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IMPACTS OF GLOBALISATION ON INDIAN CULTURE

Globalisation has been a major force that has shaped world economy, society and polity over the last 300 years. Globalisation has enabled steady and smooth trade of goods and merchandise, exchange of ideas, human interactions and even cultural transfers and fusions across various countries. It has blurred the national borders by ~~enabling~~ enabling open communication between people and greater exchange of traditions, arts, customs, languages & religions. Globalisation has not left the Indian cultural ethos & practice untouched either. It has quickly shaped and continues to shape Indian culture in a myriad of both positive and negative ways.

THESIS STATEMENT

Positive Impacts of Globalisation on Indian Culture

Globalisation has made Indian culture a world-wide phenomenon. Indian culture has spread across various countries & showcased its rich diversity and appeal to billions of people, mostly due to globalisation.

ARGUMENTATION — mini thesis to support/prove the original argument

(12) Indian traditions, art, languages - global spread:

Yoga, an ancient Indian heritage, is widely accepted by scientists, sportsmen and women and common people as a healthy way of life. The World Health Organisation has declared Yoga as the most 'accessible and affordable' tool for a healthy lifestyle across the world. It is routinely practised in high-end studios of New York to London, as well as small huts in Cambodia, Laos and Kenya. This has been made possible by modern information & communication technology, the internet & such globalising forces. Anyone can tap into vast knowledge of Yoga on a click of mouse or on a short video on Youtube. Even the UN has declared June 21st as world Yoga day.

Other cultural aspects ^{from India} that have spread far & wide due to ^{globalisation} ~~the~~ include Bollywood movies, arts & crafts from Indian hinterland and even Indian languages.

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Bollywood movies are screened in Africa, Korea, Japan & China. They have a international audience. Free flow of media facilitated by globalisation has made this possible. Similarly, silk textiles & gold jewellery and gems from Indian artisans & craftsmen across the globe. Their aesthetic & cultural appeal is wide. This has benefitted artisans at home as well as raised cultural acceptance of Indian products abroad. On another front, Sanskrit has been accepted by various scientific institutions as a language with high computing potential, even more than English. Germany is promoting learning of Indian classical languages in its schools.

Indian Cultural Pride:

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This spread of Indian culture by globalisation has also lifted the status of Indian cultural values, traditions, art work etc. in worldview. Familiarity of Indian culture ~~is~~ world-wide is leading to greater appreciation for its ancient cultural heritage.

This facilitation by globalisation has also positively reinforced the confidence of India's

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people in their own culture. Indians are proudly showcasing their cultural ethos & values by exhibiting its traditions abroad.

Work ethics:

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In fact, Indian work ethic, values of humility & hardwork are being studied in foreign universities. These cultural values are seen as possible answers to workforce motivation and performance in western countries. These key ^{intangible} aspects of Indian culture have been made noticable by forces of globalisation.

Soft Power:

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All in all, forces of globalisation have greatly enhanced the status of Indian culture as a world 'soft power'. India's values of tolerance, secularism, peace and nonviolence have been carried by Buddhism & other aspects described so far. This has established India as a benevolent power, and a wise society.

Positive Impacts at Home:

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Globalisation has also impacted Indian cultural practises at home. Indian women and

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people from different stratas in ~~society~~ are recognizing their rightful place in society due to ~~globalisation~~ exposure to other culture.

Indian women have been exposed to equal treatment of women in all spheres of life in western cultures. Western TV and media has shown them their potential as workers, CEOs, political leaders etc. This force of globalization is motivating more women to come out & fulfill their dreams.

Similarly, caste lines have been blurred in urban areas as people are adopting global work cultures. Globalisation has brought best practises at offices. Equal pay for equal work, recognition for merit & disregarding differences of high & low caste are helping Indian culture rise above boundaries of caste.

Antithesis — another side of the coin

Negative impacts of Globalisation on Indian Culture

Globalisation has been a democratising force for Indian culture, however with notable exceptions. Many important aspects of Indian

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Culture are threatened by advent of globalisation.

1 First and foremost, the family structure is changing rapidly. A traditional nuclear family is now seen more as a burden. ~~For~~ ~~thousands~~ ^{For} thousands of years, family has been seen as the core of Indian cultural values of collective decision making, respect & duty towards parents & a holistic family upbringing. However, the ~~global~~ western values of single family, individualism and focus on the self is driving the nuclear family in Indian culture towards extinction.

2 Classical Languages & vernaculars are also losing out due to globalisation. Hindi, Tamil, Malayalam, Kannada and many other vernacular are rejected in favour of English - the new ^{global} language. This threatens the very fabric & foundation of our diverse religious, mythological & scientific temper.

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Money and economic ~~values~~ ^{outcomes} are becoming dominant forces in guiding Indian cultural values.

Globalisation has ushered the new era of 'neo-liberalism'. This system of economics favours accumulation of wealth (monetary) over anything else. Cut-throat competition between corporates of profits and customers are leading features of global companies.

The cost of this is paid by environmental degradation & compromise of Indian cultural values of 'duty' & 'righteousness' towards society. Indian culture has valued environmental 'well-being' & 'moral uprightness' as key features of success. However, globalisation has defined success in terms of money. This is negatively impacting the very foundations of Indian culture.

what to do next → moving towards conclusion

Glocalisation — an answer to globalisation

Indian culture must face this onslaught of globalisation by moulding ~~a~~ ~~in~~ ~~the~~ ~~process~~ ^{negatives into positives.}. Gandhiji defined Indian cultural ethos as one

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founded in viewing world as 'one family'. Mother Teresa famously remarked that problem with the world is that we draw the circle of family too small.

Indian ~~and~~ culture must ~~only~~ adapt the best of globalisation and ~~replace~~ ^{convert} the negatives into positives by using local practices & cultural traditions. For instance, "production by the masses" & not ~~mass~~ "mass production" can be response of Indian corporates to neo-liberal forces of globalisation.

Similarly, strong linguistic foundations can be laid in early schooling of children. A multi-lingual workforce ^{proficient} - both in classical Indian as well as western languages will shape future economy of India. This will help preserve our cultural heritage as well.

Clear environmental laws and regulations must be framed by the government to protect environmental heritage. 'Green' practises must become widely accepted. These can include use of

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renewable energy, sanitation, afforestation etc. Globalisation can be a contributing factor through technological transfer & best practises from nature friendly countries.

Conclusion

Globalisation has shaped the world and also the Indian culture in myriad of ways discussed so far. The path ahead lies in balancing the forces of globalisation with that of localisation to ensure ^{that} India's cultural heritage is preserved. Indian culture ~~is~~, like all others, must be open to change that helps it evolve. ~~It~~ It must also be able to stand against monopolising forces of globalisation that could lead to its demise. As remarked by Pandit Ramdhari Dinkar, "India is a patchwork of cultures, shaped and nurtured by its openness, fluidity and timeless beauty." This fluidity must tread the new landscape of globalisation by climbing, descending down, turning and stopping when necessary. We as people of India should actively participate in journey of Indian culture in a globalised world.