"THE IMPACT OF GLOBALIZATION ON SOCIOLOGICAL CONCEPTS OF INDIA"

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ABSTRACT

According to George Ritzer, "Globalization refers to the rapidly increasing worldwide integration and interdependence of societies and cultures". The Globalization is the expansion and significance of cultural forms all over the globe. The term culture refers to the ideas, customs and social behaviour of individual as a whole. In India the cultural forms are vast and the people believe in following the culture. The religion culture is a pride for one self. Here in this paper, we shall notice the parameters which is affecting Indian culture in the name of Globalization. I have prepared a questionnaire system of research data method which probably is close to the heart of the readers. We shall then check-up on the limitations of globalization and also the suggestion. "OUR INDIA IS A GIFT FROM OUR FREEDOM FIGHTERS, LETS STAND BY UNITY AND PROTECT OUR COUNTRY FOREVER AND EVER".

Key words: Globalization, Impact, Indian culture, Change and adapt, Impact.

INTRODUCTION

Globalization in the process of integration of economy and society terms. In other context globalization is the mobilization and distribution of available resources. Socio and cultural terms are the most important thing in the result of globalization.

Indian culture is one of the finest, oldest and unique cultures in the world. In today's scenario the culture is varied, complex and relevant in all the places of the world. Everything in India is 'special' in this 'land of gods'. The factors effecting in Indian sociological aspects are multicultural, multi-religious, and multi-community civilization and in many ways of life are under the lethal threat of the ruthless forces acting on today's globalization.

In today day to day activities, globalization is one of the most common usage which invites controversial aspects. There are some common things in the aspects in the term of disciplines. Globalization has a major role

play in the world. People all over the globe exchange their views and ideas in the transformation saying an instance, standards of person, lifestyles, etc. Globalization has taken place in all the regions, in India we are adopting westernization and in other regions they are liking to follow Indian culture. Globalization is the impact happening in the culture, festivals, literature, music and cinema's, etc and other than this there are some aspects like giving opportunities equally, gender equality, the drugs and human trafficking are other social and political disturbances.

LITERATURE REVIEW

1. **"SOCIO-CULTURAL IMPACT OF GLOBALIZATION IN INDIA, RAJEEV KUMAR UPADHYAY."**
   This reference was the analysis of impacts of globalization in India regarding the social and cultural aspects. It also speaks about the gender equality, cinema, literature, music, healthcare, technology, etc.

2. **"SOCIO-CULTURAL IMPACT OF GLOBALIZATION ON INDIAN SOCIETY, Dr. P. CHAND BASHA".**
   Here, it was a complete knowledge on society, family structures, religion, marriage values, festivals, etc. The globalization has disrupted our culture immensely.

3. **"CULTURE IN THE CONTEXT OF GLOBALIZATION, A SOCIOLOGICAL INTERPRETATION, XIA GUANG".**
   In the context we check up on the various existing cultural forms and the celebration, global culture and a culture for co-existence.

4. **"IMPACT OF GLOBALIZATION ON WORLD CULTURE, HILAL AHMAD WANI."**
   Here, in this reference we are getting the information about how the world was connected and later how did get divided, the real concept of culture, the globalization and its impact on the people, and many more.

5. **"GLOBALIZATION AND ITS IMPACT ON INDIAN SOCIETY, Y. GURAPPA NAIDU."**
   As globalization is impacting on all the regions, how can this be solved like, employment to rural people, work on rural poor development, etc. Indian society has a huge change in the culture and the economic polices have direct impact on the shaping of the structural framework of the economy.

OBJECTIVE OF THE STUDY

- To study on the main aspects of globalization, which aspect is effects Indian culture.

RESEARCH METHODOLOGY

According, to the sources available and all these are of my knowledge; stating that as culture is a homely feeling to us and festivals are the reunion of the family get-together and henceforth it's the joy of celebration and this advance in technology and many more and disturbed one's self so much by just getting addicted to virtual world than in physical presence.

SAMPLING

It is a questionnaire data which is followed in this paper, by referring to all the research paper this system was better and closer to the heart.

DATA COLLECTION, ANALYSIS AND INTERPRETATION

Here the data, I have collected a questionnaire from the surrounding people for the research paper purpose, the aim study was to know that has globalization effected or not;

Q1. What is globalization?

Q2. What is Indian culture to us?

Q3. What are the parameters which has been affected from globalization?

Q4. Do you think Indian cultures are followed in different regions?

Q5. Has globalization impacted positively or negatively in India, and the world?

Coming to the analysis, **GLOBALIZATION According to Scholte, "GLOBALIZATION AS DE-TERRITORIALIZATION OR THE GROWTH OF 'SUPRA-TERRITORIAL' RELATIONS BETWEEN PEOPLE. GLOBALIZATION REFERS TO A FAR-REACHING CHANGE IN THE NATURE OF SOCIAL SPACE".**

In Indian culture, **"INDIAN CULTURE IS THE MOST COMPLEX AND COLOURFUL CULTURE ON THE PLANET. THE WAY PEOPLE LOOK, THEIR LANGUAGE, THEIR FOOD, THEIR WAY OF DRESSING AND THEIR MUSIC AND DANCE – EVERYTHING CHANGES EVERY 50 – 100 KILOMETERS IN THIS COUNTRY", SAID JAGGI VASUDEVCOMMONLY KNOWN AS SADHGURU.**

The parameters affected from globalization are;

- *HISTORY OF GLOBALIZATION*
  During the 19th century, Globalization decisively shaped the imperialism. There were many revolutionary activities happening during the period few instance, is in the transport sector between 1820 and 1850, shipping and trade activity grew rapidly and this helped in advancement of globalization of commerce for revenue to the government.
- *SOCIETY*
  The Indian culture is basically a traditional strict family from our ancestors. From childhood children will be trained about their responsibility and roles in the society. As India is a developing country, the people here have low income occupation and low geographic mobility. However, there was a division in the Hindu traditional into polluting and non-polluting occupations. People here have followed these things from a long period of time.
- *SOCIAL IMPACT OF GLOBALIZATION*
  Culturally diverse country is <u>INDIA.</u> Here there were about 840 languages and 1000's of dialects spoken (16% of the population). And next, about 70% of the population were living their life's in the rural regions. And India was of 225 cities at that time only, with the population of 100000 and where 10 cities were more than million people. Day by day, the population kept on increasing due to globalization.
- *RELIGION*
  In India we find all the religion, Hinduism, Buddhism, Jainism and Sikhism. India is famous for its multi-religion existence, and to the religion which we belong too is so very important.
  And this western culture came to India from the Christians which made our existing traditional culture an end. In India we find many sacred and holy places like ashrams, temples, mosques, etc. Here the uncommon thing is that the Hindu temple, Muslim mosque and Christian church built next to each other.
- *CULTURE*

Globalization has impacted Indian culture so much that, culture doesn't portray one's culture and language of that region. Following the culture depends on the one's mindset and mental stability of the people around him. Indian culture is rich in its heritage and the resources, welcoming people with flower garland, arathi, sweets,

etc. The main thing about Indian culture is the UNITY of celebration everything and making all the people to get reunited.

People from all over the world come to India just to experience the culture, and foreigners are attracted to this culture and the fragrance of the mud smell. And sometimes people take mud from India to their home towns to carry hold the memory for a longer period of time.

- ### *MARRIAGE VALUES*

Nowadays, marriage has lost its value, and I just don't know what's happening in this generation. In Indian culture that times in marriages they used to marry their husbands without seeing their faces and now girls ask bank balance and all, after marriage if the husband die's even women would also jump into the fire as I have no value to my life as I have no husband. Now girls are giving divorce just coz I'm not able to get adjusted to him and his family. Where are the marriage values? Has it been vanished along with our culture in the name of globalization.

Marriage is the pure form of love between the two souls and that's a bond that never fades away even after death. But now marriage is like agreement between the two souls, and then if this relationship doesn't work then the relationship will break with mutual understanding.

- ### *FESTIVALS AND SOCIAL VALUES*

Celebration in Indian family are the happy moments of everyone's life and it is filed with joy and happiness. Indian family's festivals are the joint family celebration, hence all the members in the family take responsibility as one. Social value is getting blessed from God, treating god with Prasadam in our culture. But now people celebrate Valentine's day, Halloween week, Thanksgiving Day, etc. And now people are greeting each other with hi, hello instead of namaskar.

People are getting globalized in such a way that they are getting lazy enough to do some work instead they are doing the work which is easy and simple.

- ### *FAMILY STRUCTURE*

In India, during the old day's families were of joint or traditional families, which consists of parents, children, grand-parents, great grand-parents, uncle and aunts, etc in one single house under the same roof. And now people prefer nuclear family so that the work is less and the time can be managed. People nowadays feel old aged people are a burden to them but the thing is they want a homely culture and clean ambience but for working women managing everything is difficult.

- ### *ART AND MUSIC*

From ancient times we Indian's are following this art and music and we express our feelings through this and show immense love towards the art and music. Arts are of paintings, literature, dance, music, cinema, languages, etc. whereas, Indian music is from generations together and it has many forms like folk, classical, pop and rock, etc. Music in India is a part of socio-religious life. Some folk forms are Tamang Selo, Bhangra, Kathak, Dandiya, Bihu, Haryanvi, etc.

This globalization impact was adversely affected as youth started adapted to the western pop dance form.

- ### *FOOD AND CLOTHING*

Food habits were of home food earlier and people now prefer outside food for all the three time. Earlier people were not obese now people are putting weight and spoiling their health. Health issues like constipation, diabetic, knee pain, etc few are curable and few are like taking medicines and medication for the whole life.

Coming to the next, clothing people now wear jeans shirts, etc which is so different from before. Before, people used to wear saree's and dhoti which was so breathe taking to see the couple's but now people are wearing torn jean and tell as fashion.

Clothing should be done to cover one's body not to showcase the body parts. India has come from sarees to jean today, what happens next?
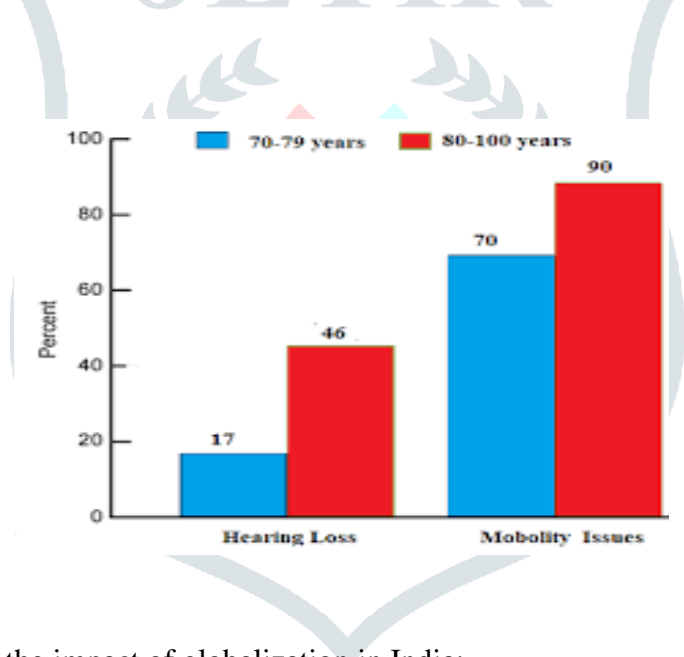
- ***EDUCATION SYSTEM***
  In India the education system was backward, and the teaching methods and knowledge was only partial. Later, after globalization the education system improved and hence, Indian institutions are recognized as the world's best institutes for education. The strategies of teaching methods were followed in India like, E-learning, distant education programs, certification courses which made Indians to get secured jobs where ever they go in any of the streams.
  Earlier, we used to follow GURUKUL System of education and we follow private education system and we prefer virtual learning as its handy and easy to learn form where ever we are.

According to the resource materials, people are adapting to new changes and they are forgetting their culture, beliefs, and over a period of time even people mindset has been changed. As we are following western cultures there are chances of other region people following Indian culture, as for the respect, greetings, dressing style, etc.

Globalization has affected in both the terms in good as well as bad, throughout the globe. Everyone's way of living, there culture has been changed and that only shows the attitude and people's mindset.

Here is the graphical representation, lets look into this in detail;

The data graph here is about the impact of globalization in India;

Mobolity issues = IS INDIAN CULTURE AFTER THE AFFECTION OF CLOBALIZATION.

Hearing loss = IS THE AFFECT OF GLOBALIZATION OF THE WHOLE WORLD.

INDIA IS STILL BETTER COMPARED TO OTHER REGIONS.

If the culture is followed for future days we gonna only have our culture in books and not in presence. Let's preserve this culture for our kids also to leans, we shall live our life's like before.

"LET'S SAVE INDIAN CULTURE."

LIMITATIONS

- Disappearance of local cultures.
- More conflicts on equality.
- Clashes of civilization.

- Ecological impact is more.

SUGGESTION

As the world, will be considered as one there will be follow ups of all the cultures everywhere we go. And sometimes it gets difficult to find some people of culture but as the world needs change it's okay to get adapted to change happening around.

CONCLUSION

Lastly, without globalization the global society is incomplete and development of global culture lies in the existence of culture. If the culture exists we follow it, but if there is no culture, there is no information of a cosmopolitan world or world of "GREAT UNITY".

As MAHATMA GANDHI said, "A NATION'S CULTURE RESIDES IN THE HEARTS AND IN THE SOUL OF ITS PEOPLE". Here we can conclude by saying that, culture takes less time in adaption but the beliefs on one's religion takes more time.

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