

SOCIO AND CULTURAL IMPACT OF GLOBALIZATION WITH IN INDIAN CONCERN

Abstract :-

Globalization is the buzzword in the contemporary world. Broadly speaking, the term 'globalization' means integration of economies and societies through cross country flow of information, ideas, technologies, goods, services, capital, finance and people. Cross border integration can have several dimensions-cultural, social, political and economic. In fact, cultural and social integration even more than economic integration. The focus of this paper is to study the impact of globalization on social and cultural fabric of India.

Keywords :- Globalization, Impact, Social, Culture.

Introduction :-

The process of globalization and combination has accelerated its pace and changed its character under a confluence of forces embracing trade, technology, tariffs and investment flows, enabling it to transcend the geographical and political barriers. " Anthony McGrew's has defined "globalization as a process which generates flows and connections, not simply across nation-states and national territorial boundaries, but between global regions, continents and civilizations. This invites a definition of globalization as an historical process which engenders a significant shift in the spatial reach of networks and system of social relation to transcontinental or interregional patterns of human organization, activity and the exercise of power."¹ Globalization indicates that the world today is more interconnected than before. Globalization in its basic economics sense refers to the adoption of open and unfettered trading markets (through lowering of trade barriers, removal of capital controls, and liberalization of foreign exchange restrictions). Large volumes of money movement, increased volumes of trade, changes in information technology and communication are all integral to a global world. There is also a significant movement of people from one country to another for trade work. Such increases in the movement of goods, labor, and services have weakened national barriers and restrictions that are imposed by a nation state.²

Here is what Amartya Sen, a Nobel Laureate and Economist has to say :

33 "Global interaction, rather than insulted isolation, has been the basis of economic
34 progress in the world. Trade, along with migration, communication, and dissemination of
35 scientific and technical knowledge, has helped to break the dominance of rampant poverty
36 and the pervasiveness of 'nasty, brutish and short' lives that characterized the world. And
37 yet, despite all the progress, life is still severely nasty, brutish and short for a large part of
38 the world population. The great rewards of globalized trade have come to some, but not to
39 others."³

40 **Globalization has several dimensions :**

41 Political, Technology, human environment and cultural. These dimensions can
42 reflect or contribute to the exclusion of the economically and educationally poor people
43 especially in developing countries, and environmental degradation, as well as the growth of
44 prosperity and peace in some areas. Proponents and opponents of globalization have
45 described and emphasized these different aspects.

46 **Globalization and its impact on People: Families and Mental Health**

47 The family is the basic part of a society to aspect with biology functions such as
48 reproduction, social function pertaining to nurturing and socialization of children, caring
49 and support for older persons, the sick, and those with disabilities. It is the institution
50 responsible for maintaining and building interaction among family members as well as with
51 the community.⁴ I will discuss globalization and its impact on people at social culture, and
52 psychological levels. As a social scientist, I am interested in how societies and people
53 change because of this economic phenomena and how the process of change can impact
54 families, individuals and communities. Concepts of national identity and of family, job and
55 tradition are changing rapidly and significantly. There is concern that competitiveness
56 introduced by globalization is leading to more individualistic societies.

57 On the other hand, rapid change can encourage fundamentalism, a desire for the
58 past, and a loss of tolerance for differences in religion and culture. The nation state is losing
59 influence relative to global economic pressures, and in some countries there is a failure or
60 hesitation to develop social policies. It is believed by economists that the crash of the stock
61 market in Asia in 1994 was an example of the rapid spread of adverse human consequences
62 because of the interdependence of economies and people. Millions of people lost prosperity
63 and livelihoods, and education and health services were among those cut across the region.
64 The effects, including social unrest and poverty, are still evident. Domestic violence and
65 suicide increased in this period in several of the countries in the region. It is believed that

66 the illicit drug trade has grown in recent years to form a significant proportion of the total
67 business volume in the world.⁵

68 **Let me revisit the business perspective of globalization :**

69 In a capital market, multinational companies are taking the lead in establishing
70 themselves and creating a major presence in almost every part of the world. Coca Cola,
71 McDonalds, and Nike are examples of such growth and proliferation. The media then plays
72 a major role in advancing the benefits of new product and services as being better and
73 superior to what the local market has. And slowly but steady the food that we eat, the
74 clothes we wear and the life style we lead begins to change. This process becomes
75 consumerism within a capitalistic culture. Many people are not totally aware of how they
76 form a crucial part of this phenomenon. The reality is that every single individual is affected
77 in one way or another. These changes affect people's identities and culture values, which
78 sometimes become altered significantly. Whether it is between generations, or intra-
79 personally, new values can cause dissonance and conflict with existing deeper-rooted
80 values.

81 **Psychological Impact of Globalization :**

82 The development of global identities is no longer just a part of immigrants and
83 ethnic minorities. People today especially the young develop an identity that gives them a
84 sense of belonging to a worldwide culture, which includes an awareness of events,
85 practices, styles, and information that are a part of the global culture. Media such as
86 television and especially the internet, which allows for instant communication with any
87 place in the world, play an important part in developing a global identity. Yet, along with
88 this new global identity people continue to retain and develop their local identity for daily
89 interaction with their family, friends and community.⁵

90 A good example of bicultural identity is among the educated youth in India who
91 despite being integrated into the global fast paced technological world, may continue to
92 have deep rooted traditional Indian values with respect to their personal lives and choice
93 such as preference for an arranged marriage, caring for parents in their old age. The issue is
94 identity confusion, which individuals from non-western cultures experience as a response to
95 globalization. While people may adapt to changes and develop bicultural or hybrid,
96 multicultural identities, some may find it difficult to adapt to rapid changes. The ways of the
97 global culture may seem out of reach, too foreign, or even undermining their own culture
98 values and beliefs. Identity confusion among young people may be reflected in problems
99 such as depression, suicide, and substance use among their young people since their rapid

100 move toward joining the global culture globalization is the growth of the self-selected
101 culture, which means people choose to from groups with like-minded persons who wish to
102 have an identity that is untainted by the global culture and its values. The values of the
103 global culture, which are based on individualism, free market economics, and democracy
104 and include freedom, of choice, individual rights, openness to change, and tolerance of
105 differences are part "western values."

106 For most people worldwide, what the global has to offer is appealing. One of the
107 most vehement criticisms of globalization is that it threatens to create one homogeneous
108 worldwide culture in which all children grow up wanting to be like the latest pop music star,
109 eat Big Macs, vacation at Disney World, and wear blue jeans, and Nikes. This outcome is
110 unlikely since most people will develop a bicultural identity that includes a local identity
111 along with their global identity.

112 **social and cultural impacts of globalization:-**

113 the impact on families India is a culturally diverse country. Sixteen per cent of
114 the world's population lives in the country. There are over 826 languages and thousands of
115 dialects spoken. The difference in regions, topography and climate allow for different types
116 of lifestyle and culture. Although about 70 per cent of the population lives in rural areas,
117 India is rapidly urbanizing with more than 225 cities with over 100000 population, and at
118 least ten cities alone with over a million people.⁷

119 In terms of people, India faces some resources and infrastructure constraints.
120 Increased longevity has led to the emergence of many health and social issues.
121 Fragmentation of the traditional family network is leading to an erosion of the available
122 support within the immediate and extended family. Migration of younger generations from
123 rural to urban areas and from one urban centre to another as well as transnational migration
124 has resulted results in the elderly being left to fend for themselves at a time when family
125 support becomes more crucial. With more women joining the workforce system, the care of
126 aged within families has declined. For those who live within extended families the elderly
127 have to live in harmony with the younger generation that has to face a highly competitive
128 world of globalization. While the nuclear family system is increasingly becoming the norm,
129 modern life-styles, changing professional and personal expectations are impacting
130 relationship of marriage and commitment. As for women, the impact of globalization has
131 been interesting. On one hand, it has allowed women to become a large part of the
132 workforce, with opportunities for higher pay raising their self confidence and independence.
133 Globalization has provided a power to uproot the traditional views about women that have

134 kept women economically poor and exploited. The growth of the computer and technology
135 sector has provided. Middle class educated women with better wages, flexitings, and the
136 capacity to negotiate their role and status within the household and society.⁸

137 **Conclusion:-**

138 In the end we can say that, every step of movement towards economic, political
139 and culture, modernization, taken by the state in India, is responded to by the people with
140 an enhanced sense of self-consciousness and awareness of identity. Culture modernization,
141 sponsored by the forces of globalization, is resented if it encroaches upon or does not
142 promote the core cultural values of society, its language, social practices and style of life.
143 The renewed sense of self-awareness generated among the members of the local cultures
144 and communities is such as to succeed in making adaptive reconciliation with the forces of
145 globalization. India effort would be supporting the growth thrust and achieving an annual
146 average growth of 9 plus per cent in the coming years. From our side, we need to simplify
147 procedures, reduce trade constraints and barriers and create investor friendly laws and open
148 more areas for speculation.

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