
CATALYTIC ROLE OF SPIRITUAL CENTERS IN PRESERVATION OF CULTURAL IDENTITY IN DIGITAL SPACE

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ABSTRACT

In the contemporary digital world, spiritual centers have also become more tech-savvy. Spiritual centers are also crucial for maintaining cultural history and identity. India is a nation with a wide variety of cultures. Spiritual centers serve as a catalyst for the preservation of cultural identities in the current digital age. BrahmKumaris, ISCON, PatanjaliYogPeeth, Art of Living, Isha Foundation, Bageshwar Dham Siddh Peeth, and many other spiritual groups are well-known examples of how they successfully use technology and organize a variety of events to assist cultural identity preservation.

Millions of people follow these spiritual organizations, according to observations, even on social media. India may have some of the world's most significant spiritual and cultural legacies. In the secular republic of India, religious organizations strive to maintain the distinctive cultural traits of their respective faiths and geographical areas, and all religions are treated with equal respect. However, the researcher is concentrating on Hinduism and Sanatani spiritual sites in this study because the vast majority of Indians are Hindus. The content shared on their social media accounts, sites, and handles will be examined in the study.

KEYWORDS: *Spiritual Centres, Cultural Identity , Digital Era.*

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