

# CHAPTER –I

## INTRODUCTION

### I. Introduction

Our country, India is rich in cultural diversity and known for its rich heritage and unity in diversity. India has one of the richest cultural traditions in the world; our culture goes back several thousands of years. That is why ours is known as one of the oldest civilizations in the world. Culture plays an important role in the development of any Nation. A country as diverse as India is symbolized by the plurality of its culture, it represents shared attitudes, values, goals and practices. Culture and creativity manifest themselves in almost all economic, social and other activities. Culture revolves around the functions like preservation and conservation of our cultural heritage and promotion of all forms of art and culture.

India is well known for its 'Unity in Diversity' across the world. That means India is a diverse nation where many religious people live together peacefully having their own different cultures. So, we can see people of different languages, dresses, food habits, and rituals living with unity in India. Now the present cultural centers and organizations are needed to promote cultural and emotional integration among the people of the state and with other states of the country and spread the message of peace, universal brotherhood and national unity; and also to generate cultural awareness at the grassroots level to promote cultural exchanges in rural India.

The project's work carries is to develop and sustain ways and means through which the creative and aesthetic sensibilities of people remain active and dynamic. The project aims to generate cultural awareness at the grassroots level to promote cultural exchanges at the village level. Hence, in this background the following are the main objectives of the present study.

### II. Objectives

1. To study the social and religious aspects of the Diviseema area under the Krishna district of Andhra Pradesh,
2. To know the awareness levels traditional art and culture among the younger generation in the study area and.,

## CHAPTER –II

### AN OVER VIEW OF INDIAN CULTURE AND TRADITIONS

#### Meaning of tradition and Culture

Tradition is the customs and beliefs which are followed by people of one generation to another whereas culture is the customs, values, and social behavior within a group or society.

#### General Characteristics of Culture

Now let us discuss some general characteristics of culture, which are common to different cultures throughout the world.

##### **Culture is learned and acquired:**

Culture is acquired in the sense that there are certain behaviors which are acquired through heredity. Individuals inherit certain qualities from their parents but socio-cultural patterns are not inherited. These are learnt from family members, from the group and the society in which they live. It is thus apparent that the culture of human beings is influenced by the physical and social environment through which they operate.

##### **Culture is shared by a group of people:**

A thought or action may be called culture if it is shared and believed or practiced by a group of people.

##### **Culture is cumulative:**

Different knowledge embodied in culture can be passed from one generation to another generation. More and more knowledge is added in the particular culture as the time passes by. Each may work out solution to problems in life that passes from one generation to another. This cycle remains as the particular culture goes with time.

##### **Culture changes:**

There is knowledge, thoughts or traditions that are lost as new cultural traits are added. There are possibilities of cultural changes within the particular culture as time passes.

## Chapter –III

### PROFILE OF THE STUDY AREA

#### A PROFILE OF THE KRISHNA DISTRICT

This Chapter presents the profile of the study area, i.e., Krishna district of Andhra Pradesh. The study has examined the population of the district, literacy, workers and non-workers, climate, land utilization, area, production & yield per hectare, number and area of land holdings according to size, agriculture machinery and implements, irrigation sources, livestock and poultry population, small scale industries, railway stations and route length, length of roads, post offices and bank branches.

#### 3.1 General and Physical Features

Andhra Pradesh's Krishna District is a coastal district with its district headquarters in Machilipatnam. Previously, it was known as Machilipatnam District. By including a few Taluks from the Guntur District, which was disbanded in 1859, it was afterwards called Krishna District after the revered river Krishna. West Godavari and Krishna Districts were created in 1925 after a second division of Krishna District. Krishna District was partitioned into Krishna and NTR Districts once more in 2022. The present study relates to the undivided Krishna District, i.e., the District before 2022.

It covers an area of 8727 square kilometres with a coastline of 88 kilometres and is located between latitudes 15°–17° and 80°–83° in the north and 80° and 81°–83° in the east. It was surrounded on all four sides by water: the Bay of Bengal on the east, the West Godavari District on the west, the Guntur and Nalgonda Districts on the northwest, and the Khammam District on the north.

The erstwhile Krishna District is divided into 50 Mandals covering four revenue divisions, namely, Bandar, Vijayawada, Gudivada and Nuzvid Revenue Divisions. All of the Mandals in Bandar, Gudivada, and a portion of Vijayawada Division (Penamaluru, Kankipadu, and Thotlavalluru in Vijayawada Rural) are considered to be in the delta, while all of the Mandals in Nuzvid Division (Unguturu, Vuyyuru, Pamidimukkala, and parts of Gannavaram and Bapulapadu) and the remaining Mandal The Eastern Ghats' low-lying ranges break up the undulating upland.

## CHAPTER – V SUMMARY AND CONCLUSIONS

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### II. Objectives

1. To study the social and religious aspects of the Diviseema area under the Krishna district of Andhra Pradesh,
2. To know the awareness levels of traditional art and culture among the younger generation in the study area and,
3. To give the suitable suggestions to best practices for social and religious aspects of the Diviseema area under the Krishna district of Andhra Pradesh in the present days.,