

Culture in India and the Effects of Globalization

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Abstract: Changes in social and cultural patterns, both from the beginning of globalisation and in the present day, can be used as a barometer for the extent of its effects. Current times are commonly referred to as “The Era of Globalization.” The strength of the local communities’ restored sense of self-awareness is such that they are able to make an adaptive reconciliation with the forces of globalisation. History’s cultural connection among India’s people and regions is reflected in the country’s complex web of visible and unseen links, which serve to strengthen rather than weaken India’s sense of national identity. The cultural landscape of India has been profoundly altered by globalisation. We are using the phrase “globalisation” to our advantage in the name of reason, progress, and science, but in doing so we are neglecting the one thing that sets us apart from every other nation: our culture. The cultural heritage of India is a source of great national pride. While western influences have been introduced to India, Indian culture has also made an international splash thanks to globalisation.

Key Words: Globalization, Culture, Impact, Westernization.

INTRODUCTION

When it comes to people’s lifestyles, cultures, tastes, styles, preferences, etc., globalisation has a serious impact. Both positive and negative outcomes have resulted from it. People used to go from east to west and west to east in search of better possibilities. But due to the worldwide economic downturn, many started moving back home. According to studies, many people born abroad, especially those born in China and India, have pondered going back to their native countries in quest of improved employment prospects.

The Indian culture will not hinder the change. The history and customs of each given area are highly significant because of their singular nature. To varied degrees, globalisation has disrupted this distinctiveness. The introduction of Western culture into the country has had a detrimental effect on our revered traditional practises. If the people work

together to oppose the effects of industrialization and globalisation, it is possible and within sight.

GLOBALIZATION

Going global is one definition of globalisation. By extension, something that has “gone global” has spread to every corner of the planet. That globalisation has benefited the modern world is without dispute. The current global community relies heavily on globalisation. Globalization’s effects on India’s policies are mixed. Everything from climate change to air, water, and soil pollution to online crime is exacerbated by globalisation. No aspect of a country’s life is immune to the effects of globalisation, whether we’re talking about business, commerce, and job exposure or the country’s economic and financial health.

In order to keep people’s standard of living consistent from one part of the world to the next, globalisation has emerged as a central organising principle. The phenomenon known as “globalisation” is the end consequence of the sharing and adoption of ideas, values, and cultural practises from all around the world.

TRADITIONAL INDIAN ART AND ARCHITECTURE

No nation’s culture is an accurate reflection of its geographical location or its spoken language without first reflecting the values and beliefs of its population. Globalization poses a grave danger to Indian culture, which includes the Hindu faith, Hindu community, Hindu civilisation, and the Hindu way of life. India is like a bouquet of flowers: it has many different kinds, each with its own unique meaning and history. When we examine our diverse and complex culture through the lens of globalisation, we can see the various ways in which it has been diluted by the influx of western values and the admixture of other cultural traditions. Indian culture has continually developed and

expanded throughout the centuries. Our society is resilient enough to take the best qualities of outsiders who have interacted with us in the past and leave behind the worst.

The range of cultural practises practised in different parts of India is remarkable. Each region of the United States—the South, the North, and the Northeast—has developed its own unique culture, and individual states often have their own unique cultural identity as well. India's culture is one of the most diverse and distinctive in the world. Geographically and climatically, India is quite diverse. India has been the birthplace of several major global religions, including Hinduism, Buddhism, Jainism, and Sikhism, and is also the site of some of the world's earliest known civilizations. The phrase "unity in variety" is more than simply a platitude; it perfectly describes a country like India, which has a vast cultural and historical legacy.

HOW GLOBALIZATION HAS CHANGED INDIAN CULTURE

Let's take a hard look at how globalisation has altered Indian customs:

TRADITION

The tradition of blended families is one of the most alluring aspects of Indian culture. The joint families have become a weird and unexpected phenomenon for Indians, particularly those who live in the metropolitan centres and are accustomed to the culture of the tiny flat, which is characterised by the proliferation of nuclear families like mushrooms after a rainstorm. Children have started treating their grandparents like guests or visitors, and such an upbringing is one of the main reasons for the increase in the number of old age homes, as those children consider their own parents to be a burden in their state of adulthood. People have lost the patience to get adjusted into the joint family. Children have started treating their grandparents like guests or visitors. Now that the joint families have been separated into their individual units, nuclear families may take their place.

MARRIAGE VALUES

Marriages, too, have become less meaningful to society. It is fairly clear to see when one considers the rising rate of marriages that end in divorce and the amount of extramarital relationships that are published

on a regular basis. Marriage was once thought of as a connecting of the souls, which would remain linked even after death; but, in today's society, marriage is more like a professional relationship or a so-called vow to share life without sacrificing each party's self-interests. Another effect of globalisation on contemporary Indian youth is the development of an inflated sense of self-importance. It is startling to see anything like this occur in our country, which has always placed a great emphasis on its values, culture, and traditions. We have always had an overly arrogant attitude, believing that no other force in the world could ever erode our deeply ingrained morals and that our culture would continue to rein supreme for all of time.

ADULTERY

For a very long time in our society, both sexes were kept apart, and there were a great deal of rules, regulations, and confinements placed on how things might be done. Because of the rise of western culture and globalisation, today's younger generations are interacting more successfully with one another. The user-friendly approach, as well as the option to interact with other people, is something to be applauded. However, the complete lifting of constraints has distorted the Indian mentality, which has played a role in the development of the physical connection. Because of this, new types of partnerships, such as live-in relationships, have emerged in India. The warped mentality, which is again a product of ideals that are very much foreign to our mother culture, is also to blame for the rise in the number of reported occurrences of rape and sexual abuse.

NORMS OF SOCIETY

Respect for seniors, a warm welcome for visitors, and the joyous celebration of even the smallest of holidays are all core beliefs of the elderly. These days, it's unusual to see such a large grouping in such vibrant colour and light. People's ability to communicate with one another has been severely curtailed. Given the current generation's socio-economic level and affluence, interactions are quite polite. The people have lost their social ideals and the joy that comes from being with one another. Recent generations prefer Valentine's Day to festivals like Holi and Diwali.

LANGUAGE, DIALECT & DIET

The cuisine, fashion and language spoken in each Indian state are uniquely their own, each type of food has its own unique set of nutrients, and each geographical area has its own unique set of home cures for common ailments. The clothes women wear also vary by state, with each one taking great care to respect women's rights. Despite the fact that the many international cuisines each bring their own unique flavour to the table, the most often consumed meal ingredients are those found in unhealthy fast food restaurants. Again, the clothing, such as men's suits, is not well suited to the environment in India. Once again, women's clothing serves as a diversion for twisted minds.

The Indian population as a whole does not appear to be very enthusiastic about efforts to promote either the Indian language or the national language. Instead, today's young view using Hindi, India's official language, as a sign of shame. A good indicator of the relative value we place on Indian and a foreign language is the rapid spread of European languages like French, German, and Spanish in India, beginning at the elementary school level.

FARMING JOBS AND THE ECONOMY

The Indian economy was historically tied closely to the agriculture sector. As the globalisation has become more interconnected and multinational corporations have proliferated, farming in India has lost much of its significance. Young people, who view farming as a degrading occupation, are not particularly interested in agricultural science. Many people leave their home nations to work as customer service representatives for multinational corporations because the pay is better. These multinational corporations are responsible for the steady deterioration of Indians' health and social standing, as well as their gradual descent into economic servitude. The rise of India has given them this opportunity, thanks to globalisation.

INDIAN CULTURE TRENDS

Interactions and migration on a scale never seen before have left their mark on local cultures. The result of globalisation is the spread of cultures all over the world, which is eventually going to result in one united world culture. This is happening as a result of large-scale immigration and a transnational workforce. India is not an exception to this rule. There was a period

when Indians would greet one other by saying "Namaste" or something that sounded quite similar in the various regional dialects. But these days, a significant portion of the population addresses one another with "Hi" and "Hello." As a result of globalisation, the majority of individuals nowadays prefer leading autonomous lives. At the very least in the larger urban areas, one may find retirement communities and retirement houses everywhere one goes. And what's a genuine reason for concern is the fact that many of these nuclear families are becoming even more fractured due to the tense relationships that exist between the partners. In the past, people looked for life mates in their local communities, and they typically looked for spouses from the same caste. Marriages between people of different castes are now quite prevalent.

LANGUAGES SPOKEN IN INDIA

Because of the ease with which it facilitates communication, English has quickly become the de facto national language of India. Of spite of this, the official language in each state is not English, and communication can be challenging at times. For instance, in Gujarat and Kerala, the state languages respectively are Gujarati and Malayalam. Even though Kerala and Gujarat are so close geographically, it's unlikely that somebody from Kerala would be able to communicate with anyone from Gujarat. Therefore, both Hindi and English are spoken by practically everyone. The influence of globalisation is causing English to gain ground.

LABOR MARKET & AGRICULTURAL SECTOR

Historically, agriculture played a significant role in India's economy. Farming in India has dropped in importance as a result of increased globalisation and the proliferation of multinational corporations. The field of agricultural science receives the least amount of attention from young people because they regard farming as a dishonourable job and look down upon those who choose to pursue it. Employments through MNCs have attractive partnerships, which attract the majority of the workforce, who are then employed by other nations as customer service representatives. Because of these MNCs, our health and our status are deteriorating, and we are inching closer and closer to the period of economic servitude. This is something

that has been granted to Indians as a result of their rise thanks to globalisation.

FESTIVALS IN INDIAN CULTURE

There hasn't been much of a shift in the way Indian holidays are celebrated, which is a blessing, but there have been some influences. The Indian Diaspora celebrates several holidays, including Navratri, Dussehra, Diwali, and Ganesh Chaturthi, outside of India. This has contributed to the globalisation of many festivals. As a result of the participation of so many residents at these celebrations, one might gain insight into traditional Indian rituals. However, there has been a shift inside the country that comes as quite a shock. Friendship Day, Valentine's Day, Christmas, and even Father's Day and Mother's Day are just a few of the numerous international holidays that are now being observed by people all around the world.

Even just a couple of decades ago, the impact that these events had on Indian society was negligible at best. India is evolving and becoming more connected to the rest of the globe. Many Indian customs, celebrations, performing arts, and ways of life date back hundreds of years. Despite the fact that they run the risk of becoming less significant in an increasingly global space, the internet is currently playing a significant role in maintaining customs that might otherwise have been lost to history.

THE MEANING OF FAMILY LIFE

Additionally, globalisation is having an effect on the marital space. A married couple is being forced to live separate lifestyles and spend significant amounts of time apart due to the demands of their jobs. This is common for persons working in the field of information technology in other countries, such as the United Kingdom, the United States of America, France, Australia, and other countries. The spouse or wife is not currently available. Because it is not always feasible to locate jobs in the same place, whether it is the same firm or another one, sometimes both are working in separate places. This is the case even when they are working for the same company. Either they wait till a later stage in their marriage to have children, or the children do not like having the whole family together. Due to the requirements of their schooling, they have no choice but to spend the night with either their father or mother, or even with their grandparents.

CONCLUSION

Both India and Indian culture were impacted as a result of globalisation. It has had a significant influence on the development of human civilisation. The countermeasures to globalisation that have been developed are not adequate to bring about a paradigm shift in the anti-globalization movement. How does our culture fare under the influence of globalisation? That is, in all honesty, a thought-provoking question for all of us. Similar to how the Indian economy has performed in comparison to other dominating economies, the Indian culture has performed the least well in terms of maintaining its status compared to other cultures. Even as India becomes a more active player in this more borderless world, the country's cultural identity is not on the verge of being obliterated by the cultural influences of the west. Complaints about the extent to which Indian adolescents are impacted by the cultures of the United States and Europe have a long history. In light of the fact that India is rapidly evolving into a genuinely global environment in terms of its economy, cuisine, and culture, the question arises: what can be done to ensure that our younger generation does not lose sight of the many benefits of being Indian? Despite the fact that having a generalised understanding of the culture around the world and the happenings and incidents that take place internationally might be seen as having some positive aspects, the primary negative effects are rather worrying for our country. As a result, we need to proceed with the process of globalisation with a far greater degree of caution in order to preserve our nation's dignity and keep our cultural status.

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