



## IMPACT OF GLOBALIZATION ON THE FOLK LIFE OF THE TRIBES OF NORTH EAST INDIA

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**Mr. Bikash Das**

Assistant Professor of Economics, Lakhimpur Girls' College, North Lakhimpur, Assam, India- 787031

### ABSTRACT

Northeast India is a diverse region of our country. It is a resident of different tribes. Some of these are- Bodo, Kuki, Mizo, Singpho, Khasi, Mishng, Deori, Adi, Apatani, Naga, Garo, Nishi, Rengma, Angami, Rabha etc. Each tribe have their rich traditional culture. They are famous for their unique traditional life style. But globalization stands as an effecting factor on the folk life of the Northeastern tribes. This paper is an attempt to analyze the impact of globalization on the folk life of the various tribes of Northeast India. In the context of the tribes of Northeast India, it is predicted that globalization may be harmful for their unique identities. The study is based on primary and secondary information collected for various tribes of Northeast India. The study founded that globalization has some negative effects on the folk life of the Northeastern tribes. However, it is hoped that in near future, globalization may be helpfull for the tribes of Northeast India.

**KEYWORDS:** Ethnic, Folk Life, Globalization, Northeast, Tribal.

### INTRODUCTION

Globalization is an international process of interaction among the people of different regions of the world. In other words, it is a process of increasing interrelationship among the people of different ethnic groups and communities of the world. In today's world globalization has its impact in every aspect of human life.

Northeast India is a culturally diverse region of our country. It is a resident of different tribes. Each tribe has their unique way of living and folk life consists of myths, legends, tales, music, oral history, popular beliefs and customs. In the context of the tribes of Northeast India, globalization has already made a significant impact on the life and culture of the people.

### OBJECTIVES OF THE STUDY

The main objectives this paper is to examine the impact of globalization on the folk life of various tribes of Northeast India. It also tries to provide some recommendations for effective preservation of the traditional culture and life style of the Northeastern tribes.

### METHODOLOGY

The methodology is used in collecting the data and information about the tribes of Northeast India. It includes data collection, data presentation and interpretation. Most of the data are secondary. The data are collected from internet, e-journals, economic journals and other economics and literature textbooks.

### IMPACT OF GLOBALIZATION ON THE FOLK LIFE OF THE NORTHEASTERN TRIBES

The forces of globalization are affecting every aspect of today's world. The Northeast India is also no exception. Globalization has affected the tradition, culture, beliefs and customs of the tribes of Northeast India.

As we mentioned earlier globalization has affected the folk life of the tribes of Northeast India both positively and negatively. The positive impacts include – spread of culture of the Northeastern tribes to different areas of the world, integration of the traditional life style of the developed regions of the world, economic gains through cultural heritage etc.

The process of globalization creates the opportunity for the Northeastern tribes to integrate their culture with the modern life style of the developed areas or nations of the world. In other words, due to globalization process the tribal communities of Northeast India get the opportunity to integrate their culture, beliefs, customs and other traditions with the modern societies of the world. As a result, some positive reforms have come to the traditional societies of the Northeastern tribes. For example, some superstitions among the tribal communities are dying due to the impact of global world. On the other hand, the traditional folk music and folk dances of the tribal communities of Northeast India are well benefited by the forces of globalization. The traditional folk music of the Northeastern tribes have able to get much popularity in the global world. Globalization increases the quality of the traditional songs. Many influences and

borrowing make the traditional music purely hybrid. For example, fusion music of different folk songs becomes very popular in the region. Different folk dances of the Northeastern tribes like 'Bagrumba' of the Bodos, 'Gumrag' of the Mishings become very popular in the other parts of the country. Even the traditional dances of the Northeastern tribes get the opportunity of presenting in the international stage like Olympic Games, Commonwealth Games etc. Besides, commercialization of their culture brings a huge benefits for the tribal communities of the region. For example, the traditional foods of the tribal communities have able to get a huge market in other parts of the country.

Globalization has some negative impacts on the folk life of the Northeastern tribes. In some cases, globalization has negatively affected the culture, traditions, customs and beliefs of the tribes of Northeast India. In the context of the tribes of Northeast India, globalization becomes as a threat for their identities. Now a days, globalization makes the cultural elements of the Northeastern tribes as products. As a result, a few tribes of the region are going to loss their traditional culture, beliefs and ideas. For example, some folk music of the tribes of this region are going to loss their unique identities because of the fushion music system. On the other hand, it is feared that impact of western culture would erase the traditional culture of the tribal communities in the region. Besides, globalization creates problems by changing the structure of the society in many tribal communiies. For example, the matriarchel system of the tribal communities like Garo, Khasi, Jayantiya is changing due to the impact of globalization. Hence, changing social creates the problem of social disorder among these tribal societies. In the area of religion, the impact of globalization is not left out. For example, the arrival of Christianity has depopulated the traditional religious customs in many tribal area of Northeast India. Besides these, globalization has affected the languages of the Northeastern tribes. Specially some 'Dowan' used by the tribes are in trouble because of the spread of foreign languages. Thus globalization stands as an effecting factor for the folk life of the Northeastern tribes.

### RECOMMENDATIONS

It is necessary to preserve the traditions or folk life of the Northeastern tribes. With this regard the following suggestions are provided.

1. Traditional cultures of the tribes of the region should be legally protected.
2. Government should take initiatives relating to traditional culture and folk life of the tribal communities.
3. 'Heritage club' should be established.
4. Public awarness programmes such as seminars , workshops etc. should be organized among the people.
5. Government should take measures for the preservation of culture, muesum and traditions of the tribal communities.
6. Food processing industries should be developed for the preservation of the traditional foods of the tribal communities of the region.

### CONCLUSION

From the above discussion we may conclude that globalization has affected the traditions and cultures of the Northeastern tribes. As a result, the traditional life style of the Northeastern tribes are changing very quickly. But it is very complicated to make sure whether it is changing for better or worse. From the above analysis it is cleared that globalization process has affected the folk life of the Northeastern tribes both positively and negatively. In the context of the tribes of Northeast India, globalization is standing as a threat for their unique identities. However, it is hoped that globalization may bring a huge benefits to the traditional societies as well as to the traditional culture, beliefs and living style of the Northeast Indian tribes.

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