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A Shimmering Transformation Of Indian Society Through Cultural Globalisation

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Abstract

Indian society has widened its views compared to its earlier conservative look due to exposure to other cultures through globalisation, that has immense impact on Indian culture, as new products, new ideas, new ideals encroach everywhere. The social institutions have become quite fragile; due to the fast life style that is trending with our goals that are short lived, fashion and glamour are essential as air is to breathe, and life without cell phones and laptops unimaginable. The purpose of the paper is to comprehend the impact of globalisation on the nature of Indian culture. It examines how globalisation poses significant challenges and is transforming the Indian culture.

Keywords: Social Institutions, Fragile, Globalisation, Transformation, Indian culture.

Introduction

India has experienced unprecedented growth and changes in the last few decades. India today is a country of a landscape of global modernity and distressing poverty, magnificent technological projects and religious festivals. As a result of globalisation, life style has now become very fast, social institutions have become quite fragile, our goals have become short lived, fashion and glamour as essential as air to breathe, and life without cell phones and laptops unthinkable. In India, land-line was a prestige symbol few years back. But now even poorest of the poor possess mobile phones. According to the Telecom Regulatory Authority of India, India has the remarkable tele-density subscribers and broadband subscription has reached to millions. Internet facility has been extended to rural areas. In the age of Twitter, Facebook, Google, Blog, Instagram and other popular sites, we are proud to have more friends on social networking sites than in real life. With an obsession of chatting, surfing, tweeting, mailing, e-matrimonial, e-invitations, e-governance, e-banking, e-ticketing and everything with 'e' source, we have lost community spirit, respect for social institutions and celebrated Indian legacy.

Since 1991, India has witnessed an explosion of new media. Between 1990 and 1999, access to television has grown tremendously. Access to television grew from 10 percent of the urban population to 75 percent of the urban population. Cable television and foreign movies became widely available for the first time and have acted as a catalyst in demolishing the cultural boundaries. Technologies nowadays have changed perceptions of ordinary people. Society has broadened its views compared to its earlier conservative look due to exposure to other cultures through mass media. This has contributed to dating, celebration of various days like friendship day, fathers' day, mothers' day, valentines' day and so on.

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become increasingly irrelevant before the global flow of money and goods. Globalisation has a great impact on Indian culture, as new products, new ideas, new ideals encroach everywhere. Meanwhile tourism has become a leading global industry and immigration is taking place on a massive scale. All of this transforms the meaning of culture.

The impact of globalisation on some vital aspects of Indian politics, its structures and processes, and identifies the challenges to globalisation itself, in order to highlight India's complex and fascinating story. In 1991, India officially embraced the policy of neo-liberal reforms by signing the GATT agreement, which exposed the country, its society, culture and institutions to the various forces of globalisation. Globalisation as such may not be new to India, for the country has been embracing the influence of external cultures and civilizations for millennia, but the post-1991 reforms policy marked a significant shift, from a predominantly social welfare state and a command economy to a predominantly market driven one.' (Harihar Bhattacharyya, Lion König)

Conceptual Framework:

Generally, 'Cultural Globalisation' is discussed in terms of three major paradigms: 'Cultural Differentialism', 'Cultural Convergence', and 'Cultural Hybridisation'. India, which is itself a producer of global culture, illustrates the blurring of boundaries in a globalised world and thus holds explanatory value for larger questions of identity formation and assertion in the age of increased globalisation. (Lion König).

Globalisation has become a key research field in the social sciences and continues to be a fervently debated topic. No single definition of globalisation exists; as with all core concepts in the social sciences, its precise meaning remains contested. For this discussion, David Held and Anthony McGrew's definition of 'Globalisation', which denotes 'the expanding scale, growing magnitude, speeding up and deepening impact of transcontinental flows and patterns of social interaction' (2002, p.1). Sociologist 'Roland Robertson' is considered a key founder of the concept of globalisation, which he defines as 'the compression of the world and the intensification of consciousness of the world as a whole' (1992p. 8). Robertson provides an excellent overview of the historical development of globalisation. He argues that an interest in globalisation arose from a division between sociology, which dealt with societies comparatively, and international relations and political science, which dealt with societies interactively. However, as this division became destabilized, an interest in globalisation developed as a result of new academic fields such as communication and cultural studies.

Methodology Of The Study:

The objective of the paper is to have greater insight into the processes of the globalization and to better understand its impact on the nature of Indian Culture. The study examines how globalisation poses significant challenges and is transforming the Indian culture. The paper is designed with researcher's observation on the dynamics of Indian culture,

rich secondary source, and selected academic articles to comprehend and analyse the new wave of conceptualising the phenomena of globalisation and cultural transformation. It explores how globalisation is transforming the meaning of culture in India today. There has been both positive and negative impact of globalization on social and cultural values in India. There is no denying on the fact that globalization has brought cheers to people's lives by opening new vistas of employment. It has also made inroads in the cultural heritage of this country.

Globalisation Shimmers Cultural Change In Urban India:

In metropolitan cities, Globalisation has introduced a new wave of growth and wealth. In the last two decades, the population of cities has experienced tremendous growth. Globalisation has transformed cities into fastest growing cities. Moreover, the socio-political and cultural transformations in Indian culture have led to the demands for the legalisation of gay and lesbian rights, revocation of IPC Section 377 by Delhi High Court stating that "sexual orientation is a ground analogous to sex, and that discrimination on sexual orientation is not permitted under Article 15," Live-in relationships are slowly being accepted by the society.

Mounting Income Leading To Cultural Transformation:

A considerable portion of the multinational IT companies are 'Business Process Outsourcing' (BPOs) companies or call centers and have set up their operations in all over India to take advantage of its large body of English speaking university graduates. It has top science and technology institutes such as the Indian Institute of Information Technology, the Indian Institute of Science and are ranked one of the top 20 universities in the world. It has more than 2 million computer engineers. A large portion of these engineers are young graduates in their 20s and 30s, just beginning their careers. The salaries they earn by working at a call center often enable them to become financially independent. Few decades ago, before the software boom arrived into India, it was not easy for young people to earn such high wages. Traditionally and in part for financial reasons, Indian children were expected to live at home until marriage. Today, however, the situation is changing in metropolitan cities where young adults are offered new opportunities to earn a living from IT companies, which were not available to their parents a generation ago. Entry-level workers in the IT sector earn about 2-3 lakhs annually which is still significantly more than what their parents could have ever earned at that age.

Wealthy youngsters are taking advantage of cultural change of their newfound wealth by moving away from their families to live on their own. Women are preferring careers to family. There is a rise in the number of love marriages as opposed to marriages arranged by families and less emphasis on staying a virgin before marriage. This frequently results in a clash between older and younger generations. Parents feel they have less ability to influence their children's decisions while their children feel their parents' traditional expectations are unreasonable.

New Lifestyle:

Western companies are keenly aware of the growth in wealth and change in lifestyle among Indians. They have designed clever marketing campaigns to encourage customers. The access of western luxury goods has created a cultural shift towards materialism and consumerism. Realising that more young people are living their independent lives, companies present their goods as outlets of individual expression. American and European brands market clothes, accessories, cars, perfume, and even furniture as status symbols to show off one's own personal style. Magazine covers, television, and cinema feature beautiful Indian movie stars sporting the latest brands of Coach Handbag and so on.

Enjoying one's financial independence has come to mean spending heaps of money on western products. India's increasing number of shopping centers and malls are comparable to any in the United States or Europe and capable of catering to the increasing demands of Indian shoppers. Fully air-conditioned department stores that are brightly lit with shiny marble floors and endless aisles of well-stocked, neatly stacked inventory resemble from largest and biggest malls like Macy's or H&M in New York or London. Fast food restaurants, smoothie bars and coffee shops line the food courts while stylishly dressed young Indian men and women, garbed in a mix of designer western brand names and traditional Indian clothes, wander in and out of stores with shopping bags, while chatting on the newest style cell phone.

Globalisation A Blessing Or Curse...!!!

Globalisation tends to possess its winners and losers, its advantages and disadvantages. In India, Globalisation has greatly expanded professional opportunities for educated women, which has enabled them to achieve financial independence earlier in life. As a result many women feel less pressure to require on family commitments before they're ready. On the opposite hand, globalisation has not done much to alleviate India's impoverished. The complete advantage of increased economic process, which globalisation has delivered to India, has yet to be felt throughout India. This will only happen if people who have reaped globalisation's rewards - IT firms and their employees - make a concerted effort to use the increase in wealth to boost the living conditions of the poor.

Young Indians can enjoy their newfound wealth and at the same time do something to deal with country's horrible poverty. They'll over-indulge and succumb to American and European designer brands' clever marketing campaigns. India continues to be a developing country and faces significant poverty, disease, and shortages in housing, water, and energy. The country as a full may benefit more from its tykes becoming more involved in community development projects that assist the poor. They may lobby their government to boost remuneration, invest in housing and health services, and help secure enough water and food for the poor. Companies could also initiate community development projects or offer employees' opportunities to donate their service or a component of their income to charity.

India has centuries of long tradition of caring for the poor. All three of its major religions, *Hinduism*, *Islam*, and *Christianity*

have doctrines that teach the faithful to indicate kindness and supply to those less fortunate. Globalisation might need challenged a number of India's traditions, but that doesn't mean all should be tossed aside and forgotten. Remembering its spiritual heritage could also be the way for India to create the foremost of globalisation for everybody. Globalisation in India has introduced economic process and opportunities to teenagers to become financially independent from their families with an income to delight in the next standard of living. Unfortunately, this prosperity isn't evenly shared throughout Indian society. India has thousands of slums and lots of people living in horrible poverty. Though a number of the poor have benefited from a rise in demand for construction labour and domestic services, the wages they receive are insufficient to afford the rising cost of living in India. This pay isn't enough to sustain a basic standard of living. The report calculated what an average family would want to spend so as to fulfill basic requirements on a monthly basis. It's found that a typical family consisting of three wage earners supporting six relations earns average monthly income that falls short by 21 percent of what's needed to measure. Whether or not a salary earner works 8 hours each day with no days off or pays, he/she is going to still only be able to bring a 3rd of the full amount an average family needs.

Employees of multinational companies in India receive health benefits and lots of companies even provide their employees with housing and transportation. Only a few of the poor receive any such benefits from the Government, which has been severely criticized for being overly bureaucratic, corrupt and slow to reply to the dire needs of India's most destitute. Private companies circumvent India's infrastructure problems including poor roads, inadequate waste management systems, water shortages, and electricity outages by constructing their own parallel systems exclusively for his or her employees, leaving the poor to cope within the city's over-crowded slums.

To Sum Up:

As we enter the new millennia, we are absolute to experience greater volumes of interactions between nations and therefore the emergence of world sector. With advancements in technology and research, culture has become addicted to boost efficiencies. However, globalisation isn't a simple strategy. If a multinational goes to become a really global organisation, the various individuals work values from various geographic locations of a MNC must converge and be integrated into a standard set of values to make a universal corporate culture. Culture is everything you are doing in business. It's how you solve problems, build products, and add teams. The challenge for global organisations is finding ways to form a standard culture throughout the whole organisation. On a final note, changing values and traditions won't happen overnight. The beliefs in many countries are passed on over thousands of years, where fate and religion dominate societal daily living. This paper discovers many opinions that change is slow. Evolution of values because of interaction of cultures could pause years, twenty years, or perhaps generations. Since most of the people form most of their value system by adolescence, it's going to be the following generation of youths whose work values are truly affected.

Globalisation has affected India and Indian culture. India could be a particularistic, communitarianist, diffuse, outer-directed culture that favours ascribed status and includes a synchronous perception of your time. However, when gazing the results of globalisation, it seems to be the case that the deeply rooted traditions and values in India are changing. Especially one amongst the core values, individualism–communitarianism seems to undergo a rapid development. Even the class structure which is connected to the eternal religion, Hinduism, in India seems to be tormented by globalisation and is gradually becoming a system of sophistication, an expression of fabric goods rather than karma. In reference to the changing of the class structure, the dimension of how status is accorded will change additionally and become westernized. The family unit pattern which is gaining acceptance in Indian society can affect more of the scale. Globalisation in India has resulted in modern, urbanised Indians living along with immemorial traditions and values. Even though the Indians are becoming modernised and are embracing the western values, it seems to be the case that they still hold on to some of their traditions, including their religion which is still important when it comes to a change of values in a society. It might be the case that Indian culture is being imparted as global culture as well.

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