

A Brief Study on the Impact of Globalization on Indian Culture and Society

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Abstract:

The liberalization of the Indian economy had a positive impact on economic development in India, as it has helped to increase the country's productivity and efficiency in the late 1990s. In terms of culture, globalization has opened up India to international influences and has led to the adoption and adaptation of many of these influences into traditional Indian culture. Globalization has also led to increased economic growth and development, resulting in increased employment opportunities, improved infrastructure, and overall economic development. This has brought about a shift in the socio-economic status of many people in India. Finally, globalization has led to an increase in religious tolerance and pluralism, as well as an increase in the use of English as the primary language in India. Globalization has eventually had a significant impact on India, leading to both positive and negative changes in its culture, economy and social structures.

Keywords: Globalization, Religious Tolerance, Cultural Diversity, Cultural Identity.

Introduction:

The concept and form of "culture". Every human being survives because of their culture. This culture is passed down from one generation to another through the process of 'socialization'. Culture makes human society different from other animals. The term "culture" is derived from the Latin word "culture" and the word "culture" is derived from the word "cultus". "Cultus" means to cultivate. Culture is a social heritage which includes knowledge, beliefs, ideals, values, norms, goals and material things of the society. Every member of the society assimilates self-culture. Culture is an extraordinary way of life of the people in the society; it includes people's dress, language, food, social life, marriage system, family life, business, religious festivals, entertainment, sports, agriculture, literature, various art forms, and knowledge. Science is involved.

The effects of globalization on Indian culture and society are far-reaching and have both positive and negative implications. On the positive side, globalization has helped to diversify and enrich Indian culture by exposing people to other cultures and ideas. It has also helped to create more economic opportunities, particularly in the area of international trade. On the other hand, globalization has also led to the loss of traditional Indian values and practices, as well as increased inequality and poverty. Ultimately, globalization has had both positive and negative impacts on Indian culture and society, and it is up to the Indian people to decide how they want to respond to these changes.

Impact on Economic Development:

Multilateral agreement in trade on new agendas as environmental and social condition, new multilateral for service, intellectual properties, communication and more binding on national governments. The liberalization

of the Indian economy has also resulted in increased foreign direct investment (FDI). This has allowed Indian companies to access global capital and technologies, enabling them to develop and modernize their operations. This has had a positive impact on economic development in India, as it has helped to increase the country's productivity and efficiency. In addition, globalization has enabled India to benefit from increased trade.

Impact of Globalization on Social Values:

The people of India has of ages incorporated values of treating the guest as God, warm hearted, welcoming and greeting the elders with due respect. However, of late, such a wide gathering with full hue and light can hardly be seen today. People have highly restricted themselves in social interaction. The interaction of the present generation is highly diplomatic considering the financial status and wealth.

Impact of globalization on food, Clothing and Dialect: Indian food, clothing, language are varying with respect to different state. The food varies in its taste but every food has its own nutrient value and every region is specified and rich in its medicinal preparation with the home remedies. Even the clothing varies in different states which is very much particular in maintaining the dignity of the woman. The various cuisines from all over the world through different flavours to add, still the food ingredients that have inflicted with much popularity are the junk food items which have increased the health disorder in the country. Again, the dressings like the suiting for the male are inappropriate match for the Indian type of climate. The way the foreign languages are making inroads 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.

Impact on Agriculture Sector:

India was predominantly an agriculturally based economy. Agriculture acquired 18 percent of India's Gross Domestic Product in 2025. 60 percent of the population still depends on agriculture for their livelihood. Different state government of India are talking initiative to literate the farmers. But the advance globalization and cropping up of Multinational Corporations the farming has lost its prime value in India. Agricultural science has the least focus amongst the youngsters who considers farming as a shameful profession and look down upon the same. Employment through the MNC's has lucrative deals attracting the bulk of manpower who are working for the other countries as their customer care representative. We are losing our health and status and slowly getting to the age of economic slavery due to these MNCs.

Impact on Cultural Changes:

Globalization has opened up the country to international influences and has led to the adoption and adaptation of many of these influences into traditional Indian culture. One significant impact of globalization on Indian culture has been the emergence of a new consumerism. The influx of foreign goods and services has created an environment where Indians are exposed to a much wider range of products and services than ever before. This has led to an increase in the number of people who have the means to purchase these products and services, leading to a significant rise in consumption. This has had the effect of changing Indian attitudes towards materialism and consumption, with an increasing number of people embracing a lifestyle that is more focused on material goods and services than it was in the past. Globalization has also had a major impact on the Indian media landscape. The rise of satellite television and the internet has led to a massive increase in the amount of international media content that is available to Indians. This has led to a huge increase in the number of foreign influences that are present in Indian culture, including the importation of foreign programmes and

movies. This has led to an increased awareness of international culture and lifestyles in India, as well as an increased willingness to adopt aspects of these cultures.

Impact on Social Structures:

Globalization has had a significant impact on the social structures in India. First, globalization has resulted in increased economic growth and development in India. This has led to increased employment opportunities, improved infrastructure, and overall economic development. This has brought about a shift in the socio-economic status of many people in India. Many households have become middle-class as they have benefited from the economic growth. This has also led to greater social mobility, with more people from lower socio-economic backgrounds being able to access higher education and better job opportunities. Second, globalization has led to increased cultural exchange between countries. This has resulted in increased exposure to different cultures and ideas, which has in turn led to greater understanding and acceptance of different cultures. This has also led to greater levels of tolerance and acceptance of diversity in India. Third, globalization has increased access to technology and information. This has allowed people to access information from around the world, which has enabled them to make better informed decisions. It has also enabled people to connect with others from different countries, which have helped to bridge cultural gaps. Finally, globalization has led to the emergence of new social structures in India.

Impact on Gender:

The effects of globalization on Indian culture and society have been particularly evident in terms of its impact on gender roles and identity. Globalization has opened up new opportunities for women in India, with increased access to education, jobs, and leadership positions. Additionally, globalization has also led to a shift in the traditional gender roles in India, with more women now taking on roles that were traditionally reserved for men. This shift has had a significant impact on Indian society, with more women now playing an active role in economic and political decision-making. The effects of globalization on gender roles and identity in India have been both positive and negative. On one hand, it has led to greater access to education and employment opportunities, allowing women to gain economic independence and to challenge traditional gender roles. On the other hand, globalization has also perpetuated negative stereotypes and expectations, leading to increased discrimination and violence against women. It is therefore important for India to continue to work towards gender equality, in order to ensure that both men and women are able to enjoy the same rights and opportunities.

Impact on Religion:

Globalization has also had an effect on religion in India. As India has become more connected to the global economy, it has seen an influx of different religious traditions and beliefs. This has resulted in a greater acceptance of different religions and beliefs, as well as an increase in the number of people who are embracing non-traditional religious practices. Additionally, globalization has also led to an increase in religious tolerance in India, as more people are now exposed to different religious beliefs and practices. Globalization leads to the spread of foreign religions such as Christianity and Islam, as well as an increase in religious tolerance and pluralism. Hinduism has been heavily influenced by globalization, with many Hindus adapting aspects of foreign religions into their practice. At the same time, globalization has led to a decrease in the importance placed on religion in the everyday lives of Indians. Despite these changes, Hinduism remains the dominant religion in India.

Impact of Globalization on the Tribal Community:

The process of globalization has affected both tribal men and women. The sufferings of tribal women were more as she has to perform both productive and reproductive role. The land is the primary means of livelihood for the tribal people as there are very few other means of livelihood. Women were heavily involved in agricultural activities and also, they collect minor forest products for their livelihood. The loss of land for women not only means loss of employment but also loss of food security. Tribal women involve themselves in collecting minor forest products, which supplement their food. The problem faced by the tribal women is more because they have to serve food to the family. Tribals were prevented from going into the forest in the name of prevention of forest degradation. However, tribals have been closely linked to the forests by private contractors for profit maximization – a phenomenon that is actively encouraged by the forces of globalization. Water availability has gone down in these areas since companies like Coca-Cola have been given large scale rights to water. The tribals are forced to go far and now need much more time to be able to meet their water needs. Women, who are responsible for getting water, obviously suffer more because of this.

It can be said that Globalization is motivating factor in current business environment. There are few challenges for companies due to globalization such as Migration, relocation, labour shortages, competition, and changes in skills and technology. Globalization powerfully influences the social partners' attitudes since traditional labour relations have to cope with completely new and very dynamic situations. In political field, globalization helps to eradicate poverty, malnutrition, illiteracy, ill-health and fighting cross border terrorism and global terrorism. Globalisation in context of status of women implicates the relegation of the stereotypic pattern of duties of the women like rearing and caring the children to the back ground and taking up the various diversified occupation and thus making their living quite vibrant and alive. Globalisation benefits the schedule caste people in promoting cultural homogeneity in the way of loosening of the ideas of pollution and purity and eradication of untouchability and so many socio-cultural and economic disabilities associated with them. Globalisation of goods has developed enthusiasm in India for western brand names. A consumerist mentality has been carefully fostered. This leads to an adversative impact on the tendency to save or the domestic accumulation of capital. Lastly, in Indian scenario, globalization developed a consumer credit society. Today, people can buy goods and services even if they do not have sufficient purchasing power and the prospect of raising a loan has become easy in the age of globalisation. Credit cards have given boost to consumerism and pushed many households into indebtedness. At the same time globalization has unfavourable impact on mass media in India. Currently, realistic coverage of events and happening doesn't receive much importance because it doesn't determine the standing of a newspaper or TV channel. Globalisation has brought violation of journalistic ethics in India.

Conclusion:

The process of globalization has changed the industrial pattern social life of global people and it has immense impact on Indian trade system. The globalization of the economic, social and cultural structures happened in all ages. Previously, the pace of process was slow. Today with the start of the information technology, new ways of communication have made the world a very small place. With this process, there is a big market place. Globalization has resulted in increase in the production of a range of goods. MNCs have established manufacturing plants all over the world. It has positive effects and India will overcome many obstacles and adopt global policies to expand business at international scale. India is gaining international recognition and strengthening in economic and political areas.

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