

## **Digital Media and Community Networks of Identity among the Bengali Community of Hyderabad in India : An Anthropological Understanding**

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### **Abstract**

The digital application has emerged as a powerful tool for uniting people of different background living outside the core region to which they are related through language and culture. Using platforms like Facebook, Instagram, WhatsApp, X, and others, individuals have found unprecedented opportunities to connect with the distant ones by virtue of their common cultural, religious, and regional affiliations. This has resulted in strengthening of unity among the migrated groups of people linked to their original people and the regions they symbolise in terms of sharing the same religious practices, speaking and cultivating the same language, and above all, keeping aloft the community identity, which in some cases assumes an ethnic character. In the process, they establish associations and organise events that bring them together. Bengalis living in distant corners of the country away from their home, such as those in Hyderabad, have found a sense of belonging to the larger community through digital networks. They can now easily connect with fellow Bengalis, share experiences, and celebrate their cultural traditions in a spirit of oneness. They have established associations that organise Bengali festivals and get-together events and celebrate Durga Pooja in grandeur. The paper explains the facilitation of digital platforms for the members of the larger community, even if spatially separated, to come together, exchange ideas, and foster a sense of belongingness to the community of their origin. For a comprehensive understanding of the built community networks through digital media, qualitative methods have been used.

*Keywords:* Digital media, Durga Pooja, Identity, Bengali, Facebook, Hyderabad.