**Research Paper**

# Impact of Globalization on the Cultural and Identity Fabric of Odisha

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*Abstract:*
*Globalization, characterized by increased interconnectedness and integration of economies, cultures, and societies, has facilitated the exchange of ideas, technologies, and cultural practices across borders. In the context of Odisha, this phenomenon has manifested in various ways, influencing traditional cultural norms, practices, and identities. One significant aspect of globalization's impact on Odisha's culture is the influx of external influences, including Westernization and the spread of global consumer culture. This has led to changes in dietary habits, clothing styles, and entertainment preferences among the people of Odisha. Traditional attire, such as the saree and dhoti, is gradually being replaced by Western clothing, while fast food chains and international brands have gained popularity, altering consumption patterns. Moreover, globalization has facilitated the dissemination of popular culture through mass media, particularly television, cinema, and the internet. This exposure to external cultural products has led to a shift in preferences among the youth, who increasingly identify with global trends rather than traditional cultural expressions. As a result, indigenous art forms, folk dances, and rituals are facing the risk of marginalization and decline. The process of globalization has brought about profound transformations in societies worldwide, including in the state of Odisha, India. This abstract explores the multifaceted effects of globalization on the local culture and identity of the people of Odisha.*
*Key Word: Globalization, Local Culture, Identity, Tradition, Marginalization*

## I.    Introduction:

"Globalization is the intensification of worldwide social relationship which links distant localities in such a way the local happenings are shaped by events occurring many thousands of miles away and vice-versa" Giddens (1990).Globalization is the process of increasing interconnectedness and interdependence among countries, economies, cultures, and societies worldwide. It is driven by advancements in technology, communication, transportation, and trade, which have facilitated the flow of goods, services, capital, information, and people across national borders.

Globalization impacts various aspects of human life, including economics, politics, culture, technology, and the environment. Economically, it has led to the integration of markets, the expansion of multinational corporations, and the rise of global supply chains. Politically, globalization has influenced governance structures, international relations, and the emergence of global institutions and agreements.

Culturally, globalization has resulted in the spread of ideas, values, and cultural practices across the globe, leading to both cultural homogenization and hybridization. Advances in technology, particularly the internet and social media, have facilitated the exchange of information and the formation of global communities.

While globalization has brought about benefits such as increased economic growth, technological innovation, and cultural exchange, it has also sparked debates and concerns regarding inequality, cultural

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imperialism, environmental degradation, and loss of local identities. As a complex and multifaceted phenomenon, globalization continues to shape the modern world in profound ways.

**Cultural globalization:**

Cultural globalization is the spread of culture, customs, or ideas of a place or a people to the rest of the world. This process is marked by common consumption of culture that has been diffused by internet, popular culture media and international travel. Globalization leads to harmonization of cultures. Cultural diversity is under threat from the swift progress of technology, the reduction of time and space and the massive mobility that results from globalization. They illustrate the civilization of many groups that have been separated and divided from one another. Cultures are sensitive to the influence of other culture when they interact, because they are dynamic and ever evolving. Cultures are greatly influenced by the close interaction between groups. This leads to cultural harmonization or cultural integration, cultural harmonization leads to the process of cultural hybridization. Contact with a more highly valued culture leads to the formation of cultural hybridization. Cultural homogenization and hybridization are the words used to define detrimental cultural change brought about by loss of diversity. One obvious effect of globalization is homogenization.It characterizes the propensity of societies to embrace sameness and move towards a uniform manner of living. It lessens cultural differences ''the impact of this homogenization on rich cultural diversity of communities all over the world is immense" claimed Richard Barnett and John caving.

Broadly speaking homogeneity reduces diversity, cultures richness is overshadowed by its homogeneity. The scenario illustrates what happens when a dominating culture subdues a weaker non dominant culture, giving rise to the idea of cultural hegemonization .The western culture has influenced every other culture due to globalization. This current process of worldwide westernization is known as hegemonization .Culture is moving towards becoming more like that of the west.The western capitalist way of life is imposed as a result of cultural globalization. The proponents of cultural homogeneity theory argue that the disappearance of regional customs and civilization is a result of the expansion of globalization brought about by international dispensations, global media and information networks.

**Identity :**

Globalization not only affected culture it has affected identity too. "Identity is the process whereby people draw on a cultural attribute to build meaning in their lives" (Castel).Globalization has affected national and local identities and created new hybrid identities .As Anthony Mac Grew commented due to globalization :National identities are being eroded, local or particular identities are being strengthened by the resistance to globalization and national identities are declining and new hybrid identities are taking their place.

**Globalization vs. Local Culture:**

Local cultures, in the context of globalization, refer to the unique customs, traditions, languages, and ways of life that are specific to a particular region or community. These cultures are deeply rooted in the history, geography, and social fabric of the local area and are passed down from generation to generation.

Globalization, with its interconnectedness and the spread of ideas, technologies, and media, has a significant impact on local cultures. It can lead to the diffusion of cultural practices, the adoption of global trends, and the erosion of traditional identities. However, local cultures also have the resilience to adapt and evolve in response to global influences, creating hybrid identities that blend both local and global elements.

In the face of globalization, preserving and celebrating local cultures becomes increasingly important to maintain diversity, identity, and a sense of belonging within communities. Efforts to protect local languages, traditions, and heritage play a crucial role in ensuring that cultural diversity thrives in an increasingly interconnected world.

Effects on Local Cultures and Identities of Odisha:

Globalization, with its interconnectedness and cultural diffusion, has had a profound impact on local cultures and identities worldwide, including those in the Indian state of Odisha. Situated on the eastern coast of India, Odisha is known for its rich cultural heritage, diverse traditions, and vibrant communities. However, the forces of globalization have brought both opportunities and challenges to the cultural fabric of the region.

Cultural Homogenization vs. Cultural Diversity:

One of the primary effects of globalization on local cultures in Odisha is the phenomenon of cultural homogenization. As global media, technology, and consumerism penetrate even the remotest corners of the state, traditional cultural practices and identities are often overshadowed by dominant global trends. This can lead to the erosion of local languages, customs, and traditions as younger generations embrace globalized lifestyles.

However, alongside cultural homogenization, globalization has also fostered cultural diversity in Odisha. Increased connectivity has facilitated the exchange of ideas, art forms, and cultural practices between Odisha and the rest of the world. This exchange has enriched the local cultural landscape, fostering hybrid identities that blend traditional and global influences. For example, Odia cuisine has evolved to incorporate elements from other cuisines, reflecting the diverse culinary influences brought about by globalization.

Economic Transformation and Social Change:

Globalization has also sparked significant economic transformation in Odisha, particularly in urban centers like Bhubaneswar and Cuttack. The influx of multinational corporations, outsourcing industries, and foreign investments has led to rapid urbanization and economic growth. While this has created employment opportunities and improved living standards for many, it has also resulted in socio-economic disparities and cultural shifts.

The rise of consumer culture and materialism associated with globalization has influenced lifestyle choices and societal values in Odisha. Traditional occupations and livelihoods, such as agriculture and handcrafts, have faced challenges in the face of industrialization and global market competition. As a result, younger generations are increasingly drawn to urban lifestyles and Western consumer culture, which can contribute to the dilution of traditional cultural practices.

Preservation and Adaptation:

In response to the challenges posed by globalization, efforts have been made to preserve and promote Odisha's cultural heritage. Government initiatives, cultural organizations, and grassroots movements have been instrumental in documenting, safeguarding, and revitalizing traditional art forms, rituals, and languages. Institutions like the Odisha State Museum and the Odisha Crafts Museum play a crucial role in preserving the state's cultural legacy for future generations.

Additionally, communities in Odisha have demonstrated resilience and adaptability in navigating the complexities of globalization while maintaining their cultural identities. Initiatives such as eco-tourism ventures, community-based handicraft cooperatives, and cultural festivals showcase the richness of Odisha's cultural heritage to both domestic and international audiences. These efforts not only contribute to the preservation of local cultures but also stimulate economic development and empower local communities.

Steps taken by Govt. of Odisha as well Indian government for the preservation of culture of Odisha:

1. Archaeological Survey of India (ASI): ASI, under the Ministry of Culture, is responsible for the archaeological research and the conservation and preservation of cultural heritage sites in Odisha. They conduct excavations, conservation efforts, and maintenance of historical sites.

2. National Mission on Monuments and Antiquities (NMMA): This initiative aims to document, conserve, and preserve built heritage and cultural landscapes, including those in Odisha. It focuses on comprehensive heritage management.

3. Cultural Institutions: The government establishes and supports cultural institutions like museums, libraries, and art galleries in Odisha to preserve and showcase its cultural heritage.

4. Legislation and Policies: Various laws and policies are in place to protect and preserve cultural heritage, such as the Ancient Monuments and Archaeological Sites and Remains Act, 1958, and the National Cultural Policy.

5. Financial Support: Both the central and state governments provide funding for the restoration, conservation, and promotion of cultural heritage sites, monuments, and art forms in Odisha.

6. Cultural Festivals and Events: The government organizes cultural festivals and events in Odisha to celebrate its heritage and promote traditional art forms, music, dance, and crafts.

7. Documentation and Research: Efforts are made to document and research Odisha's cultural heritage, including traditional knowledge systems, languages, rituals, and practices, to ensure their preservation for future generations.

8. Celebration of Odia language day, establishment of university of Odia language and literature and world Odia language conference.

These initiatives and mechanisms demonstrate the commitment of the Indian government, as well as the government of Odisha, to preserve and promote the cultural heritage of the region.

## II.    Conclusion:

In conclusion, globalization has brought about significant changes in the cultural landscape of Odisha, impacting the identities, traditions, and livelihoods of its people. While it has led to cultural homogenization and socio-economic challenges, globalization has also fostered cultural diversity, economic growth, and opportunities for cultural exchange and innovation. By striking a balance between preservation and adaptation, Odisha can harness the benefits of globalization while safeguarding its unique cultural heritage for generations to come.

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