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RESEARCH ARTICLE

GLOBALIZATION AND SOCIAL CHANGE IN INDIA

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ABSTRACT

This paper discuss that today globalization discourse is a recurrent preoccupation of our time. Every body talks of globalization in one or the other context as per her/him need. The term Globalization refers to the increasingly global relationship of culture, people and economic activity. Globalization means different things to different people. For a section of educational people having knowledge of world activity. Globalization is a new paradigm, a set of fresh beliefs, working methods and economic, political and socio-cultural realities in which the previous assumptions are no longer valid knowledge in the driving force in the hastily changing globalised economy and society. Quantity and quality of highly specialized human resources establish their computer in the global market.

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INTRODUCTION

Globalization is defined by defined by different people in different ways. It is a Complex phenomenon. This process refers to mutual interdependence of the countries of the world, particularly their economic interdependence and freedom to integrate with one another through trade, investments, and capital flows, Globalization has economic, social, political, cultural and several other dimensions and has made tremendous impact across cultures. In fact, this process has changed the world scenario and cultural landscape of our planet. This has rendered the world into a global village. Globalisation is the process whereby nations of the world throughout the world are connected by culture, trade, political issues, transport and trade. It is mostly named as economic gobalisation as a nation's economies form part of the international economy via trade, capital investment, technology and many other ways. It has a direct impact on culture, environment, political systems, economic growth, prosperity and standard of living throughout the world. The term globalisation derives from the root word "globe," with the meaning of sphere, which came to English from the Latin 'globus,' "round mass, sphere, ball" carrying the sense of planet earth)

Meaning of Globalisation

The process of continuing integration of the countries in the world is strongly underway in all parts of the globe. Supported by accelerating pace of the technological change, by price and trade liberalization, and growing importance of supemational rules, globalisation has exposed national economics to much more intense competition than ever before. Globalisation mainly aims at integrating the domestic economy with the world economy. It is a process which draws countries out of their insulation and makes them join rest of the world in its march towards a new world economic order.

Henceit is believed that the globalisation of under developed countries will improve the allocative efficiency of resource reduce the capital output ratio and increase labour productivity, help to develop the export spheres and export culture, increase the inflow of capital, updated technology that gives a boost to the average growth rate of economy. Globalisation, in brief, a process of increasing economic integration and growing economic interdependence between countries in the world economy. It is a relative softening up of economic and trade barriers across the countries so as to facilitate a free inflow of capital, technology, people goods and service.

According to Cerny: "Globalisation is defined here as a set of economic and political structures and processes deriving from the changing character of goods and assets that comprise the base of the international political economy - in particular, the increasing structural differentiation of those goods and assets."

According to Jan Aart Scholte : "Globalisation stands out for quite a large public spread across the world as one of the defining terms of late twentieth century social consciousness." To conclude we can say is that globalisation would mean being able to manufacture in the most cost effective way anywhere in the world. It means the ability to procure raw materials, labour and resources from the cheapest source anywhere in the world b increasing economic integration between countries in the world

Features of Globalisation

Liberalization: Liberalization refers to relaxation of previous government restrictions usually in areas of social and economic policies. Thus, when government liberalizes trade it means it has removed the tariff subsidies and other restrictions on the flow of goods and services between countries. Hence the liberalization provides freedom to the

industrialist/businessman to establish industry, trade or commerce either in his country or abroad; free exchange of capital, goods, service and technologies between countries.

**Privatization:** It refers to the transfer of assets or service functions from public to private ownership or control and the opening of the hitherto closed areas to private sector entry. Privatization can be achieved in many ways - franchising, leasing, contracting and divesture. The privatization helps in the development of industries in the country as well as setting up the global industrial units.

**Free Trade:** Globalisation helps to promote free trade between the countries. There is absence of excessive governmental control over trade.

**Connectivity:** with help of globalisation the localities are being connected with the world by breaking national boundaries. The links are formed between society and another, between one country and another through international transmission of knowledge, literature, technology, culture and information.

**Borderless Globe:** Through globalisation the national barriers are broken and international connectedness is created developing the concept of borderless globe as articulated by Kenichi Ohmae.

**Multi-dimensional Process:** Economically, it means opening up of national market, free trade and commerce among nations and integration of national economies with the world economy. Politically, it means limited powers and functions of state, more rights and freedoms granted to the individual and empowerment of private sector; culturally, it means exchange of cultural values between societies and between nations, and ideologically, it means the spread of liberalism and capitalism.

**A Top-Down Process:** Globalisation originates from developed countries and the MNCs (Multinational Corporations) based on them. Technologies, capital, products and services come from them to developing countries. It is for developing countries to accept these things, adapt themselves to them and to be influenced by them. As a result, the values and norms of developed countries are gradually routed in developing countries. This reads to the growth of monoculture - the culture of the north (developed countries) being imposed on the south (developing countries). Globalisation is thus a one - way traffic; it flows from north to the south.

**Global State vs Global Civil Society:** In protest against the harmful effects of globalisation on the vast multitude of people all over the world, particularly in developing countries protest marches, demonstrations and meetings have been organized in different countries. There protests have taken militant forms in the last decade. Protest groups have tried to disturb and paralyse the meeting of WTO, world Bank and IMF.

#### **Need of Globalisation**

In a fast changing human society and development of technologies and wide awareness through quantum of knowledge, it is not say easy to leave very simple and happy life. There are certain factor which have made us to think globally in today's competitive society. Following are the factors which need our alternation with regard to global perspective in our thinking. -

1. Development in modes of transportation and communication and easy interaction within and without.
2. Development of science and technology and building new physical infrastructures for better production.
3. With the explosion of population, new resources need to be explored to meet the requires of such a large population. Hence hunting for new sources and modes of development affect the nature of developmental activities.
4. Unemployment especially in third world countries in responsible for brain drain. Professionally qualified people go to other countries for their suitable placement and progress.
5. International trade and marketing in the field of industry, agriculture, technology, textile, minerals, defense, etc. is getting new boom which creates global perspectives.
6. Political alignments and aliveness among the countries make strides to new relationships and adjustments.
7. Security and integrity of a country is an important factor responsible for globalisation and international understanding.
8. Environmental related issues and problems compel nations to get together and to take decisions at international level.
9. Role of mass media and information technology have brought people, n ion and countries together and a sense of togetherness has emerged.

#### **Globalization and Social Change in India**

##### **The Economic impact due to Globalization**

1. Globalization has given nations greater access to global markets, technology, financial resources and quality services and skilled human resources.
2. Improvement in and greater access to quality goods and services and an exponential increase in the volume of trade.
3. Access to global capital resources via the stock market and international debt depending on the economic potential of nations and their markets.
4. Access to technologies depending on the nations responsiveness to respect to protection of IPR and the responsible usage of technologies.
5. Access to the world markets to the skilled human resources from nations with inherent intellectual and technical capabilities (the outsourcing of IT, Pharma, BPO and KPO work).
6. Increase in exports of goods and services in which nations have their respective competencies.
7. Increased access to better and qualitative education.
8. Increased the purchasing capability of the nation through the creation of a sizeable middle class which is hungry for quality goods and services while there coexists a large poor class whose time is yet to come. One would expect that the fruits of liberalization and globalization would have a trickle down effect through the collection of taxes and revenues by Government due to increased trade and commerce.

##### **The SOCIAL impact due to Globalization**

1. The free flow of Information both general and commercial.

2. Globalization has through greater exposure liberalized our attitudes, reduced our biases and predispositions about people, situations and communities worldwide.
3. The advent of Information, Communication Technologies (ICT),
4. Nations have built greater awareness of themselves and the other countries and cultures of the world.
5. One can see in India that inhibitions have been diluted because of the advent of media and the medium of entertainment. This has also naturally had some affect on the old cultural values with the focus now being on consumerism and success..
6. The experience in India is of relevance because of the greater cultural and literacy diversity between states and the economic divide between the urban and rural areas of India.
7. There has been a tremendous increase in consumerism, for goods and services whether necessary or perceived.

### ***Indian Culture***

The culture of any country does not only portray the region and language of the region, but it starts with the mindset and mentality of the residing citizens. Indian culture is quite rich with respect to its heritage and resources, and more importantly due to the welcoming approach of its citizens. India is bouquet of flowers varying religion, dialect, edibles, tradition, custom, music, art and architecture etc, bundled into a single unit of patriotism and unity. The common factor within all these diversities is the Indian mindset of welcoming, greeting, celebrating in a united way with immense affection and togetherness. This is the rich essence of the Indian culture that has attracted many foreigners to stay back in India and mingle into its eternal fragrance. When we analyse this rich culture with the globalization point of view, we can find many punch holes of westernization and mixing of other traits and cultures into our beautifully woven blanket. Let us closely analyse the impacts of globalization on Indian culture:

### ***Family Structure***

Let us start with the key attraction of Indian joint family culture. The joint families have become a strange surprise to the Indians especially to those residing in the metropolitan cities in the small flat culture with the nuclear families blooming up like mushrooms in the rain. We have lost the patience to get adjusted into the joint family, imbibing the values of the elders and getting the young ones brought up under the shadow of their grandparents. Children have started treating grandparents like guests or visitors, and such an upbringing is one of the main reasons of increasing old age homes, as those children consider their own parents as burden in their state of adulthood.

### ***Marriage Values***

Similarly, marriages have also lost their values. It is very much evident from the increasing number of divorce cases and the extra-marital affairs reported every now and then. Marriage used to be considered as bonding of the souls which will be linked even after the death; but today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The ego factor into the Indian youth is again a product of globalization.

### ***Adultery***

Both the genders were kept at a distance, with lot many restrictions and limitations to the approach for ages in our culture. With the emergence of globalization and western culture, youth have start mixing up well with each other. The friendly approach and the socializing feature is worth appreciable. But the total breakout of restrictions have adulterated the Indian mindset, playing up with the physical relationship. This has given birth to new relationships in India like live-in relationships. Also the increased cases of rape and sexual abuse cases are a result of the perverted mind which again the imported values very much alien to our mother culture.

### ***Social Values***

We have the incorporated values of treating the guests as God, warm-hearted welcoming, greeting elders with due respect and a celebrating every small festival with great colour of enjoyment and togetherness. Such a wide gathering with full hue and light can hardly be seen today. People have highly restricted themselves in social interaction. The interaction in present generation is highly diplomatic considering the financial status and wealth. We have lost our social values and cheerful blessing of togetherness. The present generation are more happy celebrating Valentine's Day rather than Holi and Diwali.

### ***Food, Clothing and Dialect***

Indian food, clothing and languages are varied with respect to different states. The food varies in its taste, but every food has its own nutrient value and every region is specified and rich in its medicinal preparations with the home remedies. Even the clothing varies in different states which is very much particular in maintaining the dignity of woman. The varies cuisines from all over the world though have different flavours to add, still the food ingredients that have inflicted with much popularity are the junk food items which has increased the health disorders in the country. Again the dressing like the suitings for the males are an inappropriate match for the Indian type of climate. The female dresses are again a way of distraction to the perverted minds. Even the Indians are not very much in favour of promoting their mother tongue or our national language. Instead the youth today consider it to be a shameful condition to speak in their national language Hindi. The way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much we provide importance to Indian languages in comparison to the foreign ones.

### ***Employment and the Agricultural Sector***

India was predominantly an agricultural based country. With the advanced globalization and cropping up of MNCs, the farming has lost its prime value in India. Agricultural science has the least focus amongst the youngsters who consider farming as a shameful profession and look down upon the same. Employment through MNCs have lucrative deals attracting the bulk of manpower who are working for the other countries as their customer care representatives. We are losing our health and our status and slowly getting to the age of economic slavery due to these MNCs. This is what the globalization has provided Indians through their emergence.

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