

## **POPULATION PATTERNS AND HERITAGE: AN EMPIRICAL REVIEW OF DEMOGRAPHIC AND CULTURAL LEGACIES**

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The complicated link between 'Demographic Continuity' and the prominence of 'Cultural Practices' in India highlights demographic transitions are not only ways to achieve economic development, but also influential drivers that affect social cohesion and cultural identity. Theories of demographic continuity are part postulate and part projection as India experiences immense changes in fertility, migration, and urbanization. Insights into the drivers of demographic continuity are increasingly relevant for both scholars and policy. This necessitates reviewing the empirical literature which illustrates continuity with respect to cultural values despite considerable social and economic perturbation as well as some indications regarding how it navigates these processes. As nations evolve to adapt to contemporary influences, education and intergenerational knowledge transfer about the importance of engagement with culture becomes a national imperative. This entails pinpointing research gaps, especially the lack of longitudinal and interdisciplinary studies that can yield insights from sociology, economics, or public health perspectives. By exploring the relationship between demographic trends and cultural continuity, this Article seeks to facilitate a better understanding of the issues facing India where diversity needs to mature into sensitivity. This is especially so before devising inclusive policies that honor its rich multi-diversity heritage only through tested resolutions against modern challenges.

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