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Q8

To what extent globalisation has influenced the core of cultural diversity in India? Explain.

UPSC Civil Services Mains 2016 · GS I · 12 marks · Globalisation and Indian Society

Effects of globalization on Indian society.

Core demand of the question

- To what extent globalisation has influenced the core of cultural diversity in India? Explain
- Separate surface change from family, caste, language, and faith, and give a measured extent
- Keep the explanation within a 12.5-mark length

Revision summary

Post-1991 markets, English work, and digital media have changed urban dress, food, and leisure.

Regional languages, ritual calendars, and caste marriage still structure most lives.

- **Change is uneven:** strong in IT cities, weaker in the agrarian interior, now spreading by phone.

Global tools also revive local culture, so the effect is hybrid, not only flattening.

The core is influenced in degree, not replaced in kind.

Flow diagram

Globalisation 1991 media migration -> Brands English youth taste

Globalisation 1991 media migration -> Family caste language faith

Brands English youth taste -> Hybrid public culture

Family caste language faith -> Hybrid public culture

Hybrid public culture -> Diversity bent not erased

Conclusion

- Answer "to a significant but not total extent," and split core (kinship, language, ritual) from periphery (dress, leisure, brands).
- Use 1991 and **digital India** as accelerators, not as the origin of all cultural mixing, which is older than satellite TV.

Globalisation has coloured the surface of Indian cultural life and has pressed on the family and the city, yet it has not dissolved the many languages, faiths, and marriage rules that make diversity. The extent is large in consumption and limited, though not zero, at the core.

Facts & figures

1991 reforms

Liberalisation that opened India faster to global capital, brands, and satellite media.

Eighth Schedule

Constitutional list of recognised languages that still anchors official cultural plurality.

Caste and marriage

Household surveys continue to show high same-caste marriage even as urban dating talk grows.

Hybrid food and film

Global chains and Hollywood forms adapt to Indian taste rather than simply wiping regional kitchens and cinema.

Diaspora loop

Migration to the Gulf, North America, and Europe sends money and cultural fashions back into Indian families.

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