

## **MAPPING THE SOUTH INDIAN MIGRANTS FROM THE PERSPECTIVES OF CULTURAL DIMENSIONS: A CASE OF THE PATNA MUNICIPAL CORPORATION AREA**

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Culture is a way of life, encompassing prevailing customs and beliefs within a specific group at a given time. It envelops various elements including language, religion, culinary practices, marital rituals, social norms, as well as artistic expressions like music and visual arts. Cultural dimensions serve as a framework summarizing the disparities between cultural groups concerning psychological traits such as values, beliefs, self-perceptions, personalities, and behaviours, which are often explored in intercultural and cross-cultural communication studies. These dimensions illuminate the variations inherent in diverse populations, such as the distinctive cultural traits exhibited by the South Indian community within the broader Indian society.

Migration, a phenomenon with historical roots, has persisted across ages as people seek improved employment opportunities, education, livelihoods, medical access, and more. Throughout history, Bihar has retained its significance as a hub for power, education, commerce, and culture. The migration of South Indians to Bihar, particularly to Patna, has been associated with educational and healthcare pursuits. However, the contemporary landscape reveals a shift in the professional endeavours of the South Indian community in Patna, as they now engage with sectors like banking, hospitality, industries, and corporate domains, extending beyond their traditional focus on education and healthcare.

This study aims to achieve several objectives: (i) to find the demographic characteristics of the South Indian population in urban Patna; (ii) to explore the cultural intricacies specific to this population group; (iii) to observe the extent of cultural intermingling between South Indian migrants and the native populace; (iv) to assess the degree of acculturation among South Indian migrants residing in Patna. The research methodology primarily involves analyzing primary data collected through a field survey encompassing a sample size of 200 individuals, representing the South Indian migrant community in Patna.

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