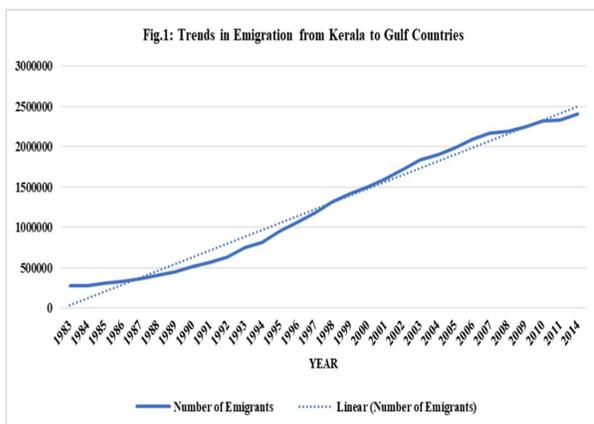


INTRODUCTION

The 'Gulf migration' provided a new way of life for the otherwise poor labour situation in the Kerala, around 2.28 million migrants from Kerala are working in different Gulf countries. As a result of this, Kerala has witnessed a series of diverse socio-economic changes including, inter alia, a money order depended on the economy. Kerala is the largest supplier of migrant workers to the Gulf Cooperation Council (GCC) countries, accounting to nearly 2.28 million. Gulf remittances also contribute to a major part of the annual GDP of the state. In the year 2013, Kerala received approximately INR 60,000 crores as Gulf remittance.



In 21st century the development of social media networks and the development of culture of migration at the origin created a 'bifocality' whereby a migrant learns to see the world through a 'double habitus', a set of impulses and unconscious motivations which are structured by both places. This study present the Kerala migration from a circulatory migration process and culture of migration perspective, with the understanding that the migrant try to adapt and live in a lifestyle that developed through the constant connection between the origin and destination. And that dynamic, not static, and is subject to changes in situations and acceptance of those practices in the respective places.

OBJECTIVES

- To Understand the Migrant Transnationalism and its impact on Local Lifestyle in Kerala.

DATA SOURCE

- Kerala Migration Study (KMS) 2018
- Data from the field work conducted by first author in 2019 in Kerala among potential Migrants.

RESULTS

Awareness of Network	Travancore-Cochin	Malabar	Kerala
Know anyone at Destination	72.09	73.31	72.71
Your Relation with them as			
Family	38.0	38.1	38.1
Friend/Co-Worker	58.8	60.9	59.9
Others	3.2	1.0	2.1

Return migrants from KMS (2018)

Awareness of Network (Potential migrants)			
Close family have migration experience	Yes	216	44.0
	No	275	56.0
Extended family have migration experience	Yes	284	57.8
	No	207	42.2
Father with Migration experience	Yes	180	36.7
	No	311	63.3
Others	Uncle	114	23.2
	Cousin	108	22.0
	Both	57	11.6
	Friends	159	32.4

Primary Field Study Data 2019.

- Unlike the migration to other destinations like the US or Europe, the migration to Gulf is always to return. There are close to 1.2 million people in the state who have returned from the Gulf countries. It has been a continuous process of migration with some people coming back every year while a new batch boarding the flight.
- People from Kerala enjoys a very strong connection with migrants and more than half of the potential migrants are exposed to migration network.
- That is, while the culture of migration may have its roots in migrant networks, its effects spread out to those without such social networks.
- In Kerala, International migration becomes so deeply rooted that the prospect of transnational movement becomes normative: young people "expect" to live and work abroad at some point in their lives. Males, especially, come to see migration as a normal part of the life course.

RESULTS...CONT

- However, some of the byproducts of this relationship have not been all that edifying: rampant consumerism, growing religious fundamentalism, mindless materialism.
- Destination they started their own organizations, restaurants, screening of movies and other cultural programs even newspapers in the local language.
"Malayalee in gulf lives in a way that someday or other they have to return, this belief them not to adopt the local lifestyle of the destination, and they bring their natural lifestyle to destination." —Respondent 13
- As the migrant return from the destination he brings some kind of life that he adopted from the destination as form of food, architecture and dressing styles.
"The local food style of the destination became widespread in Kerala due to large number return migrants and the Keralites enthusiasm to experience it." —Respondent 9

CONCLUSION

- The relationship between the Kerala and the gulf one of hundreds facing those living in the gulf but for those in Kerala it's a daily inescapable topic, defining just about every corner of life in the Kerala, whether you like it or not, you have to be the part of bifocality.
- The all surrounding is developed a culture that is the mixture of both cultures but importantly the Malayalee's didn't integrate themselves to destination but they carried the culture and made two cultures to integrate and they developed a lifestyle that best for them.
- The development of religious fundamentalism and the Status spending and public generosity put the boundary towards modernization of culture in this regions but the Malayalee as an individual like to live between the two cultures and countries and feel proud about it.

LIMITATION

The current study is conducted only among the potential migrants from Kerala. To understand the change that happened in the local lifestyle, a more extensive field study is required.