

GLOBALIZATION AND ITS IMPACT ON INDIAN SOCIETY: AN OVERVIEW

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Introduction:

Globalization has been a critical adoption and a process of transformation from imperialism towards a new world order. Though the term "Globalization" has not been defined precisely, yet it is frequently used for expressing the extension of international economy. Further, it is also used to explain international political relation. As a broad based concept globalization maintains an intimate relationship with human development, elimination of poverty, trade, job opportunities, environmental issues and many more. It is due to this that almost all the Countries of the world welcome globalization as the means of economic development.

Concept of Globalization:

Though a precise definition of the globalization is still unavailable, different people and different countries have defined it in different ways. Some definitions are such as...

"Globalization refers to all those process by which the people of the world are incorporated into a global society"- Mortin Albrow (1990)

"Globalization can be thought of as process which embodies a transformation of the special organization of social relations and Transactions"- David Held (1999)

"The world is becoming a global shopping mall in which ideas and products

are available everywhere at the same time" - Rozalet Moss Kantar (1995)

From the above definitions it is seen that the globalization is a process which opens the market for all and removes government restrictions on import-export. In short, globalization means-

1. Free flow of capital across the border.
2. Removal of trade barriers.
3. Free flow of technology.
4. Free movement of labour.

Impact of globalization on Indian Society :

The globalization was introduced in India as a sequel to adoption of the New Economic Policy in 1991 during the regime of the former Prime Minister of India P.V. Narasimha Rao led Congress Government. With this began the process of liberalization, privatization and globalization. The process of globalization has been an integral part of the recent economic progress made by India. Globalization has played a major in export-led growth, leading to the enlargement of the job market in India.

One of the major forces of services globalization in India has been in the growth of outsourced IT and Business process Outsourcing (BPO). The last few years have seen an increase in the number of skilled professionals in India employed by both local and foreign companies to service customers in the US and Europe in particular. Taking advantage of India's lower cost but educated and English-speaking workforce and utilizing

global communication technologies such as voice over IP (VOIP), email and internet, international enterprises have been able to lower their cost base by establishing outsourced knowledge-worker operation in India.

As a new Indian middle class has developed around the wealth that the IT and BPO industries have brought to the country, new consumer base has developed. International companies are also expanding their operations in India to service this massive growth opportunity.

Notable examples of International companies that have done well in India in the recent years including Pepsi, Coco-Cola, McDonald's and Kentucky Fried Chicken, whose products have been well accepted by Indian at large.

Globalization in India has been advantages for companies that have ventured in the Indian market. By simply in increasing their base of operations, expanding their workforce with minimal investments and providing services to a broad range of consumers, large companies entering the Indian market have opened up many profitable opportunities.

Indian companies are rapidly gaining confidence and are themselves now major players in globalization through international expansion. From steel to Bollywood, from cars to IT, Indian companies are setting themselves up as powerhouses of tomorrow's global economics.

There is an international market for companies and for consumers there is a wider range of product to choose from. Increasing flow of investments from developed countries

to developing countries like India which can be used for economic reconstruction. Greater and faster flow of information (through TV and internet) between countries and greater cultural interactions has helped to overcome cultural barriers.

Positive Consequence:

In India globalizations has brought a great revolution in the communication, technology, ideas etc. All the developed nations such as America, Britain, Japan, France etc. including IMF, WB, WTO etc. see the progress of the world in the new economic reforms. It is true that enhanced trade and capital flows have produced positive effects for some countries in the developing world. In our country globalization brings new ideas, technology, information, resources and markets. It also brings systematic changes in the social, cultural and political sphere in India. In this relation Dr. Tirupathi Reddy also expresses that globalization process has produced varied different and in its place increased new ideas and thoughts among the noted economist, Surjeet Bhalla opines strongly that a great numbers of the poor has been revoked during the period of Globalization. Besides, it is seen that telephone, car, T.V. and other essential electronic goods etc. have been cheaper under the Indian new economic reforms. Thus, globalization has given new culture, secular thoughts, cheaper goods, new markets etc. to our society.

Negative Consequence:

Though globalization has brought a change in the global trade and capital flows, it has created bad impact on social set up in our country. Here discuss some of negative consequences which are as follows:-

A. Increasing gap between poor and rich :

Though globalization increases capital flow and investment, it has a polarizing effect on the world economy. Globalization does not help the developing countries like India to take its fullest advantage. In short, the singular-defining feature of Globalization at the International scale is the growing of inequalities. The growing of inequalities between countries and the growing of inequalities inside the countries between the rich and the poor has now become a common picture. For example, the rich people become richer by using their capital and on the other hand, the poor people became poorer due to lack of capital.

B. Uncertainties of the small scale industries:

Due to the entrance of multinationals, the local industries are threatened. Particularly the small scale industries also come under cloud mainly due to lack of proper structure and stiff competition with multinationals. Such a situation has adversely affected the small scale industries in developing countries like India.

C. Increase the problems of Unemployment:

In some cases, globalization creates unemployment. This view is based on the fact that the developing countries fail to sustain their industries in competition with the multinationals and a large number of them either become sick or fail to survive leaving the workers remain unemployed

D. Environmental degradation :

Environmental degradation is an issue which has been debated ferociously in various international meetings and it has to be accepted that Globalization is one of the most important factors that has aggravated the situation. Taking to the example of construction of large

scale of dam in India particularly Assam state creates lots of environmental problems which has been demanded by the different environmentalist as well as the different organizations.

E. Use of more Junk Foods:

Fast food chains like MCDonald and Kentucky Fried Chicken (KFC), are spreading in the developing world. People of our country are consuming more junk food which an adverse impact on their health. Apart from the health concerns, there is something else that globalization has been critied for, and it is the acquisition that it has opened flood gates for restaurants and ciateries which are insensitive to the religious belief of the host nation.

Conclusion :

From the above discussions it is seen that the globalization has both positive and negative impacts on the society. Taking to the positive consequences of Globalization such as people have obtained new knowledge, democratic thoughts and culture, advanced technology and cheaper goods etc.. On the other hand, looking to the negative sides i.e. insecurity of job, decline of social security of the peoples, increasing of social in justice, increase of gap between poor and rich and growing of unemployment problems ect.. are adversely effects on our society. Another most negative consequence of globalization is decline of societal norms and values which creates a situation of disturbance in the society. The growing youth unrest and hooliganism is became another problem in the society.

Instead of being the existence of the drawbacks people cannot escape from the



influence of globalization, So there is urgent need to take immediate step to protect the people as well society from the purview of bad impact of globalization. The government should make policy to cope with the changing scenario so that increase agricultural production in the rural areas, create additional employment opportunities in the rural parts, to reduce the growing inequality between urban and rural areas, to reduce the increasing gap between poor and rich people and to decentralize powers and resources to the panchayatiraj institutions for implementing all works of rural development. Steps should be taken for increasing consciousness of the people as well as society as a whole.

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