IMPACT OF GLOBALIZATION ON CULTURAL DIVERSITY OF INDIA

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ABSTRACT

Since ancient times, India is known for its cultural heritage and diversity throughout the world. It has not only exemplified unity in diversity to the world, but has also placed spiritual values above materialism and all other kinds of values. Globalization is one such revolutionary movement that has affected not only India's way of life but also its core cultural values to a large extent. This project looks at how globalization has brought about substantial changes in some of the social and cultural structures of India.

KEYWORDS: *Culture, identity, India, Globalization, Nation-building.*

INTRODUCTION

Culture is a unique human reality. It is manifested in the technological, psychological, moral, social, aesthetic and spiritual achievements of mankind. Culture gives meaning to our relationship with the other, as it also forms our personal identity. It also defines the quality of social change. The dynamics of culture manifest at three different levels involving three principles. The first principle is that of mythology, then history and historiography and third is the principle of reason or logic. Based on these principles, culture and nation-building interact and form a nation.

CULTURAL DIVERSITY OF INDIA

Cultural heritage of India is embedded with spirituality. Materialism, unlike Western culture has always occupied a subordinate place in Indian culture. Diversity can be expressed as the reality created by individuals and groups with an idea of acceptance and respect. The cultural diversity of India encompasses the spectrum of demographic as well as philosophical differences. India is diverse not just in religion, race and caste, but also in languages, traditions, foods, clothing, festivals and the way of living. Besides, it also includes differences of ethnicity, gender, political ideology, religious beliefs, economic status, moral beliefs and so on.

REASONS OF DIVERSITY IN INDIA

- Religions like Hinduism, Sikhism, Jainism and Buddhism originated in India. Over the centuries, travellers and settlers arrived here and amalgamated with their religions- Christianity, Islam, Judaism and Zoroastrianism.
- Migrations from across the world contributed to the ethnic diversity.

- Demographics like the Himalayas and the Thar desert developed into different ways of life of the inhabitants.
- Rulers, emperors and invaders of different backgrounds and races have been ruling over India, leaving their cultural imprints.
- Trade, commerce and business activities have added to the cultural changes as well as diversity to the nation.

FUNCTIONING OF INDIAN SOCIETY

Despite the vast diversity and the differences that arise out of this diversity, India as a nation functions and progresses constantly. In the social structure, people having commonalities organize themselves into associations. Indian society is a pluralistic society because it is complex in nature and structure, and has a multitude of ethnic, linguistic, religious and caste divisions.

Therefore, the Indian social structure is marked by regional, linguistic, religious, communal, and caste diversities. All these factors together affect the environment of the Indian social system and political system. All institutions are in a position to continuously adjust themselves to a changing society, though there are many conflicts between them. The complete socio-political system stabilized inspite of these constraints.

CULTURE CHANGE IN INDIA

Changes in culture can be viewed in two ways- firstly the cultural changes related to basic structure of society and social institutions, and secondly, the cultural changes affected by the forces of globalization, telecommunication and a new kind of market economy. Many significant cultural changes

have taken place in India after independence that are clearly visible. The lifestyle, income and activities of the people have changed. These include modes of consumption, styles of dress, uses of synthetic material or artefacts, modes of transport, consumption of fruits, vegetables and milk products. The evidences provided by the Peoples of India (PoI) survey and the National Sample Surveys support the large extent of these changes.

GLOBALIZATION
Globalization is "the process of interaction and integration among people, companies, and governments worldwide. Globalization has accelerated since the 18th century due to advances in transportation and communication technology" (Wikipedia).

IMPACT OF GLOBALIZATION
1. Globalization, Pluralism and Local Culture
The impact of globalization on Indian culture needs to be examined by observing the social and cultural patterns, and their local, national and transnational manifestations in India. The reason for prioritizing this element is that the local cultures form the core of the nation's culture. Apart from the tribal population, the caste system and its related structures have framed the profile of the culture, economy and power-structures within the local communities and regions. An all-India survey (PoI) of the communities, conducted by the Anthropological Survey of India, gives us an insight into the plurality of the caste-community structures and their cultural and socio-economic diversities. Communities have been identified at various levels: firstly, there are very large categories of communities including castes and the minorities; secondly, those that identify themselves through linguistic and cultural categories (e.g., Assamese, Bengali, Gujarati, Rajasthani, Tamil, etc.), thirdly, while the communities have been identified in terms of endogamy, occupation and social perceptions, there are half a dozen communities which do not conform to the three-fold criteria (Singh, 1992:51). The fourth kind of communities are the ones identified as Adi Dharma, Adi Andhra, Adi Karnataka, etc., that come under the constitutional list of scheduled castes. In all, there are 4,635 communities in India.

As a result of globalization, a high rate of growth of middle class ranging between 150 and 200 million has taken place. In social structural terms, globalization has led to transition from the agrarian-industrial, post-industrial and finally the stage of information society (Dissanayake, 1998). Local cultures have re-fashioned their cultural identities in many ways due to the excessive exposure to forces of market and finance, and also to the revolutionary means of communication and media.

2. Globalization and Linguistic Diversity
The local and regional cultures are also manifested through linguistic diversity of India. It is important to study this element as it has impacted the youth and the upcoming generations tremendously. Language has been an important issue in defining the territorial boundaries of the Indian states soon after independence. A State Reorganization Commission was set up with the objective of suggesting new boundaries of

the states in India based on the principles of linguistic cultural affinity. The PoI survey lists 325 languages spoken by communities. Globalization has formed a common thread of communication as English is the global language of communication in most sectors of work. Despite linguistic diversity and traditional linkages, the nation is now connected through internet, social media, a common airlines language on one language platform.

3. Globalization and Communication
The most revolutionary aspect of cultural, social and economic globalization is reflected in the advances in technology of communication, so it needs to be taken up as an essential element. The electronic media of communication such as radio, television, computer networks via satellites, paging services, electronic mail and Internet web, etc., are modes of communication which have revolutionized the banking, trade and management practices, uses of culture and leisure, and most other modes of inter-cultural and inter-group communicative actions. It is now possible to have communication between individuals as well as groups or communities globally. To connect anywhere across the globe is now just a click away.

4. Globalization and Trade/Market
Trade and market have been hugely affected by the processes of globalization and pose cultural problems in both developed and the developing societies. In India, which traditionally had quite a developed pre-industrial base of trade and market, the impact of the changing role of these institutions has been gradual but large. The market and trade relations continue to be located in local cultures even today (Ostor, 1980). New changes are visible in the lifestyle, consumption pattern, production of cultural objects and their circulation (marketing) and usages, in the cultural ecology and habitat. The rise of popular culture is a new phenomenon with linkages both in the rural and urban centres. Therefore it needs attention while studying the impacts of globalization.

5. Globalization and Migration and Tourism
Globalization has largely accelerated the processes of migration, tourism and travel. Migrants settling down in countries which offer them better income and employment opportunities creates cultural diaspora and disseminates the Indian ethos at several places.

Conclusion
Globalization has made a gradual but an irreversible impact on the Indian cultural diversity, making visible changes in the priorities and ways of living of the people. Whereas it hurts the economic interests of farmers, traders etc., it seems friendly to local artisans, craftsmen and artists etc. The extent to which it may seem a threat to local and regional identities of India largely depends on the manner in which people perceive globalization.

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