Society & Social Justice · GS - I

Is diversity and pluralism in India under threat due to globalisation? Justify your answer.

EXAM YEAR	PAPER	SUBJECT
2020	GS - I	Society & Social Justice

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Cultural homogenisation; consumerism; language and traditional knowledge; migration and cultural exchange; digital media; hybrid identities; cultural industries; constitutional pluralism; inclusive globalisation

Model Answer

Introduction

Globalisation has intensified the movement of goods, people, capital, ideas and information across borders. In India, it has created opportunities for cultural exchange while also generating pressures that can weaken certain dimensions of diversity and pluralism.

How globalisation may threaten diversity

- **Cultural homogenisation:** Global consumer brands, entertainment and lifestyles can promote standardised patterns of consumption, weakening some local cultural practices.
- **Language pressures:** The dominance of globally influential languages in education, employment and digital communication may marginalise smaller languages.
- **Traditional knowledge:** Commercialisation and changing aspirations can reduce interest in indigenous crafts, agricultural practices and oral traditions.
- **Commercialisation of festivals:** Market-driven celebrations may displace local meanings and increase consumerism.

- **Digital amplification:** Global platforms can spread misinformation, stereotypes and polarising narratives, deepening social divisions.
- **Unequal cultural visibility:** Communities with fewer economic resources may struggle to preserve and promote their cultural expressions.

How globalisation can strengthen pluralism

- **Cultural exchange:** International interactions expose Indians to diverse cuisines, music, literature and social practices.
- **Diaspora networks:** Indian communities abroad help preserve and circulate Indian languages, traditions and festivals.
- **Economic opportunities:** Global markets create demand for handicrafts, textiles, regional cuisine and cultural tourism.
- **Digital preservation:** Online platforms enable endangered languages, folk traditions and regional art forms to reach wider audiences.
- **Hybrid identities:** Cultural interaction can produce new forms of creativity without necessarily eliminating local identities.

Way forward

Strengthen multilingual education, support traditional artisans, document endangered cultural heritage and promote fair representation in media. Cultural policies should encourage openness while protecting vulnerable traditions.

Conclusion

Globalisation does not automatically destroy diversity; its effects depend on economic power, public policy and social choices. An inclusive approach can combine global engagement with the protection of India's pluralistic cultural heritage.