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GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL VALUES

# GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL VALUES

वैश्वीकरण  
एवं  
भारतीय संस्कृति तथा सामाजिक मूल्यों पर  
इसका प्रभाव

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**Km. MAYAWATI GOVT. GIRLS POST GRADUATE COLLEGE**  
**BADALPUR (GAUTAMBUDH NAGAR) U.P.**

ISBN : 978-93-80216-17-1

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## IMPACT OF GLOBALIZATION ON CULTURE, EDUCATION AND TECHNOLOGY

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### Introduction

Globalization is a dynamic process which impact differentially on various cultures around the world. This paper deals with the relationship between globalization and local identity on the basis of cultural, language, education and technology.

Globalization was introduced in India in 1991, when the Indian government introduced a set of reforms for the ailing Indian economy to prevent it from going to further crisis. These reforms were the Liberalization, Privatization and Globalization reforms. Globalization has opened India to world and has brought in the much needed exposure.

Globalization affect each country in a different way due to each nation's ,have individual history , tradition ,culture, resource and education .GLOBALIZATION is a complex system ,involving a large number of integrated component operating together and characterized by constant change . Although globalization is not a new phenomena, current trend show that it is erupting every nation in a very high speed.

### Globalization and Culture

Cultural is the social behavior and norms found in human society. The discourse regarding the effect of globalization on cultural diversity is a challenging debate. The advancement of technology dissolves international boundaries and open culture to a whole arena, enabling globalization to occur. Globalization can be an empowering entity.

Indian culture which comprised of diversified population having different tradition, festivals and style of living. In classical history text book produced in the day of British Raj has been replaced today by the synonym of globalization. The spread of western cultural at an accelerated rate has led to the declining of Indian cultural and its civilization.

In 1991 only 10% of the Indian adult population had access to a television, in 2009 that has increased to a whopping 85%. Cable television has made huge impact on the mind of Indian people. The avail-

ability of internet opened up opportunities for people to learn more about foreign culture and places.

Women who were one exploited and ignored part of the population, now assert their right of being a women. Now women are aware about their right and their identity as a woman. These are the positive effect of globalization on Indian culture.

Due to globalization our culture are declining and have been replaced by western culture. Indian youngsters have started to use western cloth, western language ,and western mannerism. They have started celebrating festival such as valentine day ,Mother's day , Chrism's day etc . They buy expensive gift and do other things to celebrate these days. Indian festivals are dying out really fast.

### Globalization and Education

Education is the backbone of a nation. Global education plays an important role on changing in communication and relationship among the people throughout the world. Globalization makes the people how to work together with the people coming from different cultural and how to behave according to cultural differences. The major impact of globalization is on higher education as well as professional degree and diploma. Globalization increases the demand for higher education and for educational quality. Globalization will present university with a number of challenges and opportunities, the most important of them is education quality of professional for development in every nation.

Tavenas addressed that globalization has always been an integral part of university life.

UNESCO mentioned that four key elements of globalization relevant to this discussion are:

- The growing importance of the knowledge society/economy
- The development of new trade agreements which trade in education service
- The innovation related to ICT
- The emphasis on the role of the market economy

The introduction of technology is bringing new changes in the teaching practices. Teachers are preparing material in electronic form, and students are generating paper, assignment and project in electronic form. E-learning and digital libraries are new substitute of chalk and board. Globalization enhance the student ability to acquire and utilize