ಸೃಜನಿ

SRUJANI: Indian Journal of Innovative Research and Development (SIJIRD)
Volume-3 Issue 3, July-August 2024, Pp. 116-120
Bi-Monthly, Peer-Reviewed, Open Access, Indexed Journal

I S S N: 2583-3510

SIRDF JOURNALS
editor@srujani.in
www.srujani.in

# Impact of Globalization on Indian culture

**Sadashiv Madar[1] & Dr. Girish D H[2]**
[1]Research Scholar, [2]Assistant Professor
Department of Studies in Economics, Davangere University, Shivagangotri, Davangere, Karnataka

***Abstract:***

*Globalization has profoundly impacted Indian society and families, affecting every individual's life. The lifestyle and living standards of people worldwide have significantly changed due to the exchange of global perspectives and ideas. India, with its rich history of tradition, joint family systems, and marriage values, has experienced shifts due to the development of globalization. This process has influenced Indian traditions and fostered globalization within the country, bringing both positive and negative effects on Indian culture globally. Additionally, globalization has accelerated the growth of self-consciousness and cultural identities. Populations within specific areas can be distinguished by their traditions, culture, and customs. The impact of globalization is especially significant in developing nations like India.*

***Keywords:*** *Globalization, Indian culture, Traditions, Family systems, Cultural identity.*

## Introduction

Globalization is a term used to describe how trade and technology have made the world more connected and interdependent. It encompasses the economic and social changes that have resulted from this process. The term "globalization" originates from the English language and was first coined by University of Aberdeen sociology professor Roland Robertson to refer to "the understanding of the world and the increased perception of the world as a whole." Globalization means integrating a country's economy with the world economy. The globalization process in India was propelled by the new economic policy introduced by the government in July 1991, under the guidance of the IMF and the World Bank.

Globalization has created a platform to bring together all the cultures of the world, significantly impacting economic growth and spreading culturally distinctive dress, food habits, and rituals

***Please cite this article as:*** Sadashiv Madar & Girish D. H. (2024). Impact of Globalization on Indian culture. *SRUJANI: Indian Journal of Innovative Research and Development* 3(3), 116-120

globally. Cultural research involves studying current phenomena, problems, transitions, tensions, and ways of life. There is a growing need to examine cultural perspectives in new ways. As an academic field, cultural research explores social and historical foundations, particularly in the context of contemporary changes. It studies how rural culture has evolved with globalization and analyzes the social, economic, and political development of communities. The imposition of globalization has brought numerous changes to Indian culture, leading to varying attitudes between economic and social life.

**Objectives**

- To study the impact of globalization on various aspects of Indian culture, including family dynamics, lifestyle, education, and the marriage system.
- To analyze the economic and cultural growth of India as a result of globalization.Culture.

Culture is the fabric of society, woven from countless threads of tradition, language, art, and social norms. It's the essence of human expression, reflecting the collective experiences, values, and aspirations of a community. From the intricate rituals of indigenous tribes to the vibrant festivities of modern cities, culture shapes every aspect of our lives.

At its core, culture provides a sense of belonging and identity, fostering connections among individuals and communities. It celebrates diversity, showcasing the beauty of different perspectives and ways of life. Through music, dance, literature, and cuisine, culture bridges gaps and transcends borders, fostering understanding and empathy.

Yet, culture is not static; it evolves over time, influenced by historical events, technological advancements, and globalization. It adapts and transforms, absorbing new ideas while preserving cherished traditions. Cultural exchange fuels innovation and creativity, enriching societies with fresh perspectives and insights.

Language is a cornerstone of culture, carrying within it the collective wisdom and heritage of a people. It shapes thought and perception, serving as a vessel for storytelling, folklore, and oral history. Each dialect and vernacular is a testament to the richness of human expression, a window into the soul of a community.

Artifacts and symbols embody the spirit of a culture, serving as tangible reminders of its past and present. From ancient artifacts to modern monuments, these cultural treasures tell stories of triumph, struggle, and resilience. They serve as beacons of inspiration, connecting generations and preserving legacies for posterity.

Cultural practices and customs provide a framework for social interaction and behavior, guiding individuals through life's milestones and transitions. From

birth rituals to funeral ceremonies, these traditions bind communities together and offer solace in times of joy and sorrow.

Religion often plays a central role in shaping cultural identity, providing a moral compass and a sense of purpose. It influences everything from daily rituals to societal norms, shaping attitudes towards family, authority, and the natural world.

In today's interconnected world, cultural exchange is more important than ever, fostering mutual respect and cooperation among nations. It promotes dialogue and understanding, breaking down stereotypes and fostering a sense of global citizenship.

Yet, amid the richness and diversity of culture, there are also challenges and conflicts. Cultural appropriation, discrimination, and marginalization threaten to erode the fabric of society, undermining the principles of equality and inclusion.

Ultimately, culture is a precious legacy, a treasure trove of human creativity and ingenuity. It is a source of strength and resilience, empowering individuals and communities to overcome adversity and embrace the richness of the human experience.

**Joint Family**

Joint families have a unique history. India can be called the home of families. Family is a defining characteristic of Indian culture. Before globalization, joint families were common, with three or four generations of people living under one roof in each village. But with the onset of modern urban areas, families have lost their importance and are subject to fragmentation. According to the National Sample Survey office (NSSO): the number of nuclear families in India increased from 70% in 2001 to 74% in 2011. According to the 2011 census, 68.8 percent of people live in rural areas and 31.2 percent live in urban areas. It has increased from 7.3 percent in 1951 to 31.2 percent urban population in 2011. Due to the impact of globalization, tolerance, patience and lack of compatibility, joint families and their culture are decreasing. In the present day joint families are appearing as a special family. There is also a lack of harmony in families and the youth are living away from their parents and children from their grandparents without a happy life and without human values. Old age homes and orphanages are gifts of globalization.

**Marriages**

Since ancient times, India has considered marriage as a source of family growth and as a culture it has made rules by its own rules and implemented the practice of marriage through a contract. It shows the richness of Indian culture. It has uniquely shown the values of life. Due to the impact of globalization, marriages are losing value due to the influence of other cultures of the world. People's ostentatious lives, illicit affairs before and after marriage, all increase the divorce rate. Marriage has become a career rather than a personal life. People

changing partners without any goals and plans in life is causing the failure of society. The individual values of the people have influenced the globalization of Indian culture. The rate of divorce has increased 13 times over the last 10 years (Forbes report). But Indian's divorce rate is 1 percent to 1.1 percent which is lower than America around 40 - 50 percent. But states like Maharashtra 18.7 percent and Karnataka 11.7 percent are very high.

**Food and Clothes**

Indian food habits are rich in cultural diversity. There was a tradition of bowing down to God while eating food. Similarly, Indian food has medicinal properties and based on scientific basis, there is a diet according to the season. Globalization of Western diets has influenced Indian food culture. Local foods have been replaced by foreign foods. Indian culture is also special in clothing. All the states of India have a rich culture with diverse costumes. Due to the impact of globalization, the clothes are losing their value and the western clothes as an item of self-esteem and wealth of the people have led to the decline of the local culture. In particular, women's diverse dresses are disappearing and they are following foreign culture, which is causing many kinds of problems in society.India produces more than 50.9 million tonnes. The global average yield is 1229 kg/ha, whereas India has a higher average yield of 1239 kg/ha. In India, millets are primarily a Kharif crop mostly grown in the rainy season requiring less water and agricultural inputs than other staple crops. Given the nutritional value of the millets, the Government notified Millets as Nutri-cereals in April 2018.

**Language**

Due to the impact of globalization, Indians are neglecting the use and learning of their mother tongue and giving more importance to learning foreign languages, which is stunting the growth. It is considered inferior for the youth to grow up and speak the mother tongue. They are giving more preference to the use of foreign languages for their prestige. Seen as well as learning French and German. The Indian language is losing culture and richness. In addition to this, English medium schools are seen in education and foreign languages are being imposed on children. It is necessary to fight for a mother tongue education system.

**Positive impact of globalization on Indian culture**

- Globalization has allowed for the spread of customs, language and products.
- Globalization has allowed for people to be able to attain goods and services which are not previously available.
- It has allowed people to become familiar with the culture of other countries and allowed for greater understanding.

**The negative impact of globalization on Indian culture**

- Globalization impact on joint families is often seen in the fragmentation of

these traditional units, leading to a shift towards nuclear families and a weakening of the support systems that joint families traditionally provided.

- The rise in consumption of fast food has a contributed to an increases in health issues such as obesity diabetes and heart disease
- Globalization significant job losses in manufacturing sectors in developed nations, leading to increased unemployment and underemployment.

## Conclusion

Globalization has profoundly influenced Indian culture in multifaceted ways. Positively, it has fostered cultural exchange, allowing Indians to engage with diverse ideas, traditions, and lifestyles from around the world. This exposure has enriched Indian society by broadening perspectives, encouraging tolerance, and promoting inclusivity. Economically, globalization has opened up markets, attracting foreign investment, and stimulating growth, which has contributed to the country's development.Moreover, globalization has led to the erosion of local languages, dialects, and traditional knowledge systems, threatening cultural diversity and identity. The influence of global media, particularly through television, cinema, and the internet, has reshaped societal norms, values, and aspirations, often promoting materialism and superficiality over deeper cultural values.The impact of globalization on Indian culture is complex and nuanced, encompassing both positive and negative dimensions. While it has fostered cultural exchange, economic growth, and technological advancement, it has also challenged traditional identities, values, and practices. Effectively managing globalization requires striking a balance between embracing external influences and safeguarding indigenous cultural heritage.

## Reference


- Chaudhary, S. N., & Identity, T. (2013). Globalization, national development and tribal identity. In *Rawat Publications eBooks*. http://ci.nii.ac.jp/ncid/BB16350603
- Ghosh, B. (2011). Cultural changes and challenges in the era of globalization. *Journal of Developing Societies*, *27*(2), 153–175. https://doi.org/10.1177/0169796x1102700203
- Misra, S. K., & Puri, V. K. (2023). *Indian economy. Himalaya Publishing House*
- Murali. (n.d.). *Globalisation and its positive impact on Indian agriculture*. Scribd. https://www.scribd.com/document/202451505/Globalisation-and-Its-Positive-Impact-on-Indian-Agriculture