HISTORICAL ANALYSIS OF INDIAN CULTURE OF GLOBALISATION

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Abstract: Globalisation has become a key word in today's world. And the world of today is very different from what it was ten years ago, even from what it was yesterday. Today, development happens overnight. One of the countries that have been focused on during the past decades is India. India: the diverse country with deep rooted traditions, a deep rooted culture and religion that lives alongside one of the fastest growing economies in the world. The first phase of "modern globalization" began to break down at the beginning of the 20th century, with World War. Since other European currencies were becoming quite largely circulated, the need to own resource bases became imperative. Financial forces as a factor for creating World War 1 seem to be partly responsible. An example of this would be France's colonial rule over most of Africa during the 20th century. Before the World War One broke out there was no specific aims for the wars in Africa from the French, which left Africans in a "lost" state. Military potential of Africa was first to be emphasized unlike its economic potential…at least at first.

Key words: Internationalization Historical background, Postworld, Varnas, Traditions.

INTRODUCTION: Globalization is a significant factor in competitive world that integrate and mobilize cultural values of people at global level. In the age of rapid technical progression, many countries are unified and transformed due to the process of globalization. Globalization has a huge impact on cultural, social, monetary, political, and communal life of countries.

Globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, goods, and services across national frontiers. However, it does not include unhindered movement of labor and, as suggested by some economists, may hurt smaller or fragile economies if applied indiscriminately. The tendency of investment funds and businesses to move beyond domestic and national markets to other markets around the globe, thereby increasing the inter connectedness of different markets. Globalization has had the effect of markedly increasing not only international trade, but also cultural exchange.

The internationalization of higher education can be linked to various internal and external changes in the international system. Externally, there have been changes in the labour market, which have resulted in calls for more knowledge and skilled workers, and workers with deeper understandings of languages, cultures and business methods all over the world. Education is becoming more invaluable to individuals. In today's environment, education provides individuals with a better chance of employment, which in turn leads to a better lifestyle, power and status. A global education should teach about issues that cross national boundaries, and interconnected systems on ecological, cultural, economical, political and technological grounds such as the Globalization program which draws upon expertise in many areas such as humanities, social science and environmental science. Globalization and technological advancements are delivering and increasing access to the world and subsequently subjects should reflect this global outlook.

Globalisation has become a key word in today's world. And the world of today is very different from what it was ten years ago, even from what it was yesterday. Today, development happens overnight. One of the countries that has been focused on during the past decades is India. India: the diverse country with deep rooted traditions, a deep rooted culture and religion that lives alongside one of the fastest growing economies in the world. As Cohen, Stephen (2001:36) points out:

"India is an ancient state but a modern civilisation"

What I find interesting is the fact that this ancient state has "survived" during the process of globalisation. Especially India's diverse and deeply rooted culture which has always been and still is influenced by a lot of different religions, languages and traditions. Additionally, in connection with globalisation, the western values seem to have gained acceptance in India.

Globalization is a significant factor in competitive world that integrate and mobilize cultural values of people at global level. In the age of rapid technical progression, many countries are unified and transformed due to the process of globalization. Globalization has a huge impact on cultural, social, monetary, political, and communal life of countries. Abundant theoretical studies demonstrated that globalization intercedes in a cultural life of populace that raises numerous critical issues (Robertson, 1992). In broad sense, the term 'globalization' means combination of economies and societies through cross country flows of information, ideas, technologies, goods, services, capital, finance and people. Globalization is described by theorists as the process through which societies and economies are integrated through cross border flows of ideas, communication, technology, capital, people, finance, goods, services and information.

HISTORY OF GLOBALIZATION:

Socialization of people for improving business and financial activities across the globe can be referred as globalization. It is not a new phenomenon as people kept searching new places and avenues to increase their business activities as evident by explorations of Vasco- de-gama, Columbus and East India Company. Bitter experiences from East India Companies & British rule makes Indian little bit cautious for adventures of globalization. This has been the root cause for delay in liberalization in India. They had committed previously by opting for isolation.

Globalization has been a historical process. During the Pre-World War I period of 1870 to 1914, there was rapid integration of the economies in terms of trade flows, movement of capital and migration of people. The growth of globalization was mainly led by the technological forces in the fields of transport and communication. Indeed there were no passports and visa requirements and very few non-tariff barriers and restrictions on fund flows. Globalization, process was slow between the First and the Second World War. After World War II, all the leading countries resolved not to repeat the mistakes they had committed previously by opting for isolation.

Post-World War II: Globalization resurgent

Globalization, since World War II, is partly the result of planning by politicians to break down borders hampering trade. Their work led to the Bretton Woods conference, an agreement by the world's leading politicians to lay down the framework for international commerce and finance, and the founding of several international institutions intended to oversee the processes of globalization. Globalization was also driven by the global expansion of multinational corporations based in the United States and Europe, and worldwide exchange of new developments in science, technology and products, with most significant inventions of this time having their origins in the Western world according to Encyclopedia Britannica. Worldwide export of western culture went through the new mass media: film, radio and television and recorded music. Development and growth of international transport and telecommunication played a decisive role in modern globalization.

Cultural globalization, driven by communication technology and the worldwide marketing of Western cultural industries, was understood at first as a process of homogenization, as the global domination of American culture at the expense of traditional diversity. However, a contrasting trend soon became evident in the emergence of movements protesting against globalization and giving new momentum to the defense of local uniqueness, individuality, and identity.

In the 1990s, the growth of low cost communication networks allowed work done using a computer to be moved to low wage locations for many job types. This included accounting, software development, and engineering design.

SOME IMPORTANT FACTS ABOUT INDIAN EDUCATION :

The Indian education is not new, some of the facts about Indian education are: Indian Ayurveda is the earliest school of medicine known to the world and 'charaka' is known as the father of Ayurveda. He developed this system some 2500 years back. Takshila was the first university of world established in 700 B.C. Indian Nalanda University, built in 4 AD, was considered to be the honor of ancient Indian system of education as it was one of the best Universities of its time in the subcontinent. Indian language Sanskrit is considered to be the mother of many modern languages of world. Similarly place value system was developed in India in 100 B.C. India was the country, which invented number system. Aryabhatta, the Indian scientist, invented digit zero. Trigonometry, algebra and calculus studies were originated in India. So India seems to be an education center since ancient days.

GENERAL DESCRIPTION OF INDIA: HISTORICAL BACKGROUND, POLITICAL STRUCTURE AND CASTE :

These three aspects are not entirely independent of each other. However, in order to make it clear, I am dealing with them as separate entities.

Historical Background and Political Structure:

India is a democratic republic and is divided into 26 states, that each has its own government which is elected by the people living in it. The keyword to describe India is diversity, regarding religion as well as the language(s) and the population. India is a country containing over 1 billion citizens which obviously involves big differences between people. English is the major- and administrative language in India but there are 14 official languages and a very large number of other dialects spoken. (Kobayashi – Hillary, Mark (2004:6). Indian culture has been influenced by a large number of cultures through time, including the British during colonisation in the 19th century. (Kumar, Rajesh, 2005, pp. 2-26) In spite of this diversity/difference it seems to be the case that the business culture in India is universal/general independent from/not depending of religion, language and caste line.

Religion in India:

As said, many different religions are present in India. The many religions in India have had a great impact on Indian culture. The dominant one is Hinduism (82% of the population). Besides this, 6 other religions are represented in Indian society. However, my focus will be on Hinduism in this paragraph because of the fact that the legacy of Hinduism is very clear in India

Hinduism is the predominant religion in India. It is one of the oldest religions in the world and the historical founder of it is unknown. Hinduism has developed and depending on where you are in India, different traditions are connected with Hinduism. It does not have certain doctrines or rules to follow, like the Ten Commandments, for instance. Dharma, however, is one aspect of Hinduism that seems to be constant. The literature of dharma describes how a person should behave and what to do in the four stages of life. Furthermore, it describes the general rules of how to behave and it describes specific rules of how to behave that corresponds with the placement in the caste system. This describes the essence of Hinduism.

Caste:

The origin of caste is described in the Rig Vedas1in a famous hymn, "hymn to man". It is a description of how the 4 varnas were "born" from the primeval man. The Brahmins came from the mouth, the Kshatriyas from the arms, the Vaishyas from the thighs and the Sudras from the feet. Originally, the four varnas were viewed as equal. However, this changed. The caste is related to occupations. In India 3,000 castes and 25,000 subcastes in exist. The castes are divided into four different varnas; Brahmins, Kshatryas, Vaishyas, Shudras and the "outcast", the Untouchables. The highest varna is Brahmin which includes priests and teachers, followed by the Kshatriya (landholders and warriors), the Vaishya or bania (businessmen), then the Shudra,

(workers). Beneath those four varnas are the "outcasts", the tribal people and the "untouchables. The Brahmins, the Kshatriya and the Vaishyas are known as the "twice-born" because of the fact that they are allowed to study the Vedas .It is, more or less impossible to change from one caste to another because which caste you are born into, depends on religion, i.e. it is a result from bad karma in the past. If you are in a low caste it is because you have failed to meet the caste expectations in your earlier life. Caste society, though, is not official in India any longer. The caste system was officially abolished by the government in 1950 but it does still exist and control many peoples' lives – especially in rural India.

THE THEORY:

In order to analyse Indian Culture, I will use Trompenaars, Fons and Hampden – Turner, Charles' (2000) six-dimensional model of national cultural differences. The first three value dimensions are mirror images of each other; Universalism-Particularism, Individualism-Communitarianism and Specificity and Diffuseness. The next three dimensions are an expression of how a culture perceives status, if a culture is inner – or outer directed and how they regard time: as sequential or synchronous. These 6 dimensions will be explained in detail later. The six dimensions express some of the core values in a culture.

"... Values, as we have seen, come at the opposite ends of continua, analysing and synthesising, making rules and discovering exceptions. You cannot simply add a rule to an exception or add a synthesis to a dilemma. Exceptions must be integrated into a new rule, individuals must be integrated into the community, analysed pieces must be integrated into a new synthesis. For instance; some people want a safe car, some want a fast one while others appreciate the design or, for instance, the price. As the authors note, some of these are opposites and, at first glance, incompatible. They mention that it is not easy to unite these but, however, possible.

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