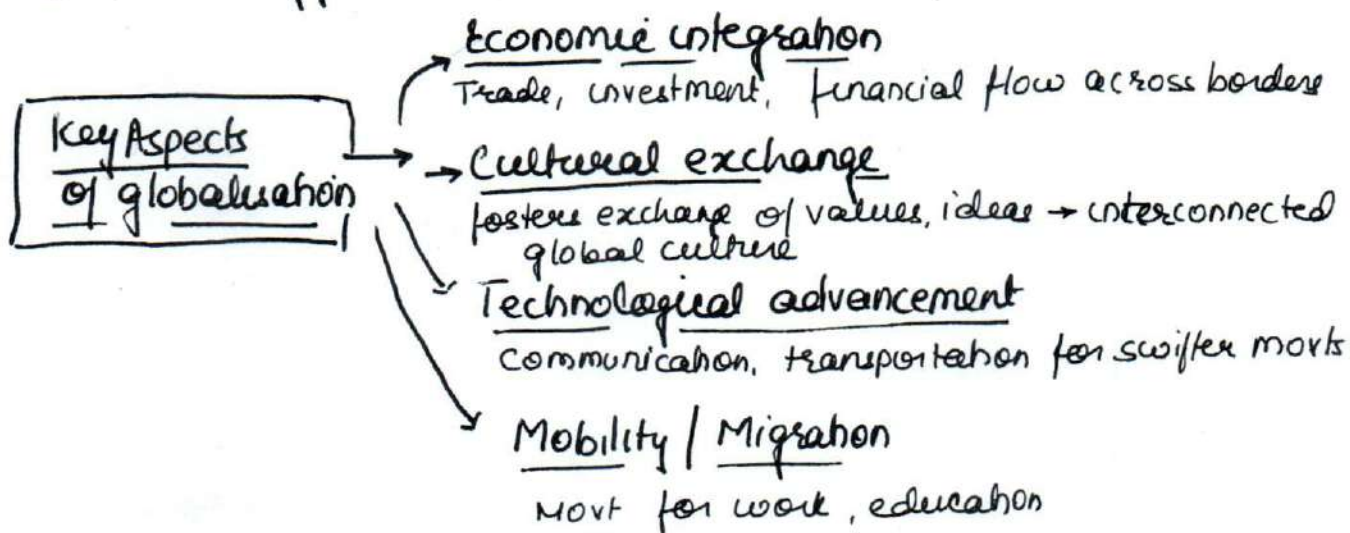


Effects of Globalisation on Indian Society

- Globalisation refers to increasing interconnectedness and interdependence among countries, economies and societies.
- It is driven by free flow of goods, services, capital information and people - facilitated by advancement in technology, communication and transportation.



Globalisation = Globalization and Glocalization

- both globalization and glocalization focus on the interest of individuals and uniqueness of group of individuals
- both exist to compliment nations culture with rest of the world

Globalisation

- Global low cost production & selling
- Global rollout of concepts - high speed
- Low complexities

GLOBAL

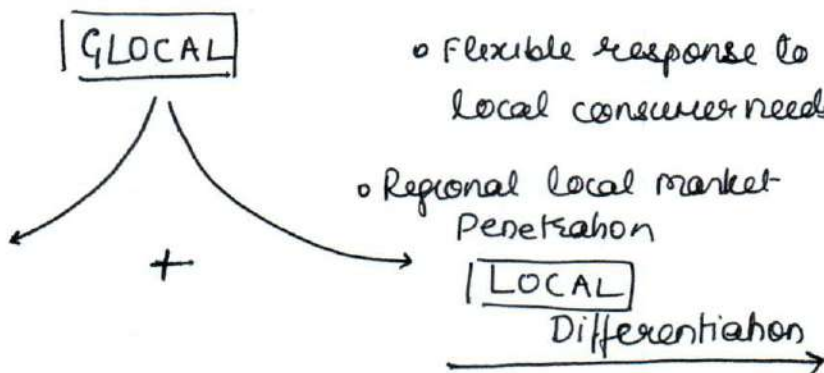
Standardisation

Localisation

- culturally close to consumers
- Flexible response to local consumer needs
- Regional local market Penetration

LOCAL

Differentiation



- Glocalization - is interpretation of global and local resulting in unique outcomes in different geographic areas
- it focuses on uniqueness and differences between and within areas of world
- individuals are creative agents - adapting, innovating and maneuvering within globalized world
- examples- McDonald, Netflix, Fashion retail Automobile industry.

- Globalization - focus on the imperialistic ambitions of nations, corporations and organisations (Ritzer 4.)
- it highlights on desire of these entities to expand their power, influence and profits.
 - it targets homogenization - potentially leading to loss of local diversity
 - driven by need to increase market share, expand profit and exert greater control.
 - eg - spread of American fast food, MNCs as NIKE Starbucks.

⇒ India in combined effects of both have sufficiently generated hybridization of culture, that has impacted every sphere - food, festivals, family etc.

• Revival of Indian Cultural Traits

Yoga - Art of living course by Ravi Shankar
celebration of International Yoga Day

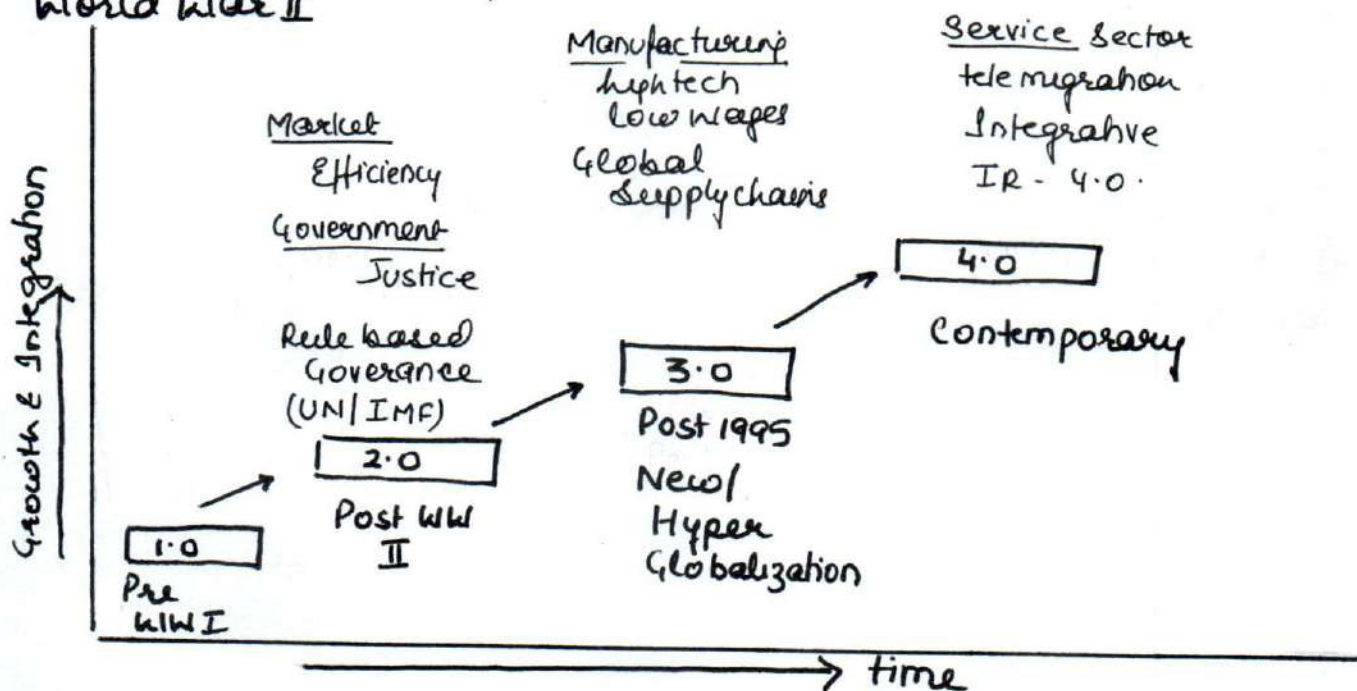
Ayurveda - mainstreamed revival

Religious revivalism - globally and locally to mobilise people together.

Global tourism - leading to restoration and preservation
effects of local cuisine, art, artifact

Globalization 4.0 and Deglobalization

- Waves or temporal growth of globalization is traced back to pre World War I (Globalization 1.0)
- true evolved characteristics however is since 1945 (Post World War II)



→ Features of Globalization 4.0

- Impact on service sector -
- Global Competitiveness with advanced AI tools and high speed data
- tele migration - remote working
- Industrial Rev'n 4.0 - integrating human and digital systems

- Challenges of Globalization 4.0

- Political crisis and conflicts - is and will have deeper effects because of strong interlinkages & dependence
- Economic exclusion - opportunities being uncertain many skills will become inefficient creating exclusion
- Human resource depl't - appropriation and dynamism of skilling - demographic disaster with low employment generation.
- Income inequality - though creating more wealth absence of parity, with higher impact on already marginalized population.
- Unintended consequences - ranging from ethical, legal environmental, infrastructural that is unforeseen now

De globalization - indicators and impact

is defined to be the process of reducing interdependence and integration

Indicators

- Trade decline
- Flow of capital
- Flow of people

Caused by

- Slowdown
- job loss
- Strict Visa norms
- Relocation of industries
- Terrorism

Impacts

- Technological limitation
- Setback to agriculture
- Political instability
- Ecologic setback
- Social consequences

→ effects of globalization of different cultural, societal and economic constituents of India includes both positive and challenging dimensions

① On Culture and tradition

Cultural Homogenization (con)

- process where local native culture lose their uniqueness
- use of english in language shift have marginalised regional languages & dialects
- westernization of lifestyle dress codes, food, media consumption pattern is sidelining traditional practices
- erosion of traditional rules and believes
global values of individualism liberalism is challenging concepts of joint-family, arrange marriage, gender roles.

Cultural Hybridization (Pro)

- process of genesis of syncretic forms of cultural - globalization
- Cultural fusion in media, art, music have created unique hybrids
- revival of traditional crafts global acknowledgements have renewed efforts to protect & promote - Pashmina, Paithani silk etc.
- Cultural tourism growth.
Indian spiritual, historical heritage have increased tourism, cultural exchange & revival Yoga, Ayurveda, fair festivities

② on family and marriage

Pros

- Dual earning - altering traditional family roles
- increasing love marriages with acceptance of inter cast and inter religious matrimony
- expanded search for partners - NRIs, higher disposable income.
- overseas education as investment
- new family norms are emerging - single parent, live in, female headed family
- online communities considered as extended family - shaping social connections.

Cons

- erosion of traditional family values
- breakdown of joint-family system with nuclear family system taking over
- generation gap and increasing cultural conflict
- consumeristic society increasing economic pressure on families.
- changes in marital norms with exposure to new ideas leading to increasing divorces
- loss of cultural identity among children exposed to multicultural ideas.

③ effects on youth

Pros

- blend of eastern and western values have fostered cosmopolitan hybrid values
- skills enhancements and global connectivity acquiring of global acquisition- activism and inter cultural ideas.
- education and entrepreneurship targeting global markets
- rethinking of religion gender reform, equality within religious institutions
- Youth empowerment increasing participation in policy making and action

Cons

- decline in demand thus market of traditional Indian clothing due to cultural shift in clothing
- reduced interaction with elders weakening transfer of cultural values knowledge - generation gap
- increasing health issues both due to sedentary life style and over indulgence
- increase in marginalisation of disadvantage rural, tribal youth due to limited accessibility of education, skill and participation.
- eco'ic spur inducing rural urban migration creating poverty challenges and failure in competitive market.

(4) effects on women -

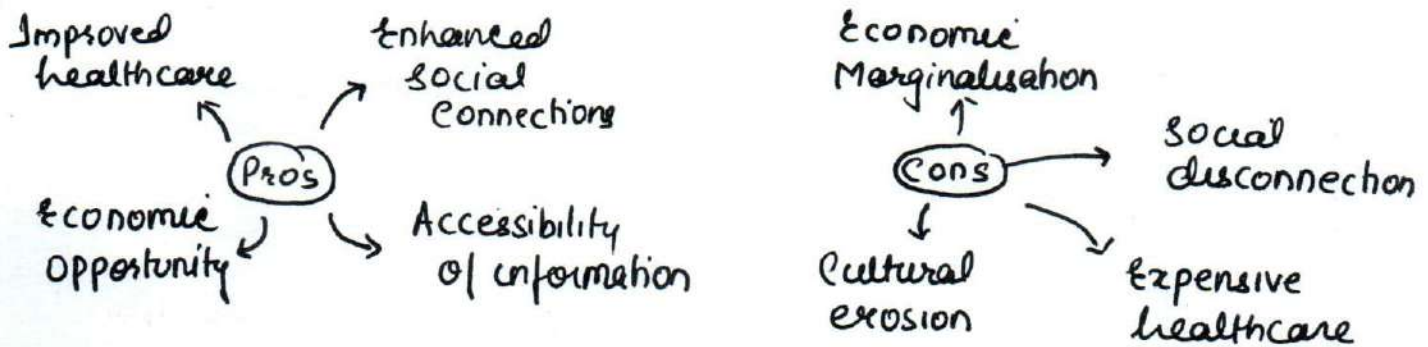
Pros

- Economic empowerment - wage increase, job opportunities in formal sectors
- Expansion of choices and confidence with increased family income and social exposure fostering independence
- Health and education gains - increased female literacy, lowered child marriages, decline in maternal deaths.
- Increase in socio-political participation - 49% of seats in PRIs held by women - increasing their involvement in policy making.

Cons

- Increasing pressure to balance work and life holding dual responsibilities
- Increasing disparities in resource access, time, opportunities and decision making power in effect of globalisation.
- Enduring patriarchy - which persist - leading to women commodification, social media harassment and increased violence.
- Consumer culture impact making women bear exploitation both as producer and consumer - sexual objectification and hazardous work environments
- Social exploitation - sex work, prostitution, abuse, suicides etc.

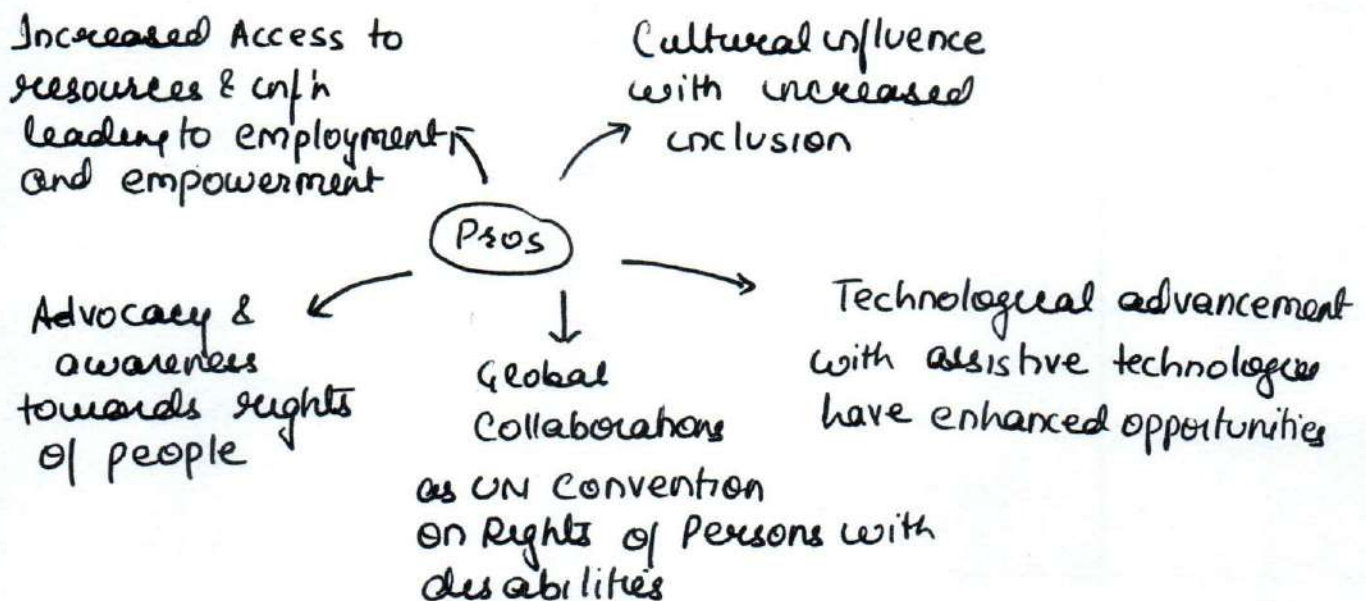
⑤ effect on elderly -



Mixed effect of globalization on elderly population needs higher levels of recognition as share of aged population is increasing. Focus on social development- integrated with wellbeing and welfare is required.

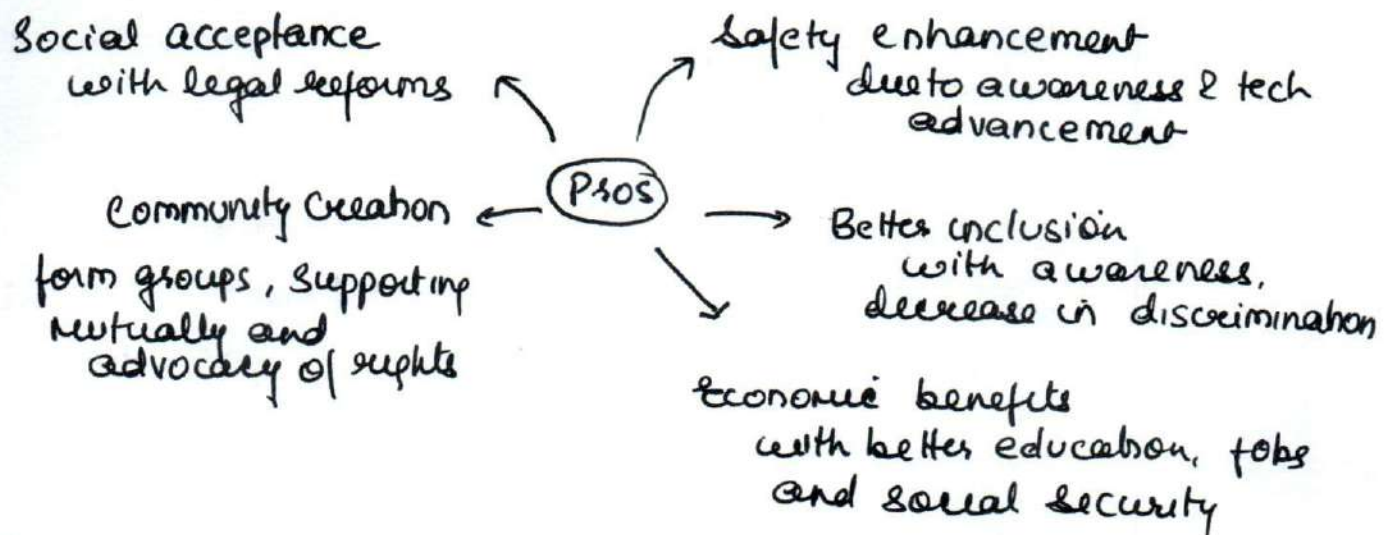
⑥ effect on differently abled community -

according to International Classification of Functioning Disability and Health (ICF) - disability is an umbrella term for impairments, activity limitations and participation restrictions.



- Cons
- cultural & social barriers - stigma and discrimination persists due to promotion of mainstream cultures
 - Digital divide - absence of equal access to technology and internet - excludes many from digital economy.
 - economic disparity - uneven distribution - in areas of low income challenges are higher

⑦ effects on LGBTQ+ community

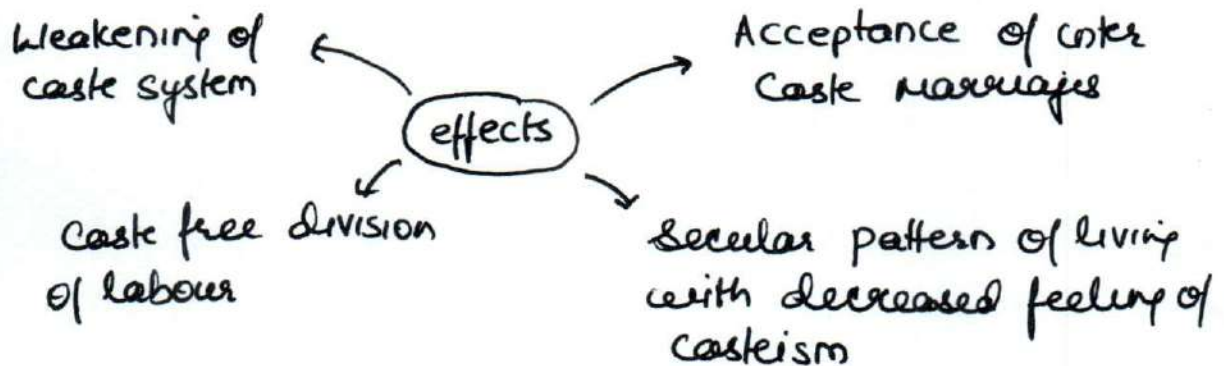


With globalization in developing world, a western hegemonic notion of LGBTQ+ identities have been exported to traditional societies, destroying indigenous sexual cultures & diversities

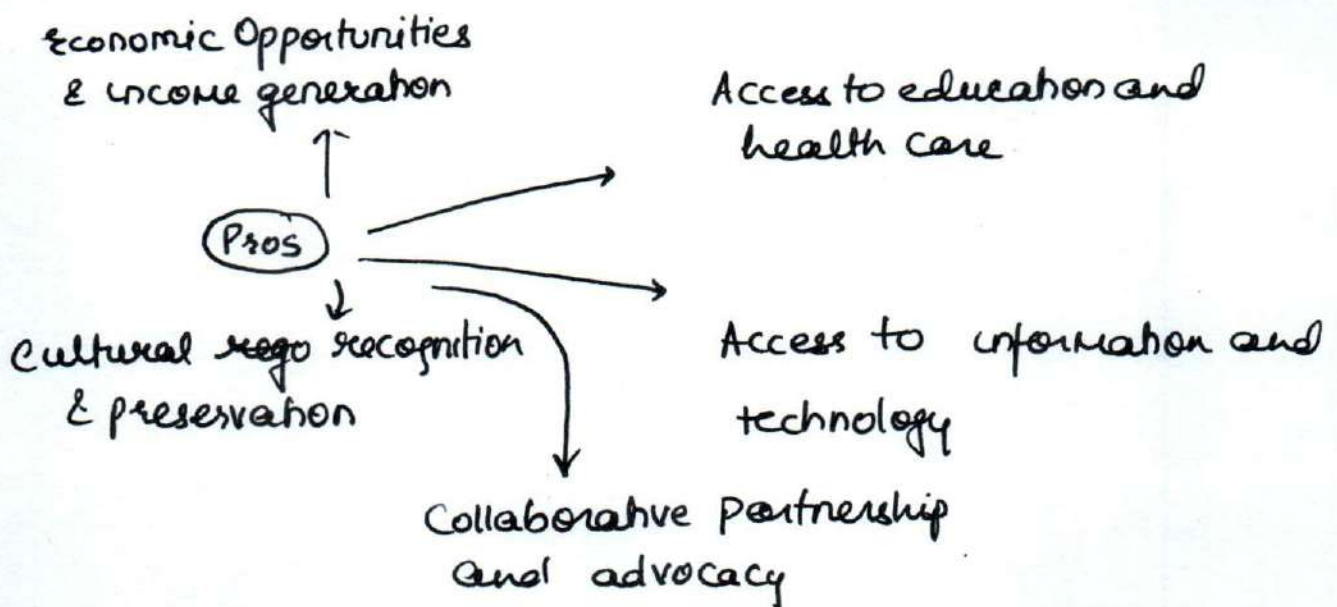
- increased harassment
- limited legal protection
- healthcare disparities
- legal inequalities (denial of equal rights to marriage)

⑧ effects on caste system -

- traditional caste system based on principles of Purity and pollution
- it involves - hierarchy / division of occupation / separation of contact.
- it has experienced changes due to globalization but continues to show immense resilience and continues to exist as significant feature of Indian Society.



⑨ effects on tribal population



(Cons) - due to lesser resilience of tribal population

- resource exploitation by corporates
- social disruption and marginalization
- Unemployment and emergence of sub national movements
- Vested economic interests and cash crop vulnerabilities

(16) effects on environment -

globalization ignores social, biological and physical constraints leading to multiple detrimental effects on environment -

- increase in consumption impacting ecological system
- increase transportation leading to pollution and landscape intrusion
- increase fossil fuel consumption causing GHGs concentration with related challenges
- industrial, domestic waste generation and dumping
- modified land use pattern causing desertification
- Vulnerable ecosystems with TE societies @ high risk.

- re-examination of links betn globalization and envt to appropriate alternative technological paths is must for sustainable developments.

② effects on political set up and states -

effect on state and its institution has multiple perspective

- Erosion of State Sovereignty as control of states on economies with implementation of interdependent policies, combined with influence of international institutions transnational cooperation and global markets
- Change of role from welfare state to minimalist state performing certain core functions as maintenance of law & order and security of citizens
- improved capacity to govern with accessibility of space technology, defence tech., e-governance
- compelling requirements of involvement of transnational institutions - WTO for trade
UNFCCC - for climate change
involving issues that are transnational in nature
poverty, pollution, organised crime, terrorism, economic crisis etc.
- role of bureaucracy - not just being involved in delivery of public services, but also in striking fine balance bet'n participation and accountability, competition and conflict, user and citizen, public and market interests etc.

⑫ effects on economy -

Pros

- increased job opportunities and private sector jobs
- higher disposable income increasing demand for both niche & luxury goods
- improved efficiency of production, decreasing cost.
- increased capital inflow with FDI's
- Greater consumer choices and variety.
- success of Indian startups in global market

Cons

- creating job displacements with outsourcing and automation.
- increase in economic inequality with increase of marginalization of poor communities
- cultural erosion with local losing out in global
- environmental challenges of pollution, deforestation, climate change
- increased vulnerabilities of macro economies due to volatilities - esp agriculture

To conclude - globalization is integration of economies and societies worldwide driven by democracy and capitalism. It ensures free flow of information, ideas, technologies, goods services, finance and people - creating unique opportunities with profound responsibility