

# Ethnic Identity of Arya Vysya Community Fostering Decolonisation

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**Abstract**—Identities are constantly being negotiated and no matter what we perform in the society, it is directly referring to our Identity Performativity. It is partly because we subscribe to those particular identity roles once we start performing it. In a multicultural context, ethnic identities which are more affective and inherent to any individual, becomes a significant identification marker, though consciously or unconsciously, in order to negotiate with other identities or groups. The foreign element is observed and the combat becomes heated during the colonial period and the quest for identity is inevitable. Whereas, the nativists trying to locate themselves both during the times of colonisation and after that, would have to look back and understand their ethnicity and this ethnic identity will be the vehicle that would bring back what is one's own. This ethnic identity in communities is discerned through the cultural revitalisation. The researcher identifies one particular south Indian community, Arya Vysya, a subset of Komati, a traditional trading community and attempts to explore the features of the community that aims at its cultural revitalisation. The underpinning of community spirit that fosters the ethnicity and cultural values of the community acts as an important aspect of nativism. This aspect is identified through various texts from the community and analysed in terms of identifying the cultural revitalisation and their performativity. The paper would, therefore discuss how does one's ethnic identity, in a multicultural framework, foster decolonisation and thereby establishing the community spirit at structural level, which is reflected through the individuals' performativity.