



IMPACT OF GLOBALIZATION ON INDIAN SOCIETY WITH SPECIAL REFERENCE TO DEPRIVED CLASSES

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ABSTRACT

Globalization is a significant factor in competitive world that integrate and mobilize cultural values of people at global level. In the age of rapid technical progression, many countries are unified and transformed due to the process of globalization. Globalization has a huge impact on cultural, social, monetary, political, and communal life of countries. Abundant theoretical studies demonstrated that globalization intercedes in a cultural life of populace that raises numerous critical issues.

KEYWORDS:

Globalization, Economy, Society

INTRODUCTION

In broad sense, the term 'globalization' means combination of economies and societies through cross country flows of information, ideas, technologies, goods, services, capital, finance and people. Globalization is described by theorists as the process through which societies and economies are integrated through cross border flows of ideas, communication, technology, capital, people, finance, goods, services and information.

Cross country incorporation has several aspects and can be political, cultural, social and/or economic, all which equal globalization. Nevertheless, financial integration is the most common aspects. Economic integration involves developing a nation's economy into an international economy. After World War I and II

the early trends of globalization decreased throughout the world due to many barriers which restricted the movement of goods and services.

In fact, cultural and social integration are even more than economic integration. Globalization increases competitiveness at company level and national level, which leads company management and governments to embrace strategies designed to increase labour effectiveness with reference to productivity, quality and innovation.

Generally, globalization involves economies that are opening up to international competition and that do not distinguish against international capital. Consequently, globalization is often accompanied by a liberalization of the markets



and the privatization of productive assets. But globalization also leads to unemployment, increasing casual employment and weakening labour movements. Theoretical literature denotes that Globalization has made countries to realize that they can share their cultural values and economic exchanges to promote business and gain competitive advantage. The fervour of globalization has even enforced Governments to be tuned to the merits of a Global economy. Management studies have defined the process of globalization.

Many theorists asserted that change in environment has both positive and negative aspects (Harris, 2002). These stimulate driving or resisting forces toward the change of the status quo. This is most obvious relative to both globalization, and the resulting spread of the global organization. There are four factors that accelerate globalization.

The market imperative: Impact on national economies of larger, transnational markets characterized by free, convertible currencies, open access to banking, and contracts enforceable by law.

The resource imperative: Growing interdependence of nations and their activities on one another, fostered by the depletion of natural resources, misdistributions of arable land, mineral resources, and wealth, as well as overpopulation. The undeveloped nations need the capital, technology, and brainpower of the wealthier countries, while the First World economies are progressively dependent on the natural and human resources of the developing nations.

The IT imperative: Modernizations in glob communications, science and technology

contribute toward universalization or planarization.

The ecological imperative: Globalization does have great effect on the ecologies and environments of nations which need to safeguards that lessen the negative effects rather than exploiting without regard to such concerns.

India was main mover of globalization. The government of India made major modifications in its economic policy in 1991 by which it allowed direct foreign investments in the country. As a result of this, globalization of the Indian Industry occurred at large scale. In India, economic expansion was observed in nineteenth century due to major crisis led by foreign exchange. The liberalization of the domestic economy and enhanced incorporation of India with the global economy helped to step up gross domestic product (GDP) growth rates which made good position in global scale. Effects of globalization in Indian Industry are observed as this process brought in large amounts of foreign investments into the industry especially in the BPO, pharmaceutical, petroleum, and manufacturing industries. As a result, they boosted the Indian economy quite significantly. The benefits of the effects of globalization in the Indian Industry are that many foreign companies set up industries in

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The new economic policies on deprived classes have serious impact on the deprived classes lives whose right over access to natural resources, livelihood opportunities, right to primary education and health, protection from atrocities and human rights abuses and the right to uphold



their traditional and customary practices, are under series threat due to the changes in laws and policies. The most serious threat to the deprived people on the country today is the pressure on the Fifth Schedule.

Both Central and Several state governments are seriously making efforts to amend the laws prescribed under Fifth Schedule and their corresponding state laws in order to allow private and corporate players to take over deprived classes and forest lands. In a globalised situation, it is the market and not community which is the focal player. The influence of Powerful transnational lobbies made pressure on the governments. These leads to transfer control over resources from deprived to private and global industry stakeholders, legitimate governments like India allowing themselves to undergo Constitutional changes to the detriment of their constituent communities.

All laws and polices relating to Scheduled Areas – the land transfer regulations, the Forest Act, the Environment protection Act, the Land Acquisition Act are all under immediate threat of repeal, dilution or amendment,. While these laws clearly portray the need for protection of people and resources the new polices call for exploitation of resources at the cost of deprived classes people.

Thanks to globalisation a perceptible change is clearly visible in the deprived classes life and Economy of some states. The new generation of the deprived classes - many of them - have given up their traditional occupation and look to sell their labour to the new producers. The economy is created and the old economy is destroyed. Along with the old economy, the society and culture are also transformed. They are changed not because of the availability of new products

but because the new economy requires the institutionalisation of a different set of motives, skills, activities, social relations which are closely linked with the larger socio-economic patterns of national/international kind.

Globalisation is hastening the process of destruction of local production and local markets. Gone were the days of Shikai, Rita, Pulse powders (Sunni Pindi), neem twigs and Kumkum. Today they are replaced by shampoos, tiklis, tooth brush and tooth paste of hundred and one brands which have swept into remote villages of Andhra Pradesh. Globalisation also brought into the picture the transnational corporations. Carrying mineral water bottles has become not merely a necessity but also a status symbol. Now villagers use mouth phrases of modernisation i.e. pollution, environment, ecology, water contamination though in an incoherent way.

Thus, the impact of globalisation is very significant on the deprived classes life and their economy. After the impact of globalization the deprived classes culture has been changed significantly in both the ways positive as well as off-putting. Positively with the impact of globalization the culture became very popular in local level also internationally. Globalization is not mere for the development of technology and the economy. At the same time it stands for an exchange of culture, language, arty facts in the global plane. Therefore the Orissa deprived classes culture became very popular, because of dance, handicrafts such as, wooden product stone product and some other hand maid product sale in the global market.

Globalisation affects deprived classes differently. Urban and educated deprived classes may benefit from the increased opportunities for



work that come with the influx of foreign companies and investments. These employment avenues are complemented by greater opportunities to receive education and skills training of a higher quality. The new technologies that define this era, in particular the computer and Internet may be accessible to this group of deprived classes.

Conversely, poor, uneducated, credit-constrained, informal and agricultural sector deprived classes will benefit in a much less direct manner.

DISCUSSION

Deprived classes in general benefit from long-term economic growth brought about by correcting price distortions in factor and product markets. The proponents of globalisation argue that the process may entail some short-term difficulties in terms of reduced income and consumption; unemployment might also increase. But eventually the reform process would lead to greater gains all around. But we cannot close our eyes to serious undercut in domestic production of goods and services and risks to the health status particularly of the poor, deprived classes, women and children.

India, especially in the pharmaceutical, BPO, petroleum, manufacturing, and chemical sectors and this helped to offer great opportunities for employment to Indian people. Also this helped to reduce the level of unemployment and poverty in the country. It is observed that the major forces of globalization in India has been in the development of outsourced IT and business process outsourcing services.

Ethical responsibility of business has been reduced. Another major negative effect of

globalization in India is that youngsters of India leaving their studies very early and joining Call centres to earn fast money reducing their social life after getting habituated with monotonous work. There is an increase of every daily usable commodities. This has an adverse effect on cultural aspect. The institution of marriage is breaking down at fast rate. There are more people approaching divorce courts instead of maintaining marital life. Globalization has considerable impact on the religious situation of India. Globalization has brought about raising a population who is agnostic and atheist. People visiting places of worship are reducing with time. Globalization has reduced nationalism and patriotism in country.

It can be said that Globalization is motivating factor in current business environment. There are few challenges for companies due to globalization such as Migration, relocation, labour shortages, competition, and changes in skills and technology. Globalization powerfully influences the social partners' attitudes since traditional labour relations have to cope with completely new and very dynamic situations. In political field, globalization helps to eradicate poverty, malnutrition, illiteracy, ill-health and fighting cross border terrorism and global terrorism.

Globalisation in context of status of women implicates the relegation of the stereotypic pattern of duties of the women like rearing and caring the children to the back ground and taking up the various diversified occupation and thus making their living quite vibrant and alive. Globalisation benefits the schedule caste people in promoting cultural homogeneity in the way of loosening of the ideas of pollution and purity and eradication of untouchability and so many



socio-cultural and economic disabilities associated with them.

Globalisation of goods has developed enthusiasm in India for western brand names. A consumerist mentality has been carefully fostered. This leads to an adversative impact on the tendency to save or the domestic accumulation of capital. Lastly, in Indian scenario, globalization developed a consumer credit society. Today, people can buy goods and services even if they do not have sufficient purchasing power and the prospect of raising a loan has become easy in the age of globalisation.

Credit cards have given boost to consumerism and pushed many households into indebtedness. At the same time globalization has unfavourable impact on mass-media in India. Currently, realistic coverage of events and happening doesn't receive much importance because it doesn't determine the standing of a newspaper or TV channel. Globalisation has brought violation of journalistic ethics in India.

CONCLUSION

To summarize, the process of globalization has changed the industrial pattern social life of global people and it has immense impact on Indian trade system. The globalization of the economic, social and cultural structures happened in all ages. Previously, the pace of process was slow. Today with the start of the information technology, new ways of communication have made the world a very small place. With this process, there is a big market place. Globalization has resulted in increase in the production of a range of goods. MNCs have established manufacturing plants all over the world. It has positive effects and India will overcome many obstacles and adopt global

policies to expand business at international scale. India is gaining international recognition and strengthening in economic and political areas.

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