed entirely. Is it a fallout, a sort of appendage, of globalization that was critical in rescuing our economy in the early 90s – I don't deny the kind of economic progress and better standards of living it has brought in, but the baggage which comes with anything external is here to stay. The money has come along with the consumerist, lascivious culture glorified in the western society. Earlier it was less of everything from sense pleasures to money to celebrations, but now more is in – excesses in everything is the order of the day.

Along came a whole plethora of industries, that has ripped apart the calm and peaceful life of an Indian, causing immense trauma and tensions with rising rates of crime, social abuse, social tension, mental diseases, and suicides. The call centre and fashion industry culture is almost debilitating for any kind of peace and sanity in the Indian household, also migration from place to place in search of jobs has disconnected the family chords that were so much more strong. The IT industry is also no saint in this respect.

The true cause needs to be understood – the Indian mind has always accepted change and has accorded due respect to all external agencies, that have so often invaded and plundered it, it has never sought to conquer or convert anyone, it is this mentality that is being made use of by the westerners today unashamedly. Its akin to cricket ball tampering, the westerners have been able to tamper the Indian mind and attune it to the wrongs, that they have fallen into, and they themselves do not understand, and we have started following them like puppets as if anything Indian is lower quality than those from a foreign country – this concept has got implanted into our minds. Even if you blame the incompetent and inefficient bureaucracy, you will need to understand that the bureaucracy itself is wholly a vestige of the British Raj, not something we created. The average Indian is more interested in Nike, Reebok, and Prada and all bunkum. Rock and Rap is more alluring than Hindustani and Carnatic; this is almost sickening. If you are a thinking person you would definitely understand the logic and feelings I want to express. Packaging and colourful advertisements have been instrumental in swaying the mind and Indian companies have started aping this too. More money has meant using it somehow and then the spiral of excesses begins, earning as well as consumption, is like a recursive fuel flow. You want more and more and more ...

The technological prowess has been another buying power, for the western conquerer, colonial mindset – I sometimes fear the technology invasion in the world, its all going to crash one day, like a huge tsunami wave. Are we going in the right direction, we are all in the same boat - the reliance on technology has become so much that it is definitely scary; what I say may seem like I am a Luddite or the doomsday propagandist but just think about it, unknowingly all the human values, morals, ethics and principles are rotting away, being rapidly replaced by brand new, ubiquitous and shiny metallic souvenirs of the information age the lure of which none of us are able to escape as we become engulfed in the mire. There are a lot of positive aspects in the western society, the fastidious nature, the punctuality, the industrious and reasoning mentality and the cleanliness; but we seem to have copied in all the wrong things.

The fact is we need to adapt to it and take in only the positives and drop the negatives, and along the way go back to our roots; it is the western mind that will slowly change - this is the time for going back to eastern traditions and spiritual tranquility. The mind needs to be calmed down and be made active as a result. The end is near, but so is the beginning ...