

The Ideology of Nomenclature: Decoding Selected Government Scheme Titles through Cultural Studies

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ABSTRACT

This paper attempts to explore the cultural and ideological significance embedded within the titles of various Indian government initiatives by analysing the names of prominent schemes, such as *Make in India*, *Digital India*, *Skill India*, *Mera Yuva Bharat*, *Stand-Up India* etc. This study seeks to uncover the underlying cultural narratives and values that these titles reflect.

The selection of a scheme's name is not just a trivial detail but holds the power to influence public perception and participation. It can invoke cultural pride, cite historical references, and align the scheme with national identity. Understanding these cultural nuances is crucial for appreciating the broader impact of government policies on society. A critical examination of various scheme titles can illuminate their cultural and ideological dimensions. By examining historical contexts, linguistic choices, and public reception, this paper aims to analyse government nomenclature's cultural and ideological dimensions comprehensively. The findings could offer insights into how future initiatives can be named to foster greater societal connection, engagement, and national culture.

Key Words: *Ideology; Culture; Government Scheme Titles; Nation; Nationalism*

INTRODUCTION

Karl Marx's concepts of "base" and "superstructure" are foundational to understand an interconnection between economic structures and cultural forms. Ideology, defined as a system of ideas, is widely understood by cultural theorists as a product of socio-cultural conditions, themselves shaped by numerous subfactors. In this view, both culture and ideology emerge from the economic "base." Raymond Williams further explores relationship between culture and society, emphasizing their mutual influence. Michel Foucault, meanwhile, highlights the complex interplay of power, knowledge, and discourse as key forces shaping cultural practices. Expanding on the concept of ideology, Louis Althusser argues that it "signifies the imaginary ways in which men experience the real world" (Eagleton, *Marxism* 16-17). This perspective underscores how ideology constructs our perception of reality. Consequently, both culture and ideology serve as crucial analytical frameworks for examining the significance and operation of various schemes through their titles.

Government initiatives often carry more than just policy implications; they embody cultural, Ideological, historical, and societal values. The titles of these initiatives are carefully crafted to resonate with the general populace, invoking

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a sense of familiarity, pride, and hope. In India, a country known for its rich tapestry of traditions and languages, naming government initiatives is a deliberate process to maximise public engagement and compliance. Further, it evokes feelings of attachment to one's own culture, society, history, and heritage, which promotes cultural nationalism among its citizens and significantly contributes to the construction of a healthy and developed nation.

This paper attempts to explore the cultural and ideological significance embedded within the titles of various Indian government initiatives by analysing the names of prominent schemes, such as *Make in India*, *Digital India*, *Skill India*, *Mera Yuva Bharat*, *Stand-Up India* etc. This study seeks to uncover the underlying cultural narratives and values that these titles reflect.

The selection of a scheme's name is not just a trivial detail but holds the power to influence public perception and participation. It can invoke cultural pride, cite historical references, and align the scheme with national identity. Understanding these cultural nuances is crucial for appreciating the broader impact of government policies on society. A critical examination of various scheme titles can illuminate their cultural dimensions. By examining historical contexts, linguistic choices, and public reception, this paper aims to analyse government nomenclature's cultural dimensions comprehensively. The findings could offer insights into how future initiatives can be named to foster greater societal connection, engagement, and national culture.

MAKE IN INDIA: REVITALISING THE MANUFACTURING LEGACY

The *Make in India* initiative, launched in 2014, aims to transform India into a global manufacturing hub. The title carries considerable cultural significance. The phrase *Make in India* is direct and evocative, encapsulating a vision of self-reliance and national pride. Historically, India has been known for its craftsmanship and artisanal industries, which have been integral to its cultural and economic fabric. By invoking the idea of "making" in India, the scheme taps into this rich heritage of creation and manufacture. This not only honours the traditional skills and craftsmanship passed down through generations but also signals a revival and modernisation of these industries.

The title also reflects a pivotal shift towards modern industrialisation and economic independence. *Make in India* aligns with the cultural narrative of *Atmanirbhar Bharat* (self-reliant India), encouraging domestic production to reduce dependency on foreign goods. This resonates with the historical emphasis on self-sufficiency, dating back to the Swadeshi movement during the independence struggle, which advocated using locally produced goods.

Make in India promotes the idea of Indian goods being produced not just for domestic consumption but for global markets, positioning India as a key player in the global economy. This aspiration mirrors India's longstanding cultural ethos of global engagement and exchange, which is evident in its trade history along the Silk Road and maritime commerce.

The scheme's focus on transforming India into a manufacturing hub also highlights modernity and progress, blending seamlessly with the cultural value of innovation and technological advancement. By fostering an environment conducive to manufacturing through policy reforms, infrastructure development, and investment incentives, *Make in India* aims to boost economic growth and create job opportunities, thus enhancing the nation's socioeconomic development.

Examining the cultural significance of the *Make in India* title reveals that the scheme encapsulates both historical pride and future aspirations. It acknowledges India's rich manufacturing heritage while charting a course for economic independence and global competitiveness. By doing so, the title *Make in India* carries a powerful cultural resonance, inspiring confidence and national pride.

DIGITAL INDIA: BRIDGING TRADITION AND MODERNITY

The *Digital India* campaign, launched on July 1, 2015, is a prime example of a government initiative deeply rooted in cultural and historical significance while pushing towards a modern technological future. The very name *Digital India* evokes a sense of national pride and unity, suggesting a collective movement towards progress and innovation.

This scheme title resonates on multiple levels in the context of India's rich cultural tapestry. First, it aligns with the country's historical ethos of adaptability and openness to new technologies and ideas. From ancient mathematical advancements to contemporary IT prowess, India has always been a crucible of innovation. *Digital India* leverages this historical narrative, suggesting a continuation and extension of this legacy into the digital age.

Moreover, the title highlights inclusivity by emphasising "India" as a whole. It implies that this digital revolution is not just for urban elites but for every citizen, including those in remote and rural areas. This resonates with the cultural value of unity in diversity, a cornerstone of Indian identity. The promise of making government services more accessible and convenient through enhanced online infrastructure also taps into the cultural aspiration for efficiency and transparency in governance.

The campaign's focus on increasing internet connectivity, especially in rural areas, highlights the cultural significance of bridging the traditional and the modern. This reflects a cultural narrative of bringing contemporary resources and opportunities to all corners of the country, fostering a sense of national integration and equality.

Digital India is a deliberate effort to intertwine the country's rich historical legacy with its aspirations for a technologically driven future. This dual focus not only enhances the scheme's public appeal but also strengthens its overall effectiveness.

SKILL INDIA: EMPOWERING A SKILLED NATION

Skill India, initiated on July 15, 2015, aims to train over 30 crore people in various skills by 2022, significantly enhancing employability and promoting skill development across the country. The term *Skill India* taps into the cultural value placed on craftsmanship and expertise, which have historically been integral to Indian society. This is evident in India's longstanding tradition of artisanal trades, craftsmanship, and vocational skills passed down through generations. By invoking "skill," the program connects with this legacy, reinforcing the importance of practical knowledge and technical proficiency in building a prosperous nation.

Moreover, the use of "India" in the title promotes national unity and collective effort. It emphasises that the initiative is not limited to specific regions or communities but is a nationwide movement aiming to uplift the entire population. This reflects the cultural narrative of inclusivity and the notion that progress is a shared responsibility.

Skill development has become crucial in the modern, rapidly evolving job market. The *Skill India* initiative addresses this by systematically enhancing the capabilities of the workforce. This is culturally significant in a country like India, where tradition and modernity often intersect. The initiative acknowledges traditional skills while integrating modern techniques and technologies, hence blending heritage with progress.

Additionally, the focus on training 30 crore individuals highlights a cultural emphasis on self-reliance (*Atmanirbharta*) and economic independence. By empowering individuals with skills, the program fosters a culture of continuous learning and adaptability, qualities deeply valued in Indian society.

The title *Skill India* thus resonates with the cultural ethos of valuing practical skills and collective progress. It inspires a sense of national pride and contributes to the country's socioeconomic development by creating a skilled and employable workforce.

STAND-UP INDIA: EMPOWERING MARGINALISED ENTREPRENEURS

The *Stand-Up India* initiative, launched on April 5, 2016, is designed to facilitate entrepreneurship among women and Scheduled Castes/Scheduled Tribes (SC/ST) communities by providing bank loans ranging from ₹10 lakh to ₹1 crore for setting up new enterprises in manufacturing, trading, or services.

Stand-Up India uses the metaphor of rising or standing up, which signifies empowerment, resilience, and progress—values deeply ingrained in Indian society. Historically, marginalised communities and women have faced systemic

barriers to economic participation and mobility. Using the term “Stand-Up,” the scheme’s title conveys a powerful message of support and encouragement, symbolising the lifting up of these historically disadvantaged groups.

The scheme, by specifically targeting women and SC/ST communities, reflects India’s cultural commitment to social justice and equity. It acknowledges the historical injustices these groups face and aims to rectify them by providing them with the necessary economic tools to succeed. This aligns with the cultural aspiration of creating an inclusive and equitable society where every individual, regardless of their background, has the opportunity to thrive.

The inclusion of “India” in the title highlights the initiative’s national scale and importance. It emphasises that this is not just a policy for certain regions or communities but a nationwide movement aimed at fostering entrepreneurial spirit across the entire country. This fosters a sense of national solidarity and collective effort toward economic development.

Additionally, the *Stand-Up India* scheme intersects with cultural attributes of entrepreneurship and self-reliance. India has a long tradition of business and trade deeply embedded in its cultural fabric. The scheme taps into this cultural narrative by promoting entrepreneurship among women and SC/ST communities, encouraging innovation, independence, and economic growth.

The allocation of loans for setting up new manufacturing, trading, or service enterprises also highlights the diverse economic opportunities available, motivating individuals to explore different sectors and contribute to the nation’s economy. This diversification is culturally significant as it showcases the multifaceted nature of India’s economic landscape.

Through its title and objectives, *Stand-Up India* encapsulates a vision of empowerment, inclusivity, and economic progress, making it a culturally resonant and impactful scheme.

MERA YUVA BHARAT (MY BHARAT): SHAPING THE FUTURE WITH VISION AND VIGOUR

Mera Yuva Bharat (MY Bharat), introduced on October 31, 2023, is an autonomous body under the Ministry of Youth Affairs and Sports. Its goal is to provide equitable access to opportunities for youth development, enabling young people to contribute towards the vision of a developed India by 2047.

The phrase *Mera Yuva Bharat* translates to “My Young India,” which evokes a sense of personal ownership and pride among the youth. By using “Mera” (My), the scheme fosters a sense of individual responsibility and collective identity among young people, encouraging them to see themselves as integral to the nation’s future. This aligns with the cultural ethos of community and belonging, emphasising that each person’s contribution is vital to national progress.

Focusing on “Yuva” (Youth), the scheme highlights the cultural importance of young people in shaping the country’s future. India has a significant youth population, often called the “demographic dividend,” which holds immense potential for driving economic and social development. By highlighting youth development, *MY Bharat* reflects the cultural value placed on education, innovation, and future leadership.

The inclusion of “Bharat” in the title grounds the initiative in India’s cultural and historical identity. Bharat is deeply rooted in India’s cultural heritage, invoking a sense of tradition and continuity while fostering a vision of progress and modernisation. This blend of tradition and modernity resonates with the cultural narrative of evolving while staying true to one’s roots.

The scheme’s objective of enabling young people to contribute towards the vision of a developed India by 2047 ties into the cultural narrative of long-term planning and aspirational goals. The year 2047 marks the centenary of India’s independence, symbolising a milestone for the nation to achieve significant developmental goals. By aligning the initiative with this timeline, *MY Bharat* inspires a sense of urgency and purpose among the youth, motivating them to participate actively in the nation’s growth.

Through *Mera Yuva Bharat*, the government emphasises the cultural significance of youth empowerment, equitable access to opportunities, and collective progress. The scheme's title encourages a shared vision of national development, fostering a sense of pride and responsibility among young people to contribute to India's journey towards becoming a developed nation.

The nomenclature of these selected Indian government schemes reveals a deliberate deployment of cultural, ideological, and psychological cues. These titles function beyond identification, shaping public perception and fostering specific national narratives. By invoking concepts like 'Akhand Bharat,' 'Swachh Bharat,' 'Swatantra Bharat,' and 'Atmanirbhar Bharat,' the schemes tap into deeply resonant cultural and historical frameworks, promoting a sense of national unity, progress, and self-reliance. This strategic use of language publicises the schemes' objectives, constructs a shared national identity, and inspires citizen participation in the nation-building process. The titles, therefore, act as potent instruments, subtly influencing public consciousness and driving collective action towards the schemes' intended goals.

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