



RESEARCH ARTICLE

UTTARAKHAND IN TRANSITION: GLOBALISATION IMPACT ON CULTURE, CUISINE AND LANGUAGE

Kanchan Dhariya^{1*}, Rachna Juyal² and Shравan Kumar³

^{1,3}School of Liberal Arts, Uttaranchal University, Dehradun-248007, Uttarakhand, India

²School of Agriculture, Uttaranchal University, Dehradun-248007, Uttarakhand, India

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*Corresponding author: *Kanchan Dhariya*

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ABSTRACT

Uttarakhand, in the Himalayan foothills, is known for its dense cultural heritage, dialects, and traditional cuisine. Historically influenced by nature and spiritual ethos, the area has evolved unique indigenous practices. With the influences of globalization and westernization now on the move, these indigenous traditions of Uttarakhand's culture, cuisine, and language are being profoundly altered. This review examines the twofold influence of local customs and global influences in Uttarakhand, highlighting the impact of globalization on the cultural practices, food culture, and linguistic identity of the region. Globalization, propelled by communication, trade, and global cooperation advances, has caused cultures to slowly become homogenized. In Uttarakhand, this is experienced through changes in festival rituals, practices, and art forms, where global influences are gradually making their presence felt in the traditional practices. The new generation, being exposed to international media and tourism, is fusing traditional customs with cosmopolitan sensibilities, creating anxiety about the integrity and continuity of the cultural heritage of the region. Language itself, a strong component of culture, is in the process of change as local dialects such as Kumaoni and Garhwali become secondary to the spread of Hindi and English. This change causes difficulties for retaining cultural heritage as the rich storytelling tradition associated with these languages also becomes vulnerable.

INTRODUCTION

Uttarakhand is a state in the Himalayan foothills of north India, it has been famous for its diverse culture, heritage, dialects, and cuisine. The area has evolved the distinct indigenous traditions and dialects that not only indicated its natural setting but also the spiritual and social climate of its inhabitants. It has civilized pattern of the decades but nowadays it has been affected by westernization and globalization, the surging forces altering the traditional face, culture, cuisine and language. This study investigates the alteration and compare between western influences and local tradition of Uttarakhand. Globalization is fixated on communication innovations and advances as well as by free trade strategies, deregulation, and multinational cooperation (Nayyar, D. 2003). It has deep influences on economic, political, social, and environmental systems, and both positive and negative impacts on people everywhere. We will focus on the influence of globalization on Uttarakhand specifically. In the last few years the term globalization has overpowered the ideas of westernization, modernization, development etc. and acted as a double-edged sword (Peptan, C. 2020). With the coming of western influence, there is the definite trend towards homogenization of the state society and culture. With global cultural products and languages entering daily life, there is tension between preserving heritage and the inexorable force of modernity. In the cultural sphere, the effect of globalization is seen in the changing practices of festivals, rituals, and art. The old traditions that were followed strictly with adherence to ancient rituals are being

reinterpreted and updated with modern inputs drawn from worldwide trends, the change is not superficial it represents a shift in deeper societal values and attitudes. (Giorgi, L., Sassatelli, M., & Delanty, G. 2011). The new generation, which is more connected to international cultural streams through the internet and foreign travel, tends to embrace a mixed identity that wedded native tradition with new-fangled sensibilities. These modifications raise serious questions regarding the future continuity and authenticity of Uttarakhand culture. Likewise, the food culture in Uttarakhand is greatly dominated by the processed food and is struggling to exist. The food that was consumed earlier was organic and nutritious which made the people fit (Bisht, I. S *et al.*, 2018) But with the influence of globalization the junk food replaced the healthy food. Now the health problems are on the rise and obesity is the primary reason for all the health problems which is on the rise because of the modern lifestyle and impacting the lives of the people. But due to the demand of fusion recipes that include international flavors somehow the original taste of the dishes has been affected which merge with losing traditional culinary knowledge in the haste to modernize. Language, perhaps the most personal indicator of cultural identity, is also undergoing transformation. The spread of world languages like English and Hindi is increasingly influencing Uttarakhand's rich tapestry of dialects and local languages. (Carlan, Hannah, 2021). This change in language, triggered by the schooling systems, media viewing, and economic needs, is causing a grave threat to the preservation of regional languages. The fine line between keeping language history intact and conforming to a world language reflects the greater problems confronted by globalization. This study seeks to demystify these

intricate processes by examining how global forces engage with local customs to shape Uttarakhand's current identity. Through the integration of insights from cultural studies, food history and sociolinguistics, the study seeks to offer a holistic insight into globalization's multifaceted impact on a region steeped in tradition but on the cusp of modernization.

Globalisation and Cultural Transformations: Globalization has emerged as a powerful factor in transforming cultural landscapes, serving as both a channel for new influences and a catalyst for the regeneration of local traditions. In this perspective, cultural transitions encompass not only the acceptance of global norms and practices, but also the dynamic processes by which indigenous cultures respond, resist, and adapt to foreign forces (Stewart-Harawira, M. 2005). As global media, trade, and digital communication combine, communities undergo a blending of identities—where ancient traditions are reinterpreted in light of modernity, generating hybrid forms that represent both continuity and change. Although this dual process frequently produces creative cultural manifestations, it also presents difficulties including the possible loss of distinctive cultural identifiers and the marginalization of regional stories. Scholars can identify the complexity of cultural exchange by closely examining these events, since globalization both promotes a tendency toward homogenization and encourages the revival of unique local identities. This factor emphasizes the necessity for in-depth investigations that grasp the fine line that separates embracing global connectedness from maintaining local cultural integrity.

Globalization and Language Shifts in Uttarakhand

Language change in Uttarakhand is a deep-seated change in the cultural landscape of the region, fueled by an intersection of socio-economic, political, and international forces. Historically, languages like Kumaoni and Garhwali have been the main carriers of cultural expression and social interaction, closely linked to the region's identity and history. Yet, instant urbanization, accelerating migration, and the ubiquity of world media have promoted an observable shift toward the deployment of dominant tongues such as Hindi and English. Such linguistic transformation is not necessarily old being pushed aside by the new; rather, it symbolizes a multifold process by which customary practices in language are getting re-tailored in a bid to answer the current exigencies and dreams (Fiol, S. 2017). The popularity of English and Hindi in educational, professional, and online contexts has resulted in younger generations embracing these languages at the cost of heritage languages. In turn, this transition has serious implications for preserving culture, as the erosion of local languages can translate into the steady loss of rich oral tradition, folklore, and community-based knowledge. Coincidentally, such a shift promises possibilities for hybridization of language, as portions of local languages blend with worldwide languages to construct new and emergent styles of expression (Bhatt, R. M. 2005). As such, such a trend supports the adaptive capability of language both as an arbiter of collective heritage and a means to embrace modernity. While researchers seek to examine these changes, questions arise around balancing global interconnectedness and protecting linguistic diversity—a balance that is crucial for preserving the cultural integrity of Uttarakhand in an ever more globally connected world.

Globalization and Culinary Transition in Uttarakhand: The food transition in Uttarakhand mirrors the changing food culture under the influence of modernization, migration, tourism, and environmental conditions. Simplicity and nutrition have been the characteristic features of the traditional food culture of Uttarakhand, which finds its origin in locally available foods and regional heterogeneity, including Garhwal and Kumaon territories (Chakraborty, R. 2018). The cuisine of Uttarakhand is very dominated by Garhwali and Kumaoni cuisine all the dishes are plain and cultivated in their own backyards. But since the effect of globalization and modernization the cuisine is losing its effect, people are shifting towards the processed and ready-to-eat food which is causing the health of people to get worsened. The healthy and organic food that was consumed earlier used to keep the citizens fit. However, as an effect of globalization, junk foods replaced

the health food. Health problems are mounting nowadays and overweight is the top reason for all these health-related problems which grew because of this modern way of living and that is affecting people's lives. Obesity is a lethal lifestyle disease. The disease of obesity is a function of an array of circumstances in the all-around. For the purpose of this study, the study was conducted in Srikot, Uttarakhand, to identify the prevalence of obesity among adults. The rate of obesity occurrence among adults is on the rise, due to food outlet concentration in a hill region of Uttarakhand. Fatness becomes an issue among industrialized nations as well as developing nations. tics, and its growth with food outlets (Rautela, Y. S *et al.*, 2019).

Some popular dishes from Uttarakhand include:

1. Kafuli - a popular vegetarian dish made with spinach and fenugreek leaves, served with steamed rice.
2. Bhang ki Chutney - a spicy chutney made with hemp leaf serves with steamed rice or bread.
3. Phaanu - a lentil-based stew made with a variety of lentils and served with steamed rice.
4. Chainsoo - a spicy curry made with black gram and is usually served with steamed rice or bread.
5. Aloo ke Gutke - a popular dish made with boiled potatoes that are sautéed with various spices and served with steamed rice or bread.
6. Kumaoni Raita - a refreshing yogurt-based side dish that is usually served with spicy dishes.
7. Bal Mithai - a popular sweet made with condensed milk and coated with sugar balls.
8. Singodi - a sweet made with grated coconut and condensed milk, which is usually served as a dessert.

These are just a few of the many delicious dishes that are popular in Uttarakhand. But due to adaptability of westernization these dishes faced fusion for eg millet based pasta or deserts inspired by Bal-mithai.

Linguistic Changes in the Region: The language landscape in Uttarakhand has been vastly influenced by the forces of globalization, with increased influence of the national and global languages, and specifically Hindi and English. While these languages grow more dominant across many domains, the local language and dialects of the area, including Kumaoni and Garhwali, are experiencing a gradual downfall. This change is representative of the larger cultural and linguistic assimilation trends of an increasingly globalized world, with local languages frequently not being able to compete with more widely spoken ones.

Decline of Kumaoni and Garhwali: In the past, the Kumaon region of Uttarakhand has had a diverse range of dialects. G.A. Grierson, a renowned linguist, discovered 13 unique dialects of Kumaon, such as Johri, Majjh, Kumaiyaa, Daanpuriya, Askoti, Siralli, Sooryali, Chaugarkhyali, Gangola, Khaasparjia, Phaldakoti, Pachhai, and Rauchaubhaisi (Grierson, 1909). All these dialects represented the peculiar cultural and geographical features of the respective communities using them. Nevertheless, with increasing globalization, these languages are on the verge of disappearing into oblivion. The growing employment of Hindi and English in education, media, and administration has overshadowed these native languages, relegating them to the fringes of social and cultural existence. Garhwali, which is the dominant language in the Garhwal region, is also facing a similar fate. Garhwali itself has numerous dialects, including Jaunsari, Marchi, Jadhi, and Sailani, each with distinguishing characteristics based on the geographical locations where they are spoken. Although it has a rich history, Garhwali is currently challenged by Hindi and English, especially the younger generation (youth), who tend to communicate in these two languages more frequently in their everyday lives, education, and workplaces.

Impact of Hindi and English: The ascendancy of Hindi and English as predominant languages, especially in the domains of national education, media, and government, has helped weaken local languages such as Kumaoni and Garhwali. Hindi, as the national language, has

been a unifying force throughout India, while English, as the international lingua franca, provides economic and social mobility. Consequently, these languages tend to be viewed as more prestigious and useful, and regional dialects are used less. This is especially true in urban Uttarakhand, where youth increasingly use Hindi and English for communication, socialization, and education, often at the cost of their native languages (Groff, C. 2010). In rural communities, although traditional languages might still be in use within homes, global media, including television, the internet, and social media, have made Hindi and English more appealing. The education policy that favors Hindi and English further excludes local languages, confining their application in official settings and lowering the motivation for new generations to learn or use them. As a result, the rich oral traditions, folklore, and cultural knowledge embedded in these languages are at risk of being lost.

Linguistic Hybridization and the Loss of Identity: The erosion of indigenous languages in Uttarakhand also threatens the loss of linguistic and cultural diversity. Language serves as a primary indicator of cultural heritage, and declining use of Kumauni and Garhwali risks obliterating the distinct cultural traditions, myths, and histories associated with these languages. As younger generations adopt Hindi and English, they could lose touch with their local heritage, leading to a homogenized sense of local identity (Sharma, M., & Sood, S. K. 2017). In addition, the diffusion of international languages has given rise to a process of linguistic hybridization, in which local languages are shaped by the powerful languages, resulting in the emergence of hybrid forms. Although this language blending may yield creative expressions, it may also further erode the uniqueness of the source languages. This language change not only affects communication but also the cultural practices and values that are conveyed through language. Specifically, loss of indigenous knowledge, folklore, and oral traditions represents a big risk to Uttarakhand's cultural continuity.

Challenges and Opportunities in Balancing Tradition with Modernity: The fast pace of globalization poses both great challenges and opportunities for areas such as Uttarakhand, where traditional cultural values are entrenched. The convergence of tradition and modernity tends to create a complicated balancing act between maintaining indigenous cultural practices and adopting the conveniences and opportunities provided by modernity. Globalization, fueled by communication, technological, and trade advances, promotes the implementation of more modern practices, such as the spread of digital media, urbanization, and a more homogenized world culture (Yadav, D. 2019). This process, however, can have the effect of diluting or redefining traditional practices. In Uttarakhand, for example, the growing impact of urban living, new technologies, and international media influences has changed the practice of festivals, rituals, and art forms. Historically, cultural practices such as folk music, dance, and local celebrations were strongly tied to the natural cycles of the land. Under modernization, these practices have been adapted or streamlined to conform to contemporary sensibilities and global entertainment trends, resulting in debates over the authenticity of cultural expressions. Modernization also offers scope for revitalization and innovation, however. The globalized environment provides new grounds to display the culture of Uttarakhand on a global front, including using social media, international tourism, and exchange of cultures. These can contribute towards pride of ownership in regional traditions and earn rewards for the communities in the local economy. From this context, technology may also prove to be an excellent option for saving the traditional approaches in their form, while providing grounds for evolutionary innovation. For example, online platforms can be utilized to record and disseminate local folklore, traditional music, and indigenous knowledge (Joshi, B. 2018).

The Role of Government and Community in Cultural Preservation: Government and public intervention is vital in addressing the challenges of globalization while maintaining regional culture. The government's role, particularly through government policies and programs, is to provide a framework that promotes development and

at the same time maintains the protection of cultural heritage. The Indian government, for example, has seen the value in maintaining local cultures through the implementation of initiatives such as the Sangeet Natak Akademi and the various schemes promoting traditional arts and crafts. In Uttarakhand, local people are at the hub of preserving and passing on cultural information. Local initiatives, for instance, indigenous festivals, local traditions of storytelling, and protection of indigenous languages, are vital for cultural continuity. The development of cultural centers or heritage villages that represent local culture can serve as a source of culture, as well as a source of economic gain through tourism. In addition, local social movements that emphasize the use of natural resources in a sustainable manner, which is deeply connected with local culture, ensure both environmental and cultural integrity. Involvement of communities also promotes ownership and pride in regional customs, which is imperative when confronted by contemporary pressures. Through the convergence of traditional know-how with contemporary techniques, societies are able to survive modernity without compromising on their cultural identities. In such a way, there is also a possibility for coexistence of tradition and modernity, in which each plays an influence role over the other (Sijapati, M. A., & Birkenholtz, J. V. 2016).

The Economic Gains from Globalization vis-à-vis the Loss of Identity: Perhaps the most important effect that globalization has on places like Uttarakhand is the economic gains from it, particularly through tourism, commerce, and access to international markets. Globalization makes the flow of goods, services, and people smoother, opening up new economic opportunities. In Uttarakhand, tourism, supported by worldwide fascination with the Himalayas as well as the religious importance of the region, has experienced great increase during the last few years. The varied culture, festivals, cuisine, and natural scenery of the state welcome a regular flow of international tourists, which significantly benefits the local economy. In addition, exposure to international markets enables local handicraftsmen, artisans, and small-scale industries to market their products globally, resulting in increased incomes and better living standards. Digital platforms also empower local businesses to access a wider market, generating an alternative source of income while preserving cultural heritage through traditional crafts, clothing, and food. This economic growth, however, has a flip side. An increase in mass tourism, for example, can lead to commercialization and commodification of cultural practices. When the traditional festival and rituals are massaged for the global tourist economy, they lose their authenticity. The inflow of global brands and products further displaces local businesses, eroding traditional economies and practices. In the long run, the economic emphasis on tourism and foreign markets can cause people to move away from agricultural and artisanal economies, further breaking down the cultural fabric that upholds local identity (Deuchar, A. 2020). The choice between economic progress and the retention of local identity is a recurring challenge for many areas experiencing globalization. Economic gain is certain, but the danger of loss of cultural uniqueness presents a vital threat (Ganguly, 2015).

The Contribution of Globalization to Building or Dissolving Regional Pride: Globalization has multiple effects on regional pride. On the positive side, it can build pride and solidarity in local communities by offering opportunities for regional culture to be appreciated worldwide. The international appetite for authentic experience, such as traditional art, food, and natural products, can enhance pride in local culture and build region-based identity. For instance, the state's traditional crafts, handicrafts, and folk music have gained niche markets worldwide, promoting renewed pride and admiration for such practices among youth. Conversely, regional pride is most likely to crumble under pressure to adopt worldwide trends. When youths in Uttarakhand progressively take up world standards, norms, and living patterns, the inclination is to downplay their cultural heritage. The magnetism of city living, contemporary education, and international media can override local traditions, producing a sense of alienation between the young generation and their cultural heritage. This alienation can produce a lack of pride in

local customs and identities since younger people will perceive them as being less modern or desirable in relation to international standards (Gellner, D. N., & Hausner, S. L. 2018).

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