

CHALLENGES OF RISING LIBERAL CAPITALIST

INTERVENTION IN SOCIAL LIFE

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ABSTRACT

We are living in a fast, competitive and small world called global village. But this global village has no characteristics of traditional villages except proximity. It would, indeed, be more appropriate to name it global materialist capitalist village with the dominance of big and small businessmen or businesswomen and investment giants. The meteoric speed of this global materialistic-capitalist village has engulfed almost every field in its fold. The only challenge appears to be faith, spirituality and religion to which it is giving serious jolts over and over again. But the challenge stands unperturbed, unharmed and unshakeable before the capitalistic-materialistic onslaughts. This article briefly discusses the present capitalist culture and the challenges which it poses before humanity. It also attempts to cover the need for reconciling conflicting zones for a better future and a better world.

KEYWORDS: 1.Capitalist Culture, 2. Competitiveness, 3. Commercialization, 4.Greed, 5. Liberalism, 6. Market Economy