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GRADUAL RISE OF GLOBAL YOUTH'S INTEREST IN PUNJABI FOLK COSTUMES AND CULTURE

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Abstract: Punjabi culture stands out among other global cultures for its distinctive costumes and customs. Punjab's traditional costume and culture have been impacted by a number of social process-related elements. It has been declining over time, but among young individuals, it has recently begun to increase. In modern weddings and family gatherings, we can see boys sporting turbans and girls donning Punjabi salwar suits. It shows their interest towards their beautiful culture. In this way we can say that the youth are now interested in learning about their culture, and they have resumed donning their traditional attire. This research paper traces the history of Punjabi folk costumes and development of interest among youngsters of wearing Punjabi folk costumes. This research is conducted through a survey from the people between the ages of 13 years to 25 years from all across the world. This investigation data was gathered from the respondents with the aid of a web form. The main focus of this research is on the knowledge of youngsters about Punjabi traditional Costumes and Culture. This research also includes the reasons for the inclination of youngsters towards the Punjabi costumes and culture. Even so, it offers some strategies for piquing their interest in the profundity and significance of Punjabi culture. Youth are the face of our future. Our youth may create a world where everyone is aware of Punjabi clothing and culture if they are inspired by its roots. The study may also benefit the Indian fashion industry because Punjabi garments' designs, cuts, and styles may serve as a source of inspiration. The conclusion of the study reveals that the youth prefer to wear the traditional costumes on different occasions. They come to know about their culture from their parents, books and social media. Social Media plays an important role in the sudden change of youth's choice of clothing. They have got awareness about the importance of Punjabi turban and Sikhism from media and social media. They love to wear the Punjabi attire as they see their favorite Punjabi actors, actresses and models wearing these attires like Salwar Suit, Pyajama Kurta, Chadra Kurta etc in movies and Punjabi songs

Key Words - Culture, Social Media, Punjabi Dress, Punjabi Jewelry, Punjabi Fashion.

I. INTRODUCTION

Punjab is a state in the north-west of India. Punjab is the 15th largest state in India by total land area. The name Punjab is derived from the combination of "Panj" (meaning five) and "Aab", which refers to the river. Sutlej, Beas, Ravi, Chenab and Jhelum are the names of the five rivers that make up Punjab. , also known as "Land of Five Rivers". Before the partition of India, Punjab was called "Saptasidhu", meaning "seven rivers". The seventh river, the Ghaggar, and the sixth river, the Saraswati, are both currently located in Pakistan [1]. Punjab is one of the traditionally rich states of India. Punjab is a colorful land. The unique fashion of Punjab reflects the vibrant and vibrant life and culture of the region. Dresses combine aesthetic appeal with comfort and color. Punjabi dress includes salwar suit, pajama kurta, ghagra, lungi, tehmat, kurti etc. These dresses

were becoming less popular earlier, but today's youth are loving them once again. Youngsters try to wear Punjabi attire for family functions. The study revealed a rapid change in youth preferences. These clothes are now included in almost every Polly Wood song and movie, which has an impact on the youth. These modifications may have resulted in the colorful popularity of Punjabi culture and dress among the youth.

II. HISTORY

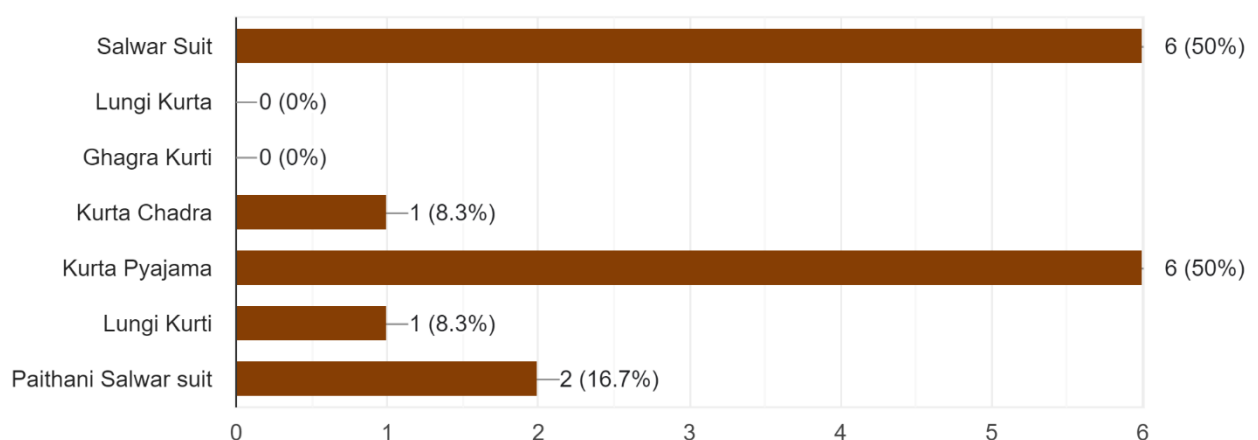
Various types of cotton dresses were worn by Punjab in ancient times. The tops of both sexes reached the knees. A scarf was draped over the tops, over the left shoulder and down the right. A large sheet will be placed over one shoulder, allowing it to hang loosely towards the legs. A dhoti was worn around the waist by both sexes [2]. This dhoti was known as suthan, while the knee-length top was known as jumper or kurta. Other Punjabi costumes include the tehmat and the kulla, a masculine turban also known as a pagri. Chadra - the lower garment used by men. This chadra was paired with a kurta-kameez. This kurta is suitable to wear with salwar, suthan, tehmat, lungi, dhoti, or Punjabi ghagra. The Multani Kurta is a popular historical Kurta designed using motifs from Multan (Punjab, Pakistan). Other Punjabi dresses were ghagra, lungi or dhoti for women, kurta pajama for men etc. These Punjabi outfits would be incomplete without Punjabi juttis. These clothes were also adorned with various ornaments like Har, Sing Tavitiya, Kantha and Jugni. Head ornaments include sagi phul, tikka and suiya. Earrings: Pipal pattiya, Walia and Lotan. Churiya and Churha are the arm ornaments for newly wedded women. Panjeba were the foot decoration. Overall, Punjabi outfits consisted of a mix of brightly colored clothes, jewelry and shoes.

III. NEED OF PUNJABI DRESS:

Nowadays it is important that our youngsters understand their culture and dress. They should understand what our basic clothes are and how we can make them beautiful. Because no one can stop the development of a society where the youth are connected to their roots. Punjabi fashion business needs to know about the history of clothes and incorporate Punjabi culture into future fashion. Punjabi fashion offers a variety of dresses that can be combined with existing items to increase the level of fashion business.

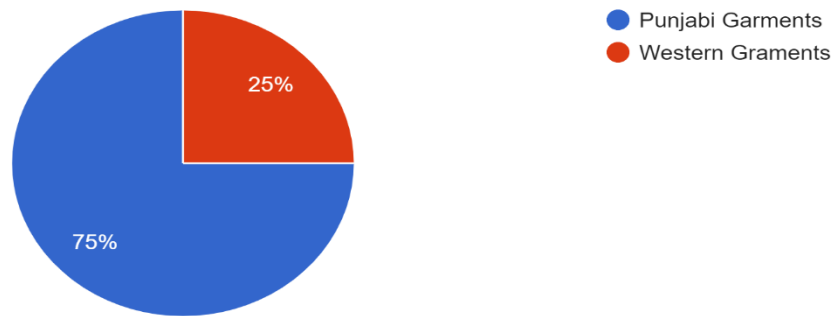
IV. ADOPTION OF PUNJABI DRESSES BY YOUNGSTERS

Due to their mystical properties and potential to contribute to future sustainability, youngsters of every country are potential customers for fashion items. They are major promoters of trendy clothes. A poll of 13 to 25-year-old youth was conducted. According to the poll, young people enjoy wearing Punjabi dress but have little understanding of Punjabi dress and culture. As a result, most of them choose to wear the popular and familiar salwar suit and pajama kurta. Salwar suit and kurta pajama gets its first vote. Finally, the lungi and kurta chadra. Some of them have mentioned that they like Ghagra Kurti, Lungi Kurti and Paithani Salwar Kurta. According to the report, more youngsters prefer to wear a combination of Punjabi and international clothes, such as palazzo suits and kurta trousers. Only 19% youth prefer to wear all their Punjabi clothes regularly. They prefer to wear Punjabi dresses on occasion rather than regularly.



Pic: Graph shows the youngster's choice of salwar suits and Kurta Pyajama

We can witness the youth's preference for Punjabi wear over western wear, and they are eager to flaunt their Punjabi swag in their favorite outfits like kurtas, salwar suits, and Indo-Westerns.



Pic: Pie Graph shows the youngster's choice of Punjabi Garments over the Western Garments.

It is also known that Punjabi boys enjoy wearing different types of Punjabi turbans. According to the research, they were wearing these dresses even before the changes in social media and Punjabi film industry. However, they enjoy wearing it after the revolution as they have learned how to flaunt this outfit from the Punjabi fashion industry through social media and mass media. They learn about these clothes from their parents and the books they were given to read. Watching Tik Tok, Instagram and Facebook videos sparked their sudden interest in Punjabi attire. They also claimed that they watch Punjabi movies to learn about Punjabi culture and clothes.

The youngsters also give some hassles to wear Punjabi Garments like these are difficult to carry for them or they can wear these garments only in summers.



V. CONCLUSION

Young adults like to wear Punjabi dresses as well as western dresses. The younger generation knows very little about Punjabi clothes and Punjabi jewelry. According to the poll, they can recognize some jewelry items, such as lotan, but they don't know what the word is. As a result, parents and society should spread information about Punjabi dress through various mediums and educate people about Punjabi culture. There is a desire to incorporate Punjabi swag into today's fashion. As a result, we can offer a combination of Punjabi and Western clothing. "Nimrat Kahlo Haute Couture, Bhagni, House of Pataudi, and Rupan Stitch Craft [3] are some of the Punjabi brands that are also working on this Punjabi swag." Youngsters like to wear turbans, especially on weddings and other special occasions. This habit should be appreciated and encouraged by making them aware of the importance of turban. Every coin has two sides. So, while we need Punjabi dresses in our fashion industry, we cannot ignore the beauty and uniqueness of western clothes. We saw that before the media revolution, youngsters were forced by their parents to wear Punjabi attire. However, as a result of this situation, they have increased the use of Punjabi dress. Fashion Industry should experiment with the fabric or silhouettes of Punjabi Costumes so that it become easy for youngsters to flaunt these garments confidently on every occasion or in every season.

VI. REFERENCES

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