A B S T R A C T

The focus of the study is “Agrawal Community” living in Mumbai. The main objective of the research is to study the changes in attitudes, values, family institutions, marriage customs, religious and political behavior and cultural tastes since 1991 as the result of global movements, interrelations and interconnectedness.

Agrawals – a vaishya community from Haryana and Rajasthan are traditionally businessmen. Since they migrated originally from Agroha or Agreya, they are called Agrawals. The researcher has adopted explorative approach to study the areas where Agrawals have experienced changes and the areas where they have maintained their cultural continuities. The main purpose of the research is to study the impact of globalization on them.

The researcher used the personal interview technique with the help of the schedule. 300 members of Agrawal Community living in Mumbai are taken as “sample” from the “Universe” of 7000 members, names collected from the various Associations of Agrawals in different areas. The researcher has used percentage method to analyze the data.

The major findings of the study as concluded by the researcher are follows:

1. 37.86% of the female sample are graduates, 13.59% are post graduates, 10.67% of the sample are professional while among the male respondents 43.64% are graduates 4.56% are post graduates and 30.96% are professionals.
2. 52.66% of the respondents live in small joint family while 39.33% live in single families.
3. 54.33% respondent’s two children. This shows that Agrawals have adopted small family norms.
4. 100% respondents are strict vegetarians.
5. 100% speak Hindi at home.
6. Majority i.e. 95% of them are vaishnavas by religion while 5% of them are jains.
7. 52.66% of the respondents have migrated mainly from Rajasthan.
8. Among the areas where the Agrawals have experienced and adopted different norms and family and marriage institutions are.
   i) The respondents have encouraged their children to go for higher education and technical training.
   ii) Love marriages i.e. children’s individual choices are being accepted.
iii) Relationships with neighbours, members of other castes and subcastes and of different religions are good.

iv) Agrawals are the active members of their social associations.

v) Economically, their occupation i.e. business also involves international market.

vi) Though religious by nature, they do not contribute to religious activities blindly.

vii) Women are given freedom, power of expression, opportunities for education.

9. The areas where the earlier customs, trends and rituals are still maintained are as concluded by the researcher.

i) Senior citizens are respected.

ii) The customs of female foeticide exists.

iii) Both dowry and grand receptions are considered symbols of status.

iv) The cost of reception is not shared

v) Agrawals are pure vegetarians and speak Hindi at home.

vi) Agrawals like show and pomp at marriage.

vii) Fathers do not give any share to their daughters from their property.

In general, Agrawals like sports, music, watching films and reading.

They are well aware and like to discuss international and national events.