

Impact of Globalization on Assamese Traditional Food Habits: Problems And Perspectives

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Abstract- Culture seems to be backbone of a nation. It is considered as a social norms or behaviour. Culture is the external expression of life style, way of communication, ritual norms, different kind of festival, art and literature etc. of any nation or tribes. North-east region of India is rich in culture from the ancient time. It maintains the unity of diversity by amalgamation of various kinds of tribes and castes. Similar with the process of forming Assamese Nation, Assamese culture also consists of different elements contributed by particular tribes, which follows the philosophy of unity in diversity.

As the time flow, human being continuously enhances their way of life style through science. Science is the tasteful fruit of mankind, which influence is immense on to the day to day life. It has been seen the rapid growth of language, literature, culture along with other aspects also food the sake of science and technology. Due to the development of science and technology, it brings change in the large area of folk culture in the context of Assam. It is noticeable the impact of globalization on folk culture leads by science and technology. Globalization creates problems for Assamese traditional food habits as well as it welcomes various kind of perspectives. Through this paper, it is trying to discuss briefly about the problems and perspectives.

Keywords- Assam, Folk Culture, Globalization, India, Perspective, Problem, Tradition.

I. INTRODUCTION

Culture is a dynamic process. The changes of culture take place with the flow of time. The elements of modern society modify the concept of culture. Assamese folk culture gets a new sense as per the development of science and technology. It highlights the change of usual food habits associate with assamese kitchen. All are the emergence of science and technology forwarded by the human being for their own perspective. Recently the existence globalization conveys rapid changes in assamese food habits. As a result of globalization, it introduces many problems for assamese traditional food habits at the mean time it arrows various perspective also.

Objectives of the study:

The important aims and objectives of the paper as follows-

- To analysis the impact of globalization on traditional assamese food habits.
- To discover the field of perspective rather than the problems created by globalization.

Scope:

This paper contains the impact of globalization on assamese traditional food habits and its problems and perspective concerning with the concept of globalization.

Method:

Analytical method is mainly used here in terms of preparing this research paper.

Concept of globalization:

Globalization is a very popular term in present context. Adam smith defines that globalization is a theory related to universal economy. (Sarmah, 2008, p.11) If a country wants to develop it must establish a reliable relationship with other country through business. Though globalization is discussed as a scope of economy, but it relates also with society. In the present era science and technology collaboration with the concept of globalization transform the entire world into a small village.

With the development of culture, globalization brings a new concept in the world. Value of time, demand of money and hardworking mentality create a innovative mind among the people. For the development of science and technology, the scope of society, culture and business get a new turn for produce something new. Without knowing the meaning of culture and civilization, people begin to speak about the concept of globalization. As a result of globalization the native culture fails to maintain its own origin and contemporary it introduces itself in the world context.

Culture is a social behaviour. It covers the way of life style, way of communication, way of thinking, ritual norms and customs, literature, dressing style etc. of any nation. Globalization plays a vital role in the scope of culture, which tries to encompass the world culture. The impact of globalization has been seen on the native culture in two different ways. First one ***Impact of globalization...page 3***

abolishes the value of native culture and the other hand another one tries to publish and spread the culture all over the world.

Problems:

“Every action has opposite and equal reaction” said by Newton. . (Sarmah, 2008, p.12) This statement is resemble with the concept of globalization. The impact of globalization plays a vital and vivid role on Assam. It creates problems for culture. Due to rapid growth of globalization the popularity of native culture gradually decreases and a new kind of culture comes to focus, which is known as ‘hybrid culture’. Emergence of hybrid culture conveys various obstacles for the native culture.

Kitchen is an unavoidable component of Assamese culture. The impact of globalization has highly been seen in the ‘kitchen’ also. As an effect of globalization, changes take place in different aspect, such as way of cooking, changes of traditional food habits etc. People make habits to fond of foreign foods on account of its availability in the market so that it gets easily. For this purpose of availability, this kind of food imported from the foreign countries. Once, the kitchens were rich in the delicious assamese food like repast or ‘Jalpan’ and cake bread or known as ‘Pitha’. As time gradually passes, chowmin, noodles, pasta, fried rice, bread, biscuit, cake etc. spread their popularity among the masses and able to get a higher position in kitchen instead of healthy and delicious native foods. Interestingly, this foods are eagerly accepted not only by the young but elders also. The main causes of decreasing the value of traditional food is either the lack of interest preparing or as a tradition, it maintains during Bihu time. Ironically this circumstances have not been seen in the town or city. During Bihu, people get everything according their own choice. All assamese traditional foods are available in the town instead of village. Therefore, for this purpose townians prefer to spend time in the market instead of home during Bihu festival.

In the present time, social media particularly electronic media brings a new fashion trend. It organizes competition about preparing traditional food items. Ironically keeping all the busyness aside, togetherly prepare food items

for the purpose of competition. Now it becomes a complex subject either it tries to preserve or prevents the culture or the competition of expose oneself.

Perspectives:

We cannot accuse globalization only as a source of problems, rather it has several positive sense too. It does not mean that globalization defiles the assamese kitchen on the contrary, it enlarges the scope of perspective. It gives importance for publicity as well as tries to expand the native culture. So it is considered as a producer of various perspectives.

To prepare a delicious food is an art. Now a days, people eagerly earn this art. Assamese people learn to prepare not only assamese food but foreigner food also. Sometimes the mixture of native and foreign may produce a new food item by the grace of modernism. It is not reasonable to avoid or grasp it due to the effect of modernism. It should occur according to the necessity of the people. It can be used without eliminate the origin of assamese culture. In the same time modernism introduces innovative way of prepare assamese food culture. Modernism ***Impact of globalization...page 4***

can lead the demand of new emergence of food habits, traditional food habits, but needed only a conscious mind.

Assamese people can modernize the traditional food culture by maintain its originality. In the ancient time, assamese food items were also limited within a pre-determinant area. All were not allowed to prepare it and if prepared, it would not eligible for eat because of social norms or social system. As time flows, educated society with their inquisitive mind aggressively produces delicious food. If it is possible to popularize the assamese food culture through mass media or social media, it highly assists the wealthless people in business line. If it is able to make popular the assamese food items like ‘idly’, ‘dosha’ etc. then it is a positive sign to create a business market of it in the entire India.

Similar with the other sweets of market, assamese food items can also draw the attention of customers. But the lack of proper and appropriate market discourages the assamese people for preparing food items. In the present context, rising ‘Atmo-Sahayak Got’(self help organization) enthusiastically produces verities items as well as it profitable for customers also. This process leads to construct a small market. It is highly noticeable that the local markets are rich in different kind of native food items like ‘kharisa’, ‘kharali’, ‘jalpan’ etc. prepared by ‘got’s. From this purpose there is a

possibility of availability in the international market also. Social media also takes a measurable step by arranging competition regarding assamese food items, which disseminates the popularity in the terms of world market.

We should take a necessary step by for enhancing popularity of assamese food items on the country of fast food. In the present age of science and technology or the age of competition, assamese women have less times to prepare native food items due to their busyness. Therefore it is an advantage of the availability of traditional food items in the market. Packaging and labeling are the ultimate source of attraction. It can be hoped that proper packaging and labeling may profitable for selling it in the market. In present assamese traditional dresses like muga-pat silk, ethinc-tribal dresses are more popular than assamese food items not only India but the outside of India also. This is because assamese designers often try to introduce this kind of traditional dresses in the world market and as a result it is a good reputation among the people. If assamese food items can be carried in terms of national and international context, it may bring popularity among masses. 'Starplus' a hindi channel, which telecasts a program known as 'masterchafe'. Through this reality show they organize a competition on cooking. Similarly it is most necessary to take similar step by assamese visual media also. If it exists in reality, assamese food items then get a proper way to establish itself in the world market. An assamese news channel 'DY365' which telecasts a show name 'Pakghar', through this show they analysis the traditional food items as well the tools and devices associating with assamese kitchen. The restaurants also play a vital role for commercialize assamese traditional food items. It has a deep sense of meaning behind the name of restaurant like 'Pakghar', 'Akhal', 'Maihang', 'Kharisa', 'kharika', 'Asomiya juti' etc. besides their names, various types of assamese food items most popular in assamese society are available here. The contribution of assamese magazines are immense for the development of assamese traditional food items. Each and **Impact of globalization...page 5**

every month a few pages contains some topic related to food items, recipe etc. which helps the people for knowing about it.

Globalization is a theory of world economy, globalization contributes for the development of the economic aspects of a country. In the meantime we should conscious regarding the impact of globalization on culture. Each and every nation should contemporary accept the changes brought by the globalization for the upgrading of culture. For this purpose educated people should more aware than the general people because only they can remove the obstacles or blind believe among them.

II. CONCLUSION

By studying the topic 'Impact of globalization on Assamese traditional food habits: problems and perspectives' we come to conclusion by sort out certain findings. They are on follow –

- In the present context, impact of globalization is immense on Assamese language, literature and culture.
- Globalization modifies not only asamese folk culture but traditional food habits also.
- Globalization introduces new kind of food culture which are easy to get and easy to prepare. As a result, assamese traditional food items become strange for the current and future generation.
- On the other hand the process of commercialize of assamese traditional food habits leads it to introduce in the world context.
- The positive aspects of globalization largely welcome perspectives rather than create problems.

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