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INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/20412

DOI URL: <http://dx.doi.org/10.21474/IJAR01/20412>



RESEARCH ARTICLE

SOCIO AND CULTURAL IMPACT OF GLOBALIZATION WITH IN INDIAN CONCERN

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Manuscript Info

Manuscript History

Received: 12 December 2024

Final Accepted: 15 January 2025

Published: February 2025

Key words:-

Globalization, Impact, Social, Culture

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.

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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 :

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

Globalization has several dimensions :

Political, Technology, human environment and cultural. These dimensions can reflect or contribute to the exclusion of the economically and educationally poor people especially in developing countries, and environmental

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degradation, as well as the growth of prosperity and peace in some areas. Proponents and opponents of globalization have described and emphasized these different aspects.

Globalization and its impact on People: Families and Mental Health

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

On the other hand, rapid change can encourage fundamentalism, a desire for the past, and a loss of tolerance for differences in religion and culture. The nation state is losing influence relative to global economic pressures, and in some countries there is a failure or hesitation to develop social policies. It is believed by economists that the crash of the stock market in Asia in 1994 was an example of the rapid spread of adverse human consequences because of the interdependence of economies and people. Millions of people lost prosperity and livelihoods, and education and health services were among those cut across the region. The effects, including social unrest and poverty, are still evident. Domestic violence and suicide increased in this period in several of the countries in the region. It is believed that the illicit drug trade has grown in recent years to form a significant proportion of the total business volume in the world.⁵

Let me revisit the business perspective of globalization :

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

Psychological Impact of Globalization :

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

A good example of bicultural identity is among the educated youth in India who despite being integrated into the global fast paced technological world, may continue to have deep rooted traditional Indian values with respect to their personal lives and choice such as preference for an arranged marriage, caring for parents in their old age. The issue is identity confusion, which individuals from non-western cultures experience as a response to globalization. While people may adapt to changes and develop bicultural or hybrid, multicultural identities, some may find it difficult to adapt to rapid changes. The ways of the global culture may seem out of reach, too foreign, or even undermining their own culture values and beliefs. Identity confusion among young people may be reflected in problems such as depression, suicide, and substance use among their young people since their rapid move toward joining the global culture globalization is the growth of the self-selected culture, which means people choose to from groups with like-minded persons who wish to have an identity that is untainted by the global culture and its values. The values of the global culture, which are based on individualism, free market economics, and democracy and include freedom, of choice, individual rights, openness to change, and tolerance of differences are part "western values."

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

Social and cultural impacts of globalization:-

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

In terms of people, India faces some resources and infrastructure constraints. Increased longevity has led to the emergence of many health and social issues. Fragmentation of the traditional family network is leading to an erosion of the available support within the immediate and extended family. Migration of younger generations from rural to urban areas and from one urban centre to another as well as transnational migration has resulted in the elderly being left to fend for themselves at a time when family support becomes more crucial. With more women joining the workforce system, the care of aged within families has declined. For those who live within extended families the elderly have to live in harmony with the younger generation that has to face a highly competitive world of globalization. While the nuclear family system is increasingly becoming the norm, modern life-styles, changing professional and personal expectations are impacting relationship of marriage and commitment. As for women, the impact of globalization has been interesting. On one hand, it has allowed women to become a large part of the workforce, with opportunities for higher pay raising their self confidence and independence. Globalization has provided a power to uproot the traditional views about women that have kept women economically poor and exploited. The growth of the computer and technology sector has provided. Middle class educated women with better wages, flexitimes, and the capacity to negotiate their role and status within the household and society.⁸

Conclusion:-

In the end we can say that, every step of movement towards economic, political and culture , modernization, taken by the state in India, is responded to by the people with an enhanced sense of self-consciousness and awareness of identity. Culture 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 style of life. 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. India effort would be supporting the growth thrust and achieving an annual average growth of 9 plus per cent in the coming years. From our side, we need to simplify procedures, reduce trade constraints and barriers and create investor friendly laws and open more areas for speculation.

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