

## THE EFFECTS OF GLOBALISATION ON INDIAN SOCIETY AND CULTURE

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**ABSTRACT:** Globalization has been defined as the process of rapid integration of countries and happening through greater foreign trade and foreign investment. In essence, it refers to increased possibilities for action between and among people in situations irrespective of geographical considerations as per the definition of social theorists. Due to economic liberalization and globalization, the world has become a “global village”. There is increasing interaction among people of different countries. As a result food habits, dress habits, lifestyle and views are being internationalized. There has been both positive and negative impact of globalization on social and cultural values in India. There is no denying of the fact that globalization has brought cheers to people’s life by opening new vistas of employment. It has also made inroads in the cultural heritage of this country. Every step of movement towards economic, political and cultural modernization, taken by the state in India, is responded to by the people with an enhanced sense of self-consciousness and awareness of identity. Cultural modernization, sponsored by the forces of globalization, is resented if it encroaches upon or does not promote the core cultural values of society, its language, social practices and styles of life. The vigour 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. These bonds seem to become stronger as India encounters the forces of modernization and globalization.

**Key Words:** Globalisation, Impact, Society, Culture

The term ‘Globalization’ is in itself self-explanatory. It is a global platform for maintaining evenness in the living mode of the individuals all over the world. Globalisation is the resultant of the interchange of worldly views, opinions and varied aspects of the culture all over the world. This is the method of giving the globalised world a way of intermixing of individuals from various segments, culture and lingos and figure out how to move and approach socially without harming and influencing every others’ prestige and glory. Globalization highly affects social, fiscal, political, and mutual existence of nations. Plentiful hypothetical investigations exhibited that globalization mediates in a social existence of people that pertains various basic issues. Globalization is depicted by scholars as the procedure through which social orders and economies are incorporated through cross-border flows of thoughts, correspondence, innovation, capital, individuals, finances, merchandise, administrations, services and information. The term globalization means international integration, the world trade prospects being opened, development of advanced means of communication, internationalization of financial markets, growing importance of MNC’s and population migrations. It has also widened the scope of the mobility of persons, goods, capital, data and ideas. It is a way through which the dissimilar world is unified into one society. The wave of globalization started entering and effecting India at the end of the last century and still the country is flowing with the present of global changes.

Globalization has both positive and negative effects all through the globe. May it be business, trade, and work exposure or the economic and financial status of the nation; no field is deserted from the scope of globalization. The culture and way of living of any nation does not just depict the region and dialect of the locale, yet it also shows with the attitude and mindset of its people. Indian culture is very rich for its legacy and assets, and the warm approach of its residents. India is bunch of flowers consisting of various religion, languages, food, cuisine and edibles, convention, custom, music, craftsmanship and architecture and so forth, packaged into a solitary unit of patriotism and solidarity. The common factor of these varieties is the Indian attitude of greeting, welcoming, celebrating unitedly with immense friendship and harmony. This is the rich embodiment of the Indian culture that has pulled in numerous non-natives to remain back in India and blend into its interminable fragrance. When we analyze this rich culture with the globalization perspective, we can discover many inferences of westernization and blending of different attributes and societies into our delightfully woven cover. As every coin has two sides likewise globalization also has its

positive and negative effects. The effects of globalization on Indian society and culture are as follows:

**Family Structure and Role of Women in Family:** The joint family which had been the basis of traditional Indian families has undergone serious changes. Those residing in the metropolitan cities in the small flat culture prefer nuclear families. We have lost the persistence to get balanced into the joint family, assimilating the experiences of the older folks and getting the youthful ones raised under the shadow of their grandparents. Kids have begun treating grandparents like visitors or guests, and such upbringing of children is one of the principle reasons of expanding old-age homes, as those youngsters think about their own parents as burden in their adulthood. Although women and men are equal before the law and therefore the trend toward gender equality has been noticeable, women and men still occupy distinct functions in Indian society. Woman's role within the society is usually to perform family and household related activities. However, with the change in time men and women are gaining equal right to education, to earn, and to articulate.

**Marriage System and Values:** Additionally, marriages in comparison to earlier times have lost their values and morality. It is especially obvious from the expanding number of separation cases and extra-marital affairs reported every now and then. Marriage used to be considered as bonding of souls which will be connected even after the demise of the partners; yet today marriage resembles an expert bond or a purported pledge to share existence without bargaining their self-interests. Traditional ways of arranged marriages by the parents consent has been replaced by marriage by own liking by the partners. The sense of self factor into the Indian youth is again a result of globalization.

**Infidelity:** Both the genders had to maintain a distance as much as possible, with numerous confinements and impediments for a very long time in our culture and way of life. With the rise of globalization and western culture, youth have begun mixing up well with each other. The cordial approach and the mingling are apparent. The aggregate breakout of restrictions has tainted the Indian mentality, playing up with the physical relationship. A new type of relationship concepts namely live-in-relationship has emerged. Additionally the exaggerated cases of sexual offense cases are the results of the perverted mind that are very much the values considerably alien to our mother culture.

**Festivals and Social Values:** We have the included values of treating the guests as God, warm-hearted welcoming, greeting elders with due respect and a celebrating every small festival with great colour of enjoyment and togetherness. Such a wide gathering with full shade and light can barely be seen today. Individuals have profoundly limited themselves in social collaboration. The relation in present generation is exceptionally conciliatory thinking about the money related status and riches. We are losing our social morals and ideals and happy moments of harmony and peace. The present age generation is glad observing Valentine's Day and friendship day than Holi and Diwali. Traditionally namaste, namaskar or touching of feet of elders is a common way of greeting in the Indian subcontinent. But in modern times 'Hi', 'Hello' is used to greet people in place of Namaskar.

**Food, Clothing and Dialect:** Indian food, attire and dialects are different in different states. The food varies in its taste having its own nutrient values and each region is specific and rich in its restorative arrangements with the home cures. Indeed, even the attire fluctuates in various states which are especially specific in keeping up the nobility of lady. The various cuisines from different places throughout the world however have distinctive flavours to include; still the food ingredients that have inflicted with much popularity are the junk food items which have increased the health disorders in the country. Again, the dressing like the clothes for the males are an unseemly comfortable for the Indian climate. The female dresses are again a diversion to the tainted minds. Indeed, even the Indians are not in favour of promoting their mother tongue or our national language. Rather, the adolescent today view it as a disgraceful condition to talk in their national dialect Hindi. The manner in which the foreign languages are getting common in India like the French, German and Spanish, right from the school level, gives the examples of the amount of significance we give to Indian dialects and languages in contrast with the remote ones.

**Work and Agricultural Sector:** India was overwhelmingly an agriculture based nation. With the propelled globalization and springing up of MNCs, the farming and agriculture has lost its prime importance in India. Agriculture science has minimal concentration among the youths who consider cultivating as a despicable calling. We are losing our wellbeing and our status and gradually getting to the period of financial servitude because of these MNCs.

**Education Sector:** There are significant effects in academic sector because of globalisation like higher literacy rate and foreign universities collaborating with different Indian universities. The Indian academic system faces challenges of globalisation through info-technology although it offers opportunities to evolve new paradigms shifts in developmental education. Globalization promotes new

tools and techniques such as E-learning, flexible learning, distance education programs and overseas training programs.

**Indian Business Culture:** The foreign culture has both constructive and contrary impact on individuals and business firms. New ways of thinking and working has developed leading to higher efficiency. Indian organizations have embraced international accounting standards, Just-in-time and other more effective methods of stock control, flexitime and new practices of human asset administration, social duty and business morals thoughts, improvement in corporate governance practices, customer relationship management practices, inflow of outside assets and healthy competition with foreign products. The business area in India is profoundly encouraging in the present situation. The effect of globalization has changed the business system in India in terms of psychology, approach, innovation, attitude, work culture and so on. As a consequence of globalisation Indian industries are adapting themselves to newer challenges and taking benefit from the new and better opportunities making their business all the more profitable with prospects of future growth. The colossal populace of India has made a huge unsaturated market of customers. This is one reason why worldwide organizations are particularly inspired in doing business in India. In the post globalization period this degree has expanded enormously for worldwide multinational organizations as Government of India has likewise played an exceptionally essential and steady part in this regard through changed liberalized strategies and administrative structure. A few situations that have arisen in India post liberalization era are as follows: urbanisation and people of rural areas preferring to shift to urban areas, agriculture workers shifting to industry sector, trade market getting opened, boom in international import and export, big open saturated market for products, a growing market for high quality and low price product, gradual increase of organized retail chain, growing range of merger and acquisitions and lucid license policies for overseas multinational corporation. High growth rate is showing economic prosperity in India. Indian market leaders are going global.

**Space, Science and Technology:** India has created a distinct place in the field of space science and technology viz. launch services, earth observation, communication & navigation and application of space technology for national development. Today, India stands one amongst the top six space faring nations in the world. The areas that are benefitted/ seemingly to be benefitted with the use of space technology and its applications embrace – resource monitoring, weather forecasting, telecommunication, broadcasting, rural connectivity, health & education, governance, disaster management support, location based services, space commerce together with host of social applications.

**Conclusion:** India is obtaining a worldwide recognition and slowly moving towards to become a significant economic and political strength. Market economic policies are spreading around the world, with greater privatization and liberalization than in earlier decades. Globalisation has resulted in growing global markets in services. People can now execute trade services globally -- from medical advice to software writing to data processing that could never really be traded before. India features a consumer base of 1.14 billion people. The mobile subscriber base has grown up from 0.3 Million in 1996 to over 250 million currently. In the cities Internet facility is everywhere. Extension of internet facilities has extended even to rural areas. Global food chain /restaurants have already found a large market within the urban areas of India. Lavish multiplex movie halls, big shopping malls and high rise residential buildings are seen in every city. Software Industries and telecommunication sectors are enjoying a tremendous boost in India. Bollywood movies are distributed and accepted worldwide. Programming and software Industries, telecommunications and media segments are getting benefits out of a gigantic lift of this sector in India. Entertainment sector in India has made a significant place for itself in the global market. Indian television channels and serials are watched and liked by people of different countries all over the world. New technologies are being used in agriculture sector resulting in improved yield of crops. Though the development is progressing rapidly, still many basic problems like prevailing poverty in rural areas, menace of corruption and instability of the government in the political arena are a cause of concern and steps should be taken to bring solution to such problems so as to reap the benefits of globalisation in the best possible manner.

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