IMPACT OF GLOBALIZATION ON THE SOCIETY AND CULTURE OF NE INDIA

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ABSTRACT:

The North Eastern part of India is a region where different communities and tribes live together. Assamese, Bodo, Khasi, Mizo, Naga, Singpho, Kuki, Mishing, Rabha, Adi, Apatani, Garo, Deori, Nishi, Rengma, Angami, etc. are some of them. Each tribe living here has age-old customs and rich traditional culture and life styles which are unique. Moreover the large-scale impact of globalization in numerous aspects has been affecting these tribal communities of NE region both socially and culturally. The outcomes thus obtained have proved to be positive as well as negative. Industrialization in remote rural areas has resulted in setting up of high-tech industries, and has led to modernization in the tribal belts of such regions. As a result, tribal customs and traditions have been put under pressure due to the urban culture and a consequent change in the attitudes of the tribes living in the NE region. On the other hand globalization also has benefits which cannot be ruled out which have prevented the tribes from exploitation and have introduced them to better living conditions including education and health care facilities. This paper attempts to analyze the impact of globalization on the various communities and tribes of Northeast India socially and culturally.

KEYWORDS: Globalization, North East India, Tribal Communities, Society, Culture, Tradition.

1. INTRODUCTION:

Globalization is an international process of interaction of people, states or countries through the growth of the international flow of money, ideas and culture. It is a process of integration which involves both social and cultural aspects. In the present day globalization has played indefinable role in every sphere of human life. Over the last decade it has become a dominant feature in the world. As a result various nations all across the globe are becoming integrated, India has also been affected in the same way. The impacts of globalization have been witnessed all over the country including the North East region of the country. The North Eastern parts of India have always been referred to as a land with diverse and rich cultures having extreme forms of traditional and cultural values. The tribes of the North East ethnically belong to the Indo-Mongoloid race. Different tribes, each having its unique way of life have North East India as their home. They have their own myths, legends, tales, music, oral history, popular beliefs and customs. Globalization has an impact on the life and culture of these tribes.

2. OBJECTIVES OF THE STUDY:

The present paper is an attempt to investigate the impact of globalization on the society and culture of North East India. The paper also focuses on the challenges faced by the tribes of the North East India due to globalization. A few recommendations are suggested for the protection and restoration of the tradition and culture of the people belonging to this particular area.
3. METHODOLOGY:

The study is based on secondary data collected from various reputed research journals, books, magazines, relevant online sources related to the topic. The focus is mainly on the influence of globalization on the society and culture of the people in North-East India.

4. POSITIVE IMPACT OF GLOBALIZATION:

Globalization has greatly affected the folk life of the tribes of the North East India both in positive as well as negative ways. The positive impact includes spread of culture of the North Eastern people to different parts of the world, acquaintance and integration of the traditional life style of the developed regions of the world, spread of cultural heritage and economic gains through this and so on. The process of globalization opens a new door for the North East region to get acquainted with modern life style of highly developed nations of different parts of the world. Hence this is a process of assimilation, exploration and integration through an exchange of culture, tradition, beliefs and customs. Some positive outcomes of this assimilation involve spread of education, exchange of ideas, and imitation of other culture which opens up the broadness of mind and there is an easy acceptance of things. Some more significant impacts of globalization are the end of superstitious beliefs and the exposure of traditional folk assets such as dance, music, art, literature and artifacts before the world. The most remarkable aspect of this impact has been in the field of folk dance and folk music. The traditional dance and music have become remarkably popular in the global world over the last few years. Many people across the world now know about the Bihu dance and Bihu songs of the Assamese, Bagrumba and Bordoisikhla of the Bodo, Laiharawa of the Manipuri and Gumrag dance of the Missing. Besides commercialization of these dance forms and music globalisation results in also immense economic benefits for the respective regions which the above mentioned tribes belong to. Traditional food and their medicinal values have attracted a huge interest of the people from different places and commercialization of these food and medicines get a good market too. Globalization plays an important role in the traditional skill and knowledge of the tribal and ethnic groups. They have found exposure to show their talent and efficiency to other states as well as at the international level. Silk industries of Assam have benefitted in the global market in a remarkable way. Promotion of tourism and cultural heritage is another positive and profitable impact of globalization. Nowadays it is seen that more and more tourists from the distant places of the world come to visit the North East India. Globalization gives ample employment opportunities and avenues in different Industrial set ups with extended facilities.

5. NEGATIVE IMPACT OF GLOBALIZATION:

Globalization has negative impacts on the society and culture of North Eastern region. Due to the introduction of the western culture in the North-East region a lot of changes have occurred in the traditional habits of people living here. The most crucial change has been noticed in the traditional food habits and food items. Due to the introduction of globalization, food culture belonging to the West such as KFC, McDonald’s etc have reached NE India. As a result People have now become tempted and attracted toward these and the likings for traditional food has been decreasing day by day. The process of globalization also acts as a threat to the ethnicity of the inhabitants. Their ethnic identity seems to have lost its authenticity into their new global identity due to globalization. The free market economy is uneven and new to the people and this will take time for it to get equalized. Some traditional features of the tribal communities such as the matriarchal system of the Garo, Khasi, Jayantiya tribes are changing due to the impact of globalization. Besides, globalization has also affected the languages of the North Eastern tribes. The ethnic dialects are now endangered due to the mixture of foreign languages. A similar change has come to music, food, dress and even to the festivals of the local people living there.
6. RECOMMENDATIONS:

It is extremely important to protect and give stress on the preservation of the tradition and culture of the people of North East India. With an aim of restoring the age old traditions, customs and ethnicity of the local tribes living here, the following recommendations have been suggested:

1. The government should introduce and carry out different policies to safeguard the tradition and culture of the local people.
2. Awareness programmes, seminars, workshops etc. should also be conducted among the local people in order to spread public awareness about the effects of the hybrid culture.
3. More and more museums and heritage clubs should be opened to display and restore the cultural heritage of the local tribes of the region.
4. Proper health care measures should be made easily available for the financially weak people and industrial laborers.
5. Various centers should be developed for food processing and to preserve the nutritional and medicinal values of the traditional food of the tribal communities of North East India.
6. Both the government and its corporate should make sincere efforts and dedicate as much as possible towards the transformation of the pledges and commitments into a reality so that the benefits of change can percolate down to the people at the grass root level in the form of job creation, raised income, infrastructural development, greater prosperity and a sustained development, keeping in mind its effects on the future generation.
7. It has become very important to identify the region’s inherent strengths and improve infrastructure such as power, transport, communication etc within the region in order to enhance a sustained flow of investments in the region.

7. CONCLUSION:

The effects of globalization are the major reasons that are leading to fast changes and variations in our society and culture. It is not possible to say whether these changes are good or bad. Worn out tradition cannot be followed forever. Change is indeed desirable but it should not lead to destruction of our old heritage and originality. Loss of identity will destroy the future generation. Globalization has greatly affected the tradition and culture of the North Eastern tribes. It can be considered as an opportunity provided that our society is controlled by the local global system. Otherwise it will stand as a great threat to the simplicity and originality of the authentic life of the people of North East India.

8. REFERENCES

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