GLOBALIZATION, TECHNOLOGY, AND THE QUEST FOR CULTURAL IDENTITY IN INDIA

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A nation's culture reflects its social progress and collective achievements. India's long history of cultural exchange has enabled diverse faiths and traditions to coexist, forming a unified identity through cooperation. Though global diversity is vast, India remains united in philosophy and lifestyle, with differences shaped largely by political and external influences. Representing justice, freedom, and nonviolence, Indian culture embodies spiritual and social cohesion. Globalization, however, has occasionally challenged this identity. Dynamic rather than monolithic, Indian culture evolves organically within communities. Its resilience and sustained unity affirm its enduring relevance in an ever-changing global landscape.