

## **Indigenous View on Altruism**

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**ABSTRACT** With the rise in number of cross-cultural studies during past two decades or so, concern on the part of social scientists has also increased as to whether findings are universally applicable? An appeal, therefore, on use of indigenous concepts, "culturally appropriate researches", was made from different countries, having some unique traditional cultural inheritance (Azuma 1984; Pandey 1988; Sinha 1984, 1990). The present paper endeavors to throw light on the indigenization of altruistic research with help of conceptualizing "altruism" through religio-philosophical perspective.