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**Personality Development and Character Building through Folk Songs:
Cultural Values, Moral Lessons, and Social Influence**

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Abstract-

This study explores the impact of Rajasthani folk songs on personality development and character building among households in Rajasthan. Specifically, it analyses how cultural values, moral lessons, and social influences embedded in these songs shape individual and collective behaviors. A questionnaire-based survey was conducted with 104 households. The data were quantitatively analysed to assess the extent of influence Rajasthani folk songs have on respondents' values, personality traits, and social behaviors. The results and findings of the study provided a broad understanding of how Rajasthani folk songs enhance cultural values, moral teachings, personality development, and social influence. Each of these findings demonstrates the multifaceted role of folk songs in shaping on the region. Together, they highlight the multifaceted role folk songs play in maintaining cultural continuity, imparting moral lessons, aiding personality development, and influencing social structures in Rajasthan.

Key terms: Personality development, character building, folk songs, cultural values, Moral lessons & Social influence.

Introduction

Folk songs serve as vital carriers of cultural heritage, oral traditions, and moral lessons. In northern India, Rajasthani folk songs are known for encapsulating the essence of rural life, values, and community bonds. This study focuses on the role of Rajasthani folk songs in shaping personality and character, especially in terms of cultural values, moral lessons, and social influences. Rajasthan, a state culturally adjacent to Haryana, provides a unique setting to analyze the inter-regional influence of Rajasthani folk music.

Research Objectives

- To understand the influence of Rajasthani folk songs on personality development.
- To evaluate the role of these songs in transmitting moral lessons.
- To assess the social influence of Rajasthani folk songs on community values.

Literature Review

1. According to (Sharma, 2018) Folk songs from Rajasthan are essential to the preservation of the area's cultural legacy. Numerous studies demonstrate how these songs function as a storehouse of local ideas, customs, and history. Rajasthani folk songs such as "Maand" and "Pabuji Ki Phad" are rich in history and frequently narrate stories of courage, devotion, and selflessness. By preserving oral history, these songs make sure that the next generation is aware of their roots. Investigator contend that through these folk songs, people are socialized into the roles that are expected of them in their communities, reinforcing social norms, in addition to passing down cultural values. Rich in metaphors and symbolic language, the songs frequently uphold fundamental cultural ideals like hospitality, respect for elders, and communal cohesion. In order to guarantee that Rajasthani customs and values continue to shape the identity and character of the region's youth, this method of cultural transmission is essential.

2. **(Gupta, 2020)** Rajasthani folk songs are mostly moral in nature; they frequently provide moral teachings about justice, morality, and societal peace. For example, folktales like "Pabuji Ki Phad" extol the ideals of honesty and loyalty. Investigator asserts that these songs play a crucial role in educating the next generation about morality and ethics. The moral compass of listeners is shaped in part by the stories of local heroes, which are frequently about their moral rectitude and selflessness. These songs provide a deeper perspective on ethical quandaries by delving into the ramifications of moral failure as well. Rajasthani folk songs serve as moral compass, influencing people's ethical behavior within the community in addition to reflecting cultural identity.
3. **(Jain, 2019)** Folk songs from Rajasthan are very important for the formation of the personality, especially in young people. Through the telling of bravery, tenacity, and moral rectitude, these songs establish role models for their listeners. Songs honoring historical individuals like Maharana Pratap or the fabled Pabuji, in particular, highlight characteristics like bravery, selflessness, and devotion to one's society. The behavior and personality development of listeners then reflect these features. The researcher highlights that people internalize these values and form a strong feeling of self, community, and purpose by connecting with these narratives. Rajasthani folk songs, thus, offer a framework for personal development by ingraining these moral and cultural ideals into people's daily consciousness.
4. **(Verma, 2021)** concluded that another important component of Rajasthani folk music is character development. Traditional songs, like "Dhola Maru," emphasize the virtues of sacrifice, love, and devotion. Listeners are urged to cultivate a strong moral character that is marked by honesty, tenacity, and loyalty to family and community via the stories told in these songs. Researchers investigate how these songs teach younger generations a feeling of responsibility and justice in addition to providing entertainment. People's sense of ethics and duty are strengthened by the recurring themes of bravery and making moral choices in the face of difficulty. Because these songs offer culturally acceptable examples of appropriate behavior, they are crucial in helping the listener develop their own personalities.
5. **(Rathore, 2020)** found that singing these songs at celebrations and festivals acts as a social activity that reinforces social cohesiveness and group identity. Moreover, the songs frequently emphasize gender roles, which define what constitutes appropriate behavior for men and women in society. Thus, by quietly reinforcing social norms, the songs uphold the social order and mold the conduct of both individuals and groups. Rajasthani folk songs reinforce societal norms and expectations, which has a huge impact on the region's social fabric. These songs serve as socialization aids by frequently reflecting gender norms, societal hierarchy, and community expectations.
6. **(Singh, 2017)** found that folk songs from Rajasthan have always been important in preserving gender standards in society. Songs like "Banna Banni" highlight marital customs and frequently present men and women in their idealized positions. These

songs uphold conventional gender norms, in which males are portrayed as guardians and providers and women as obedient spouses. According to the investigator, although these songs uphold conventional gender norms, they also shed light on how the community's views on gender are changing. Certain folk songs, for example, convey conservative ideals, but they also provide room for complex manifestations of gender identities, as seen by the depiction of strong women in the songs.

7. **(Bhatia, 2019)** concluded that the core topic of Rajasthani folk songs, which capture the traditions, customs, and values of the area, is the preservation of cultural identity. These songs are passed down orally from generation to generation as part of an oral tradition that fosters cultural continuity and a strong feeling of community. Folk songs are a cultural instrument for identity assertion, according to researcher, especially in rural regions where industrialization is putting traditional lifestyles in jeopardy. The uniqueness of Rajasthani culture is emphasized by these songs, which provide a sense of pride and belonging. These songs' moral lessons aid listeners in internalizing their cultural identity and preserving a link to their ancestry.
8. **(Chauhan, 2020)** Rajasthani folk songs serve as both a source of entertainment and a reflection of the rural social system. These songs are essential to rural social structure since they usually tackle themes like kinship, village life, and agricultural methods. Investigator claims that the songs gently shape the social norms of the society by reinforcing social hierarchies and caste dynamics. These songs serve as a vehicle for the transmission of social norms since they are sung at significant occasions like weddings and harvest celebrations. In rural Rajasthan, folk songs serve as a means of reinforcing societal duties and obligations and ensuring social stability and cohesiveness.

Methodology

This study adopts a quantitative research methodology, collecting primary data through a structured questionnaire distributed to 104 households in Rajasthan. The sample consists of 104 male and female across rural and urban areas in Rajasthan, with respondents aged between (30-60) years. Households were selected through a stratified random sampling technique.

Results & Findings

This table-1 presents basic demographic information representing a sample of 104 individuals in the terms of male and female with their age group (30-60) years.

Table-1 Demographic information of sample

S. No.	Demographic Information	
1.	Male	49
	Female	55
2.	Age range	(30-60) yrs.

Objective 1: To understand the influence of Rajasthani folk songs on cultural values.

Table: 1.1

S. No.	Cultural Values	Mean	Std.	Percentage
1.	<i>Respect for Elders</i>	4.27	0.72	7
2.	<i>Courage & Valor</i>	3.93	0.98	22
3.	<i>Family loyalty & Bonding</i>	4.09	0.84	0
4.	<i>Hard work & Perseverance</i>	4.14	0.88	14
5.	<i>Community spirit & Unity</i>	3.87	1.00	14
6.	<i>Cultural Identity</i>	3.64	1.07	36
7.	<i>Cultural Practices</i>	3.81	0.98	7



Diagram:1 Percentage of different dimensions of cultural values

Respect for elders has the highest mean (4.27), indicating that most respondents highly agree with this value, showing that *respect for elders* is a critical cultural value in Rajasthani folk songs. The relatively low standard deviation (0.72) indicates that responses are fairly consistent across households. This cultural value has a moderately high mean (3.93), showing it is regarded as important, but the standard deviation (0.98) suggests some variability in responses. The percentage (22%) indicates that a significant portion of respondents see *courage and valor* as influential, likely linked to regional narratives and history in Rajasthani culture (Jha & Sharma, 2020). Family loyalty has a high mean (4.09), indicating strong agreement among respondents that this is a vital cultural value. The low percentage (0%) may indicate that no respondents found it a *primary* influencer compared to other factors, despite high consensus. This value also scores highly (4.14), reflecting the significance of hard work in rural communities. The percentage (14%) suggests that a notable proportion of respondents view *Hard work & perseverance* as a key trait influenced by cultural traditions. *Community spirit and unity* have a moderately high mean (3.87) but with the highest standard deviation (1.00) among the values, reflecting a wide range of opinions. The percentage (14%) shows that it is a significant value but not universally agreed upon. *Cultural Identity* has the lowest mean (3.64) but

the highest percentage (36%), indicating that even though fewer people rated it as strongly as other values, it holds considerable social influence for a large segment of respondents. The high standard deviation (1.07) also indicates variability in perception. *Cultural practices* score moderately (3.81), showing general agreement on its importance. The standard deviation (0.98) suggests some variation in responses, and a small percentage (7%) views it as a primary influence (Roy, 2018).

Objective: 2 To evaluate the role of these songs in transmitting moral lessons.

Table: 2.1

S. No.	Moral Lessons	Mean	Std.	Percentage
1.	<i>Moral Integrity</i>	3.69	1.04	18
2.	<i>Honesty</i>	3.91	1.05	4
3.	<i>Truthfulness</i>	3.77	1.09	9
4.	<i>Justice & Fairness</i>	3.97	1.03	14
5.	<i>Patience & Forgiveness</i>	3.52	1.18	41
6.	<i>Humility & Modesty</i>	3.96	0.85	9
7.	<i>Responsibility & Duty</i>	4.11	0.83	5

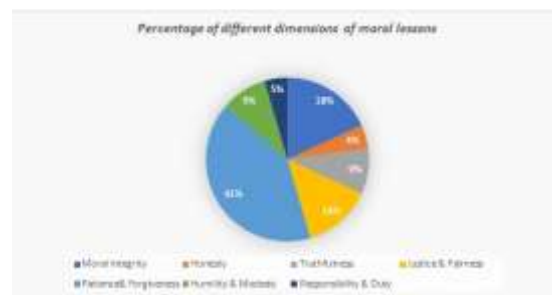


Diagram:2 Percentage of different dimensions of moral lessons

The analysis of the table: 2.1 & Diagram: 2 reveals that *Responsibility & Duty* holds the highest mean score (4.11) with low variability (Std. Deviation: 0.83), suggesting it is the most strongly agreed-upon moral lesson. Similarly, *Justice & Fairness* (Mean: 3.97) and *Humility & Modesty* (Mean: 3.96) are also highly rated, with moderate agreement among respondents. *Patience & Forgiveness* has the lowest mean (3.52) but the highest percentage (41%), indicating that while not universally agreed upon, it is perceived as a highly influential moral lesson. *Honesty*, *Truthfulness*, and *Moral Integrity* receive mid-range scores (between 3.69 and 3.91), with *Honesty* having the lowest percentage (4%), reflecting that while these are important, they might be considered less socially influential in comparison to others (Chopra & Singh, 2016). Overall, the data suggests that while all these moral lessons are valued, *Responsibility & Duty* and *Justice & Fairness* stand out as the most consistently acknowledged across households.

Objective: 3 To assess the social influence of Rajasthani folk songs on Social Influence.

Table: 3.1

S. No.	Social Influence	Mean	Std.	Percentage
1.	<i>Gender Roles</i>	3.40	1.12	13
2.	<i>Social Expectations</i>	3.76	1.07	6
3.	<i>Promoting Social Cohesion</i>	3.81	1.07	11
4.	<i>Role of collective Identity</i>	4.02	0.99	9
5.	<i>Cultural Preservation through socialization</i>	3.92	0.90	7
6.	<i>Reinforcement of Social Norms & Traditions</i>	3.48	1.26	24
7.	<i>Transmission of Social Hierarchies</i>	3.77	0.89	4
8.	<i>Shaping Social Behaviour</i>	3.41	1.24	26

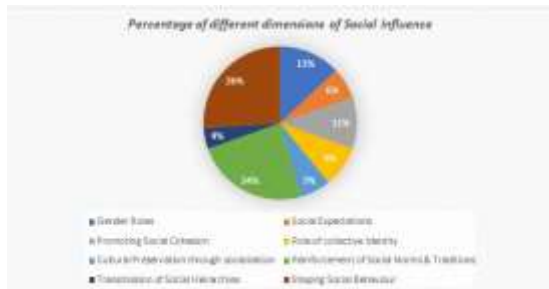


Diagram: 3 Percentage of different dimensions of Social Influence

The analysis of social influence components in table: 3.1 & diagram: 3, shows that **Role of Collective Identity** (Mean: 4.02) holds the highest score, indicating its strong impact on shaping social behaviors within the community. **Cultural Preservation through Socialization** (Mean: 3.92) and **Promoting Social Cohesion** (Mean: 3.81) are also significant, suggesting that these aspects are crucial in maintaining social order and community bonding. **Reinforcement of Social Norms & Traditions** (Mean: 3.48) and **Shaping Social Behavior** (Mean: 3.41) have high percentages (24% and 26% respectively), indicating that although their mean scores are moderate, these are seen as key influencers in guiding societal actions. **Gender Roles** (Mean: 3.40) shows the lowest mean but still carries influence with 13% of respondents recognizing its importance. Overall, the data suggests that while all components of social influence are valued, **Collective Identity** and **Cultural Preservation** are viewed as the most important, with the reinforcement of social norms and shaping behavior also

playing significant roles despite some variation in perception (*Bhushan, 2018*).

Discussion & Suggestions

By giving high emphasis on Respect for Elders and Family Loyalty, there is an opportunity to strengthen programs that encourage intergenerational dialogue. Folk songs can be used as educational tools in schools and community gatherings to bridge the gap between generations and reinforce these values. As Cultural Identity holds significant social influence, more efforts can be made to preserve and promote Rajasthani folk traditions through modern media. Documentaries, music platforms, and cultural festivals could highlight the importance of these folk songs in preserving regional heritage and strengthening community bonds. Since Responsibility & Duty is a highly valued moral lesson, it can be integrated into school programs. Storytelling through folk songs can help children internalize these values in a culturally relevant way. Additionally, lessons on Patience & Forgiveness could be emphasized to improve social harmony.

As Social Cohesion and Collective Identity are strong influences, community-based programs, such as folk song competitions or local cultural events, can further foster unity. These platforms can serve as opportunities to transmit cultural and social values to younger generations. The moderate scores for Gender Roles and Social Expectations indicate that there is some variation in how these roles are perceived. More inclusive dialogue is needed to address and possibly redefine rigid gender norms, using folk songs as a platform to reflect evolving societal views on gender equality. Since Patience & Forgiveness and Justice & Fairness hold important moral influence, folk songs can be used as tools for community-driven conflict resolution programs. Songs emphasizing these values could serve as catalysts for discussions on peace-building and justice within local communities. The high influence of Cultural Preservation through Socialization suggests a strong community interest in keeping traditions alive. Efforts should be made to document and archive Rajasthani folk songs, ensuring that future generations have access to these cultural treasures, which can continue shaping societal values.

These suggestions aim to harness the strengths of Rajasthani folk songs in reinforcing cultural, moral, and social values, while also addressing areas of variability and promoting inclusive growth within the community.

Conclusion

The findings demonstrate that Rajasthani folk songs play a significant role in the personality development and character building of individuals in Rajasthan. By embedding cultural values and moral lessons within the music, these songs positively influence the social behaviors of listeners. As a medium of cultural transmission, folk music continues to be relevant in shaping ethical and communal values.

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