

INDIA'S DIVERSE CULTURE AND ITS RELATIONSHIP WITH ORGANIZATIONAL EFFECTIVENESS AND TOURISM INDUSTRY

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ABSTRACT

Cultural diversity refers to variety of human traditions, cultures in a specific region or in a country. India is a diverse country having different types of cultures. It is known for its distinctive cultural heritage and is home to different languages, traditions, food habits, dress pattern and dance styles. This paper talks about India's diverse cultures and its impact on organizational effectiveness and performance. Also, it highlights the importance of cultural heritage and traditions and its impact on tourism and economy as a whole. Simultaneously it throws light upon the initiatives taken by the government to boost our cultural diversity and to maintain its vast cultural diversity.

KEYWORDS: *Diverse Culture, Organizational Effectiveness, Food Habits, Dress Pattern, Culture and Traditions.*

Introduction

Every culture bring along with its unique and vast history. It comprises of a variety of traditions, beliefs and norms which make any culture distinctive in it. Each country is defined by its culture and traditions. Cultural diversity is the way of life. Asian countries are way too different in terms of their culture and tradition in comparison to western nations. India is a diverse country having different types of culture. The origin of this culture is not merely 50 years old, rather it has a long history stretching back to medieval and ancient period. It has a multicultural heritage (sia &Bhardwaj, 2003).It is the only country to have such a vast cultural history to offer. Cultural diversity is the identity o Indian society and very few countries in the world are as diverse as India (S.Buddhapriya, 2013). It is home to different languages, traditions, food habits, dress pattern, dance styles. The originally being a country of rich cultural heritage, there are various cultural treasures and traditional practices in every state which makes India unique from the rest of the world (Satpathy). The objective of this paper is to understand about India's diverse culture and the impact of this diverse culture on multicultural organizations and on the economy as a whole.

Diverse Culture and its Relationship with Organizational Effectiveness

India is home to different languages, traditions, food habits, dress pattern, dance styles. Youth and educated people living in rural areas and other states leaving their traditional jobs and moving out to other parts of the country in search of jobs and settle themselves where the best opportunity are available. More migration leads to better diversity in the organization. However rural areas loss is the gain of diversity. Furthermore after the emergence of globalization, labor mobility is on rise which leads to multiculturalism in the organization that will add more colors to the diversity. With vast variety in terms of culture, norms and traditions, widens the scope of knowledge. Each individual brings along different experience to the table given their different cultural background which serves as a great source of learning. They bring in different experiences and thought processes which help the organization in effective problem solving and also improve the quality of decision making. Every culture has their own values and norms. Moreover, people belonging to different cultures have different thinking style depending upon their cultural teachings and values (Sinha, 2008) Having said this, multicultural employees bring different perspectives to the same problem. Multicultural organizations can exploit these different thinking styles in their work and is likely to enhance effectiveness (ely & Thomas, 2001). However, these diverse styles of thinking can be a reason of conflict in the organization. Generally, employees are compatible more with the people who are

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