IMPACT OF GLOBALIZATION ON INDIAN CULTURE.

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1) **Introduction**: - Globalization is a multi-dimensional and multi-faceted concept which covers all spheres of human life in the world. After 1990, this concept spread rapidly in the world. The concept was introduced by the rich nations of the J7 group with the help of the World Bank and the International Monetary Fund. According to some thinkers, the process was started earlier by the colonial powers in Europe. In 1991, India introduced the then Prime Minister PV Narasimha Rao and Finance Minister Dr. After Manmohan Singh signed the GATT agreement, all markets in India were opened to the world. Shortly afterwards, the country underwent rapid development in the field of information technology, milling and turning. The use of mobile, internet, telephone, radio and TV Through this media, the world was connected to each other, the world community came closer to each other. The media opened up a wealth of information, both useful and useless, to all. Kelly, invested capital in the second and third sectors. It had a direct-indirect good-bad effect on Indian society. Kikarana created an illusory picture of India's development. But the new free economy raised the question of the existence of rural agriculture, micro-enterprises. Financial problems arose for the laborers, artisans, alutedars and balutedars. The information obtained through the new media began to shake the norms, traditions, beliefs, values and culture of the Indian society. This led to the question of social peace and order. As foreign media and mobiles reached out to all the poor-rich, young and old in rural-urban areas, there were pros and cons in the culture of Indian rural society which had preserved Indian culture under adverse conditions. I have reviewed them in this research journal.

2) Objectives of the study: -
1) Explain the nature of the concept of culture.
2) Explain the nature of Indian culture.
3) Physical review of the effects of globalization on Indian culture.
4) Find a solution to the above situation.

3) 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 "culture". "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.

 4) **"Culture" -DEFINATION : -**
1) **Edward Tyler: -** Culture is a complex whole consisting of knowledge, faith, art, morality, law, norms, and any other human-acquired abilities and habits as a member of society.
2) **Malinowski:**- Culture is the man-made means and means by which man achieves his goals.
3) **Sorokin and McIver** :- Culture is the moral, spiritual, and intellectual property of human beings.
5) **"Culture" - Types: -** There are two types of culture -
A) Physical culture: - This includes man-made tangible or material objects.
B) Intangible culture: -It is used for the purpose of man-made ideas and it includes rules about human behavior. This culture includes knowledge, beliefs, values, symbols. This culture is important and it gives birth to material culture.

6) **Culture features: -**
❖ Culture is edited through the process of socialization.
❖ Culture is formed from the social interactions of human beings.
❖ Culture is a way of life.
❖ Culture is accumulative.
❖ Culture is transferred.
❖ Culture varies from society to society.
❖ Culture is collective.
❖ Culture is adaptable.
❖ Culture is ideal and integrated.

7) **Elements of Culture: -** Culture is made up of important elements like knowledge, beliefs, rules and values, symbols.
8) **Indian culture features: -** ancient Indian culture is rich and varied heritage or culture susampannateca of Essar in literature, music, drama, dance, architecture, sculpture, etc. Features include hototici follows
A) **Multilingualism: -**1652 languages are spoken in India, out of which 22 languages have been given the status of regional languages by the Indian Constitution. Hindi is the most widely spoken language in India, followed by Bengali, Telugu and Marathi.
B) **Multiculturalism: -** People of Hindu, Buddhist, Jain, Sikh, Islam, Christian and Parsi religions have lived in tolerance in India since ancient times. The Indian Constitution has given the right to freedom of religion to all by rewarding secularism.

C) **Caste system**: - This is an extraordinary feature of Indian culture and the ancient Indian society is divided into Brahmin, Kshetriya, Vaishya and Shudra castes according to their karma. Each caste has different rules, laws, values, festivals and founders.

D) **Multiculturalism**: -India has different cultures of different castes, sub-castes, regions and religions, but it also has internal unity.

E) **Influence of culture in the West**: - From the time when British, Dutch, French, Portugal, etc. invaded India from ancient times and came to power in India, the influence of foreign culture has been seen in the way of life of Indians.

F) **Internal Cultural Exchange**: -If India has cultural diversity in terms of religion, caste, class-caste, language, and region, social tolerance and integration lead to mutual exchange in music, art, dress, food.

9) **Impact of Globalization on Indian Culture: -**

After 1990, when India implemented its policies of privatization, liberalization and globalization, the following influential changes took place in Indian social culture due to social use of media, economic prosperity or consumerism.

A) **Globalization and changing values: -**

After 1990, the way of life of Indian youth has changed in principle. The values of truth, tolerance, cooperation, respect for elders, etc. have been forgotten. Appearing in society.

1) **Dishonesty**: - In today's society, no one uses the means to achieve the goal of their life. Indian society is seen working for the goal in any way, at any cost, without any pretense of truth and falsehood. The value of honesty has diminished.

2) **Lack of generosity**: - As today's society has become self-centered, selfish, it is seen that it is indulging in selfishness by deliberately ignoring social issues. The tendency to help the poor, the downtrodden, the downtrodden in the society has diminished.

3) **Intolerance**: - Tolerance of religion and caste is a gift given to the world by Indian culture. It is on this basis that Indians have achieved national unity by developing themselves and the country as a whole. But today this sentiment is disappearing from the society and many political parties are also supporting this intolerance.

4) **Lack of patriotism**: - Respecting our country, national flag, national anthem, national leaders and women, being proud of them is patriotism. But today, patriotism among Indian youth is limited to hoisting the national flag on 15th August and 26th January, dancing to patriotic songs in the film. Is.

5) **Lack of Justice**: - In India, partisan policies are adopted in all areas. Therefore, a person who works honestly never gets justice. Those who use illegal, dishonest ways become rich, while a just person remains poor.

6) **Lack of excellence:**- Today's society dreams of excellence, but does not make the sincere efforts required for it. They want to achieve success in a short time, hard work. Many people try to achieve success in a negative way.

7) **Profit Motivation:**-The god of globalization is profit. Thus, profit is the most important value in the globalized world. This world has been described as "a bloodless economics of profit.

8**) Convenience:-** In India, no one has spare time. So, in every sphere of; life people tend to seek easier and easier ways of doing things. At home, a house wife uses oven mixers, washing machines, etc. All people use mobile and Internet for conversation and sending messages.

9) **Time-saving**:-In India, readymade garments are costlier than tailored ones. Yet many people prefer readymade garments. They value their time. Fast food culture is also due to the urge to save effort.

10) **Consumerism:**- Part of the reason for consumerism is the urge to imitate others. That is why people who are in an economically weaker position also go for relatively costly consumer goods.

11) **Adopting global trends**:-Globalization has turned the world into a 'Global Village'. Information spread fast. Fashions get known without a time lag. Therefore , many Indian people are induced to adopt the current global practice.

B) Globalization and changing lifestyles

If there is one word that is most frequently mentioned by the people, it is globalization. Most people are more than willing to be regarded as global rather than as locals, and they are forcing themselves to deal with globalizations' hallmarks. i.e. a global lifestyle.

The first city in India which had the test of globalization was Bangalore. In the mid 1990's Bangalore became host to dozens of multinational technology companies. By 2007, around 1500 IT companies had set up business in Bangalore. These companies account for around 35% of Indians IT and software experts. This has given Bangalore status as Indian's high-tech Capital. The city is often nicknamed the Silicon Valley of India--- after Silicon Valley, California where the software boom of the 1990's began. I have taken the example of Bangalore because the global lifestyle is best represented by youngsters of Bangalore.

1) **Living independently**:-Traditionally and partly for financial reasons, Indian children were expected to live at home until marriage. However, Today, the situation has changed. Even new employees in the IT sector, financial services, advertising agencies etc. have high incomes. Affluent young men and women are taking advantage of his future by living on their own.

2) **Love marriages**:- In India, due to education or services young people are living away from their families, the youth are more likely to develop intimate contacts with members of the opposite sex. A natural consequence is raised in the number of love marriages as opposed to arranged marriages.

3) **Indulgence in sex**: - There is a less emphasis on staying a virgin before marriage. According to the magazine 'India Today' in Bangalore 25% of women aged 18-30 have sex before they are married. This trend began slowly in the 1970's and 1980's, and has accelerated with freedom from family ties.

4) **Money spends freely**: - Western companies are aware of the growth in incomes and changes in lifestyles of Indians. They have designed clever marketing campaigns to attract Indian customers. Companies have realized that more young people are living on their own. So they present their products as expressions of individualism. American and European brands market, clothes, cars, accessories, perfumes and even furniture as status symbols. Magazine covers, television and cinema have photographs of Indian movie stars with the latest St. Laurent fashions or Nike shoes.

5) **Shopping malls**:- Enjoying one's financial independence has come to mean spending lots of money on western products. Today shopping centers and malls in Mumbai or Bangalore are comparable to those in the United States or Europe. Brightly lit fully air conditioned stores are well-stocked and have neatly stacked inventory. Fast food restaurants and coffee shops line the food courts.

6) **American and European hours**:- Though this is not a part of lifestyle, it has become a common feature in many new industries. Working hours in many companies have shifted to accommodate business hours abroad, namely in the metro cities in India employees often sleep during the day, and work through the night. This leads to sacrifices of social and family life.

7) **Late night entertainment**:-In Indian metro cities no one enjoys dancing and drinking in the evening, "on the town" becomes more enjoyable during late hours. Particularly at weekends this is quite common.

8) **Lust for luxury**: - Recently, people have a tendency to live happily by amassing wealth without any less effort. Therefore, even if they do not have money, they have a tendency to borrow from others, buy goods on loan or on installment basis. Office etc. happen.

9) **Rev parties**: - As today's youth are getting high paying jobs in BPO at a young age and in education, many rich youths organize rev parties. There is a lot of rude, uncivilized behavior, alcohol consumption, drug abuse. There are many incidents of rape and murder of young women in this place.

10) **Crime Rise in**: Due to globalization, employment has declined and many young people have lost their jobs due to closure of businesses. So these educated youths are involved in illegal activities like theft, drug trafficking, kidnapping of children for money to get instant money. Problems of peace and order are being created.

11) **Quality of media**: - Globalization has created intense competition in the media. In order to survive in the competition, to increase TRP, these media started showing obscene and flashy series, songs, movies. As a result, young people and children are being involved in violent activities.

12) **Less worries about family life**: - People who are addicted to worldly pleasures want a bungalow, car, property and other luxuries, but they do not want any other family responsibilities. The culture of double income, not wanting children is growing in metros.

    To sum up, new lifestyles have their dark spots. We hear of rapes, Harassment of couples at lonely spots, recklessly speeding cars causing accidents etc. Increasing consumerism is not restricted to fast moving consumer goods produced, promoted, marketed and advertised by the MNC's, as a result of the forces of privatization and globalization of the Indian economy, but there has been a growing demand for long term investments in fixed assets like homes. This focus on home loans and consumer durables has also been promoted by the increased liquidity and easy availability of cash with the younger generation, which consists of double income no kids in India.

    This change in attitude to money has resulted in a change in the attitude to life, which is perceived to be against the traditional approach of Indians to money by the older generations. The older generation prepares to save for tomorrow. The younger generation of today however thinks that,"There is no tomorrow and whatever has to be had; it has to be had today and just

now". We have developed as consequences of globalizations, the culture of all –round consumerism and the Philosophy of instant gratification.

10) **Solutions to the cultural problems created by globalization: -**

The process of globalization, privatization and liberalization needs to be adopted by India to become a superpower. It is necessary to keep. The following measures can be taken to solve the problems arising from this.

❖ To protect and nurture Indian culture.
❖ Avoiding the extremist acceptance of culture in the West.
❖ Conducting programs of character, policy, value education in the development of Indian neo-culture in educational institutions.
❖ To carry out public awareness campaigns on economic and cultural issues through consumer movement.
❖ Government to increase employment opportunities.
❖ Organizing economic and cultural programs for women's development.
❖ Organizing public awareness programs for youth on films, TV series and advertisements.

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