

Policyfactors

The government policies especially the economic policies which makes it possible to communicate, use and see other cultural products accelerates culture change. The opening up of national boundaries especially after the adoption of neo-liberal policies worldwide have made significant impact on previously existing power relations and people's commodity procurement and usage pattern. The social policies, promoting particular behavior, for example in India the Total Sanitation Programme, SarvaSikhsha Mission, etc. help making significant change in the society.