



Globalization and its Impact on Indian Culture

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Abstract

The impact of Globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. The Era of Globalization' is fast becoming the preferred term for describing the current times. The vigor of the renewed sense of self-awareness generated among the members of the local cultures and communities is such as to succeed in making adaptive reconciliation with the forces of globalization. The linkages both visible and invisible, defining the cultural interdependence among communities and regions in India which have existed historically, reinforce instead of threatening the national identity. The impact of globalization is great on India's culture. We are exploiting the term globalization in the name of reason, progress and science but we are forgetting that it is our culture that differentiates us from any other country. India has a rich cultural background and pride of its culture is famous in all over world. Globalization has not only inculcated the westernization in India, but conversely the Indian culture has also spread its impact globally.

Key Words: Globalization, Culture, Impact, Westernization.

Introduction

Globalization really affects people with respect to their way of life, culture, taste, fashion, preferences, etc. It has led to good and bad effects on the lives of the people. With the dream of great opportunities, people used to move from east to west and vice-versa. But, the global financial crisis all over the world resulted in reverse migration. Researches had proved that many foreign-born workers; mainly from China and India, have considered returning home to better job opportunities.

Indian culture is no bar to this transformation process. Culture and traditions of any geographic region hold a special significance with respect to its uniqueness. This uniqueness has been disturbed to the varying degrees in lieu of globalization. Due to the advent of the

western culture in the country our precious culture and religion is getting diminished. It is visible and achievable if the people unite themselves to encounter the forces of modernization and globalization.

Globalization

Globalization may be defined as the process of going global. The word globe refers to earth, so when something has gone global it means that its reach is far and wide. There is no denying that globalization has certainly been a blessing for the modern world. Globalization is very important to our world today. For India the impact of the policy globalization is both good and bad. Right from the environmental challenges from the climatic influence, the air, water soil pollution etc., to the cyber crime; globalization has a huge contribution to all the ill-effects of scientific advancements. May it be business, trade, and work exposure or the economic and financial status of the country; no field is left behind the reach of globalization. Globalization is an international platform for maintaining evenness in the living mode of the people all over the world. Globalization is the resultant of the interchange of worldly views, opinions and the various aspects of the culture everywhere around the world.

Indian Culture

The culture of any country does not only portray the region and language of the region; it starts with the mindset and mentality of the residing citizens. Indian culture which in effect means Hindu culture, Hindu religion, Hindu society, Hindu civilization, and Hindu way of life are under the lethal threat of the ruthless forces of Globalization today. India is a bouquet of flowers varying religion, dialect, tradition, custom, music, art and architecture etc, Bundled into a single unit of patriotism and unity. When we analyse this rich culture with the globalization point of view, we can find many punch holes of westernization and mixing of other traits and cultures into our beautifully woven blanket. The Indian culture has never been obsolete; instead it has evolved with time. Our culture has the strength to combine the good traits of foreign entities that has been in contact with us from the past and been able to ignore all the negative aspects.

In India, there is amazing cultural diversity throughout the country. The South, North, and Northeast have their own distinct cultures and almost every state has carved out its own cultural niche. There is hardly any culture in the world that is as varied and unique as India. India is a vast country, having variety of geographical features and climatic conditions. India is home to some of the most ancient civilizations, including four major world religions, Hinduism, Buddhism, Jainism and Sikhism. "Unity in diversity" - these are not just words, but something that are highly applicable to a country like India that is incredibly rich in culture and heritage.

Globalization and its impact on Indian Culture

Let us closely analyze the impact of globalization on Indian culture.

Family Structure

The key attraction of Indian culture is joint family culture. The joint families have become a strange surprise to the Indians especially to those residing in the metropolitan cities in the small flat culture with the nuclear families blooming up like mushrooms in the rain. People have lost the patience to get adjusted into the joint family, Children have started treating grandparents like guests or visitors, and such an upbringing is one of the main reasons of increasing old age homes, as those children consider their own parents as burden in their

state of adulthood. The joint families have been broken now and nuclear families are taking place.

Marriage Values

Marriages have also lost their values. It is very much evident from the increasing number of divorce cases and the extra-marital affairs reported every now and then. Marriage used to be considered as bonding of the souls which will be linked even after the death; but today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The ego factor into the Indian youth is again a product of globalization. It is quite shocking to see in our country where we have always upheld values, culture and tradition at high esteem. We always were overconfident that no other power in the world could ever eat away at our deep rooted virtues and that our culture would remain supreme forever.

Social Values

Elders have the incorporated values of treating the guests as God, warm-hearted welcoming, greeting elders with due respect and a celebrating every small festival with great color of enjoyment and togetherness. Such a wide gathering with full hue and light can hardly be seen today. People have highly restricted themselves in social interaction. The interaction in present generation is highly diplomatic considering the financial status and wealth. People have lost social values and cheerful blessing of togetherness. The present generations are happier celebrating Valentine's Day rather than Holi and Diwali.

Adultery

Both the genders were kept at a distance, with lot many restrictions and limitations to the approach for ages in our culture. With the emergence of globalization and western culture, youth have start mixing up well with each other. The friendly approach and the socializing feature is worth appreciable. But the total breakouts of restrictions have adulterated the Indian mindset, playing up with the physical relationship. This has given birth to new relationships in India like live-in relationships. Also the increased cases of rape and sexual abuse cases are a result of the perverted mind which again the imported values very much alien to our mother culture.

Food, Clothing and Dialect

Indian food, clothing and languages are varied with respect to different states. The food varies in its taste, but every food has its own nutrient value and every region is specified and rich in its medicinal preparations with the home remedies. Even the clothing varies in different states which is very much particular in maintaining the dignity of woman. The varies cuisines from all over the world though have different flavours to add, still the food ingredients that have inflicted with much popularity are the junk food items which has increased the health disorders in the country. Again the dressings like the suitings for the males are an inappropriate match for the Indian type of climate. The female dresses are again a way of distraction to the perverted minds.

Even the Indians are not very much in favour of promoting their mother tongue or our national language. Instead the youth today consider it to be a shameful condition to speak in their national language Hindi. The way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much we provide importance to Indian languages in comparison to the foreign ones.

Employment and The Agriculture Sector

India was predominantly an agricultural based country. With the advanced globalization and cropping up of MNCs, the farming has lost its prime value in India. Agricultural science has the least focus amongst the youngsters who consider farming as a shameful profession and look down upon the same. Employments through MNCs have lucrative deals attracting the bulk of manpower who are working for the other countries as their customer care representatives. Indians are losing their health and their status and slowly getting to the age of economic slavery due to these MNCs. This is what the globalization has provided Indians through their emergence.

Changing Trends in Indian Culture

Unprecedented interaction and mobility have dented local cultures. Large scale immigration and a transnational workforce - the product of globalization - is dispersing cultures across the world, leading to a unified world culture. India is no exception. There was a time when Indians used to greet each other with "Namaste" or something similar in regional dialects. But now it's "Hi" and "Hello" among a large section of the population. Most people now like an independent life, a by-product of globalization. There are old-age homes and senior communities everywhere, in the major cities at least. And what's a real worry is that, many of these nuclear families are getting further divided because of strained relations between partners. Traditionally, life partners were searched from local communities, usually within the same caste. Inter-caste marriages are now common.

Indian Languages

English is already the primary language in India because it connects everybody. Yet each state in the country has a separate first language, and it can sometimes become very difficult without English. For instance, Kannada is the first language in Karnataka, and Malayalam in Kerala. Though these are neighboring states, a person from Kerala would still not understand Kannada. Hindi and English are thus commonly used by almost everybody. English is slowly taking over because of the effects of globalization.

Employment and Agriculture

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Indian Festivals

Thankfully, Indian festivals haven't changed a lot as yet, though some influences can be found. Many festivals have gone global though, as a lot of Dussehra's, Diwali's, and Ganesh Chaturthi's are celebrated abroad by the diaspora. Many locals attend these festivals as well, and get to learn about Indian religious events. But here's a change within the country that's quite a surprise. We are celebrating many more international events now such as Friendship Day, Valentine's Day, Christmas, and even Father's Day and Mother's Day. These events hardly had any relevance in Indian society even a couple of decades back. India is changing and integrating with the world. Many Indian traditions, festivals, performing arts

and ways of life are centuries old, and while these run the risk of taking a backseat in an increasing global space, the internet is also playing a big part in preserving traditions which may otherwise have been forgotten.

Family Life

Globalization is affecting the marital space too. Work is forcing a married couple to lead separate lives, away from each other over a long time. This is typical for those in Information Technology who are working overseas, in the UK, US, France, Australia and elsewhere. The husband or wife is away. Sometimes, both are working in different locations, because it's not always possible to find jobs in the same place, whether it's the same firm or another. Either they don't have kids till late in their married life, or the kids don't enjoy the full family. They just have to stay with the dad or mom, or with the grandparents because of schooling compulsions.

Conclusion

Globalization affected India and the Indian Culture. It has brought a tremendous impact upon human civilization. The strategies to cope with the globalization are not sufficient to revolutionize anti-globalization approach. Is globalization a boon or curse to our culture? That is really a question of thought for all of us. Indian culture has certainly done least in holding its own relative to the dominant cultures, as the Indian economy has done relative to the dominant economies. India's cultural identity is not about to be blown away by western influences even as we become more active players in this increasingly borderless world. It has been a long-standing complaint that Indian youth are highly influenced by American and European cultures. With India fast becoming a truly global environment in terms of economy, food and culture, what does it take to make sure our youth do not forget the richness of being Indian? With some positivity of having a generalised knowledge of the culture throughout the world and the happening and incidences globally, still the major negative impacts are quite alarming for our country. Hence, we need to move very cautiously with the globalization process preserving our nation's pride and maintain our cultural prestige.

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