

***Confronting Cultural Erasure: Reinstating the Lost into the Psyche of Kerala.***

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The project is a study about the impact of the Anthropocentric era has contributed to the erasure of the indigenous cultural fabric of the Indian state of Kerala and how it has dismantled the age old traditions giving way to a new lifestyle quite unfit for the social, ecological , geographical and social set up of the state. The project looked into the various contributing factors that led to this loss of the cultural scene of a state once rich in and proud of her traditional values. The study acknowledges the need to change according to the changes in the outer world. However, the study also underlines that changes can be adopted but not at the loss of highly values notions that have till date upheld the livelihood of the peoples.

The study looks into traditional Kerala art forms, the lives of artists, the reasons for the decline of art forms etc. then the research moves on to the festivals of Kerala like Onam and dwells upon the history, traditions and practices in connection with them. The traditional food and popular dishes are also taken onto account and an elaborate study of the gradual loss of that healthy and verigated food culture is also mentioned.

For any nation to grow change is imperative. Therefore it does not seem to be right to find fault in the present system of governance and education. Measures ought to be taken to prevent loss of culture and traditional values from the psyche of the land. As always, as all forms of education begins at home, the efforts to value and protect the proud traditions of the state should also begin from the home. Educated and aware parents of the new era should impart the essence of being a native of Kerala into their offspring.

Even when we acknowledge the immense progress and confort brought about by the various life changing elements brought in by the modern world, the basic, foundational tropes which mark

the identity and essence of a land, continue to be significant. The concept of the world being a common entity and that cultural erasure is just a normal phase in the process of development of the world has become a strong point of argument. Some scholars believe that there is no actual loss of culture. Culture, being a continuous process of evolution, is just metamorphosing as per the needs of the time and age. Still, the loss of cultural symbols and tropes like traditional food, rituals, festivals and customs entail a larger loss of identity, comradeship, communal relationships, health and several other factors. Therefore, the adoption of methods to preserve the cultural artefacts and customs can be undertaken instead of the outright resistance towards development and cultural symbiosis.

The Government can take measures to create compulsory courses in schools to instill into the students the knowledge of their tradition. Training in traditional musical instruments like *chande*, *idakka* etc can be given. Financial aid can be given to people who are ready to take up professions that augment the traditional elements. Traditional attire can be made desirable at professional and educational institutions. Exhibitions and study classes can be held.

The culture of Kerala being a varied and flexible one, is easily prone to changes and dissolution. The research has tried to look into the extent to which various forces could infiltrate into the pristine cultural set up of Kerala and change it for good or worse.