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# Globalization and its Impact on Health

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**Abstract:** *For the health community, globalization offers opportunities but also poses important challenges. Dramatic progress has been made in the area of health over the past forty years; however, improvements have been unequally distributed across regions. Developing countries share a disproportionate burden of avoidable mortality and disability, primarily attributable to preventable infectious diseases, malnutrition, and complications of childbirth. Globalization affects global health, which in turn may improve or worsen the health of the poor in developing countries. In conclusion, this paper presents some policy and institutional responses that seek to reduce the negative and enhance the positive effects of globalization on health in developing countries.*

**Keywords :** *Globalization, Health, Global health, Nutrition, effects of globalization on health.*

## INTRODUCTION:

### Globalization

- The term “globalization” tends to be misused and overused. We need greater clarity in our understanding of the globalization process, including the distinct changes involved and their relation to human health.
- The health impacts of globalization are *simultaneously* positive and negative, varying according to factors such as geographical location, sex, age, ethnic origin, education level, and socioeconomic status.
- Globalization is not an unstoppable force. Our key challenge is to create socially and environmentally sustainable forms of globalization that provide the greatest benefits and least costs, shared more equitably than is currently the case.
- The health community must engage more directly in current research and policy debates on globalization and encourage values that promote human health. At the same time, those at the helm of globalization processes must recognize that attending to health impacts will strengthen the long-term sustainability of globalization. (MJA 2004).

The channels through which globalization may affect health outcomes are multiple:

- Socioeconomic factors, which affect the distribution of the global burden of diseases;
- Governments. resources and policy options to confront health problems;
- The distinction between national and international health, which affect the governments. ability to prevent and control diseases;
- The effects of expanded trade in health commodities and services, and the implementation of patents for medicines and other changes in Intellectual Property Rights as agreed in the WTO;
- The relationship between poverty, health, food security and nutrition;
- The transnational movements of health risks.

## HOW DOES GLOBALIZATION AFFECT HEALTH OUTCOMES?

Globalization affects the various dimensions of the health system such as access, coverage, and quality of public and private health. It also affects health-related goods and services, and related infrastructure, including the policy, regulatory, and institutional aspects affecting the provision of those health services. The globalization of health means expanded trade and foreign direct investment in health products and services, internationalization of health insurance, migration of health workers, the implementation of patents for medicines and other changes in Intellectual Property Rights as agreed in the WTO, and other WTO related

agreements such as the General Agreement on Trade in Services (GATS) and government procurement\*. **(Those developments, which are transforming health care systems in developing countries, are addressed in greater detail in WHO, 2001b)**

### **GLOBALIZATION AND HEALTH SYSTEMS:**

At a general level, globalization may influence policy, regulatory, and institutional issues that affect the health inputs, services, and outputs. It is important to also consider the impact of globalization on the quantity and quality of human endowments, health-related capital, infrastructure and equipment, medicines, and other inputs that may be available by the health services. Another crucial aspect is the link between globalization and the financing and organization of the public and private health services, and related infrastructure, which together define the quantity, quality, and coverage (distribution) of their outputs. Health-related infrastructure, including sanitation, potable water, quality of housing, roads and communications, are important contributors to the overall health status of a population, both directly (as in the case of sanitation) or indirectly (by facilitating access to health services such as roads and telephones).

### **GLOBALIZATION, FOOD SECURITY, AND NUTRITION:**

Globally, nutrition has improved in recent decades, but a malnutrition including deficiency in micronutrients is still widespread. Of the world's six billion people, about 800 million do not have enough to eat. Poorer populations usually consume few animal products, so their intakes of vitamin A, iron, zinc, riboflavin, vitamin B-12, vitamin B-6, and calcium are inadequate **(Flores and Gillespie, 2001)**.

Poor diets may also contain few fruits and a limited variety of vegetables and, therefore, low amounts of B-carotene, folic acid, and vitamin C. While the global extent of these micronutrient deficiencies remains unknown, it has been estimated that about two billion people suffer from anemia, mainly due to iron deficiency, and nine out of ten anemia sufferers live in developing countries. For pregnant women, anemia contributes to 20% of all maternal deaths. In many developing countries, iron deficiency anemia is aggravated by worm infections and malaria. For children, health consequences include premature birth, low birth weight, infections and elevated risk of death. Poor nutrition during fetal life impairs growth, and physical and cognitive developments, resulting in lowered school performance. Low birth weight at term affects 21 percent of the newborns in South Central Asia, and is also common in Middle and Western Africa, where 15 percent and 11 percent of infants are born undernourished. Research shows that about 33 percent of preschool children in the developing world, or 182 million children under the age of five, are stunted **(Pinstrup-Andersen, Pandya-Lorch, and Rosegrant 1999)**.

Food security and nutrition issues can be analyzed at different levels: global, national, regional, household, and individual. Since the World Food Conference of 1974, the focus has moved from the global and national perspectives to the household and individual levels, where food deficiencies emerge in a concrete way. At the same time it was recognized that the main problem of food security is lack of access due to poverty rather than any aggregate shortage of food supplies **(Sen, 1981)**.

Globalization can interact with food security and nutrition at any of those different levels and can play either a positive or a negative role in reducing malnutrition and hunger. For developing countries and the poor, their food intake hinges increasingly on the ebb and flow of the world economy and on the response of their own local economies to it **(Timmer, Falcon, and Pearson, 1983)**.

### **FOOD SECURITY AND GLOBALIZATION:**

Food security, on average, appears to have improved over the past four decades. Total food availability for all developing countries, measured in daily calories and grams of proteins per capita, was more than 30 percent higher in the second half of the 1990s compared to the 1960s, even though the population in the developing countries more than doubled from 2.6 billion to 5.7 billion persons during that time **(Diaz-Bonilla and Thomas, 2001)**. The number of malnourished children under five (a better indicator of food problems than average food availability, because it captures directly income distribution effects) declined between 1970 and 1997 by about 37 million, and the incidence of malnutrition dropped from 46 percent to 31 percent in the same period **(Smith and Haddad, 2000)**. However, although food security has improved in general, some regions and countries are at risk, and some have become more food insecure.

### **GLOBALIZATION AND SHIFTS IN DIETS:**

The globalization of information technology provides several opportunities for accelerating the reduction in malnutrition. A vast amount of food and nutrition information and data is already available to anyone via

access to the Internet. Such information can be fairly easily accessed to find out about new nutrition initiatives, determine the latest thinking on existing nutrition problems, obtain best practices, and map food production and under nutrition by country and region within country. The Internet also provides a forum for debate on issues that require discussion (**ACC/SCN 2000a**).

Despite its numerous benefits, improved access to information can likewise have negative effects on efforts to eliminate malnutrition. Misleading information from advertising or poor training about breastfeeding or HIV prevention, for example, could prove fatal. The information would be imbalanced if the only people generating it are removed from direct experience with poverty and malnutrition.

## **GLOBALIZATION AND OTHER HEALTH-RELATED DEVELOPMENTS:**

### **Gender and health**

Gender issues are at the core of health problems, particularly among the poor. Maternal and prenatal conditions represent about 13 percent of total DALY (Disability-adjusted life year) losses for the poorest 20 percent of the world population and only about 3 percent for the 20 percent richest of the world population (**Gwatkin and Guillot, 1999**). The good health of women is key to the health status of families, as women are generally the main care providers for children and the elderly. Health problems may occur at different stages of the life cycle of individuals but they usually begin at the mother/child level and then persist throughout life.

Using two country case studies, **Fontana et al. (1998)** concluded that trade liberalization had different effects on women and men as well as across different groups of women, depending on several factors and preconditions. Some of these factors included gendered patterns of rights over resources, female labor force participation rates, education levels and gaps by gender, patterns of labor market discrimination and segregation, and in general, the socio-cultural environments. They found differentiated results in industry, agriculture, and services.

In general, it seems that, as is the case with other components and dimensions of globalization, much depends on the interaction between external factors and domestic conditions. In this respect, it may be more important to ensure that all discriminations against women in property rights, family law, employment opportunities, access to education and health services, political participation, and, in general societal status, are eliminated.

### **International spread of diseases**

Increases in international travel, tourism, and food trade mean that toxic products, both legal and illegal, reach wider markets and that new and resurgent disease-producing organism can be transported rapidly from one continent to another. During the 1990s, emerging and re-emerging infectious diseases have become a major public health concern. Some 30 new and highly infectious diseases have been recorded in the last 20 years (**WHO, 1997**). Through contact in airports and air travel, which has skyrocketed in the last forty years, from two million a year in 1950 to over 1.4 billion today, airborne diseases such as pneumonic plague, influenza and TB can easily be spread (**Heyman, 2001**). HIV/AIDS has also spread by sexual tourism and, in Sub-Saharan Africa, by migrant workers and truck drivers.

### **Global environment**

Environmental threats to human health are numerous. Some of them are more localized, such as lack of access to safe drinking water, inadequate basic sanitation in the household and the community, and indoor air pollution from cooking and heating using inadequate fuels and inadequate solid waste disposal. Others have intermediate reach, including water pollution from populated areas, industry and intensive agriculture; and urban air pollution from motorcars, coal power stations, and industry. Most environmental threats have global implications (.spillover.) and can create climate change, stratospheric ozone depletion and transboundary pollution air and water pollution, acid rain, loss of biodiversity, desertification, and deforestation. Poor environmental quality has been calculated to be directly responsible for around 25% of all preventable ill-health in the world today, mostly in the form of diarrhea diseases, acute respiratory infections, malaria, other vector-borne diseases, chronic respiratory diseases and childhood infections.

## **CONCLUSION:**

### **Shaping Globalization to Improve Health**

Every 3 seconds, a child dies in the developing world, mostly from diseases that can be prevented. In these countries poverty is the precondition for high child mortality from communicable diseases such as HIV/AIDS, TB, malaria, and other illnesses, which are themselves major causes of poverty. The cost of controlling or reducing the incidence of the most prevalent diseases is far less than the economic toll they take (**WHO, 1999a and 2000a**).

The health, environmental, and humanitarian problems of developing countries affect rich countries through multiple channels, with potential negative consequences for the economic and physical security of developed nations. For instance, failure to confront looming HIV/AIDS epidemics in China, India, many former Soviet Republics, and Eastern Europe will result in a global health disaster on a scale far beyond the current epidemic that plagues Africa. Tuberculosis and other diseases that thrive in people with immune systems compromised by malnutrition and AIDS are becoming drug resistant to drug making treatment more difficult and more expensive (Heymann, 2001).

### International health issues

Global surveillance and prevention of infectious diseases must also continue, which requires strengthening the global outbreak alert and response network established by WHO in April 2000 to build national capacity. To track and map food-related diseases industrialized and developing countries must join efforts to help improve data collection efforts and improve the collaboration between ministries of agriculture and ministries of health. They must; establish a comprehensive preventive approach to making the food system safe.

However, better international conditions will not be enough without a framework of solid policies and institutions in developing countries. On the contrary, to fully benefit from trade liberalization, new technology, and other potential benefits of globalization, it is of paramount importance that developing countries have appropriate national policies (WHO, 2000a).

These should include stable macroeconomic policies; open, efficient, and competitive markets; good governance and the rule of law; a vibrant civil society; and programs and investments that eliminate discrimination and expand opportunities for women and disadvantaged groups.

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# Impact of Globalization on Indian Technical Education System

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**Abstract:** *The purpose of globalization of Indian education is to make a major sources of earning foreign exchange; to improve quality of Indian education and to spread Indian culture and value. Hence looking at the purpose, of various options of globalization of Indian education, the most appropriate option would be attract the maximum possible number of foreign students. Globalization of higher education is to be promoted not only because it yields financial benefits, but also because of the academic, political and social advantages that accrue from the presence of international students on campuses. Technical institution must re-engineer their vision and mission to carryout multinational activities. The technical institutions must withstand the challenges of globalization. To meet this following steps to be followed.: All technical institutions must have autonomy for academic, administrative and financial; Partnership between industries and technical institutions should be encouraged and promoted; More effective means of information delivery must be used; Institutions should have freedom and motivation to generate additional financial resources through research, consultancy, continuing education etc. Technical institutions should be internationalized by developing linkages and partnership with –international agencies for the various programmes and services offered by the institution; Communication through satellite for continuing engineering education program will help a large number of country men in getting informed about the latest development taking place in the world. Globalization leads to challenges and threats also.*

**Key word:** *Concepts, Challenges, System, technical education, skills.*

## INTRODUCTION:

### Definition:

Globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, goods, and services across national frontiers. However, it does not include unhindered movement of labor and, as suggested by some economists, may hurt smaller or fragile economies if applied indiscriminately. The tendency of investment funds and businesses to move beyond domestic and national markets to other markets around the globe, thereby increasing the interconnectedness of different markets. Globalization has had the effect of markedly increasing not only international trade, but also cultural exchange.

### CONCEPTS:

It is a fact that the world is moving fast in technological developments and subsequently there is much advancement and reforms in teaching methodology and the content of courses in developed countries. It is time in our country have to achieve at par that excellence in our teaching programs. According to the findings of one survey made public last year, none of our universities including the IIT's has appeared in ranking of first top 100 universities of the world. It is therefore, stands appropriate to think that if some of bright ranked foreign universities come to India, we will have their standard of excellence to compare with at home for our own growth and the development. The students and the country can also accrue benefits from foreign universities in India. Not only the students and their parents will be partially relieved from their financial burden but there will be reduction in brain drain of the country. Our youth will get psychological satisfaction getting degrees of foreign university here itself and will able to contribute to serve the country enjoying the life on home-front thereafter.

Again we in our country are not so equipped now to fulfill the necessary requirement of admissions facility and infrastructure for some of the advanced post graduate technical and other professional courses. By



encouraging setting up of foreign university in India, the country will get advantage of coming near to the world class faculty of excellence and various reforms of the methodology of the teaching and education prevalent threat. We will also be able to develop research culture in our institutions and the universities for which we lack in.

The 21st century presents unique challenges for the technical education system. Technical education must be able to respond to rising student expectations and the demands of global competition. The quality of knowledge generated within technical education institutions, is increasing determining the nations global competitions. This poses a major responsibility on the institutions of technical education in countries like India. With abundance of human resources India is eminently equipped for growing itself as a global leader in the knowledge society.

### **HISTORY OF GLOBALIZATION:**

Socialization of people for improving business and financial activities across the globe can be referred as globalization. It is not a new phenomena as people kept searching new places and avenues to increase their business activities as evident by explorations of Vasco-de-Gama, Columbus and East India Company. Bitter experiences from East India Companies & British rule makes Indian little bit cautious for adventures of globalization. This has been the root cause for delay in liberalization in India. they had committed previously by opting for isolation.

Globalization has been a historical process. During the Pre-World War I period of 1870 to 1914, there was rapid integration of the economies in terms of trade flows, movement of capital and migration of people. The growth of globalization was mainly led by the technological forces in the fields of transport and communication. Indeed there were no passports and visa requirements and very few non-tariff barriers and restrictions on fund flows. Globalization, process was slow between the First and the Second World War. After World War II, all the leading countries resolved not to repeat the mistakes they had committed previously by opting for isolation.

### **CHALLENGES TO TECHNICAL EDUCATION:**

Globalization has resulted in many new challenges to the technical education system. Till recently technologies were mostly imported and the training needed for these technologies were generally carried abroad. Globalization has opened the economy to global players in the industry and service sectors. New products and services are being introduced continuously with improved quality and customer focus. The key input to the success of this new brand of industries and service units is a group of highly motivated and meticulously trained forces. The knowledge and technical skills of this work force have to be regularly updated. Developments of these skills are a part of curriculum in many foreign universities some of the challenges of the globalization are indicated below:

#### **1. Vernment plan:**

Governments' plan expenditure on different sectors of education reveals that a meager allocation of 3.5% of the total GNP that there is a decline in allocation towards higher and technical education.

A good percentage of students who do get past 12th grade cannot afford to go to institutions where professional degree programs are offered. This is because unlike most the developed world where on average expense on education do not exceed 25% capita GNP in India that figure is a staggering 400%.

#### **2. Additional setup**

It is still our education system dominated by the traditional set up of rules, regulations and statutes that offer little scope for quick improvement in its present work-system and the required level of autonomy and flexibility.

#### **3. Curriculum**

The curriculum today is out of touch with the ground realities and of little practical import. The curriculum does not provide knowledge that can be utilized to enhance local resources through which employment could be generated in addition to improve the existing conditions.

#### **4. Industry – institute interaction**

The challenges of globalization need to be recognized by both industry and educational institutions without any further delay, otherwise India will have no foothold in the business world and its industry may become a victim of its own policies of liberalization and open market economy. For this both the industry and educational institutions put their shoulders to wheel and work toward the creation of India incorporated with capabilities of operating as a major player in the global arena. Partnership may be developed in one or more areas like faculty development, faculty exchange, curriculum development, resources support, institution of chairs, institutional evaluation, service to industry, adoption of institution, project assignment, testing and facilities, production–cum-training center, seminar and conferences, continuing education, guest lectures, Rand D facilities etc. Other challenges are like International collaboration, Difficult to adapt new technology.

#### **5. Infrastructure facilities**

Infrastructure facilities, Restructuring of education system, Positive attitudes towards national integration, Research activities Updating knowledge, Consultancy, More Autonomy, Strengthening of multi institutional integration. The reposition of technical education in response to global force driving challenge in a knowledge based economy, In many developing countries, particularly in India technological change and globalization have exacerbated existing unemployment problems that have been due, in some measure, to poor economic performance.

#### **6. Skilled labour**

Many low-to medium-technology industries have been relocated in developing countries to benefit from cheaper labour, The combination of globalization and technological developments has enabled highly skilled technical personnel living in developing countries to provide service for industries in developed countries, Globalization affected the world population in different and unequal ways. It has resulted in rapid economic benefits for some countries while causing acute social problems for other.

Production systems based on new technologies that enable greater productivity and flexibility as well as workers with updated skills and more independent initiative are required if industries are to survive in this climate. Thus, with the demand for greater productivity, new technologies are radiating into almost every industrial sector, including the traditional labour-intensive industries.

#### **7. Entrepreneurship training**

Entrepreneurship training is considered a valuable tool for inspiring motivation, creativity and innovation. In addition, entrepreneurial skills are expected to equip Technical Education graduates with the ability to generate employment opportunities through the creation of new businesses. Expectation of further Training of Technical Education graduates at their place of work or at a public or private institution.

In a rapidly evolving work environment, educational and vocational guidance and counseling are critical and must constitute an integral part of any Technical Education programme as they contribute to enhancing the relevance and effectiveness of training.

#### **10. Counseling**

Counseling is necessary to understand and appreciate the talents of students and trainees, and to help them explore career alternatives. Guidance and counseling must define career development as a systematic process during which individuals develop their vocational awareness, employability and maturity.

### **SWOT ANALYSIS OF INDIAN EDUCATION SYSTEM:**

#### **1. Strength**

The Indian have made many contributions among those are Arybhatta, Sir, C.V. RAMANNA, H.J. BABHA, Sir, J.C. BOSE. Some of the strengths of Indian technical education system are: India has got very rich and learned education heritage. Very good primary education which provides a very strong base. Indian education system moulds the growing minds with huge amount of information and knowledge. Indian education system gives the greater exposure to the subject knowledge. Indians are rich in theoretical knowledge. India has abound strength of resources and man power (NASA, MAC).Cost of education is very low. Number of higher

education institutions in India is more compare to developed countries. Indians are interceded in normal education and higher education.

## 2. Weakness

The weakness of Indian technical education system are: Lack of adequate up-gradation of curriculum. No benchmark and no common course content and no common exam procedure national wide. Lack of specialized courses or modular and rigid curriculum learning considered as one step process. Education is exam oriented. No fixed parameters. Lack of Industry –Institute interaction. Rigidity in curriculum. Lack of multidisciplinary courses. Role of teacher is confined to teaching alone. Lack of policy makers. Mind set of stakeholders. Lack in accepting immediate changes. Learning is job oriented

## 3. Opportunities

India has rich resources of human as well as physical. In India enough number of higher education institutions. Therefore, we can produce more and highly qualified students. Fulfilling students demands by providing enhanced quality of education. Producing enough number of technically skilled outputs. By making more Autonomy Curriculum should be made more realistic, practically biased and job oriented. Students will be regarded more as a customer. To provide highly technically skilled labour to the country

## 4. Threats

Similarly the threats of Indian technical education system are : Lack of interest and interaction from the industry in developing and collaborating in the research field. Threat from within of deteriorating standards of education due to lack of benchmark in terms of quality of institutions. Loss of quality standards by technical institutions as more and more students opt for education abroad. Lack of team work. Attitude of the people who fail to work collectively on a common platform

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# CYBER CRIMES AND GLOBLIZATION

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**Abstract:** *The invention of fire and wheel were the two greatest inventions by earlier men. Later on it led to inventions like telegram, telephone, Computer etc. The advent of computer brought revolution in information technology sector, and now the world is in your hand within a click with help of INTERNET, the internet grown at a staggering rate. It's become part and parcel of our social life. Due to the development of computer and internet system, people can access the information throughout the world. Today, no part of the world can remain unaccessed of human being. Computer civilization has made great significant changes in information sector. Due to development of private sector in communication systems one person who resides in interior area can access an institution, knowledge and job prospective within a second. The purpose of information technology law is free flow of information with reasonable restrictions.<sup>1</sup> Due to development information and technology, crimes have also increased. To check the cyber-crime, IT laws have become essential.<sup>2</sup> Why we need this is matter because Globalization brings opportunities with challenges and it's our collective responsibility to tackle it, because changes to society and technology have increased the dangers associated with inadequate controls on processing activities. The use of computer technology and the ability to transfer and publish our life became easier but on another side it's also create problems. Present paper focuses on cyber-crime and globalization.*

**Key words:** *Globalization, cyber, cyber-crime & laws, information technology, etc.*

## 1.INTRODUCTION:

“Necessity is mother of invention” the Invention of fire and wheel, two greatest invention by early men which later leads to modern men an invention of telegram, telephone, telescope, pen radio many more things without which use can't product or survive now a day, it is either medical or communication.

Communication: - which change whole world scenario an invention of abacus to birth of computer. In earlier time, human beings used birds, drums etc. to communicate message but now, with in a click we can reach to many people at many place at any time, without any time los. What is that things--- internet? It's brings revolution in fields of communication. The computer, revolution has become part and parcel of social economic and political life. It makes life more fast and easy and more suitable for development of human civilization. The internet user is increasing day by day. Medical, education, politics, government, science, law, agriculture even music, art not escaping from this magic. And here, the problems arise as it is said that, “any things in excess becomes dangerous”. Computer & internet also brings challenges paperless contract, digital signature, online transition, and result into cybercrimes. Cracking computer becomes rite of passage for some teenager and students and day by day cyber phobia among computer user is increasing. As our life becomes easy and smart on the other hand it gives us as “cybercrimes”.

## 2. WHAT IS CYBER CRIME ?

21<sup>st</sup> century, in which people make contacts virtually, spending more time on internet and less time to talk face to face, through mobile technology with 3G & 4G speed, no doubt it saves time and money and makes our life luxurious but it also causes serious problems, which affect globally. The internet is fast becoming a way of life for millions of people. However, it is also being transformed into a haven for criminals.<sup>4</sup> Cyber space creates lots of opportunities for knowledge, information but also gives birth to disorders like cyber phobia. And we get confused about the term 'cybercrime'.

Generally we have a picture about crime that it is murder, killing, robbery, kidnapping etc. but in cyberspace, it is all about hacking, forgery, cyber terrorism etc. as there is no uniform accepted definition. Cyber-crime is that crime which violates cyber law and cyber jurisprudence. Cyber-crime is the most dangerous of all crimes because of the magnitude of the loss, it is causing today and its potential. The term cyber is derived from the term 'cybernetics' which means science of communication and control over machine and man. In wider sense cyber-crime is crime on the internet which includes hacking, terrorism, fraud, illegal gambling, and cyber stalking and cyber theft forgery, cyber pornography.

## 3. TYPES OF CYBER CRIME:

### Cyber pornography

Broadly explaining, cyber pornography refers to stimulating sexual or other erotic activity over internet. This would include pornography web sites, magazines, pictures, photos, writing etc. in recent times these have been innumerable instances of promotion of pornography through use of computer. Information technology has made it much easier to create and distribute pornographic materials through the internet such material can be transmitted all over the world in a matter of seconds. Child pornography is different from other pornography and consequently receives more stringent legal treatment.

Section 67B of Information Technology Act 2008; discusses punishment for publishing or transmitting of material depicting children in sexually explicit act etc. in electronic form.

Child sexual abuse against women and other sexual crimes are the direct effect of pornographic images which also cause breaking of marriage tie, juvenile delinquency and sexual disease. In contemporary phenomenon World Wide Web has become the playground and game room.

### Steganography

This technique is the secret data inside other files as usage files, sound or video files. The secret data can also be hidden in the files unallocated sector of a disk. This data becomes invisible for anyone who does not know the file name and password. Steganography means hide the files which are out of reach of any person. Information hidden in different files is known as steganography.

#### (a) Trojan horse

It is a commonly used method for committing computer-based fraud and is very hard to detect. A Trojan horse is a malicious program that pretends to be benign but contains codes intended to disrupt computer system or E-commerce site. It is a program that contains hidden code allowing an outsider to assume user privileges and steal passwords and files.

#### (b) Computer forgery

It is the alteration of computerized documents. Since the advent of high resolution computerized color laser copiers, a new generation of fraud document counterfeiting has emerged. These copiers can modify existing documents the quality of which is indistinguishable from the original without referring to an expert for analysis.

#### (c) Computer sabotage



The use of internet to hinder the normal functioning of computer system through the internet introducing of worms, virus or logic banks referred to as computer sabotage. Computer sabotage can be used to gain economic advantages over a competition to promote the illegal activities, or steals data or program me for extortion purpose.

#### **(d) Computer defamation**

The law of defamation is danger to protect the reputation of an injured party by giving him the right to sue for damages. Cyber defamation in this context would imply defamation by anything which can be read, seen, or heard with help of computer. Computer is tool for transferring information one place to other place when information which defame in nature is cyber defamation.

#### **(e) Corporate Cybermear**

It is false and disparaging rumors about a company, its management or its stock that is posted on the internet. This kind of criminal activity has been concern especially in stock market and financial sector where knowledge and information are the key factor for business .

#### **(f) Cryptography**

Privacy and data security have been important issue since the dawn of computer age, but they did not originate with the computer age. Paper records and files can also threaten privacy or reveal other confidential or sensitive information. Long before computers were invented, most organizational kept their critical files under lock and key restricted access to them maintains security. Cryptography is the science and art of secret writing. Keeping information secret when applied in computer environment cryptography can protect data against unauthorized disclosure.

#### **(g) Encryption**

Encryption is the process of encoding information so that it is secure from the internet user. It refers to any process that is intended to obscure the contents of the message. It is often describing in general media as scrambling of data to make it unintelligible. It is translation of data in secret code.<sup>18</sup>

#### **Cyber Terrorism**

The term cyber terrorism is coined by a senior research fellow in California Institute for security and intelligence Mr. Barry Collin in 1980 composed two term Cyberspace and terrorism. According to him cyberspace is the place where computers data move and computers function. In year, 1997 Mathews Devort Brian Houghton and Neal Pollard said, “Information Terrorism is the international abuse of digital information system, network or components towards an end that support or facilitates a terrorist campaign or action.

The two prime concepts of cyber terrorism is, that Terrorist use the information ,technology to attract their audience by creating violence through deferment of web sites, denial of service attack, hacking cracking , tampering with source code flowing virus etc. Where computer is used as target or weapon and which go against government and national security. Another ids terrorized used of information technology i.e. cyber pornography, fraud, cyber theft spamming, etc.

#### **Cyber Warfare**

Cyber war is that war which fought by internet between countries. When one country accesses the secret of other country by internet and uses that secret against that country is known as cyber warfare. In the era of information and communication technology one nation causes terrorist violence by using new technology against other nation. For example between India and Pakistan Net war, China and USA net war.

#### **Spamming Fake Information**

Spamming which is fake information, junk mail to harass other and to damage or unauthorized access computer data or network.

#### **Cyber Squatting**

In popular term, cyber-squatting is the term most frequently used to describe the deliberate, bad faith, abusive registration of a domain name in violation of rights in trade mark and service mark.



## Obscenity

The word obscenity as the dictionaries tell us denotes the quality of being obscure which means offensive, to modesty or decency loud filthy repulsive. Loathsome, indecent and Lewd.

In Radian law Dictionary obscure has been defined as “a term applied to acts or words or representations that shock public ideas of sexual purity or modesty. The test for obscenity has been said to be whether words tend to be define the morals of persons who would see the publication of suggesting law thoughts and exciting sexual desires.

## 4 NATURE OF CYBER CRIME:

### (a) Cyber Stalking

In very general terms stalking refers to harassing or threatening behavior that an individual engages in repeatedly towards another person. Cyber stalking, is simply a extension of the physical form of stalking, is where the electronic mediums such as internet are used to pursue, or contact another in an unsolicited fashion.

### (b) Hacking

It is unauthorized access to computer and refer to access to the whole or any part of a computer system without permission. Hackers worldwide attempt to hack into remote computer for multiple purpose like eavesdropping data theft, fraud, destruction of data, causing damages to computer system, or for mere pleasure or personal satisfaction.

## 5. CYBER FRAUD:

The United Kingdom defined Cyber fraud as “any fraudulent behavior connected with computerization by which someone intends to gain financial advantage”.

According to D. Bainbridge, the phrase ‘computer fraud’ is used to describe stealing money or property by means of a computer that is using a computer to obtain dishonesty, property, including money and cheques , credit cards services, or to evade dishonestly some debts or liability , it involve dishonestly giving an instruction to a computer to transfer funds into a bank account or using a forged bank cards to obtain money from a ATM.

## 6. INTERNATIONAL INITIATIVE TO PREVENT AND CONTROL CYBER TERRORISM:

Cyber terrorism brought back the cold war situation again. The United Nations and European Union’s always played and are playing significant roles to prevent and control menace.

### a) International Ministerial Conference

In July, 1997 the international ministerial conference on global information network was held in Bonn. International Organization and information Technology industries came together for the protection of Net users and to evolve standard of functioning system and self-regulation.

### b) Justice and Home Affair council

The Justice and Home Affair Council also came forward to establish practical cooperation between the countries worldwide at the investigative and procedural stage. For this end G-8 senior level group on the transnational organized crime was investigating mechanism to determine identity and prosecute cyber terrorism.

### c) The News Conference of G-8 Countries

In the year 1998, in march to prevent and control the high tech crime G-7 had taken initiatives and United Kingdom came toward to combat cyber-crime.

### d) European Committee on Crime Problems.

e) **United States initiatives to prevent and control cyber terrorism.**

f) **United Kingdom initiatives to fight Cyber Terrorism (2000).**

### **CONCLUSION:**

Better education, health, food etc. are our basic needs, with these internet and computer also become today's needs, either students or businessmen, politician even a common man could not escape from internet, at the one side we are marching ahead with Sustainable Development Goals, & focusing on digital education and digitalization, at other end cyber space becoming place for crime like fraud, hacking, cyber terrorism. No doubt Globalization brings the world close to each other and creates opportunities, it brought many challenges. Cyber-crime is one of the challenges which need attention from the world community. Without paying attention and action we can't reach to the development goals. This paper makes a small effort to bring attention towards cyber world & cyber-crime.

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# An Idea of a Globally Distributed Software Engineering Class

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**Abstract:** *To planning, developing and managing a globally distributed software engineering course is very difficult task. Though, effective communication, team coordination and collaboration, and overall project planning are keys for any software development. Initiative has been taken in collaboration with 12 universities in South America, Europe and Africa. In India such type of course will be very helpful by providing more job opportunities to computer literates. For understanding significance of this course we give a simple assignment in distributive manner. The main objective of this course to demonstrate the significance of management and planning challenges in distributed software development.*

**Key Words:** *communication, management, group, DOSE, distributed, global, software, challenges.*

## INTRODUCTION:

Software engineering course may be global adopted practices. These courses introduce students about technical and management difficulties. As actual development experiences, projects in SE courses demonstrates the importance of SE methods and practices. These courses also develop team building, team coordination capabilities.

In recent years, some SE courses have incorporated globally distributed projects [17, 1, 15]. In these cases, all projects are developed by distributive manner. All projects are spread out globally. Though, various software companies are working in distributive manner from a long time. Various stages of any SE project are implemented in different-different places, as coding is done in USA, testing is done in Bangluru, database is created in Hyderabad.

Globally distributed projects are very interesting and student friendly. Students can learn more about software engineering phases in detail. They also understand risks and challenges in current software development scenarios. Despite the clear barriers that cultural, time zone and language differences constitute, many students still tend to underestimate the criticality of effective management and planning.

Problems of software project development can be overcome by using a globally distributed contest. It is carried out in the context of a distributed software development course, called DOSE, organized in collaboration with 19 universities located in 17 countries in South America, Europe, Australia Africa, and Asia. The contest neither include any programming and nor related to the project development activities. It shows that, how tasks are completed by collaborative team work. If tasks are not correctly solved or, not completed in deadline then it shows lack of unite team work [14]. There may be various members located in 2-3 countries.

The first main goal of the contest is to aware students about communication and project management issues, so that students could be able to find better ways of organizing a group. The second main goal is to uniting the group members those are located in different countries[16]. Though, students have not known to each other yet before this activity, but they collaborative perform this activity, this develops trust to each other.

In this paper we describe the contest and its evaluation performed in DOSE 2012 and in DOSE 2011. I believe this contest can also be organized in India between various states universities. This course will be very helpful for increasing students' knowledge and will reduce discrimination by enhancing trust and will also develop

team coordination. It will be great achievements, if IIT's, NIT's and central universities students agree to join this course.

## **DOSE: A GLOBALLY DISTRIBUTED COURSE:**

ETH has been conducting a course about “Distributed and Outsourced Software Engineering” (DOSE). This course targets to master students those have good knowledge of programming and SE. About 19 universities has been joined in this course of South America, Europe, Africa, Australia and Asia [17, 13, 8]. In 2012, the project was developed in collaboration with the following universities:

1. ETH Zurich, Switzerland
2. Cairo University, Egypt
3. Hanoi University of Science and Technology, Vietnam
4. ITMO National Research University, Russia
5. IT University of Copenhagen, Denmark
6. Innopolis University, Russia
7. Korea Advanced Institute of Science and Technology, Republic of Korea
8. Odessa Polytechnic National University, Ukraine
9. Politecnico di Milano, Italy
10. Pontificia Universidad Catolica do Rio Grande do Sul (PUCRS), Brazil
11. State University of Nizhny Novgorod, Russia
12. The University of Adelaide, Australia
13. University of Crete, Greece
14. University of Delhi, India
15. University of Debrecen, Hungary
16. University of Rio Cuarto, Argentina
17. University of Zurich
18. Universidad Politecnica de Madrid, Spain
19. Wuhan University, China

A multi-player card games were played, in which players had choices to playing any game in DOSE 2012 project. A group was formed by 2-3 teams, located in 2-3 different countries. In this project, logic of game was implemented by one team and other teams implemented GUI interface and network setup. This project had 4 phases as:- 1) Scope of project (2-weeks) 2) Requirements identification (2-weeks) 3) Interface specification (2 week) 4) Implementation and Testing (6 weeks).

## **CONTEST FORMATION:**

For participation in this contest, each group (6 members) had assigned a specific role. For this, A, B, C, D, E, F roles were decided. A was called as a group manager located in any country and students in roles B,C are located in two different countries, similarly students in roles D,E,F were located in at least two different countries

The contest was started in third week of DOSE project by using email and Skype as communication tools. Registrations of students were taken place one week before of contest starting. When the competition started, each participating student received his role card by e-mail, containing: (1) a description of the contest, (2) a list of tasks to solve, (3) an array of integers, and (4) a comic.

A role card was given to each member of different length and it had contained a different array (named by the role card) of a different length, a comic and a list of tasks to solve. Focus of mainly cards was executing computation on array. This array had 32-38 randomly generated integers ranges from 1 to 150. The comic was different for each student, and it was used to uniting all team members. The task was only to finding girl's name in comic. Every task had an unique identifier and it might have been assigned to more than one student in a group. If one member of group completes the task, then task was assumed to be completed of that group.

Such 17 different tasks, distributed in the six role cards were completed without conveying student's tasks to each other. All works were saved into an array. All tasks were very simple as finding maximum element in an array of roles B, C, D. Most complex task was to find element at 12<sup>th</sup> position in a sorted array. Array was sorted in an ascending order.

It was mentioned on all role cards that solution was provided by member of role A. All role cards were describing same information except A; Because A had information about his own card. About 8 of 17 tasks had to be completed. Only one task was assigned to each group and a combined sorted array A+B+C+D was created. The call for participation and the role cards can be found at

[http://se.inf.ethz.ch/people/nordio/papers/dose\\_contest](http://se.inf.ethz.ch/people/nordio/papers/dose_contest).

## DOSE ASSESSMENT:

### A. CONTEST RESULT

List of groups those participated in the contest is displayed below. Initially, 20 minutes estimation was assumed for completion of task. In the case of the use of text chat for communication, the table also shows the total number of messages (# MSG), total number of characters without spaces (# CHAR) and the number of messages per minute (# MSG PER MIN). Most of the groups solved the exercises in about 45–100 minutes and more than 8 tasks. It was noticed that average number of messages per minute was 4-5 in most cases. This means that every member had read and sometimes written a message in every 15–30 seconds.

Table 1 show that about one third of the groups reported at least one wrong result. This wrong result was reported in the more complex tasks, which requested to sort a combined array, for example D+E+F.

Table 1: Contest Outcome in DOSE 2012.

#	COUNTRIES	TIME	SOLVED		TOOLS	# MSG	# CHAR	#MSG PER MIN
			#CORRECT ANSWERS	MORE TASKS?				
1	Greece and Italy	0:44hs	8	yes	text chat	184	8,794	4.2
2	Brazil, Spain and Switzerland	1:02hs	8	yes	text chat	161	17,347	2.6
3	Brazil and Greece	1:03hs	8	no	text chat, web docs, e-mail, dropbox	282	16,154	4.5
4	Brazil and Greece	1:05hs	8	yes	voice chat, text chat	69	4,982	1.1
5	Argentina and Brazil	1:07hs	8	yes	voice chat	n/a	n/a	n/a
6	Argentina, Brazil and Greece	1:30hs	8	yes	voice chat, text chat, e-mail	172	7,229	2.0
7	Argentina and Greece	1:37hs	8	no	voice chat, text chat, web docs, e-mail	207	12,866	2.1
8	Argentina and Brazil	1:43hs	8	yes	text chat, web docs, e-mail	115	7,579	1.2
9	Argentina, Greece and Switzerland	0:29hs	7	yes	voice chat, text chat, web docs, e-mail	83	4,205	2.8
10	Argentina and Italy	0:51hs	7	no	text chat, web docs	213	11,376	4.2
11	Egypt, Greece and Italy	1:26hs	7	yes	text chat	173	12,048	2.0
12	Argentina and Italy	0:44hs	6	yes	text chat, web docs, e-mail	180	10,310	4.1
13	Argentina and Italy	0:51hs	5	yes	text chat	147	7,992	2.9
14	Argentina and Greece	1:19hs	5	yes	text chat, web docs	197	10,627	2.5



## B. GROUPS COORDINATION FOR SOLVING THE TASKS:

It was noticed that more than 60% of groups had not completed their assigned tasks. Each group member solved his own tasks independently, and just requested the necessary data from the other members. Due to not performing job of A appropriately, some tasks were not completed.

Students gave a feedback report as:

- Each member wanted to finish his job immediately
- To keep updated in all time was very hard task
- It was not clear that which particular task will be done first

The process of solving tasks was as following:

In first step all the tasks were collected and added to a web document, or broadcasted to all the members via text chat. Then, each member took one task to solve, and started to work on that task. Only one person was working on each task. All tasks after completion were added into an array (shared document) and he/she started work on new task. It was noticed that all tasks were done sequentially not by splitting.

## DISTRIBUTED PROJECTS IMPACTS:

For evaluating impact of contest, we conducted an online question answer session, in this session all answers were given by participants. All members were informed by e-mail that how well their groups had performed. Full scenario of contest was also explained to members. It was observed that for question Q1 which was that how long time was taken before noticing by role A, 75% members participated in contest, 30% students had to wait at least 10 minutes and 13% had to wait more than 30 minutes before their task assigned. This delay had shown a high impact of group performance. Similarly, for other questions, we have also found out interesting results.

**Table 2: Students' ratings of the contest**

Question	Mean	$\mu$	$\sigma$
Did contest demonstrate challenges of communication?	3.9	4	0.9
Did contest show importance of group management?	3.9	4	1.0
Was contest enjoyable?	4.0	4	1.1

Overall contest results are displayed in table2. Results show a very good impact on participants. Our main goal to awaking students about communication and project management challenges had been fulfilled. It was noticed that 67% members had participated in contest, 42% gave positive feedback of learning group management and 40% indicated that exercise was very helpful to understanding globally distributed communication challenges. Feedback of this report was as shown below-



Importance of central body as role A in contest.

- Significance of team coordination.
- Communication was very pretty under pressure.
- Project management is an essential thing for successful any contest.

### DOSE PROJECT IMPACT:

In the 2010 DOSE contest, when it was asked to members to need a group manager, then most of them denied to it. But in 2012 DOSE contest, when the same question was asked again, then most of them replied “yes”. Thus importance of group manager was demonstrated. So a main role was assigned to a specific group and other groups had reported to it. DOSE 2010 contest was mandatory while DOSE 2012 contest was optional. Like in 2010 group structures were re-organized but first time various meetings were organized between groups. Main goal of these meetings were to make an agreement for a project manager and to understand complete contest structure.

In 2012, 14 groups participated while 7 groups did not participate. It was noticed that 93% groups who participated in contest successfully implemented their tasks. Project successes were measured by assigning special values to each developed applications. For this some demos were also provided to members. The degree of success was measured as- 1. Project failed: No demos were demonstrated and application was not compiled or run; 2. Partial success: demos were demonstrated but sub parts of application were not properly integrated; 3-5. Full Success: demos were demonstrated and sub parts of application were properly integrated, value 3 was assigned to simpler projects 4 to good projects and 5 to very good projects.

**Table 3: Outcome of the 2012 as well as 2011-2012 projects**

	2012					2011-2012				
	m	$\mu$	M	Mean	$\sigma$	m	$\mu$	M	Mean	$\sigma$
Groups participating in the contest	1	4	5	3.57	1.02	1	4	5	3.57	1.02
Groups not participating in the contest	1	1	3	1.57	0.79	1	3	4	2.56	1.09

In table 3 the reports of minimum (m), median ( $\mu$ ), maximum (M), mean and standard deviation ( $\sigma$ ) has to be represented. For identifying significance we performed a t-test. Significance level was set as 0.005. If p-value is measured as 0.0001, then significant was accepted as 95% probability. In 2011 and 2012, we found out significant level as 0.007, which was also better.

### LITERATURE REVIEW:

A lot of work has been done of creating global software engineering class. There are many courses for global teaching, but DOSE had a good impact compared to them [11,12,10,1]. Many projects were developed by using this course.

Gotel et al. [10] made a report, which was focusing that how project was developed by three universities students located in US, India and Cambodia. They present the problems faced in the projects including cultural aspects, project planning and communication. In first four years, project was developed by using waterfall model and in last two years project was developed by using agile process model. Though in overall DOSE project waterfall model was used[19].

A similar teaching experience was presented by Bosnic et al[1]. He included Croatia and Sweden students. Damien et al. reported a teaching experience by including students located in Canada, Australia and Italy. Bruegge et al. [2] shown teaching experience by combining universities of United States and Germany. Richardson et al. [18] presented teaching experience by including universities of United States, Germany, Ireland, and India [9, 20, 11]. Nordio et al. [15] described our first experiences in distributed software development by using DOSE project.

## CONCLUSION:

This paper focuses on awaring students about challenging scenario of globally software development. Students understand about technical, management, planning issues. He/She recognized that team coordination and team spirit are how significant.

We introduce in this paper about global software development course as DOSE, which is very popular course and various universities have joined to it. A lot of projects have been made by using approach. Initially main goal was of this course was only made to work together by students of various countries and different-different timing zones. A case study of DOSE project performed in 2011 and 2012 has been evaluated. Results of this report encourages us , because we found out significant level more satisfactory.

It was also noticed that complex projects can be done very easily by working as a team work. This is also realizes that, this type of course may be very helpful in countries as India, where discrimination has been take place in contrast with religion, gender, higher post, higher qualification etc. I am assured, this course will be reduced some prejudices by combining students of various states, religions, castes by agreeing them for working together.

The other aspect of such type of course may be that if IIT's like institutes concur for this project, it will be very fruitful to those students who are not part of any institute but want to join software industry, except this, who belong to some private institutions and want a better guidance for software project development.

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# GLOBALIZATION AND ITS IMPACT ON RURAL AGRICULTURE IN INDIA

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**Abstract:** *The main objective of this paper is to understand the basically a globalization and its impact on the Indian Rural agriculture for the sustainable development in India, the globalization is the process began in 1991 as a result of new economic policies. Globalization refers to the process of integration the domestic economy with the world economy. Globalization is the process of movement of capital and flow of finance from one country to other country. Agriculture sector plays key role in economic development. Therefore present study analyzes the impact of globalization on Indian agriculture. The main theme of this paper is to study the growth rate of production in per hectare and impact on Indian agriculture with the help of globalization before and after this concept. Globalization eludes to builds the development of money, inputs, yields, data and science crosswise over inconceivable geographic ranges. Thus the new system has changed from command economy to federal economy.*

**Keywords:** *Agriculture, Economy, Globalization, Production system, Development, Rural Marketing.*

## INTRODUCTION:

Globalization is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. Agriculture is the backbone of every nation to meet its basic needs required for survival and aids in stability, sustainability and strengthens the economy. According to the FAO 2014, 70 % of the world's people in rural areas depend only on the agriculture as major source of income and development. It takes more than one-third of the world's area and more than two-third of the world's water resources. Climate change hinders the patterns of rainfall and temperature, on which agriculture mainly depends. Global environmental changes will have many effects on agricultural productivity. Nearly three-fourth of the population belongs to the weaker sections, some of whom are marginal and small farmers whereas others belong to the working class. Thus, they are the most deprived sections in India. Several development and welfare programmes were launched since India became a 'Sovereign Republic' to ameliorate their conditions, as mandated by the Constitution. But, the beneficial impact of this is only marginal.

## PERFORMANCE OF INDIAN AGRICULTURE:

India is the second largest producer of food in the world: more than 200 million tonnes of food grains, 150 million tonnes of fruits and vegetables, 91 million tonnes of milk, 1.6 million tonnes of poultry meat, 417 million livestock, and 6.05 million tonnes of fish and fish products. The Indian agriculture has made great strides over the years. The food grain production has increased more than fourfold - from 51 million tonnes in 1950-51 to 212 million tonnes during 2003-04 growing at an annual average rate of more than 2.4 % per annum.

**GLOBALIZATION AND AGRICULTURE AND RURAL MARKETING:**

Globalization combined with liberalization has led to the decline of public investment in agriculture. In the pre-globalization period, the country's food grain production was 3.5% whereas in the post-globalization period it fell to 1.7%. One factor for this fall is reduction in subsidies given to farmers, which resulted in higher prices of the food grains in the market. On the other, in India the average income of the common man did not increase correspondingly. For example, the wholesale food grain index increased from 179 points to 410 points, whereas the average national income fell from 193 points to 122 points. Thus, the condition of the common man did not improve as expected in the globalized India.

According to latest FAO estimates, Agriculture and Forestry account for 2% of total world energy used. Global land area dedicated to agriculture is 38.5%, and the total world water withdrawal used for agriculture is 95%. Agriculture provides a gift of goods for healthier consumption and exports and manufacturing sectors. The suitable marketing policy system should be there so as to give proper reward or return to the efforts being made by tiller of the soil. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. Marketing has to be customer-oriented and has to provide benefits to the farmer, transporter, trader, processor etc.

**IMPACT OF GLOBALIZATION ON RURAL AND INDIAN AGRICULTURE:**

The impact of globalization will be on rural as well as urban India but will be slow. It will have its impact on target groups like farmers, youth and women. Farmers, today keep in touch with the latest information and technologies. On youth, its impact is on knowledge and information and while on women it still depends on the socio-economic aspects. In fact, the leadership in any product or service is linked to leadership in the rural India except for few lifestyle-based products, which depend on urban India mainly. Broadly, globalization impact on rural and agriculture marketing potential in India are mainly: increased income and purchase power, accessibility of market, consumer behavioural changes, competition in urban markets, new employment opportunities, green revolution, better credit facilities through banks etc.

Experts believed that globalization will help to balanced development of agricultural sector, changes would occur in the economic conditions of the farmers, agricultural products would get proper prices, employments would be available in agriculture, rural industries, cottage industries, small industries would start and farmers would be happy but this belief is going to be false. According to the policy of WTO India has to reduce import duty by 50% for agricultural goods till 2008. India has to compete in the field of agriculture in future. Also, India has to import 5% of the domestic market. Out of Indian population 25% people still below poverty line and 60% population depend upon agriculture. The share of agricultural income in gross national income in India 23.6%, in Australia 5%, in Canada 4%, America 3% and England 2% respectively. In India 62% of total agricultural land is depending upon rain water. The technical developments cannot make because the possessed area of land is very little. So the production costs are high. The use of chemical fertilizers is very little in India. It is only 84 kg per hector in India. But it is 266 kg per hector, in China, 360 kg in Japan, 519 kg in Belgium. In India the amount of loan provided for agriculture is also very little. Loan for agricultural is provided at the rate of 15% to 16% in comparing with the loan provided for vehicles or houses at the rate of 7% to 8%. The field of watered land in India is 38%. In China 52%, Japan 62%, and in Pakistan it is 72%. Also agricultural product in India is very little. India is the first in the production of legumes, second in the production of ground nut. Rice and wheat and third in the production of tobacco. India tea, coffee, rice, wheat, sugar, tobacco, spice, cashew, sesame, oil,

fruits, and vegetables, meat and fishes as well as imports legumes, milk products, cashew fruits , edible oil, chicken, seeds, etc.

Developed countries are using dumping techniques to keep their superiority in global market. Developed countries are selling their agricultural goods on fewer prices than the competitor and less than its total production cost. It is causing side effects on the developing countries. According to the agreement of WTO it has been decided that the developed countries should give 5% and developing countries should give 10% grants of total value of their agricultural goods. But the developed countries like America, European countries, Japan, South Korea, Canada are given various grants to the agricultural sector. Developing countries have restriction on their agricultural products like import duties and quota. There is no any limitation on the grants given by developed countries to the farmers through green box and blue box. So, developed countries on very low prices. It effects on the agricultural sector and the farmers of developing countries. In 2000-2001 Indian government allowed to export 40 lakes tons wheat but in the international market the prices of Indian wheat are very high so India could export only 3 lakes tons of wheat. The chairman of the World Bank once told that “developed countries give 280 to 300 billion dollars as grants when India gives 45780 cores as grants. In India the grants are less than 4% of the value of agricultural goods. But the WTO tells to reduce the grants, for developed countries are not told about grants.

### **GLOBALIZATION WITH A HUMAN FACE:**

The government has onerous responsibility, and has to take corrective measures to sec that the reforms are implemented with a human face, so that they give the desired results to the common man. If not, India and its majority population may face dangerous consequences in the future. Some “safety nets” had to be evolved with the implementation of SAP. These could be identified as the following.

1. Protection and development of home market which would be subverted if liberalization of export-import trade were effected.
2. The poor farmers should be protected with subsidies and loans, at least to the subsistence level. Supply of food grains at subsidized prices through PDS is to be continued and further streamlined.
3. The government must take up mass public employment programs through the public sector, where the interests of the farmers and weaker sections can be protected.
4. The poor who are mostly uneducated and low-skilled must be educated and skills imparted to them so that they can face the competition from skilled and well-educated workers, and also become partners in development.

### **CONCLUSION:**

It is clear with the study that agriculture plays key role in the economy. The government should make policies that benefit all the farmers equally, especially the landless farmers and agriculture labour. The government should make all efforts to create scientific awareness among farmers so that they can withstand the international competition. There is need for technological development land reforms, use of hybrid pesticides, fertilizers and irrigation facilities. The government should try and focus on these problem areas so that can the impact of globalization is favorable for India



agriculture. We cannot afford to export agriculture products at low rates so we must bend our policies according to WTO and benefit our farmers, we need to prepare a draft of strategies on the basis the strategies of developed countries. Farmers should be given training and guidance to start agricultural relating industries. If these remedies are made then Indian Agricultural can excite in the globalization.

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# IMPACT OF GLOBALIZATION ON WOMEN EMPOWERMENT IN INDIA

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**Abstract:** *Globalization is empowering the women across the globe. It is helping the women to involve in different spheres like political, social, economic, sports and cultural. Women empowerment stand for expansion of assets and capabilities of women to participial in, influence control and hold accountable institutions that affect their lives. Policies framed by the different countries helping the women to know about their rights and enhancing their skills at the competitive edge. This is an empirical study of 60 women between the age group of 25 and 35 years. It is interview based and questions were asked on their personal background, job opportunities and cultural and social change. This liberalization and globalization phase in India has brought many changes in the lives of Indian women. It has empowered them with education and financial security through job participation. Women are able to exercise their rights at home and parents are more participative and open to the idea of their daughters going away from home for higher studies be it in a town different to the home town in India or in other countries beyond the Indian border. Similarly parents are no longer conservative and women exercise their choice in working and taking jobs in different towns or abroad. Mobility and migration has definitely been an impact of globalization. They have also got high paying jobs like their male counterparts. There has also been a change in the way the women dress themselves. The pattern of change in dress has moved from the 'saree' to the 'salwar kameez' to indo-western and western clothes finding acceptability in the Indian society and at the working environment. Another impact of globalization has been the right to exercise a choice for a partner in marriage. This has had the effect of mixed marriages beyond the cast system and interregional and intercontinental acceptability of weddings. There have been certain negative effects of globalization. Women have become less patient with their family and spouse often leading to divorce or break in marriage having a bad emotional effect on both the spouses and their children. Women have less time at home as they have to be more competitive at work*

**Key Words:** *Globalization, Empowerment, Women education, Economic growth, Legal provisions.*

## INTRODUCTION:

Globalization is paving a way for the women to know about their rights and to make them empower so that they can become self- dependant, the Indian state in view of its commitment to various international conventions specially “ Mexico plan of action (1975)”, “the Nairobi forward looking strategies(1985)”, “the Beijing declaration” as well as “the platform for action(1995)” and the outcome document adopted by the UNGA session on gender equality and development and peace for the 21st century, titled “further actions and institutions to implement the Beijing declaration and the platform for action have been unreservedly endorsed by India for appropriate follow-up, key among them is the ratification of the “CONVENTION ON ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN(CEDAW)” in 1993. Government of India, other countries and many international organizations have drafted many good policies to aware the women about their rights .In the past we have witnessed that women were au fait about their rights, now a days we can see that due to globalization women are working in different fields of the world whether its sports, corporate, film industry and many others.

Government of INDIA has framed a policy called national policy for the empowerment of women (2001), this policy is bringing an awareness among the women ,most of the women do not

know that constitution not only grant equality to women, but also empowers the state to adopt measures of positive discrimination in favour of women, within the framework of a democratic polity, our laws, development policies, plans and programmers have aimed at women's advancement in different spheres .From the fifth five year plan (1974-78) onwards has been a marked shift in the approach to women's issues from welfare to development. The national commission for women was set up by an act of parliament in 1990 to safeguards the rights and legal entitlements of women, the 73rd and 74th amendments (1993) to the constitution of India have provided for reservation of seats in the local bodies of panchayats and municipalities for women, laying a strong foundation for their participation in decision making at the local levels. India has also ratified various international conventions and human rights instruments committing to secure equal rights of women, key among them is the ratification of the CONVENTION ON ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN (CEDAW) in 1993.

### **DEFINITION OF GLOBALIZATION:**

Although academics and economists differ on the definition of globalization, globalization can generally be defined as the integration of world economies by removing barriers to trade and encouraging the free flow of foreign investment, private portfolio capital and labor across national boundaries. The main principles upon which the entire theory of globalization is based are as follows:

- Sustained economic growth, as measured by gross national product, is the path to human progress;
- Free markets i.e., markets that are free from government intervention, generally result in the most efficient and socially optimal allocation of resources;
- Economic globalization, is achieved by removing barriers to the free flow of goods and money anywhere in the world, which in turn fosters competition, creates jobs, increases economic efficiencies, lowers consumer prices, increases consumer's choice and is generally beneficial to everyone by increasing overall economic growth;
- Privatization, which transfers functions and assets from government to the private sector, improves efficiency.

Despite this optimistic outlook towards globalization, globalization has a dark side and has the power to create highly undesirable adverse effects. In particular, globalization has the potential to lead to exploitation of the female workforce and even to jeopardize their safety. It is in this context that the following examination of the concept of globalization and its impact on the working women is necessary.

### **NEED AND IMPORTANCE OF WOMEN EMPOWERMENT:**

There is inequality and vulnerability of women in all sphere of life. They need to be empowered in all walks of life. Without the active participation of women establishment of a new social order may not be a successful one because women constitute half of the population. Women should realize that they have constitutional rights to quality health care, economic security, and access to education and political power. Mahatma Gandhi firmly states that the status of women would not change merely by bringing legislations; it must be supported by change in the women's social circumstances and situations and also man's sexist attitude to women. Fertility rates, age at marriage, health and

nutrition. are very low. Participation of women in political process at the grass root level enhances their social status and it helps to solve the local problems, particularly drinking water, health, education, child development, social security for aged, disabled and in grass root level planning.

### **EFFECTS OF GLOBALIZATION ON WOMEN IN INDIA:**

The positive effect of globalization is that it has opened up broader communication lines and attracted more companies as well as different organizations into India. This provides opportunities for not only working men, but also women, who are becoming a larger part of the workforce. With new jobs for women, there are opportunities for higher pay, which raises self-confidence and brings about independence. This, in turn, can promote equality between the sexes, something that Indian women have been struggling with their entire lives. Globalization has the power to uproot the traditional treatment towards women to afford them an equal stance in society.

### **STATUS OF WOMEN BEFORE INDEPENDENCE:**

Women's participation in India's, freedom struggle began over a century before country became independent at the time when conservative traditions and social customs had derived them their rightful place in the society. Among earlier women fighters to raise banner of revolt were Lakshmi Bai, Rani Jhansi, Rani of Ramgarh, Rani of Taci and Begum Hazrat of Lucknow.

### **Women education before independence**

**“If you educate a man you educate an individual, however, if you educate a woman you educate a whole family. Women empowerment means mother India empowerment”.**

India is poised to emerge as one of the most developed nations by 2020, more literate, knowledgeable and economically at the forefront. No doubt, women will play a vital role in contributing to the country's development. Women power is crucial to the economic growth of any country. In India this is yet to meet the requirements despite reforms. Little has been achieved in the area of women empowerment, but for this to happen, this sector must experience a chain of reforms. Though India could well become one of the largest economies in the world, it is being hindered due to a lack of women's participation.

### **NEED OF WOMEN EDUCATION:**

Women empowerment can only be achieved through the provision of adequate and functional education to the women folk. This is crucial because no matter how rich or vast a nation is, without an effective, efficient, adequate and functional education for all its citizens (men and women) education which is relevant to its immediate needs, goals and objectives, such a nation would find it difficult to stand on its own. The brand of education being advocated is that type of education in which is embedded the spirit of self realization and all that are needed for the country's overall development like mass literacy, economic empowerment etc.

### **CONTRIBUTION TO WOMEN'S INDEPENDENCE:**

Sumathi w/o Samantham aged 38 lives in Maruwai Panchayat of Kurinjipadi Block in Cuddalore District in Tamil Nadu. She has worked 33 days under NREGA in 2007-2008 and has used the money she earned for her regular household expenses. She says that she used to be dependent on her husband for any expense but now she feels empowered and independent, as she is also an earning member of the family. By putting cash incomes into their hands, NREGA is beginning to create a greater degree of economic independence among women. As mentioned, this was one of NREGA's main aims: with the increased participation of women in household income-generation a positive

contribution to gender relations can be made. The 5 survey data (both qualitative and quantitative) suggest that women workers are more confident about their roles as contributors to family expenditure and their work decisions, and that they are also becoming more assertive about their space in the public sphere. Mogra w/o Meghnath, aged 34, lives in Dodiya village of Dhamansara Panchayat, Rajnandgaon Block in District Rajnandgaon in Chhattisgarh. She has a BPL card and her household owns a little land. They used to live in a kaccha house. She came to know about the NREGA works in her village through a public announcement. She decided to work under NREGA. Last year she and her husband worked under NREGA for 100 days and earned a good amount of money at the rate of Rs. 60/- per day. Their small land holding fulfils their basic food necessities. They decided to spend the money earned on NREGA works to build a pacca house. More than half of the respondents felt that the NREGA has brought a significant change in their villages as well as in their own lives. This is because employment is being provided within their village, generating community assets and enhancing their spending capacity. In each of the four survey districts, most of the women felt that the Act is “important” or “very important” for them. In Rajnandgaon and Cuddalore, the proportion who felt that NREGA is “very important” was as high as 70 % and 61 %, respectively

### **STATUS OF WOMEN AFTER INDEPENDENCE:**

There is a distinction between pre-independence and post-Independence women's movements in India. The pre-independence movements were essentially about social reforms and initiated by men. In comparison, the post-independence movement demanded gender equality, questioned gender-based division of labor and highlighted the oppressive nature of the existing patriarchal structure. In the euphoria of post-independence, it was believed that women's status would dramatically improve along with other marginalized groups because they were now the masters of their destiny.

### **MAJOR PROBLEM OF WOMEN IN INDIA SOCIETY:**

#### ***HISTORICAL BACKGROUND***

It is very important to know the historical background, if we are to make a study of status of women in India. It is not easy to find answers for questions like when did women start losing their status or who was responsible for this situation. The position that women occupied in the medieval and later the colonial period is of most importance. Women were never put on high pedestal in the Shastras.

#### ***POVERTY AND HUNGER***

Poverty affects the woman most in as much as the female members in the family are denied education, healthcare, nutritious food, and good sanitation because of poverty. Poverty directly affects the future of women. Girl children are discriminated in the matter of feeding compared to boys. Studies have shown that girls in rural areas take a mean of 1355K.Cals/day in the 13-15 years age group and 1291 K.Cals/day in the 16-18 years age group, which is much below the recommended levels. The disproportionate impact of poverty on girls is not an accident but the result of systematic discrimination.

#### ***WIDOW REMARRIAGE:***

The position of women which consists nearly half of population of the country is not so good and the position of widow is even worse. In order to save the plight of women who suffered an account of the death of their husbands the Brahmo Samaj launched a campaign advocating widow remarriage.



Despite Iswar Chandra Vidyasagar's campaign that led to the legislation of widow remarriage (1856) in India, Hindu society had many reservations on this issue.

Widows were considered inauspicious and were not permitted to attend festive occasions, despite many of them being young girls whose marriage had not even been consummated. It was very common for the mother-in-law to taunt her as being responsible for her son's death. The death of the husband was only the beginning of a young woman's problems. She was either expected to commit sati or return to her parents. If she stayed with her husband's family, she had to do all the menial work, was ill treated and not allowed to eat properly. Her head was shaved, her glass bangles broken and she was confined to white clothes; never being allowed to look attractive since she was considered a sexual threat to society. She could only eat vegetarian food. Widow re-marriage was not permitted among Hindus, except in certain tribal communities.

### ***CHILD MARRIAGE:***

The problem of child marriage in India is a complex one because of religious traditions, social practices, economic factors and blind beliefs. Since there are no references available of child marriage in ancient India, it is difficult to trace the practices origins. Incidents of child marriage are restricted to few communities in northern states where child marriage more prevalent than in south. It is the advent of different forms of culture which came in from the northern borders which may have influenced various communities to resort to early marriages.

### ***PURDAH PARTHA:***

Man and woman are the two wheels of the social cart. Both of them must be equally strong. But in our society women are illiterate. They are kept in 'purdah'. They are denied their due rights. Illiteracy is most wide-spread among women. I will pay special attention towards female education. This will remove many evils from society. Purdah will come to an end. Women will become equal partners with men in the work of the development of the country

### ***SATI PRATHA:***

Inhuman and cruel traditions like Sati Pratha started where women were burnt alive on the death of husband to get rid of widows as they were treated as liability. Raja Ram Mohan Roy and Mahadev Govind Ranaday who convinced Britishers to bring laws for banning Sati Pratha by introducing Civil Marriage Act, 1872,

### ***FEMALE INFANTICIDE:***

A girl is considered a burden by parents. Since a girl child would be going to her husband's place upon marriage, the parents did not want to waste their resources on her upbringing. Again the demand for large dowry and the huge wedding expenses caused a lot of hardship to the parents. So, the parents preferred a male child as they would be able to bring in large dowry. These considerations led to the practice of killing the girl child once she was born.

### ***CONSTITUTIONAL SAFE GUARDS FOR WOMEN IN INDIA:***

The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women. Within the framework of a democratic polity, our laws, development policies, Plans and programmes have aimed at women's advancement in different spheres. India has also ratified various



international conventions and human rights instruments committing to secure equal rights of women. Key among them is the ratification of the Convention on Elimination of All Forms of Discrimination against Women (CEDAW) in 1993.

The Constitution of India not only grants equality to women but also empowers the State to adopt measures of positive discrimination in favour of women for neutralizing the cumulative socio economic, education and political disadvantages faced by them. Fundamental Rights, among others, ensure equality before the law and equal protection of law; prohibits discrimination against any citizen on grounds of religion, race, caste, sex or place of birth, and guarantee equality of opportunity to all citizens in matters relating to employment. Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution are of specific importance in this regard.

### **LEGAL PROVISIONS:**

To uphold the Constitutional mandate, the State has enacted various legislative measures intended to ensure equal rights, to counter social discrimination and various forms of violence and atrocities and to provide support services especially to working women. Although women may be victims of any of the crimes such as 'Murder', 'Robbery', 'Cheating' etc. the crimes, which are directed specifically against women, are characterized as 'Crime against Women'. These are broadly classified under two categories.

(1) The Crimes Identified Under the Indian Penal Code (IPC)

(i) Rape (Sec. 376 IPC)

(ii) Kidnapping & Abduction for different purposes ( Sec. 363-373)

(iii) Homicide for Dowry, Dowry Deaths or their attempts (Sec. 302/304-B IPC)

(iv) Torture, both mental and physical (Sec. 498-A IPC)

(v) Molestation (Sec. 354 IPC)

(vi) Sexual Harassment (Sec. 509 IPC)

(vii) Importation of girls (up to 21 years of age)

(2) The Crimes identified under the Special Laws (SLL)

Although all laws are not gender specific, the provisions of law affecting women significantly have been reviewed periodically and amendments carried out to keep pace with the emerging requirements. Some acts which have special provisions to safeguard women and their interests are:

(i) The Employees State Insurance Act, 1948

(ii) The Plantation Labour Act, 1951

(iii) The Family Courts Act, 1954

(iv) The Special Marriage Act, 1954

(v) The Hindu Marriage Act, 1955

(vi) The Hindu Succession Act, 1956 with amendment in 2005

(vii) Immoral Traffic (Prevention) Act, 1956

(viii) The Maternity Benefit Act, 1961 (Amended in 1995)

(ix) Dowry Prohibition Act, 1961

(x) The Medical Termination of Pregnancy Act, 1971

(xi) The Contract Labour (Regulation and Abolition) Act, 1976

(xii) The Equal Remuneration Act, 1976

(xiii) The Prohibition of Child Marriage Act, 2006

(xiv) The Criminal Law (Amendment) Act, 1983

(xv) The Factories (Amendment) Act, 1986

- (xvi) Indecent Representation of Women (Prohibition) Act, 1986
- (xvii) Commission of Sati (Prevention) Act, 1987
- (xviii) The Protection of Women from Domestic Violence Act, 2005

### **CHANGING STATUS OF WOMEN IN INDIA:**

The eventual mark of a long-standing iniquitous status of women in society is the declining sex ratio. Adverse sex ratios occur when there is prolonged neglect and (even) infanticide/foeticide of one sex. Rajasthan, like other states in north-western India belongs to that category of states where adverse sex ratio is an issue. Sex ratio was 910 in 1991 (female for thousand male), and 921 in 2001. The juvenile (age 0--6 years) sex ratio—which is a better indicator than the overall sex ratio, since women who survive the earlier years tend to outlive men in the later years—was 909 in 2001; there was almost a one per cent deterioration over the last count in 1991. Sex ratios are worse in western and northern regions compared to southern and south-eastern regions. However, there is thus, some equalisation of sex ratios across districts: those that had more balanced sex ratios are changing for the worse, and the converse for other districts. An overall deterioration in the juvenile sex ratio, however, is evidence to the fact that improvement in worst performing districts does not offset deterioration in the better performing ones.

### **EMPOWERMENT OF WOMEN IN INDIA:**

Much of the country's governance has been left to the hands of elected representatives and the official machinery. It has been increasingly recognized that such a centralized approach has not produced desired results, especially in terms of the inclusion of marginalized sectors within governance processes. Notable Constitutional, legislative and policy reforms within the last decade, including the 73rd and 74th amendments and the continued administrative decentralization through programs like NRHM, have demonstrated the Government of India's commitment to increasing the political participation of marginalized groups, especially poor women.

### **SUGGESTION AND CONCLUSION:**

In spite of the various measures taken up by the government after Independence and even during British rule the Women haven't been fully empowered. We may be proud of women in India occupying highest offices of President, Prime Minister, Lok Sabha Speaker, Leader of the Opposition or women like Ms. Chandra Kochar occupying highest positions in the Corporate Sector but the fact remains that we still witness dowry deaths, domestic violence and exploitation of women. The female foeticide is not an uncommon phenomenon. The male female ratio though improved over last few years is still far from satisfactory. It is 940 women per 1000 men for India in some states it is as much lower as 877. These are the states where female foeticide is maximum. The female literacy rate is also lower than the male literacy rate.

The ground reality is deprivation, degradation and exploitation of women specially women from rural areas and those belonging to deprived sectors of the society..

The Empowerment of women has become one of the most important Concerns of 21st century not only at national level but also at the international level. Efforts by the Govt. are on to ensure Gender equality but Government initiatives alone would not be sufficient to achieve this goal. Society must take initiative to create a climate in which there is no gender discrimination and Women have full opportunities of Self decision making and participating in the Social, Political and Economic life of the Country with a sense of equality

Gender equality and women's empowerment are human rights that lie at the heart of development and the achievement of the Millennium Development Goals. Despite the progress that has been made, six out of ten of world's poorest people are still women and girls, less than 16 % of the world's parliamentarians are women, two thirds of all children shut outside the school gates are girls and, both in times of armed conflict and behind closed doors at home, women are still systematically subjected to violence. Women empowerment connotes —Economic Empowerment which implies a better quality of material life through sustainable livelihoods owned and managed by women, "social empowerment" which means a more equitable social status for women in society, "Legal Empowerment" that suggests the provision of an effective legal structure which is supportive of women's empowerment and "Political Empowerment" means a political system favouring the participation in, and control by women of the political decision making process and in governance.

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## Negative Impact of Globalization

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**Abstract:** *The growth of international trade is exacerbating income inequalities, both between and within industrialized and less industrialized nations. Global commerce is increasingly dominated by transnational corporations that seek to maximize profits with less regard for the development needs of individual countries or the local populations. Protectionist policies in industrialized countries prevent many producers in the third world from accessing export markets. The volume and volatility of capital flows increases the risks of banking and currency crises, especially in countries with weak financial institutions. Competition among developing countries to attract foreign investment leads to a "race to the bottom" in which countries dangerously lower environmental standards. Cultural uniqueness is lost in favour of homogenization and a "universal culture" that draws heavily from American culture.*

**Key words:** *s Globalization, Employment, Capitalism, Destruction.*

### INTRODUCTION:

Globalization is the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture. Advances in transportation, such as the steam locomotive, steamship, jet engine, and container ship, and in telecommunications infrastructure, including the rise of the telegraph and its modern offspring, the Internet, and mobile phones, have been major factors in globalization, generating further interdependence of economic and cultural activities. Though scholars place the origins of globalization in modern times, others trace its history long before the European Age of Discovery and voyages to the New World. Some even trace the origins to the third millennium BCE. Large-scale globalization began in the 19th century. In the late 19th century and early 20th century, the connectedness of the world's economies and cultures grew very quickly.

The concept of globalization is a very recent term, only establishing its current meaning in the 1970s, which 'emerged from the intersection of four interrelated sets of "communities of practice": academics, journalists, publishers/editors, and librarians. In 2000, the International Monetary Fund (IMF) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people, and the dissemination of knowledge. Further, environmental challenges such as global warming, cross-boundary water and air pollution, and over-fishing of the ocean are linked with globalization. Globalizing processes affect and are affected by business and work organization, economics, socio-cultural resources, and the natural environment.

### NEGATIVE IMPACT OF GLOBALIZATION:

The most common drawback of globalization is that it is widening the gap between the rich and poor; where rich people are becoming richer and poor are becoming poorer. As a result of outsourcing, globalization may deprive an entire country of its jobs and resources. This is because globalization takes jobs away from one

country and provides it to another country; hence leaving lots of people without the opportunities that they deserve.

Although people belonging to different cultures and countries get a chance to interact with each other, it causes a loss in tradition and values. As species are deprived of their non- native ecosystems, there are increased chances of them spreading diseases and disrupting other natural ecosystems and their native species. The World Trade Organization usually serves the best interests of transnational corporations. Transnational corporations tend to have more power than most people would expect, sometimes they have even more power than the government of some small countries, and they have a great influence in the World Trade Organization. The World Trade Organization also is not democratic, which a big problem because the conclusions that they reach affect the daily lives of people all over the world. When the World Trade Organization promotes transnational corporations to enter developing nations, many labour and human rights are ignored. Transnational corporations usually exploit the labour in developing nations, and they make children, women, and men work in dangerous conditions for very little pay. The transnational companies usually treat their workers very poorly as well, and their workers are commonly subject to many different types of abuse, but their workers cannot do anything to defend themselves because their jobs with the transnational corporations are their only source of the little income that keeps them alive. Potential solutions to labour and human right abuse is also blocked by the World Trade Organization to insure that the transnational corporations can continue to keep making money, and, in turn, support the World Trade Organization. The World Trade Organization is also being used by transnational corporations to eliminate environmental protection laws that can act as “trade barriers”. Transnational corporations always want to make it as simple as possible when they expand to new countries. They want to run into as little problems as possible, and they want to make the most of their new area without having to worry about legislation that protects people and the environment. People that are not working for transnational corporations can also be affected by them when their resources are depleted and their only remaining resources are contaminated beyond use. Therefore, whether people in developing nations are sweat shop labourers that are beaten by their factory owner or they just happen to be people living in the area, almost everyone in the communities that are being “helped” by the World Trade Organization can be negatively affected.

### **DISADVANTAGES OF GLOBALIZATION IN INDIA:**

As much as there have been numerous economic gains attached to globalization in India, there are also disadvantages. The rapid growth of industries due to globalization has not brought about benefits for everyone. There are various sectors that this growth has further aggravated the conditions of particular groups within the Indian society. Globalization has brought about rapid growth in the informal sector which has resulted in undesirable impacts on the working population. As much as it has led to the creation of jobs for many individuals, globalization is also contributing to the suffering of people within the informal sector. It is important to note that the informal sector is deliberately not included in the labor legislation. For instance, informal workers are not subject to the 1948 Factories Act which covers the general working conditions, working hours, safety and health, prohibition of child labor, basic amenities among other things (Stone 1996). With globalization finding its way into India, it is clear that its consequences have been undesirable for workers in the informal sector. Globalization has resulted in poor health, deplorable working conditions and bondage. Employers have been able to impose working conditions that are extremely hazardous due to chronic insecurity among worker. For instance, the construction industry which is the second largest employer in Indian has not taken into consideration the working conditions of its employers. The employers are not concerned about the hazards involved. The proportion of fatal accidents is very high with some of the causes of serious injuries and deaths being crushes under collapsing structures, electrocution, and being buried under mud (Menon 1999). As such, the plight of workers under globalization has been miserable. The fish processing industry also expresses the grave



consequences of globalization. The migrant women who work in this industry are subjected to deplorable work conditions. They are virtually captives, forced to work in unhygienic conditions for long hours deprived of minimum wages, and subjected to various kinds of coercion including being sexually harassed (Goyal 2006). The negative impact of globalization is also felt in the Indian agricultural sector. A great number of laborers in this sector come from the 'Scheduled Castes and Tribes'. In other words, they are from communities that are most exploited economically and oppressed socially under the caste system. The plight of this population has been worsened by globalization owing to the need to increase production to meet the growing demand from the global markets. As such, globalization has resulted in increased poverty and difficulties among particular populations in the Indian society. It has led to forced labor since employers are using crude methods to enforce bondage on the workers. All this is done with the aim of increasing production while at the same time cutting costs. Human beings have been turned into machines simply because of the need to increase profits and be competitive in the global market. This form of 'slavery' is especially rampant in the rural regions even though not exclusive to it. The export production has also seen an increase in child labor since liberalization (Vivekanandan 1996). More children have been forced to work in industries even though it is clear that children are not supposed to work. It is only in India where children are forced to work for long hours and under deplorable conditions even though there are legislations that are meant to protect children from any form of labor. From the above mentioned cases, it is clear that as much as globalization has resulted in economic gains for India, the people who work in the industries are wallowing in extreme poverty apart from being subjected to deplorable working conditions. As such, it may be argued that globalization has only resulted in gains for the rich industrialists and multinationals while the bulk of the population is languishing in poverty. What it has done is to increase the gap between the rich and the poor to levels that cannot be imagined. From this perspective, globalization has worsened the conditions of individuals who are at the bottom of the social ladder. On a broader perspective, globalization has led to low-income groups being increasingly undernourished due to the failure not only to create more jobs but also to improve the working conditions for this population. Apart from these impacts on particular groups, globalization has also contributed to the destruction of the environment through pollution and clearing of vegetation cover. With the construction of companies, the emissions from manufacturing plants are contributing to environmental pollution which further affects the health of many individuals. The construction also destroys the vegetation cover which is important in the very survival of both humans and other animals.

Globalization has had both desirable and undesirable consequences for India. These consequences have been felt from the general economy to more specific conditions of life for the individual. As mentioned, globalization has resulted in the growth of Indian economy which in turn has improved the lives of many people. It has also created many employment opportunities. However, it has also widened the gap between the rich and the poor part from resulting in more oppression for those at the bottom of the social ladder. However, it may be said that globalization is inevitable in the twenty first century despite these disadvantages considering the advances in information technology which has led to more integration between nations. Various ills such as inequality that it has created are also some of its inevitable consequences which results from the competitive environment and the need to increase production so as to meet the growing global demand. As such, it has created both winners and loser in India with loses being workers in the informal sector.

## CONCLUSION:



According to the foregoing analysis, globalization is not merely an intensification of global interconnectedness brought about by market forces and technological change. Rather, it is a worldview shaped by capital and hegemonic power that aspires to establish a global system in line with the interests of capital. Capitalism, as a market-oriented system of production, has an inherent globalizing tendency. However, capitalism is not always characterized by the level of adherence to the liberal principles that globalization represents. In E. M. Wood's penetrating analysis, globalization represents a new phase of capitalism that is more universal, more unchallenged, more pure, and more unadulterated, than ever before.

The financial crises affecting different countries have shaken the confidence of the advocates of globalization. The World Bank, for example, in stark contrast to the minimalist state dictum it advocated in the 1980s, in the early twenty-first century recognizes the importance of the role of the state in protecting and correcting markets. There also has been a growing realization that unfettered financial flows, especially from advanced countries to emerging markets, can create profound instability. Some proponents of globalization have even admitted that Keynes's skepticism about financial mobility may still be relevant today. The September 11, 2001, terrorist attacks on the United States also (temporarily, at least) raised questions about the wisdom of supporting globalization. Yet despite notable setbacks and shaken confidence, the advocacy for globalization remains strong.

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# GLOBALIZATION OF EDUCATION

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**Abstract:** *In popular discourse, globalization is often synonymous with internationalization, referring to the growing interconnectedness and interdependence of people and institutions throughout the world. Internationalization is the less theorized term. Globalization, by contrast, has come to denote the complexities of interconnectedness, and scholars have produced a large body of literature to explain what appear to be ineluctable worldwide influences on local settings and responses to those influences.*

*Influences of a global scale touch aspects of everyday life. For example, structural adjustment policies and international trading charters, such as the North American Free Trade Association (NAFTA) and the Asia-Pacific Economic Cooperation (APEC), reduce barriers to commerce, ostensibly promote jobs, and reduce the price of goods to consumers across nations. A massive spread of education and of Western oriented norms of learning at all levels in the twentieth century and the consequences of widely available schooling are a large part of the globalization process. With regard to the role of schools, globalization has become a major topic of study, especially in the field of comparative education, which applies historiography and social scientific theories and methods to international issues of education.*

**Key words:** *Origins of Globalization, Globalization Theory, The Role of Education, Characteristics of Globalization.*

## WHAT ARE THE ORIGINS OF GLOBALIZATION?

Theoretically, a central dilemma is whether to place the origins of contemporary globalization around 1971-73, with the petroleum crisis that prompted several important technological and economic changes directed toward finding replacement sources for strategic raw materials and searching for new forms of production that would consume less energy and labor. Alternatively, one may, as some authors in this book have done, pinpoint the origins of globalization more than a century ago with changes in communication technologies, migration patterns, and capital flows (for instance, as these affected the process of colonization in the Third World).

An important question for many observers is whether we are facing a new historical epoch, the configuration of a new world system, or whether these changes are significant but not unprecedented, paralleled for example by similar changes in the late Middle Ages. But in our view this issue is not a matter of either/or. We are in a new historical epoch, a new global order in which the old forms are not dead but the new forms are not yet fully formed. Held has suggested in his *Democracy and Global Order*, for instance, that we are in a new "global Middle Ages," a period reflecting that while the nation-states still have vitality, they cannot control their borders and therefore are subject to all sorts of internal and external pressures. Furthermore, even if this new global order shows the end of the sovereignty of the nation-state, this situation nevertheless has differential impacts on states according to their position in the world order: states unified in regional alliances, such as NAFTA or the E.U.; emerging or intermediate states, such as Brazil, Korea, India, and China; less developed states, such as Argentina, Hungary, Chile, and South Africa; developing states, including many in Latin America, Asia, and Africa; and underdeveloped states mired in an extreme state of dependency, such as Haiti, some Central American states, Mozambique, Angola, and Albania. Not only is the meaning and impact of "globalization" unsettled, it may operate differently in different

parts of the world, and in some contexts have little impact at all. Here, again, globalization is not itself a unified, global phenomenon.

Hence while globalization may reflect a set of very definite technological, economic, and cultural changes, the shape of its significance and its future trends are far from determined. As we have just noted, the historical specificity of this process does not necessarily guarantee a symmetrical or homogeneous impact worldwide. This account of globalization is quite different from the neoliberal account, a discourse about progress and a rising tide that lifts all boats, a discourse that takes advantage of the historical processes of globalization in order to valorize particular economic prescriptions about how to operate the economy (through free trade, deregulation, and so on) -- and by implication, prescriptions about how to transform education, politics, and culture.

### **GLOBALIZATION THEORY:**

Globalization is both a process and a theory. Roland Robertson, with whom globalization theory is most closely associated, views globalization as an accelerated compression of the contemporary world and the intensification of consciousness of the world as a singular entity. Compression makes the world a single place by virtue of the power of a set of globally diffused ideas that render the uniqueness of societal and ethnic identities and traditions irrelevant except within local contexts and in scholarly discourse.

The notion of the world community being transformed into a global village, as introduced in 1960 by Marshall McLuhan in an influential book about the newly shared experience of mass media, was likely the first expression of the contemporary concept of globalization. Despite its entry into the common lexicon in the 1960s, globalization was not recognized as a significant concept until the 1980s, when the complexity and multidimensionality of the process began to be examined. Prior to the 1980s, accounts of globalization focused on a professed tendency of societies to converge in becoming modern, described initially by Clark Kerr and colleagues as the emergence of industrial man.

What makes globalization distinct in contemporary life is the broad reach and multidimensionality of interdependence, reflected initially in the monitored set of relations among nation-states that arose in the wake of World War I. It is a process that before the 1980s was akin to modernization, until modernization as a concept of linear progression from traditional to developing to developed—or from *gemeinschaft* to *gesellschaft* as expressed by Ferdinand Tönnies—forms of society became viewed as too simplistic and one-dimensional to explain contemporary changes. Modernization theory emphasized the functional significance of the Protestant ethic in the evolution of modern societies, as affected by such objectively measured attributes as education, occupation, and wealth in stimulating a disciplined orientation to work and political participation.

### **THE ROLE OF EDUCATION:**

As the major formal agency for conveying knowledge, the school features prominently in the process and theory of globalization. Early examples of educational globalization include the spread of global religions, especially Islam and Christianity, and colonialism, which often disrupted and displaced indigenous forms of schooling throughout much of the nineteenth and twentieth century's. Postcolonial globalizing influences of education have taken on more subtle shapes. In globalization; it is not simply the times of economic exchange and political agreement that bind nations and societies, but also the shared consciousness of being part of a global system. That consciousness is conveyed through ever larger transnational movements of people and an array of different media, but most systematically through formal education.

**STRUCTURAL ADJUSTMENT POLICIES:**

Much of the focus on the role of education in globalization has been in terms of the structural adjustment policies of the World Bank and other international lending organizations in low-income countries. These organizations push cuts in government expenditures, liberalization of trade practices, currency devaluations, reductions of price controls, shifts toward production for export, and user charges for and privatization of public services such as education. Consequently, change is increasingly driven largely by financial forces, government reliance on foreign capital to finance economic growth, and market ideology.

**DEMOCRATIZATION:**

As part of the globalization process, the spread of education is widely viewed as contributing to democratization throughout the world. Schools prepare people for participation in the economy and polity, giving them the knowledge to make responsible judgments, the motivation to make appropriate contributions to the well-being of society, and a consciousness about the consequences of their behavior. National and international assistance organizations, such as the U. S. Agency for International Development and the United Nations Educational, Scientific and Cultural Organization (UNESCO), embrace these objectives. Along with mass provision of schools, technological advances have permitted distance education to convey Western concepts to the extreme margins of society, exposing new regions and populations to knowledge generated by culturally dominant groups and helping to absorb them into the consumer society. A policy of using schools as part of the democratization process often accompanies structural adjustment measures. However, encouraging user fees to help finance schooling has meant a reduced ability of people in some impoverished areas of the world to buy books and school materials and even attend school, thus enlarging the gap between rich and poor and impeding democracy. Even in areas displaying a rise in educational participation, observers have reported a reduction in civic participation. Increased emphasis on formalism in schooling could plausibly contribute to this result. An expansion of school civics programs could, for example, draw energy and resources away from active engagement in political affairs by youths, whether within or outside of schools. Increased privatization of education in the name of capitalist democratization could invite greater participation of corporate entities, with the prospect of commercializing schools and reducing their service in behalf of the public interest.

**PENETRATION OF THE PERIPHERY:**

Perhaps the most important question in understanding how education contributes to globalization is, what is the power of schools to penetrate the cultural periphery? Why do non-Western people surrender to the acculturative pressure of Western forms of education? Evidence on the accommodation of people at the periphery to the dominant ideology embodied in Westernized schooling is thus not consistent. In all three societies he studied, globalization influences were abrupt and pervasive, but they were resisted most palpably not at the remote margins, but in the towns and places closer to the center, where the institutions representative of the mainstream—including law enforcement, employment and welfare agencies, medical facilities, and businesses—were newly prevalent and most powerfully challenged traditional community values. Epstein explained these findings by reasoning that it is easier for children living in more remote areas to accept myths taught by schools regarding the cultural mainstream. By contrast, children living closer to the mainstream cultural center—the more acculturated pupils—are more exposed to the realities of the mainstream way of life and, being worldlier, is more inclined to resist such myths. Schools in different areas do not teach different content; in all three societies, schools, whether located at the mainstream center or

periphery, taught an equivalent set of myths, allegiances to national symbols, and dominant core values. Rather, schools at the margin are more effective in inculcating intended political cultural values and attitudes because they operate in an environment with fewer competing contrary stimuli. Children nearer the center, by contrast, having more actual exposure to the dominant culture, are better able to observe the disabilities of the dominant culture—its level of crime and corruption, its reduced family cohesion, and its heightened rates of drug and alcohol abuse, for example. That greater exposure counteracts the favorable images all schools convey about the cultural mainstream, and instead imbues realism—and cynicism—about the myths taught by schools. In other words, schools perform as a filter to sanitize reality, but their effectiveness is differential; their capacity to filter is larger the farther they move out into the periphery. As extra-school knowledge progressively competes with school-produced myths, the ability and inclination to oppose the dominant ideology promoted by schools as part of the globalization process should become stronger. This filter-effect theory could clarify the impact of schools as an instrument of globalization and invites corroboration.

### **What are the Crucial Characteristics of Globalization?**

In light of these many debates, it could be extremely risky to advance a description of the characteristics of globalization that most closely affect education, but these seem to include, at the very least:

- In Economic Terms, a transition from Florist to Post-Florist forms of workplace organization; a rise in internationalized advertising and consumption patterns; a reduction in barriers to the free flow of goods, workers, and investments across national borders; and, correspondingly, new pressures on the roles of worker and consumer in society.
- In Political Terms, a certain loss of nation-state sovereignty, or at least the erosion of national autonomy; and, correspondingly, a weakening of the notion of the "citizen" as a unified and unifying concept, a concept that can be characterized by precise roles, rights, obligations, and status (see Canella, in this volume).
- In Cultural Terms, a tension between the ways in which globalization brings forth more standardization and cultural homogeneity, while also bringing more fragmentation through the rise of locally oriented movements. Benjamin Barber characterized this dichotomy in the title of his book, *Jihad vs. McWorld*; however, a third theoretical alternative identifies a more conflicted and dialectical situation, with both cultural homogeneity and cultural heterogeneity appearing simultaneously in the cultural landscape. (Sometimes this merger, and dialectical tension, between the global and the local is termed "the global.")

**See also:** International Education Agreements; International Education Statistics; Rural Education, subentry on International Context.

### **CONCLUSION:**

We hope by now that the main purposes of this book have become clear: first, to identify, characterize, and clarify some of the debates surrounding the phenomenon of globalization; and second, to try to understand some of the multiple and complex effects of globalization on educational policy and policy formation. In summarizing some of the consequences of globalization for educational policy. Finally, global changes in culture deeply affect educational policies, practices, and institutions. Particularly in advanced industrial societies, for instance, the question of "multiculturalism" takes on a special meaning in a global context. What is the role of education in



helping to shape the attitudes, values, and understandings of a multicultural democratic citizen who can be part of this increasingly cosmopolitan world? At least some of the manifestations of globalization as a historical process are here to stay. Even if the particular form of "globalization" presented by the neoliberal account can be regarded as an ideology that serves to justify policies serving particular interests but not others, the fact is that part of this account is based in real changes (and to be fair, real opportunities, at least for certain fortunate people). Public education today is at a crossroads. It can carry on as usual, as if none of these threats (and opportunities) existed, with the risk of becoming increasingly superseded by educational influences that are no longer accountable to public governance and control. In our view, nothing less is at stake today than the survival of the democratic form of governance and the role of public education in that enterprise.

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## Social Development of Indian Masses through MALL Culture

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**Abstract:** In last decade of globalization in Economic prosperity. Retailing is most active and attractive sector. Previously the retailing Industry itself was present but recently it has witnessed so much dynamism. The emergence of retailing in our country has more to do with increasing purchasing power of buyers, after liberalization & globalization increase in product variety with economics scale by modern supply and distribution solutions The new technologies are improving retail productively with sales of highest point in our country. The key challenge in retail sector are location “Right place & Right choice “ Pricing target audience, “consumer the prime mover “ and scale of operations. The successful adoption of western shopping mall to change the life style & make the shopping time saving. The traditional markets are making way for new store formats like dept. stores, Hyper market, super market & stores.

Malls in our country are developing both in metros and smaller town proving shopping. Entertainment and food, all under one roof, Malls have become symbol of India's growth and have improved the quality of life for the shopping with our economic prosperity.

**Keywords:** Retailing, Economic prosperity, shopping malls.

### INTRODUCTION:

The word economy very enormously expended to manufacturing firms in the 1980s so globalization prosperity made economically. However the early 1990s the service sector made tremendous development made in various fields such as telecommunication and information technology with internationalize consideration.

The liberalization of foreign, trade and investments regime worldwide following the structuring of the world trade organizations (WTO) General Agreement on Trade in Services (GATS) in 1995.

The Retail sector services that grew impressively where by intensified globalization brought about the retail multinational- mostly food and general merchandise operators. Initially the retail business large numbers of small shops selling limited variety of goods and services as per requirements of consumers. The consumer became mobile, efficient with economy developed, the retail sector rapidly change & mall traditional shops by large department- stores, super markets presenting a wide range of merchandise and services. The pull factors to growing business opportunities rapid organization, high population growth, rates, rising incomes, westernization of life style increasing demand for fast food.

As indication of economic prosperity in India the shopping cum entertainment. Options are getting bigger and better, sporting multiplexes and food courts.

The Retail industry in India has undergone with two different phases and in recent past changing at fast speed from traditional informal retailing sector to modern. There is too much scope for foreign players in Indian economic conditions, providing government by capital inflow, generating. Employment and by becoming big source a tax revenue.

The retail boom in the country is basically happening. Because of the new age economic and financial growth of the Indian consumer. Today customer's primary expectation has become the demand for all under one roof shopping experience. The whole range of products, playing around with the children, sharing the drink in pub. Eating out in a restaurant, visit to discothèques.

### **MALLS:**

The new generations thinking have changed now people want shopping malls and multiplexes near to home. Building theatres above malls make it economical: mall-multiplex is where the future is people no more want to travel all the way to just watch a movie.

Shopping malls attract buyers and seller, and attract customers, providing entertainment facilities enough choices. Which grab, the attention increasing the probability of their entering into the store of impulse purchases. Malls offer them all their need under one roof this give customer satisfaction in reference to selection atmosphere, convenience sales people, refreshments. Location promotional activities with economic this give customer satisfaction in price. A combination of general entertainment and price oriented promotions is strong encouraging customers to frequent visit and spend more.

### **TYPES OF MALLS:**

The malls basically are classified on the basis of their Merchandise orientation means types of Goods and Services sold and their size. The trend towards differentiation and segmentation will continue to add new terminology as the industry matures. Following are the different types of malls.

(i) Regional Malls: According to International Council of Shopping Centres a regional mall is a Shopping Mall which is designed to service a larger area than a conventional Shopping Mall. It is typically larger than 400,000 square feet to 800,000 square feet gross leasable area with at least two anchors and offers a wider selection of stores.

(ii) Super regional malls: This is a mall which is almost similar to a regional mall, but it is larger in size than a regional mall. It has more anchor stores, a deeper selection of Merchandise and draws from a larger population base. A super regional mall is according to International Council of Shopping Centres, a Shopping Mall with over 800,000 square feet (74000 2 m ) of gross leasable area and which serves as the dominant Shopping venue for the region in which it is located.

(iii) Outlet Malls: An outlet mall or outlet centre is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. The other stores in outlet malls are operated by retailers selling returned goods and discontinued products often at heavily reduced price. In India these outlet stores are not shopping malls, they are called generally called as factory outlet shops because they generally call general products directly offered by the company.

(iv) Vertical Malls: Vertical Malls are the malls typically multi-storey building. The vertical mall is common due to the high land price in densely populated and the higher yield on retail property. The concept of the vertical mall departs from the common Western model of the flat shopping mall in which space allocated to retail is configured over a number of storeys accessible by escalators linking the different levels of the mall. The challenge of this of mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards.

(v) Lifestyle Centres: Lifestyle Centre is new designated that has a loose definition. Generally, it's a centre that does not have an anchor tenant in the classic sense that is, department store. Lifestyle centres have a cinema as a major tenant.

(vi) Dead Malls: The dead malls are those which have failed to attract new business and often set unused for many years until restored or demolished. Interesting example of architecture and urban design, these structures often attract people who explore and photograph them. This phenomenon of dead and dying malls is examined in detail by the website Deadmalls.com which hosts many such photographs as well as historical accounts.

(vii) Strip Mall: Strip mall also called Shopping Plaza or Mini mall. It is an open area shopping center where the stores are arranged in a row with a sidewalk in front. Strip malls are typically developed as a unit and have large parking lots in front. They face major traffic arterials and tend to be self contained with few pedestrian connections to surrounding neighborhoods.

(viii) Outlet Mall: Outlet Mall is a type of Shopping Mall in which manufacturers sell their products directly to the public through their own branded stores. Clothing, sporting goods, electrical products, cosmetics and toys are among the types of items sold at outlet malls. Outlet malls first appeared in the United States as a development of the traditional factory outlet a store attached to a factory or warehouse. An outlet mall places several such outlets under one roof in a convenient location, usually an out of town site. The out of town site minimizes overhead costs.

(ix) Luxury Malls: Luxury Mall is mall which only house luxury brands. The mall in India luxury malls have been planned to be built soon, most of the tenants are expected to be the best brands in the world such as France's Louis Vitton, Greece Dunhill Fendi Mont Benc, Van Clef and Arpels Rolex and Omega.

#### **EFFECT OF MALL CULTURE IN INDIA:**

The mall boom in India began with Cross roads which was constructed in 1991 and was owned by Nichlos Piramal Pharmaceuticals. It is located near Haji Ali, Mumbai and is spread across 1, 50,000 square feet. The mall was a culmination of two offices which were: a. The office of Nicholas Piramal b. The office of a famous MNC pharmaceutical brand The initial mall in India was a huge failure. In the West malls are located on the outskirts of cities so as to offer entertainment with shopping. Malls in India are located in the heart of the cities, making parking a nightmare for shoppers. These malls however are mostly constructed by The malls in India are of box like structures which are not massive in size.

#### **REASONS FOR GROWTH OF MALLS IN INDIA:**

Fast growing middle class with higher discretionary income. Emergence of youth as an independent shopper with a lot of disposal income. Rogerness of Indian shoppers for a new shopping experience. Ability of Mall developers to make shopping an enjoyable experience. Presence of factors like cost effectiveness, convenience wide variety of products with the fun element entertainment and good time pass plus shopping on weekends. Influence of media and marketing communication resulting in changing aspirations, lifestyle orientation and change in consumer perceptions about shopping.

#### **MALL CULTURE IN INDIA:**

Culture could be defined as the set of learned beliefs and values and mall culture is learned shopping experiences. This culture is different from the typical Indian Shopping Culture (i.e. convenience/Kirana shops or Mom and Pop stores). The mall culture in the society is created due to shopping, roaming, enjoying movies and entertainment and also making routine to visit a mall. In India all this has happened rapidly but there is still a huge potential market remains untapped. The malls developed in India due to many reasons. Some are listed below:

- Population Density: Market is the sum total of existing and potential customers. Prominent cities of India cover a huge part of population. A huge percentage of population lives in these areas. This gives developers a very big market to serve.

- High income: These cities are known as industrial hubs. Here the income level of people is higher than the level in rural and some urban areas. People have more money to spend on good shopping experience they can think more than bread and butter and also are ready to spend for entertainment.
- Different buying habits: In metro cities shoppers are broader conscious. Malls collect these all of international brands of reputed companies are made available by malls. Change in culture again developed a situation where both husband and wife are working and they want all the required materials under one roof, this led to developing of more and more malls.

### **CONCLUSION:**

In present situation of Indian retail segment the malls will soon be able to successfully hold the massive Indian market fast growth, greater income to middle class. Working couples; nuclear families etc. the successful western. Shopping mall concept to the Indian. Customers will help to change the life. Style and make the shopping time saving. Malls in Indian. are developing both in metros are smaller towns providing shopping entertainment and food all under one roof. This have become symbol of Indian growth and have improved the quality life for social development of common man.

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## GLOBALIZATION AND OUR HERITAGE: A REVIEW

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**Abstract:** *Globalization is the tenuous process by which businesses or other organizations expand their international influence and start operating on a worldwide scale. To be honest, the most important impacts of globalization are highly localized. It impacts every bit of a person's life with respect to their way of living, culture, taste, fashion, commodities, etc. Indian culture, rich in religions, literature, art, communities and multiple ways of living have been overshadowed by the ruthless forces of globalization. This is due to expansion of the western culture which is a major cause for the decline of the Indian culture, civilization, religion, art, literature and customs. This is termed as the after effects of the British Raj. There is no doubt that globalization increases a country's material prosperity but it is also true that it comes with a high cultural cost. The impact of globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. These social and cultural aspects have multiple outlines in terms of language, geography, ethnicity, religion and culture which was not the case before. Due to the advent of the western culture in the country our precious culture and religion is getting diminished. There are various terrible things that are taking place in the name of globalization, such as theft, drugs, narcotics, etc. The western culture, with its desired pursuit of markets and commodities eliminates all true culture, which is based on quality and not quantity.*

**Keywords:** *Globalization, Culture, Heritage, Indigenous, Tradition.*

### INTRODUCTION:

Globalization is the process which expands and accelerates the movement of ideas and exchange of commodities over vast distances. From a global perspective, globalization's most important impacts are often highly localized. Globalization really affects people with respect to their way of life, culture, taste, fashion, preferences, etc. It has led to good and bad effects on the lives of the people. With the dream of great opportunities, people used to move from east to west and vice-versa. But, the global financial crisis all over the world resulted in reverse migration. Researches had proved that many foreign-born workers; mainly from China and India, have considered returning home to better job opportunities. Will the crisis reverse global migration? Migration is a major factor in global society. A recent study shows how the share of migrants in the total population has more than doubled over the last forty years. Today, migration flows of workers from developing to developed countries have slowed down, due to the economic crisis. But increasing poverty at home and demand for low wage workers in rich countries will fuel on going migration flows.

We live in an intensely interdependent world in which all the earth's peoples with their immense differences of culture and historical experience are compressed together in instant communication. We face today a world of almost infinite promise which is also a world of terminal danger. This phenomenon has been titled 'Globalization.' 'The Era of Globalization' is fast becoming the preferred term for describing the current times. Just as the Depression, the Cold War Era, the Space Age, and the Roaring 20's are used to describe particular periods of history; Globalization describes the political, economic, and cultural atmosphere of today. While some people think of Globalization as



primarily a synonym for global business, it is much more than that. The same forces that allow businesses to operate as if national borders did not exist also allow social activists, labour organizers, journalists, academics, international terrorists and many others to work on a global stage.

Indian culture which in effect means multicultural, multi-religious, multi-community civilization and multiple ways of life are under the lethal threat of the ruthless forces of globalization today. What went by the name of colonialism in classical history textbooks produced in the days of British rule has been replaced today by the synonym of globalization. The unbridled expansion of western culture has continued at an accelerated rate along with the denigration and decline of Indian culture, civilization, religion, art, literature and customs. This new colonialism has taken on several new faces or rather put on new masks. It cleverly masquerades itself through labels and slogans like democracy, humanitarian rights, gender equality, internationalism, free trade and humanitarianism. In the name of modernization and Globalization it pretends to be uplifting peoples whom it is really exploiting. This is not very different in either kind or intent from old western colonialism “British imperialism in the Indian context”, which vaunted itself as the benign bringer of civilization and culture to the uncivilized world. It was given the glorious title of 'White Man's Burden'.

### **IMPACT ON INDIGENOUS CULTURES:**

As a result of globalization, many indigenous groups are being more widely exploited through the tourism industry. The increasing ease of access to these cultures by Western tourists allows for a greater interaction between the two which is not necessarily equal. Western tourists often view indigenous groups as quaint relics of the past that they can observe and report back on to their friends at home. Inevitably there is the acquisition of souvenirs which Western tourists put on display as examples of the primitive encounter they have returned from. Even though there is interest in the culture of these indigenous groups, there is rarely a sense of equality. The tourist often sees themselves as superior and worthy of being served.

The countries in which this type of tourism occurs (ie. many African nations) often alter their policies to encourage the influx of tourist dollars to their countries. Many indigenous groups are moved from their traditional territories in order to allow the Western tourist the greatest possible Safari experience. The efforts of Western conservation organizations have convinced many African nations to alter their conservation policies to the point where there is a direct impact on the abilities of indigenous groups to continue providing for their people in their traditional ways.

A positive spin off is the greater opportunity for employment in the service industry for locals. Again, though, this tends to perpetuate the inequity in status between the tourist and the local employee. As well, the main economic beneficiaries of the tourism industry in these nations are not necessarily the local indigenous workers but the wealthy elite. Even the displays of cultural practices (ie. dances) may not be accurate reflections of traditions as they may be altered for the entertainment of the tourists. Also, this use of tradition for entertainment simply commercializes the local culture to the point where its significance may be compromised.

One of the main segments of indigenous society that are specifically targeted by multinational corporations is the young. Adolescents are far more susceptible to targeted consumerism and, as a result, may find that western consumer ideals may be more appealing to them than their own cultural traditions. They are easier to convert because their personal identity is not as set as that of an adult in their community. With this comes an erosion of cultural hierarchy as the sense of identity becomes



more of a personal, individual choice, rather than a societal one. Many indigenous see globalization as a threat to the traditional family structure, creating a disconnection from cultural traditions.

Multinational corporations view indigenous land as a valuable commodity to be bought, sold, and exploited. This has had a great impact on local environments as traditional land use is being pushed aside in favour of specific uses designed to maximize the profits for larger entities. This conflicts with the view held by many indigenous groups that the land is the anchor that connects them to their culture. This exploitation has pushed many indigenous groups even further to the margins of society.

The fear for many indigenous groups is that this global pressure on their culture is only going to lead to the erosion of their traditional values to the point that the diversity of culture in the world will be slowly whittled away to the point that there will be only one large homogeneous culture worldwide. The consumerist nature of globalization is often contrary to traditional indigenous values. Globalization does not take into consideration cultural and socioeconomic circumstances. Instead, it looks to further the interests of the larger, more influential countries and corporations which are the impetus behind its spread.

The impact of globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. These social and cultural aspects have multiple outlines in terms of language, geography, ethnicity, religion and culture which was not the case before. Due to the advent of the western culture in the country our precious culture and religion is getting diminished. There are various terrible things that are taking place in the name of globalization, such as theft, drugs, narcotics, etc. The western culture, with its desired pursuit of markets and commodities eliminates all true culture, which is based on quality and not quantity. People in the rural areas especially the farmers have been bearing the brunt of globalization for quite some time now. It has impacted the education, agriculture, technology, culture, social values and employment in the country. Not every village has a school but one positive development out of this is that girls are attending schools in villages. Students in villages are generally unaware of the technical education making them incapable when it comes to employment. There is still no electricity or other communication infrastructure in rural areas. In a country where people in urban areas have every facility including internet, DTH, etc, in the same country there are areas where people don't even have the knowledge of internet. The real culture is preserved in these rural areas as the new advancement has not made an impact on their lives. Globalization has no impact on culture but poor people are migrating to cities in search of employment. The impact of globalization is great on India's culture. Every person wants to be swayed in the western light. There is negligence in the nature of people in our country for the diversified culture. We are exploiting the term globalization in the name of progress, reason and science but we are forgetting that it is our culture that differentiates us from any other country. There many movements started by our government to make bond between our cultures and the people stronger. It is visible and achievable if the people unite themselves to encounter the forces of modernization and globalization.

## **CONCLUSION:**

Globalization has complicated the process of education many times over, but in doing so has created many incredible opportunities for countries to break out of the traditional models of educating and work towards creating knowledge communities. The global citizen is seen as a person who can act

locally but think globally, a goal that keeps an eye on maintaining cultural diversity while exposing a country's citizens to the benefits of globalization.

The debate around globalization being positive and or negative is an on-going one. It can provide a stronger collective identity, empower individual and group distinctiveness while at the same time provide a means for misrepresentation, disempowerment and an avenue for further colonization. Cultural diversity can be strengthened through globalization by providing the means and wherewithal to support cultural groups attempting to make a difference in society while still maintaining their distinctive set of beliefs, practices and values.

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## Collision of globalization on Indian economy: A broad idea towards LPG Model

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**Abstract:** *This period of reforms has also ushered in a significant change in the Indian approach, as it deviates from the conventional values held since freedom, such as self-confidence and socialistic policies of financial growth, which mainly due to the inmost looking restraining form of authority, resulted in the separation, on the whole backwardness and inadequacy of the economy, amongst a host of other harms. This regardless of the fact that India has the prospective to be on the fast track to success.*

*In this editorial we would like through light on the significant modification Measures (liberalization privatization and Globalization), The Bright Side of Globalization, The Bright Side of Globalization With Demoting Agriculture structure, what would be Strategy of Globalization under the growth potential Growth of Unemployment Poverty. Who is Victims of Globalization? To make Globalization Work with the effect of Social Services and Growth of Slum Capitals in India, this overall concept we focused on about the blow of globalization in particular on the expansion of India.*

**Keywords :** *Globalization, Financial growth, Business, Development, LPG.*

### INTRODUCTION:

Indian market had experienced major policy changes in near the beginning 1990s. The new financial reform, generally acknowledged as, **Liberalization, Privatization and Globalization** (LPG model) designed at making the Indian financial system as fastest growing economy and internationally competitive. The progression of reforms undertaken with respect to engineering sector, trade as well as economic sector aimed at making the saving more efficient.

With the beginning of reforms to ease up the Indian financial system in July of 1991, a new section has dawned for India and her billion plus people. This period of economic transition has had a marvelous impact on the on the whole economic growth of almost all main sectors of the economy, and its effects over the last decade can hardly be overlooked. Besides, it also marks the advent of the real incorporation of the Indian economy into the global economy.

This era of reforms has also ushered in a extraordinary change in the Indian state of mind, as it deviates from the traditional values held since self-government in 1947, such as self dependence and socialistic policies of economic development, which mainly due to the innermost looking preventive form of governance, resulted in the isolation, overall backwardness and inefficiency of the economy, amongst a host of other problems.

At present that India is in the development of reform her economy, with aspirations of inspirational herself from her present isolated position in the world, the need to pace up her economic development is even more essential and having witnessed the heartening role that Foreign Direct

Investment (FDI) has played in the fast financial growth of most of the Southeast Asian country and most particularly China, India has embarked on an determined plan to try to be like the successes of her neighbors to the east and is annoying to sell herself as a safe and beneficial destination for Foreign Direct Investment.

Globalization has countless meanings depending on the context and on the person who is discussion about. Though the precise description of globalization is still unavailable a few definitions are worth viewing, Prof M.L. Choudhary : says that the procedure of globalization not only includes opportunity awake of world trade, development of advanced means of communication, internationalization of monetary markets, growing importance of Multinational Corporations, population migrations and more in general increased mobility of persons, Merchandise, funds, data and thoughts but also infections, diseases and toxic devastate. The word globalization refers to the integration of economies of the world through unconstrained trade and financial flows, as also through general exchange of knowledge and technology. Ideally, it also contains liberated inter-country society of labor. In context to India, this implies aperture up the economy to foreign direct investment by providing facilities to overseas companies to invest in dissimilar fields of economic activity in India, removing constraint and obstacle to the doorway of (MNCs) Multinational Corporations in India, allowing Indian company to enter into overseas collaborations and also cheering them to set up joint ventures out of the country; carrying out huge import liberalization programs by switching over from quantitative limitations to tariffs and bring in (Import) duties, as a result globalization has been recognized with the policy reforms of 1991 in India.

### **The Vital Reform Measures (Walk towards (LPG Model) liberalization privatization and Globalization):**

Indian economy was in bottomless disaster in July 1991, when foreign money reserves had plummeted to approximately \$1 billion; Inflation had roared to an yearly rate of 17 percent; fiscal deficit was extremely high and had turn into unsustainable; overseas investors and Non Residence Indians had lost self-confidence in Indian Economy. Capital was soaring out of the country and we were seal to non-payment on loans. Along by means of these bottlenecks at home, lots of unforeseeable changes sweep the economy of nations in Western and Eastern Europe and somewhere else, around the equal time. These were the monetary compulsions at residence and overseas that called for a complete overhauling of our monetary policies and programs. Major events initiated as a part of the liberalization and globalization approach in the early nineties incorporated the following:

**Devaluation:** A premeditated descending alteration to the value of a country's coinage, relation to another coinage, collection of currencies. Devaluation is monetary policy instruments of countries to have a permanent replace rate or semi-fixed exchange rate. It is over and over again puzzled with depreciation, and is in difference to revaluation. The first step towards globalization was in use with the declaration of the devaluation of Indian currency by 18-19 percent against key currencies in the global foreign exchange market. In fact, this gauge was taken in order to resolve the Balance of Payment crisis

### **Disinvestment:**

1. The action of a group or government selling or liquidating an positive feature or subsidiary also acknowledged as "divestiture".
2. A diminution in capital expenses, or the decision of a corporation not to fill useless capital goods.

In organize to make the process of globalization soft, privatization and liberalization policies are poignant along as well. Under the privatization method, most of the public division activities have been/ are being sold to private sector

The Government of India confirmed to execute the economic reforms in discussion with the international bank and in agreement of its policies. A successive alliance government from 1996 to 2004 lead by the supporting parties like Janta dal party and BJP etc. has adopted authentically the economic policy of liberalization with Dr. Manmohan Singh has returned to power as the Prime Minister in 2004, the economic policy initiated by him has urbanized into the lodestar of the fiscal position of the government.

### **THE BRIGHT SIDE OF GLOBALIZATION:**

Globalization, as a concept, refers both to the attenuation of the world and the enlarged realization of the world as a whole. It is a term used to explain the changes in societies and the globe economy that are the effect of dramatically improved cross-border deal, asset and educational exchange. The processes and actions to which the perception of globalization at the here refers have been scheduled, with a few interruptions, for many centuries, but only in comparatively recent period has globalization become a main focal point of conversation. The current or recently-past period of globalization has been conquered by the nation-state, nationwide economies, and countrywide cultural identities. The new form of globalization is a combined globe and universal accumulation society referred to as a global community.

In particularly economic contexts, globalization is commonly used in characterizing processes in progress in the areas of financial markets, manufacture, and investment. Even more barely, the term is used to refer almost exclusively to the special effects of do business, mainly trade liberalization (Free) trade.

The phrase Globalization carries several meanings, nuances, and applications. These contain:

- The pattern of an international society through closer contact among different parts of the world,
- Globalization Theory aims to recognize versatile connectivity proliferating at the global level taking into contemplation both its sources and its implications across the diversity of spheres of social subsistence.
- In political science and global family members, the current unit of investigation as the nation state.
- Financial globalization refers to free trade and increasing relations among members of an industry in diverse parts of the world (globalization of an business),
- The unconstructive effects of commercial transnational corporations are exerted through such actions as the use of considerable and classy lawful and financial means to circumvent the bounds of limited laws and standards, in order to influence the labor and services of unevenly developed regions against each other.
- The spread of free enterprise from developed to developing nations.
- The thought of Globalization refers both to the concentration of the world and the strengthening of alertness of the globe as a whole. The process by which the globe becomes a introverted place"

For the first time India has extra billionaires than any further country outside the United States and China, according to an yearly list of the world's richest persons released this week.

The year 2015 rich list has compiled by China-based luxury Group Human Report, said that India's richest had benefited from a bang in the value of the stock market and that falls in wealth among Russians and Britain hard-pressed the South Asian country into the top three for the first time in the record of the rankings.

There are now Ninety seven Indian billionaires compared to Ninety Three Russians who are significance as a minimum one billion dollars, the report said.

The year prior to, India have ranked fifth behind the United Kingdom, this time the on the whole riches of billionaires has dropped by 10% in part since of a turn down in growth of the London Stock Exchange.

### **THE MYSTERIOUS SIDE OF GLOBALIZATION:**

The principle strategy concern of globalization is generally put in terms of issues of economic effectiveness. Economists tend to arbitrator globalization largely in conditions of the gains or losses that it brings to the industrious development of inadequate world resources. On the other hand, many would dispute that economic growth should for all time be inferior to, and in service of, safety, justice, and democratic system.

On top of these issues the evaluations include both constructive and unconstructive. In some compliments, globalization has promoted amplified human safety, for example, with disincentives to conflict improved means of gentle relief, new job formation opportunities, and greater cultural pluralism. Social justice can be looked at in conditions of the distribution of life chances between lessons, countries, sexes, races, urban/rural populations, and age groups. The brilliant side of globalization has in confident cases enhanced possibilities for youthful people, deprived countries, women, and other subsidiary social circles, allowing them to understand their potentials. More unenthusiastically, on the other hand, globalization has thus far constant or increased various arbitrary hierarchies in modern society.

### **CONCLUSION TO MAKE GLOBALIZATION WORK:**

Under the extraordinary growth of IT sector (information technology) which has shrunk freedom, time and abridged the cost of moving information, goods and capital crossways the globe, the globalization has brought unmatched opportunities for human being development for all, in developing as well as developed countries. Under the profitable marketing forces, globalization has been used more to give confidence to trade and industry growth to yield profits to some countries and to some groups within a country.

India should pay instant attention to ensure rapid growth in education, fitness, water and hygiene, work and service so that under time-bound programmers' the targets are finished without delay. A tough groundwork of human being growth of all people is essential for the social, supporting and economic growth of the country.

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# HISTORICAL ANALYSIS OF INDIAN CULTURE OF GLOBALISATION

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**Abstract:** *Globalisation has become a key word in today's world. And the world of today is very different from what it was ten years ago, even from what it was yesterday. Today, development happens overnight. One of the countries that have been focused on during the past decades is India. India: the diverse country with deep rooted traditions, a deep rooted culture and religion that lives alongside one of the fastest growing economies in the world. The first phase of "modern globalization" began to break down at the beginning of the 20th century, with World War. Since other European currencies were becoming quite largely circulated, the need to own resource bases became imperative. Financial forces as a factor for creating World War I seem to be partly responsible. An example of this would be France's colonial rule over most of Africa during the 20th century. Before the World War One broke out there was no specific aims for the wars in Africa from the French, which left Africans in a "lost" state. Military potential of Africa was first to be emphasized unlike its economic potential...at least at first.*

**Key words:** *Internationalization Historical background, Postworld, Varnas, Traditions.*

## INTRODUCTION:

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.

Globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, goods, and services across national frontiers. However, it does not include unhindered movement of labor and, as suggested by some economists, may hurt smaller or fragile economies if applied indiscriminately. The tendency of investment funds and businesses to move beyond domestic and national markets to other markets around the globe, thereby increasing the inter connectedness of different markets. Globalization has had the effect of markedly increasing not only international trade, but also cultural exchange.

The internationalization of higher education can be linked to various internal and external changes in the international system. Externally, there have been changes in the labour market, which have resulted in calls for more knowledge and skilled workers, and workers with deeper understandings of languages, cultures and business methods all over the world. Education is becoming more invaluable to individuals. In today's environment, education provides individuals with a better chance of employment, which in turn leads to a better lifestyle, power and status. A global education should teach about issues that cross national boundaries, and interconnected systems on ecological, cultural, economical, political and technological grounds such as the Globalization program which draws upon expertise in many areas such as humanities, social science and environmental science. Globalization and technological advancements are delivering and increasing access to the world and subsequently subjects should reflect this global outlook.

Globalisation has become a key word in today's world. And the world of today is very different from what it was ten years ago, even from what it was yesterday. Today, development happens overnight. One of the countries that has been focused on during the past decades is India. India: the diverse country with deep rooted traditions, a deep rooted culture and religion that lives alongside one of the fastest growing economies in the world. As Cohen, Stephen (2001:36) points out:

“India is an ancient state but a modern civilisation”

What I find interesting is the fact that this ancient state has “survived” during the process of globalisation. Especially India’s diverse and deeply rooted culture which has always been and still is influenced by a lot of different religions, languages and traditions. Additionally, in connection with globalisation, the western values seem to have gained acceptance in India.

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 (Robertson, 1992). 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.

### **HISTORY OF GLOBALIZATION:**

Socialization of people for improving business and financial activities across the globe can be referred as globalization. It is not a new phenomenon as people kept searching new places and avenues to increase their business activities as evident by explorations of Vasco- de-gama, Columbus and East India Company. Bitter experiences from East India Companies & British rule makes Indian little bit cautious for adventures of globalization. This has been the root cause for delay in liberalization in India. They had committed previously by opting for isolation.

Globalization has been a historical process. During the Pre-World War I period of 1870 to 1914, there was rapid integration of the economies in terms of trade flows, movement of capital and migration of people. The growth of globalization was mainly led by the technological forces in the fields of transport and communication. Indeed there were no passports and visa requirements and very few non-tariff barriers and restrictions on fund flows. Globalization, process was slow between the First and the Second World War. After World War II, all the leading countries resolved not to repeat the mistakes they had committed previously by opting for isolation.

### **Post-World War II: Globalization resurgent**

Globalization, since World War II, is partly the result of planning by politicians to break down borders hampering trade. Their work led to the Bretton Woods conference, an agreement by the world's leading politicians to lay down the framework for international commerce and finance, and the founding of several international institutions intended to oversee the processes of globalization. Globalization was also driven by the global expansion of multinational corporations based in the United States and Europe, and worldwide exchange of new developments in science, technology and products, with most significant inventions of this time having their origins in the Western world according to Encyclopedia Britannica. Worldwide export of western culture went through the new mass media: film, radio and television and recorded music. Development and growth of international transport and telecommunication played a decisive role in modern globalization.

Cultural globalization, driven by communication technology and the worldwide marketing of Western cultural industries, was understood at first as a process of homogenization, as the global domination of American culture at the expense of traditional diversity. However, a contrasting trend soon became evident in the emergence of movements protesting against globalization and giving new momentum to the defense of local uniqueness, individuality, and identity.

In the 1990s, the growth of low cost communication networks allowed work done using a computer to be moved to low wage locations for many job types. This included accounting, software development, and engineering design.

## **SOME IMPORTANT FACTS ABOUT INDIAN EDUCATION :**

The Indian education is not new, some of the facts about Indian education are: Indian Ayurveda is the earliest school of medicine known to the world and 'charaka' is known as the father of Ayurveda. He developed this system some 2500 years back. Takshila was the first university of world established in 700 B.C. Indian Nalanda University, built in 4 AD, was considered to be the honor of ancient Indian system of education as it was one of the best Universities of its time in the subcontinent. Indian language Sanskrit is considered to be the mother of many modern languages of world. Similarly place value system was developed in India in 100 B.C. India was the country, which invented number system. Aryabhatta, the Indian scientist, invented digit zero. Trigonometry, algebra and calculus studies were originated in India. So India seems to be an education center since ancient days.

## **GENERAL DESCRIPTION OF INDIA: HISTORICAL BACKGROUND, POLITICAL STRUCTURE AND CASTE :**

These three aspects are not entirely independent of each other. However, in order to make it clear, I am dealing with them as separate entities.

### **Historical Background and Political Structure:**

India is a democratic republic and is divided into 26 states, that each has its own government which is elected by the people living in it. The keyword to describe India is diversity, regarding religion as well as the language(s) and the population. India is a country containing over 1 billion citizens which obviously involves big differences between people. English is the major- and administrative language in India but there are 14 official languages and a very large number of other dialects spoken. (Kobayashi – Hillary, Mark (2004:6). Indian culture has been influenced by a large number of cultures through time, including the British during colonisation in the 19th century. (Kumar, Rajesh, 2005, pp. 2-26) In spite of this diversity/difference it seems to be the case that the business culture in India is universal/general independent from/not depending of religion, language and caste line.

### **Religion in India:**

As said, many different religions are present in India. The many religions in India have had a great impact on Indian culture. The dominant one is Hinduism (82% of the population). Besides this, 6 other religions are represented in Indian society. However, my focus will be on Hinduism in this paragraph because of the fact that the legacy of Hinduism is very clear in India

Hinduism is the predominant religion in India. It is one of the oldest religions in the world and the historical founder of it is unknown. Hinduism has developed and depending on where you are in India, different traditions are connected with Hinduism. It does not have certain doctrines or rules to follow, like the Ten Commandments, for instance. Dharma, however, is one aspect of Hinduism that seems to be constant. The literature of dharma describes how a person should behave and what to do in the four stages of life. Furthermore, it describes the general rules of how to behave and it describes specific rules of how to behave that corresponds with the placement in the caste system. This describes the essence of Hinduism.

### **Caste:**

The origin of caste is described in the Rig Vedas in a famous hymn, "hymn to man". It is a description of how the 4 varnas were "born" from the primeval man. The Brahmins came from the mouth, the Kshatriyas from the arms, the Vaishyas from the thighs and the Sudras from the feet. Originally, the four varnas were viewed as equal. However, this changed. The caste is related to occupations. In India 3,000 castes and 25,000 subcastes exist. The castes are divided into four different varnas; Brahmins, Kshatriyas, Vaishyas, Shudras and the "outcast", the Untouchables. The highest varna is Brahmin which includes priests and teachers, followed by the Kshatriya (landholders and warriors), the Vaishya or bania (businessmen), then the Shudra, (workers). Beneath those four varnas are the "outcasts", the tribal people and the "untouchables. The

Brahmins, the Kshatriya and the Vaishyas are known as the “twice-born” because of the fact that they are allowed to study the Vedas. It is, more or less impossible to change from one caste to another because which caste you are born into, depends on religion, i.e. it is a result from bad karma in the past. If you are in a low caste it is because you have failed to meet the caste expectations in your earlier life. Caste society, though, is not official in India any longer. The caste system was officially abolished by the government in 1950 but it does still exist and control many peoples’ lives – especially in rural India.

## THE THEORY:

In order to analyse Indian Culture, I will use Trompenaars, Fons and Hampden – Turner, Charles’ (2000) six-dimensional model of national cultural differences. The first three value dimensions are mirror images of each other; Universalism-Particularism, Individualism-Communitarianism and Specificity and Diffuseness. The next three dimensions are an expression of how a culture perceives status, if a culture is inner – or outer directed and how they regard time: as sequential or synchronous. These 6 dimensions will be explained in detail later. The six dimensions express some of the core values in a culture.

*“... Values, as we have seen, come at the opposite ends of continua, analysing and synthesising, making rules and discovering exceptions. You cannot simply add a rule to an exception or add a synthesis to a dilemma. Exceptions must be integrated into a new rule, individuals must be integrated into the community, analysed pieces must be integrated into a new synthesis.* For instance; some people want a safe car, some want a fast one while others appreciate the design or, for instance, the price. As the authors note, some of these are opposites and, at first glance, incompatible. They mention that it is not easy to unite these but, however, possible.

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# A CRITICAL STUDY ON GLOBAL ISSUE OF MISSING CHILDREN

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Advocate, Gujarat High Court.

**Abstract:** *My research paper is based on the current problem of Missing Children in the society with reference to the articles 21 and 23 of the Constitution of India. Everyday in electric media as well in print media we can see atleast one news that a boy or a girl is missing from his/her parents. There is no greater vacuum, no greater void than the helplessness felt by parents whose children have gone missing. A missing child in the Indian legal system is generally not considered a heinous crime with little attention being paid, until sometime has elapsed, on recovering the child. The case of missing children in Nithari in 2006 came to bring to into public limelight. The case demonstrated the worst forms of abuse and exploitation of children, with more than 30 children having gone missing and brutally murdered. The significance of timely recovering of the missing child can only be understood if one empathies with feelings of the missing child or that of a mother who is unable to locate her child irrespective of the circumstances under which a child goes missing. This situation is compounded by the fact that there is no clear cut definition of missing children in the Indian legal system. Therefore, efforts to trace missing children remain ad-hoc and slipshod. Unfathomable is the agony of the child who goes missing, as the child is highly vulnerable to all kinds of exploitation and trafficking. India is a hub of trafficking with children being trafficked in hundreds of thousands and the majority of missing children are also vulnerable to trafficking. A dipstick survey of studies on diverse child rights issues, such as child labor or trafficking, and news reports post the Nithari-case yield some figures for missing children. The consensus seems to be that these existing figures are questionable and cannot be treated as accurate indicators of reality.*

**Key Words:** *Abduction, Agony, Exploitation of children, Harboursing, Hub of trafficking, Nation's assets, Untraced children*

## INTRODUCTION:

My thesis is based on the current problem of Missing Children in the society with reference to the articles 21 and 23 of the Constitution of India. Every day in electric media as well in print media we can see at least one news that a boy or a girl is missing from his/her parents.

There is no greater vacuum, no greater void than the helplessness felt by parents whose children have gone missing. A missing child in the Indian legal system is generally not considered a heinous crime with little attention being paid, until sometime has elapsed, on recovering the child. The case of missing children in Nithari in 2006 came to bring to into public limelight. The case demonstrated the worst forms of abuse and exploitation of children, with more than 30 children having gone missing and brutally murdered.

The significance of timely recovering of the missing child can only be understood if one empathies with feelings of the missing child or that of a mother who is unable to locate her child irrespective of the

circumstances under which a child goes missing. This situation is compounded by the fact that there is no clear cut definition of missing children in the Indian legal system. Therefore, efforts to trace missing children remain ad-hoc and slipshod. Unfathomable is the agony of the child who goes missing, as the child is highly vulnerable to all kinds of exploitation and trafficking. India is a hub of trafficking with children being trafficked in hundreds of thousands and the majority of missing children are also vulnerable to trafficking.

How many missing children are reported missing across the country each year? How many of those reported missing, are recovered and return to their parents and guardians? How many children actually go missing every year, versus the number reported? Where do they go? These and related questions are very difficult to address as there is no national database or uniform tracking procedure existing in India today that deals with missing children across the country. A dipstick survey of studies on diverse child rights issues, such as child labor or trafficking, and news reports post the Nithari-case yield some figures for missing children. The consensus seems to be that these existing figures are questionable and cannot be treated as accurate indicators of reality.

## **METHOD:**

### **1<sup>st</sup> Primary Information:-**

In this research there are some primary data also for current information regarding research subject.

### **2<sup>nd</sup> Secondary Information:-**

1. Present research is done by secondary information also, it means data is used.
2. Secondary data book of law, Magazine, Law book, Journals, Report website, Case in law, News paper, etc. is used.

Following technique would be applied for collecting information.

1. Review of existing literature such as, Books, Journals, Published Articles, Reports of various committees constituted by the Government, Law Commission, NHRC, Non-Governmental agency etc..
2. To visit number of Libraries and Documentation centre and organisation etc..
3. To locate review and analyse the provisions of law.
4. Study of decided cases both Reported and Unreported on the subject related to the thesis.
5. Use of various sources such as Internet.
6. Interview of Person who is having socio-legal knowledge and interest about the subject matter.

## **GLOBAL ISSUE OF MISSING CHILDREN:**

Children are the nation's assets. A happy child will make his/her home and the country happy. The future of any country depends upon the right upbringing of its children, for which a congenial environment and adequate opportunities for wholesome development are essential. According to UNICEF's "The State of the World's Children," report for 2006, one-third of the world's children lack adequate shelter, 31% lack basic sanitation and 21% have no access to clean, potable water. Illness, malnutrition, and premature death are common when children lack the most basic protection. The brutal killing of several innocent children in Nithari sparked off nationwide indignation on the abuse to which the victims were subjected and gross violations of their human rights. It was shame that shook the nation's conscience. In order to put an end to this callous indifference and insecurity with regard to the protection of children and to prevent more lives from being lost in similar crimes, the National Human Rights Commission constituted a Committee to look into the issue of 'missing' children. The Committee was to examine the problem of missing children and bring this issue to the forefront as a national priority.

At present Missing Children remains a neglected, low priority intervention area for everyone other than those who have lost their children. It will be NHRC's endeavor to ensure that such grave human rights violation is prevented. It is hoped that the State Government, the departments concerned and society will join the NHRC's efforts to take an opportunity strengthening the dialogue on this vital concern and enabled to identify imperatives and formulate action plans at various levels.

### **HISTORY OF RESEARCH PROBLEM:**

The first comprehensive information in India on missing children was the collection of information by National Crime Record Bureau which started in 1953. A report on child prostitution (B. Bhamati for UNICEF in 1996), wherein the hidden linkage of 'missing children' to child trafficking was detailed, was one of the first efforts on the issue. A more liberal approach to expand the issue was taken by the National Human Rights Commission (NHRC) in its research on trafficking of women and children in India in 2004. The 2007 recommendations by NHRC were probably more informed and sophisticated in approach on missing children when Nithari massacre came into light and concentrated more on the issue of policy gaps that existed and the issue of governance rather than correlating the Nithari case with numbers, regions, districts, states, etc.

Nevertheless, the figure of 44,000 missing children as estimated by NHRC in 2004-05 and the figure of 1,17,480 missing children (in 392 districts) is just the tip of the iceberg.

According to NCRB, total number of missing children (kidnapped and abducted, procurement, selling and buying of minor girls) stands at 17,279 for the country. However, figures through RTI applications tell a different story. As per data collected by BBA through RTI, 1,17,480 children are reported missing and 41,546 children are still untraced from India. Whereas, as per NCRB data, 13,554 children are missing from only 20 states and 4 union territories. Interestingly, the number of untraced children (41,546) in RTI data is 2.5 times more than number of children missing provided by NCRB (17,279). Hence, only 12% of the total reported missing and 33% of the total untraced children (as per RTI) get registered in the NCRB database as missing children. As per NHRC report on trafficking, on an average 44,476 children are reported missing in a year whereas as per RTI figures 58,740 children are reported missing every year (in 392 districts). The reported missing has shown an increase of 32% over a period of 7 years. However, besides reported missing, the children remaining untraced have also shown an increase in the percentage change. As per NHRC report (2001-02) 11,000 children remain untraced whereas according to RTI figures (2009-10) 20,773 children were untraced. In 10 years time the percentage of untraced children to reported missing children went up from 25 to 35 which is an increase of 40%.

### **ANALYSIS:**

#### **MISSING CHILDREN - LINK TO TRAFFICKING**

Missing Children are often in a number of high-risk situations and the links with trafficking are of great significance. Each year, some 1.2 million children are trafficked worldwide, according to the United Nations. The Organization for Security and Cooperation in Europe estimates that 200,000 individuals are trafficked annually from Eastern Europe, a significant proportion being children. Some become unpaid domestic servants, or work in sweatshops, but many more—boys, girls, teenagers—are forced into prostitution and crime.

#### **WHAT IS “ TRAFFICKING IN PERSONS ”?**

*"Trafficking in persons" shall mean the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual*

*exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs.*

## **THE INDIAN SITUATION ON TRAFFICKING**

In India the National Human Rights Commission (NHRC) launched the Action Research on Trafficking in Women and Children, with the involvement of the Department of Women and Child Development, Government of India. UNIFEM, supported NHRC for this project. The study has brought out some important facts and figures around trafficking. The study has found a clear linkage between trafficking and those reported missing. It has also brought to light that an average of 22,480 women and 44,476 children are reported missing in India every year. Out of which 5,452 women and 11,008 children continue to remain untraced. Similarly the study found correlation between. Trafficking and migration. Law enforcement is hampered by serious limitations as trafficking is a very complex crime, extending beyond the jurisdictional boundaries of law enforcement officials. This is further compounded by lack of proper procedures for assessment of age of the rescued victims, inadequacy of women police staff, and absence of training/orientation/infrastructure as well as 153 public support systems.

## **WORLDWIDE INITIATIVES FOR TRACKING MISSING CHILDREN**

The problem of missing children has been taken up with varying degrees of focus and severity across the world. Law enforcement agencies, counseling, and support services for parents and families, information technology tools and international cooperation have become key components of a global effort to tackle the situation. Legal provisions and law enforcement are critical aspects of any strategic move towards change within the rights framework. Specifically where missing children are concerned, law and enforcement often take a dual approach. On the one hand the assumption is made that a missing child needs protection in an unsafe environment. This lends urgency to legal provisions, procedures and their enforcement. Right from the first step of reporting that a child is missing, or taking up the responsibility for a child who is lost, enforcement agencies aim to be geared for immediate information sharing with the aim of locating the child or the child's family. At a national level, or in the case of cross-border cooperation, this invariably implies massive legal intervention and diplomatic cooperation. On the other hand, the law is also capable of creating an environment where civil society is pushed to a consciousness of rights and the need to evolve into a more just and humane entity. The attitudes that a law reflects are important not only as a deterrent to crime but as a proactive tool of development oriented change. Translated in terms of possible impact, this means that every individual is conscious of the fact that a lost or missing child is the responsibility not just of parents and police but also of society.

An important consideration, sometimes relegated to the background, is support at various levels to parents and relatives. A significant set of efforts are being made in the area of counseling and guiding the families of missing children. This takes various forms that include hand-holding through procedures and case follow-ups and psychological counseling. Apart from the direct results of these activities, the indirect consequence is a positive spillover of rising awareness levels in a one-to-one way. This has a different impact entirely from mass based awareness campaigns. Among the most critical factors in the recovery of missing children is time and information. The use of information technology is a crucial part of strategy, research and recovery tools. IT is perhaps the top priority since the immediate sharing of information between multiple agencies is the most important operational factor in tracking and tracing a missing child, or a lost child's family. IT supports the creation of databases that may be accessed globally, to deal with diverse aspects of the missing child problem. Among other information, offences, offenders, trafficking data, case monitoring, statistics, trends and research become available for exchange and strategic cooperation.

International networking over missing children is a necessary consequence of grim realities. In a world that is used to cross border sex trafficking and tourism, labor mafias and dysfunctional criminal minds, it cannot be assumed that a missing child is a runaway who will appear soon. It is also possible that a runaway can get into

serious trouble and need to be rescued. Cooperation between countries goes beyond the sharing of information and experience. Often legal and political gateways are required for track and trace operations, to apprehend criminals and ensure the protection of rights.

## RESULT:

**RECOMMENDATIONS / SUGGESTIONS:** The NHRC Committee after interacting with the stakeholders has proposed the following recommendations/suggestions to contain the problem of missing children:

1. Priority Issue
2. Missing Persons Squad/Desk in Police Stations
3. Court Directives
4. Role of District Administration
5. Mandatory Reporting
6. Involving Panchayat Raj Institutions (PRIs) ETC
7. Involving NGO's
8. National Data Base and Monitoring
9. SCRB / DCRB
10. Helpline
11. Out Sourcing Preliminary Inquiry to NGOs
12. Cognizability of the Evidence
13. Sensitization of Stake Holders
14. Rescue of Children in Need of Care and Attention
15. I-Card for Children
16. Poverty Alleviation
17. Role of State Commissions
18. Role of Media
19. Attention to Transit Points of Trafficking
20. Missing Children from Across Border
21. Survey and Research

## CONCLUSION:

The problem on 'Missing Children' bears testimony to the fact that not much has been achieved to protect the rights of children in the last 65 years. Undoubtedly, there has been a plethora of documents in the form of plans, policies, programmes, schemes and the like brought forth by the Government since independence pledging to protect and promote the rights of children but the records of national governance, public investment and development action yield little matching evidence of substantive work for children. Given the situation of children, especially from underprivileged and vulnerable sections of society, the Committee is of the view that the Constitution of India has sufficient mandate to secure human rights of children. This being so, the need of the hour is to identify and uphold certain commitments as 'non-negotiables' both by the State and the civil society. Investment in children's well-being and security is one such *sine qua non*. In this context, both the Central and State Governments have to ensure realistic plans of action so as to make protection of children a reality within a specific time frame. This, of course, would require massive mobilization of resources, strong political commitment and decentralized planning and management structure. Most importantly, radical reforms in social services administration for efficient delivery of services are urgently needed. Coordination with other institutions of civil society will also be necessary. All this would ultimately ensure that the nation can have strong human resource base.



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## GLOBALIZATION IN SPORTS MANAGEMENT IN INDIAN CONTEXT

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**Abstract:** *The purpose of this research is to identify one definite version / definition for Globalization in sports management in Indian context. We begin by using the origin of the word 'globalization' & to describe socio-economic & political phenomenon, & its impact on the cultural milieu. The purpose of this research is to identify how globalization is perceived outside of the academics in India, & on how globalization in sports management influences small organizations and people of India at the micro level. This is done through cross-referencing of different academic definitions and interpretations of globalization. The outcome of this study was later contrasted and compared with the definitions given / perceived by target employees of a sports management organization. They were asked about their perception of this terminology and how it affected their professional and personal lives. Though a definite answer was not forthcoming, evidence that small organizations, the individual sportsman/woman and other cultural factors have a more active role on globalization was encountered. To this point, this research is a first step into better understanding of the nature of globalization and how there are more forces that become a part of its definition. This should be studied not only within the confines of academia, but at its practical grass root environment as well.*

**Key Words:** *Globalization, Sports Management, Indian context, Cultural Milieu.*

### INTRODUCTION:

This purpose of this research is to identify one definite version / definition for Globalization in sports management in Indian context.

Globalization is the buzz word today. We tend to use, misuse & abuse this word. There is no area of human activity today where this word Globalization is not being used. In layman terms, the word globalization refers to a uniform / common / standardized frame of reference to measure or evaluate any phenomenon that applies to all regions of globe, be in America, Asia, Europe or Australia. In so far as sports management as an area of study is concerned, it is very unlikely that globalization will have any success. However it does not mean that there can be no global standards in sports management. The via media is to go for global standards with local implementation as per local culture. We may thus use a new word GLOCALIZATION, which means it is a combination of globalization & local culture.

We begin by using the origin of the word 'globalization' & to describe socio-economic & political phenomenon, & its impact on the cultural milieu. Globalization in sports have been in existence since thousands of years back in History. Olympic Games are a living example of the oldest global institution surviving centuries of global practices in sports. Olympia was a city state of Greece & invited sportspersons from far corners of world every four years to participate in open competitions. This practice continues till date. Today, in contemporary world, sports management firms & institutions have sprung up in all parts of world to set up global standards & parameters. For example, following sports management bodies/firms/organizations/institutions are instrumental in setting up global standards of sports in India.

### AIM OF RESEARCH:

The purpose of this research is to identify how globalization is perceived outside of the academics in India, & on how globalization in sports management influences small organizations and people of India at the micro level.

This is done through cross-referencing of different academic definitions and interpretations of globalization. Academics in sports is gaining ground in India. There are now many sports universities, & some of them are now rated as top class global level institutions, e.g. NIS (National Institute of Sports) Patiala, Rani Laxmibai University of Sports, SAI (Sports Authority of India). Very good work is being done now by Central Ministry of Sports & Culture.

### SCOPE OF SPORT MANAGEMENT:

The basis of most sport management professional preparation programs revolves around an interdisciplinary or multidisciplinary approach. Fields of study such as physical education, sport, business, computers, and communications are all intricately intertwined in the preparation of future sport managers and administrators. In fact, Sutton (1989) refers to sport management as a hybrid field of study in that it encompasses so many other disciplines. Sport management programs can prepare students to become generalists or specialists. The professional preparation curriculum typically consists of three basic components: Cognate or foundation classes, which are related to the discipline of sport management and can include courses in communications; interpersonal relations; business; accounting; finance; economics; statistics; and the historical, sociological, psychological, kinesiological, and philosophical perspectives of sport (Stier, 1993). Specialty or major courses, which are the core, applied courses geared specifically to sport management (Brassie, 1989). Examples include introduction to sport management, sport management theory, sport marketing, fundraising, promotions, public relations, ethics in sport management, legal aspects of sport, facility planning and management, computer applications to sport, research methods, sport management problems and issues, and risk management. Field experience, which is included in almost all undergraduate and graduate programs (Sutton, 1989). This may take the form of a practicum or internship. A practicum is usually a pre-internship, part-time field experience taken while the student is still pursuing cognate or specialty classes. An internship is taken when all or a majority of specialty and cognate courses have been completed. This experience is usually full-time, and the student is expected to provide meaningful assistance to the intern site. The internship is the quintessential learning experience for the sport management student (National Association, 1987).

### CAREER AND EMPLOYMENT OPPORTUNITIES:

An estimate was made in 1991 that there existed approximately 4.5 million sports jobs at all levels in the United States. These were in marketing (1.5 million), entrepreneurship (1.15 million), administration (500,000), representation (370,000), media (300,000), and other sports related areas (720,000) (Markiewicz, 1991). Although there is seemingly a wealth of job opportunities in sport, the competition for these positions has been and will remain severe. And, many of these positions involve extremely low pay in comparison to the amount of work expected. Career paths in sport management can include athletic team management, finance, sports medicine/athletic training, journalism, broadcasting, public relations, development and fund raising, sports information, facility management, cardiovascular fitness and wellness administration, aquatics management, among others.

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**CONCLUSION:**

The outcome of this study was later contrasted and compared with the definitions given / perceived by target employees of a sports management organization. They were asked about their perception of this terminology and how it affected their professional and personal lives. Though a definite answer was not forthcoming, evidence that small organizations, the individual sportsman/woman and other cultural factors have a more active role on globalization was encountered.

To this point, this research is a first step into better understanding of the nature of globalization and how there are more forces that become a part of its definition. This should be studied not only within the confines of academia, but at its practical grass root environment as well.

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# SOCIAL IMPACT OF GLOBALIZATION ON DEVELOPING COUNTRIES

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**Abstract:** *This paper will discuss the benefits and drawbacks from the point of view that globalization made in the developing countries and its social impact in the three important fields such as economic and trade processes, education and health systems and culture effects. It consists of four paragraphs. In paragraph one, the benefits and detriment of globalization in the economic and trade processes field will be discussed. Then, in paragraph two, the impact of globalization on education and health systems in both sides will be shown. In the paragraph three, the positives and negatives of globalization on culture will be illustrated. Finally, paragraph four, will deal with conclusion and offer an opinion. The other main findings of the paper are that: 1) the employment effect can be very diverse in different areas of the world, giving raise to concentration and marginalization phenomena; 2) increasing trade and FDI do not emerge as the main culprits of increasing within-country income inequality in DCs, although some evidence emerges that import of capital goods may imply an increase in inequality via skill-biased technological change; 3) increasing trade seems to foster economic growth and absolute poverty alleviation, although some important counter-examples emerge.*

**Key Words:** *Trade, FDI, Employment, Poverty, Within-Country Income Inequality.*

## MEANING AND DEFINITIONS OF GLOBALIZATION:

Globalization is the way that local or national ways of doing things become global, that is, done together around the world. It is about economics or trade, technology, politics, and culture.

1. “Globalization is a process that encompasses the causes, course, and consequences of transnational and transcultural integration of human and non-human activities.”

**-Arjun Appadurai**

2. “Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa.”

**-Anthony Giddens**

3. “Globalization represents the triumph of a capitalist world economy tied together by a global division of labour.”

**- Immanuel Wallerstein**

## METHODOLOGY:

“Globalization” is currently a popular and controversial topic, though often remaining a loose and poorly defined concept. The term is used – sometimes too broadly – to encompass trade growth and liberalization policies as well as reductions in transport costs and technology transfer. As far as its impact is concerned, discussion of globalization tends to consider simultaneously its effects on economic growth, employment and income distribution – often without distinguishing between inter- and within-country inequalities – and other impacts on opportunities for poverty alleviation, human and labour rights, the environment and so on. Moreover, the debate is often confused from a methodological point of view by the interactions between histories, economics, political science and

other social sciences. Partly as a consequence of the lack of clear definitions and methodological choices, the current debate is characterized by a harsh divide between supporters and opponents of globalization. Both groups appear to be ideologically committed to their respective positions and tend to exploit anecdotes – successfully or unsuccessfully, as the case may be – rather than sound empirical evidence to support their cause. Since the debate appears quite confused and the issues overlapping, one of the aims of this contribution is to select some precisely defined topics and to give an account of theories and applied approaches which have really contributed to the understanding of the social impact of globalization in developing countries. With this purpose in mind, it is therefore important to clarify the limitations of the discussion offered in the following sections.

## **INTRODUCTION:**

Globalization is a process of global economic, political and cultural integration. It has made the world become a small village; the borders have been broken down between countries. "The history of globalization goes back to the second half of the twentieth century, the development of transport and communication technology led to situation where national borders appeared to be too limiting for economic activity" (Economic Globalization in Developing Countries, 2002). Globalization is playing an increasingly important role in the developing countries. It can be seen that, globalization has certain advantages such as economic processes, technological developments, political influences, health systems, social and natural environment factors. It has a lot of benefit on our daily life. Globalization has created a new opportunities for developing countries. Such as, technology transfer hold out promise, greater opportunities to access developed countries markets, growth and improved productivity and living standards. However, it is not true that all effects of this phenomenon are positive. Because, globalization has also brought up new challenges such as, environmental deteriorations, instability in commercial and financial markets, increase inequity across and within nations. This paper evaluates the positive and negative impact of globalization on developing nations in the following proportions.

- 1- Culture Effects
- 2- Education and Health Systems
- 3- Economic and Trade Processes Field

### **1- Culture Effects**

Globalization has many benefits and detriment to the culture in the developing countries. Many developing countries cultures has been changed through globalization, and became imitate others cultures such as, America and European countries. Before globalization it would not have been possible to know about other countries and their cultures. Due to important tools of globalization like television, radio, satellite and internet, it is possible today to know what is happening in any countries such as, America, Japan and Australia. Moreover, people worldwide can know each other better through globalization. For example, it is easy to see more and more Hollywood stars shows the cultures different from America. In addition, today we can see clearly a heavily effect that caused by globalization to the young people in the different poor nations, it is very common to see teenagers wearing Nike T-Shirts and Adidas footwear, playing Hip-Hop music, using Apple ipad and iphone and eating at MacDonald, KFC and Domino's Pizza . It is look like you can only distinguish them by their language. One the other hand, many developing countries are concerned about the rise of globalization because it might lead to destroy their own culture, traditional, identity, customs and their language. Many Arab countries such as Iraq, Syria, Lebanon and Jordan, as developing countries have affected negatively in some areas, their cultures, Developing Country Studies customs and traditional have been changed. They wear and behave like developed nations, a few people are

wearing their traditional cloths that they used to. Furthermore, globalization leads to disappearing of many words and expressions from local language because many people use English and French words.

## **2- Education and Health Systems**

Globalization contributed to develop the health and education systems in the developing countries. We can clearly see that education has increased in recent years, because globalization has a catalyst to the jobs that require higher skills set. This demand allowed people to gain higher education. Health and education are basic objectives to improve any nations, and there are strong relationships between economic growth and health and education systems. Through growth in economic, living standards and life expectancy for the developing nations certainly get better. With more fortunes poor nations are able to supply good health care services and sanitation to their people. In addition, the government of developing countries can provide more money for health and education to the poor, which led to decrease the rates of illiteracy. This is seen in many developing countries whose illiteracy rate fell down recently. It is truth that, living standards and life expectancy of developing countries increase through economic gains from globalization. According to the World Bank (2004) "With globalization, more than 85 percent of the world's population can expect to live for at least sixty years and this is actually twice as long as the average life expectancy 100 years ago". In addition, globalization helped doctors and scientists to contribute to discover many diseases, which spread by human, animals and birds, and it helped them to create appropriate medicines to fight these deadly diseases. For example, HIV/AIDS, swine flu and birds' flu whole world know about these diseases and they know how to avoid it. By globalization, there are many international organizations, such as, Non-governmental Organization (NGO), World Health Organization (WHO) and UNESCO, trying to eliminate illiteracy and deadly diseases in the world and save the life. In spite of these positive effects of globalization to the education and health fields in the developing countries. However, globalization could have negative impacts also in these fields; globalization facilitates the spread of new diseases in developing nations by travelers between countries. Due to increased trade and travel, many diseases like HIV/AIDS, Swine Flu, Bird Flu and many plant diseases, are facilitated across borders, from developed nations to the developing ones. This influences badly to the living standards and life expectancy these countries. According to the World Bank (2004) "The AIDS crisis has reduced life expectancy in some parts of Africa to less than 33 years and delay in addressing the problems caused by economic". Another drawback of globalization is, globalized competition has forced many skilled workers where highly educated and qualified professionals, such as scientists, doctors, engineers and IT specialists, migrate to developed countries to benefit from the higher wages and greater lifestyle prospects for themselves and their children. This leads to decrease skills labour in the developing countries.

## **3- Economic and Trade Processes Field**

Globalization helps developing countries to deal with rest of the world increase their economic growth, solving the poverty problems in their country. In the past, developing countries were not able to tap on the world economy due to trade barriers. They cannot share the same economic growth that developed countries had. However, with globalization the World Bank and International Management encourage developing countries to go through market reforms and radical changes through large loans. Many developing nations began to take steps to open their markets by removing tariffs and free up their economies. The developed countries were able to invest in the

developing nations, creating job opportunities for the poor people. For example, rapid growth in India and China has caused world poverty to decrease (blogspot.com.2009). It is clear to see that globalization has made the relationships between developed countries and developing nations stronger, it made each country depend on another country. Developing countries depend on developed countries for resource flows and technology, but developed countries depend heavily on developing countries for raw materials, food and oil, and as markets for industrial goods. One the most important advantages of globalization are goods and people are transported easier and faster as a result free trade between countries has increased, and it decreased the possibility of war between countries. Furthermore, the growth in the communication between the individuals and companies in the world helped to raise free trade between countries and this led to growth economy. However, globalization has many economy and trade advantages in the developing countries, we must also note the many disadvantages that globalization has created for the poor countries. One reason globalization increases the inequality between the rich and poor, the benefits globalization is not universal; the richer are getting rich and the poor are becoming poorer. Many developing countries do benefit from globalization but then again, many of such nations do lag behind." In the past two decades, China and India have grown faster than the already rich nations. However, countries like Africa still have the highest poverty rates, in fact, the rural areas of China which do not tap on global markets also suffer greatly from such high poverty. On the other hand, developed countries set up their companies and industries to the developing nations to take advantages of low wages and this causing pollution in countries with poor regulation of pollution. Furthermore, setting up companies and factories in the developing nations by developed countries affect badly to the economy of the developed countries and increase unemployment.

### **SOCIO-CULTURAL EFFECTS OF GLOBALISATION:**

Improved Economic conditions, increased recognition of human rights, unprecedented mobility and interaction of people from different countries have dented local cultures of people the world over. Transnational workforce and large scale immigrants, a product of globalization, are dispersing different cultures in various countries leading to a unified world culture that consists of a mixture of various regional cultures Global population is getting closer to sharing similar social values, aspirations, attitudes and life styles. Local culture, spiritual practices and core social values have been getting reframed and a new meaning is being given to human life. It is globalization and globalization alone, which is responsible for changing people's outlook and life style to highlight the fact that our established socio culture systems have been severely affected, we examine here below some of the changes in various established practices: Indian society has always been a male dominated society. Male members have been sole bread earners and have been the Sole face of family to outside world. Women folk have been only managing the family within four walls of their home.

Globalization has struck a fatal blow to this established practice. Today women are working in all spheres of Indian Economy. They have challenged male domination in all respects. Today men are normally not free to take any family decision without consent of women folk. Indian joint family system has been appreciated world over for strong relationships which provided support to everybody to face hard times and old age periods. Western culture has given new meaning to life to Indian youth they want to lead an independent life. They are getting more and more blunt in breaking relations with elders and in building nuclear families. Old & handicapped persons in the families are being forced to support themselves without any support from their children. These nuclear families



are getting further divided due to strained relations of partners or due to displacement of one or the other partner to a far off place in pursuit of his/her employment.

Earlier, well defined religious practices were being blindly followed by one and all. But globalization has now brought in the spirit of reasoning which has weakened established practices. Secondly, work place integration of different cultures has inter mixed the religions practices. This way old age religious practices which differentiated people from different religions are getting blurred.

Earlier life partners were searched from local areas and from within their caste. Now inter caste marriages i.e. marriages within families with totally different social systems are quite common. Majority of such marriages are getting fructified either in the study institutions or at their work place. Globalization has thus greatly affected our social fabric. The shared experience is giving new meaning to our life and is leading to changes in our culture, religious practices and spirituality.

### **GLOBALIZATION AND POVERTY ALLEVIATION:**

Trade and FDI are supposed to be beneficial to the economic growth of developing countries (see World Bank, 2012). If so – and given the expected overall neutrality of their impact on income distribution globalization should help to reduce poverty. Indeed, most developing countries have experienced a significant reduction in the proportion of their population living below the poverty line, particularly fast-globalizing countries like China, India, and Vietnam. Conversely, many slow globalizers in sub-Saharan Africa have displayed the opposite trend.

While the apologists of globalization see current trends as a clear indication of decreasing global inequality (Sala-i-Martin, 2012), its critics show that this averaged outcome is mainly the result of the exceptional growth of China; meanwhile, absolute poverty has increased in sub-Saharan Africa and relative poverty (inequality) has increased in the majority of countries (Milanovic 2012 ; Reddy and Pogge, 2014). From a theoretical perspective, economic growth is not the only vehicle through which globalization can affect poverty levels, as broadly discussed by winters, McCulloch and McKay (2014). In fact, globalization deeply influences a variety of other factors, including:

- Labour productivity (which may imply higher wages on the one hand but job losses on the other).
- The demand for skills, with a possible redundancy of low-skilled people concentrated below the poverty line (see also the previous section).
- The need for macroeconomic stability – since stability implies low inflation, trade should affect the poor positively because the poor tend to be the hardest hit by increasing inflation.
- Tough liberalization may also involve cautious and restrictive macroeconomic policies with the opposite effect.
- Relative prices, with possible adverse or positive effects on the purchasing power of poor households depending on the focus of tariffs reductions and changes in the terms of trade.
- The relative competitiveness of domestic firms (possibly crowded out by more efficient multinationals) government revenues and expenditures, etc.

### **CONCLUSION:**

Globalization is not only useless but dangerous too for Indian Economy. It gave temporary relief to Indian Government to tide over its serious foreign exchange situation during 2013-14 by enabling it to get loan from World Bank. But, as a by-product, it has caused some permanent damage to Indian Economic system and deep rooted Indian social structure In conclusion, as we can see; the process of globalization has involved all the countries around the world. Developing countries such as India, China, Africa, Iraq, Syria, Lebanon and Jordan have been affected by globalization, and whether

negatively or positively, the economies of these countries have improved under the influence of globalization. The size of direct foreign investment has increased and a lot of bad habits and traditions erased, but also globalization has brought many drawbacks to these countries as well. Many customs and cultures are disappeared such as traditions clothes and some language and expressions have changed. In addition, the violence and drugs abuse are increased and a lot of deadly diseases have spread under the influence of globalization. However, although globalization has many disadvantages, we believe that globalization has brought the developing countries many more benefits than the detriments. For example, we can see there is more and a biggest opportunity for people in both developed countries and developing countries to sell as many goods to as many people as right now, so we can say this is the golden age for business, commerce and trade

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## Impact of Globalization on Business Environment of Developing Countries

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**Abstract:** *The Globalization has converted the whole world in to a small village. In the last two decades most of the countries in the world have been tightly integrated with each other. In the same way the business and corporate environment has been impacted up to great extent. In fact the globalization in the world started with the existence of the United Nations Organization in 1945. The Business Environment is very dynamic and ever changing throughout the world. Every Country and Company is affected by the International Business Environment and degree of Globalization. Under the phenomenal growth of information technology which has shrunk space and time and reduced the cost of moving information, goods and capital across the globe. The globalization has brought unprecedented opportunities for human development for all, in developing as well as developed countries. This paper analyses the impact of Globalization on the business environment of the developed countries. These Countries include India, China, Sri Lanka and Bangladesh.*

**Keywords:** *Globalization, International Business Environment.*

### INTRODUCTION OF GLOBALIZATION:

It means to open the Trade and Economy for the international players. In other words, every manufacturer or producer of goods can compete for sale of their products without restrictions or without any imposed control. For example, think of a small village market or meal where all are free to come and sell their products at their desired price, irrespective of places from where they come. There are no restrictions on control on their products or the prices. This is the globalized trade. Any country can participate to set up, acquire, merge industries, invest in equity and shares, and sell their products and services in India.

Therefore, globalization should not be considered in isolation, but should be considered in totality with liberalization of the industrial policy towards lifting of trade control and restrictions, influence of trade block and simultaneous privatization.

Global market treats the world as a single market. With the advent of information technology and its strategic application, the world is focused as a global village and all traders are therefore globalized.

### ADVENT OF NEW ECONOMIC POLICY:

After suffering a huge (related to managing money) and serious money-based problem Dr. Man Mohan Singh brought a new money-based policy which is known as (easing government rules), (turning things over from the government to private companies) and (when lots of countries communicate and talk with each other) Policy (LPG Policy) also known as New Money-based Policy, 1991 as it was a measure to come out of the serious problem that was going on at that time. The following measures were taken to liberalize and globalize the (process of people making, selling, and buying things):

1. (reduction of value): To solve the balance of payment problem Indian currency were devaluated by 18 to 19%.
2. Disinvestment: To make the LPG model smooth many of the (government-run services and their employees)s were sold to the (people and businesses that are not part of the government).
3. Allowing Foreign Direct Investment (FDI): FDI was allowed in a wide range of parts/areas such as Insurance (26%), defence businesses (26%) etc.

4. NRI Big plan/layout/dishonest plan: The facilities which were available to foreign (people or businesses who give money to help start businesses) were also given to NRI's.

### **IMPACT OF GLOBALIZATION ON AGRICULTURAL SECTOR:**

The globalization of trade in the agricultural sector is perhaps proving to be a big blunder. The farmers will have to pay a very heavy price, for better variety of imported seeds having resistance to diseases, because of the patent rights imposed by WTO.

Over and above, the Indian farmer cannot export their products to rich countries because of inferior technology and stringent quality parameters imposed by foreign consumers. The large scale suicide by Indian farmers in Karnataka, Punjab and Haryana under the burden of heavy loans is directly attributed to this.

The Indian agriculture is almost on its deathbed. The minimum cost of eatable rice is Rs.12 per kg and apples from Australia at Rs. 100 to Rs.150 per kg cannot be afforded by poor.

### **EFFECT ON EMPLOYMENT SECTOR:**

The employment scenario in India is probably the worst in recent years due to globalization. The restrictions of use of child labour and fair pay to workers have badly affected the traditional industries like cottage, handloom, artisans and carving, carpet, jewellery, ceramic, and glassware etc., where the specialized skills inherited for generations were passed on to the next generation from the early age of 6 to 7 years. The globalization and trade restrictions under the influence of WTO have virtually killed business in these sectors.

Globalization has helped in:

- Raising living standards,
- Alleviating poverty,
- Assuring food security,
- Generating buoyant market for expansion of industry and services, and
- Making substantial contribution to the national economic growth.

### **IMPACT OF GLOBALIZATION ON INDUSTRIAL SECTOR:**

Effects of Globalization on Indian Industry started when the government opened the country's markets to foreign investments in the early 1990s. Globalization of the Indian Industry took place in its various sectors such as steel, pharmaceutical, petroleum, chemical, textile, cement, retail, and BPO.

Globalization means the dismantling of trade barriers between nations and the integration of the nations' economies through financial flow, trade in goods and services, and corporate investments between nations. Globalization has increased across the world in recent years due to the fast progress that has been made in the field of technology especially in communications and transport. The government of India made changes in its economic policy in 1991 by which it allowed direct foreign investments in the country. The benefits of the effects of globalization in the Indian Industry are that many foreign companies set up industries in India, especially in the pharmaceutical, BPO, petroleum, manufacturing, and chemical sectors and this helped to provide employment to many people in the country. This helped reduce the level of unemployment and poverty in the country. Also the benefit of the Effects of Globalization on Indian Industry are that the foreign companies brought in highly advanced technology with them and this helped to make the Indian Industry more technologically advanced.

The negative Effects of Globalization on Indian Industry are that with the coming of technology the number of labor required decreased and this resulted in many people being removed from their jobs. This happened mainly in the pharmaceutical, chemical, manufacturing, and cement industries.

### **IMPACT ON FINANCIAL SECTOR:**

Reforms of the financial sector constitute the most important component of India's programme towards economic liberalization. The recent economic liberalization measures have opened the door to foreign competitors to enter into our domestic market. Innovation has become a must for survival. Financial intermediaries have come out of their traditional approach and they are ready to assume

more credit risks. As a consequence, many innovations have taken place in the global financial sectors which have its own impact on the domestic sector also. The emergences of various financial institutions and regulatory bodies have transformed the financial services sector from being a conservative industry to a very dynamic one. In this process this sector is facing a number of challenges. In this changed context, the financial services industry in India has to play a very positive and dynamic role in the years to come by offering many innovative products to suit the varied requirements of the millions of prospective investors spread throughout the country. Reforms of the financial sector constitute the most important component of India's programme towards economic liberalization.

Growth in financial services (comprising banking, insurances, real estate and business services), after dipping to 5.6% in 2003-04 bounced back to 8.7% in 2004-05 and 10.9% in 2005-06. The momentum has been maintained with a growth of 11.1% in 2006-07. Because of Globalization, the financial services industry is in a period of transition. Market shifts, competition, and technological developments are ushering in unprecedented changes in the global financial services industry.

### **IMPACT ON EXPORT AND IMPORT:**

India's Export and Import in the year 2001-02 was to the extent of 32,572 and 38,362 million respectively. Many Indian companies have started becoming respectable players in the International scene. Agriculture exports account for about 13 to 18% of total annual of annual export of the country. In 2000-01 Agricultural products valued at more than US \$ 6million were exported from the country 23% of which was contributed by the marine products alone. Marine products in recent years have emerged as the single largest contributor to the total agricultural export from the country accounting for over one fifth of the total agricultural exports. Cereals (mostly basmati rice and non-basmati rice), oil seeds, tea and coffee are the other prominent products each of which accounts from nearly 5 to 10% of the country's total agricultural exports.

Some other kinds of products which were produced in restricted quantity in the country or are expensive and categorized as luxuries were subjected to heavy import duty to make them costlier in order to dissuade flow of foreign exchange and give protection to local producers. For example, VCR, Music sets, Air-conditioners, Computers etc., these items were subject to 150% import duty.

Due to globalization, the availability of study books and information on the internet or the World Wide Web (www) has increased tremendously. However, the exorbitant cost factors have made higher and specialized education beyond the reach of poor and middle class students.

Hundreds of foreign universities have started collaborating with Indian universities and study institutions. This has affected the course fees. For Engineering, Medical and Management studies, the course fees are hovering around Rs.20 to Rs.50 lakhs. Intelligent students from middle and poor class may have to settle for daily wages earning in future as they cannot afford for the same.

### **EFFECT ON HEALTH SECTORS:**

It is unbelievable that in India, poor people have to spend a minimum of Rs.200 for a mere seasonal cold or minor stomach ailments, thanks to the multinationals pharmaceutical companies engaged in sky rocketing cost of common medicines under their brand names.

The private sector hospitals like Apollo, Medicare will be only too happy to prepare a bill of Rs.5 lakh to Rs.10 lakh for heart or Kidney operation. The monitoring of health electronically through the internet will worsen the situation further in the years to come. Death will be the easiest option for poor following the effect of globalization in health sector.

### **ADVANTAGES OF GLOBALIZATION:**

- There is an International market for companies and for consumers there is a wider range of products to choose from.
- Increase in flow of investments from developed countries to developing countries, which can be used for economic reconstruction.



- Greater and faster flow of information between countries and greater cultural interaction has helped to overcome cultural barriers.
- Technological development has resulted in reverse brain drain in developing countries.

### **DEMERITS OF GLOBALIZATION (CHALLENGES):**

- The outsourcing of jobs to developing countries has resulted in loss of jobs in developed countries.
- There is a greater threat of spread of communicable diseases.
- There is an underlying threat of multinational corporations with immense power ruling the globe.
- For smaller developing nations at the receiving end, it could indirectly lead to a subtle form of colonization.
- The number of rural landless families increased from 35 % in 1987 to 45 % in 1999, further to 55% in 2005. The electronic giants like IBM and world leaders in the telecommunication sector like Ericsson, Nokia, Airtel etc., delivered wide range of quality products at affordable prices and brought a major revolution in Indian electronic industries. In the power sector Enron, AES-CESCO is dominating the show. The resultant effects were tremendous boost to industrial sector economy. The price level came down due to cut throat competition and Indian consumers are so far happy.

Recently in May 2001, the Indian Government also opened the defense sector towards globalization and privatization farmers are destined to die of starvation or suicide.

### **A COMPARISON WITH OTHER DEVELOPING COUNTRIES:**

Consider global trade – India's share of world merchandise exports increased from .05% to .07% over the past 20 years. Over the same period China's share has tripled to almost 4%. India's share of global trade is similar to that of the Philippines and economy 6 times smaller according to IMF estimates.

Over the past decade FDI flows into India have averaged around 0.5% of GDP against 5% for China and 5.5% for Brazil. FDI inflows to China now exceed US \$ 50 billion annually. It is only US \$ 4 billion in the case of India.

### **CONCLUSION:**

Though globalization and liberalization of trade have resulted in the availability of large number of quality products at reasonable price, the overall money-based benefits are cancelled-out/unneeded due to the slow death of small scale and traditional products (that are bought and so The rising cost of basic food products like articles of clothing, footwear, cereals, edible oils, petrol and (liquid you can burn for light and heat), medicines and health care items, decrease in farm output, decrease in buying-related power of poor are some of the upsetting issues that have given rise to serious doubts about the benefits of globalization.

The increasing wide gap between the poor and the rich is a major cause of concern as " will attribute to the increase in crime rates, lawlessness, anti-national activities, terrorism, kidnapping, black mailing etc. The globalization process, that enables investment of foreign money, may turn out to be a serious 'debt rap' in future as was experienced in Indonesia, Brazil, Korea and some other countries.

Moreover, for a common man, the globalization is of no meaning. He wants a secured source in terms of earning money, maintains his livelihood, has reasonable savings and appreciates a trouble free life. Therefore, globalization may only add to the India's woes.

The biggest contribution of globalization is in the field of quality and development of products with various features to suit the Indians. There are varieties of semi-processed food products to suit every taste in the market which has helped us to save time. Globalization has contributed tremendously to



have access to important information towards quality education. Due to globalization; the communication sector has got a tremendous boost.

We have now cell phones; internet and the availability of latest drugs are helping to save valuable lives along with good doctors sitting across the Web to advice. Due to globalization, the car manufacturer like Maruti is not able to take us as for ride.

Now, wide choices are available to select electronic goods. Life is more comfortable with cheaper air conditioners. Most importantly, the unscrupulous Indian manufacturers are not able to take us for a ride. Thanks to globalization, we are able to dream to send a man to the moon due to a better economy and technological competence.

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# An Article on Globalization Trends in Indian Market; Principles and Public Responsibilities

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**Abstract:** *As per various recent years' studies on the globalization of markets and manufacture processes, an ever growing number of marketers and capitalist and business manager have to deal with principles and public responsibility issues in cross-cultural settings. In this article we would like to through light on main approaches are:*

- *Each person has the right to work, to free choice of employment, to just and positive circumstances of work, and to guard beside service.*
- *Everyone without any bias has the right to equivalent pay for equal work.*
- *Everybody who mechanism has the right to just and positive remuneration ensuring for himself and his family and existence worthy of human self-esteem and supplemented, if needed, by other means of social shield.*

*The main idea of the study is to present some strategy that can serve as a guide for global marketers in the vital areas for markets principles and public responsibility. It is supposed to assist marketers in their hard work to behave in a right style. It is understood that local situation of markets may be dissimilar, but some global markets, ethics and social responsibility principles should be applicable to all markets. It is designed that a standardized code of ethics and social responsibility should be created by World Trade organization and United Nations to solve diverse cultural differences to arrive at supportive strategies in markets.*

**Keywords:** *Globalization, Principles, Marketing morals, Corporate public Responsibility.*

## INTRODUCTION:

International marketing principles, globalization and public responsibility precious each other. Increased globalization gave rise to a lot of tribulations, including ethical and public duty at home and out of the countryside. Within the last 50 years, world commerce and trade blown up nearly 20-fold, improve on world business making, which long-drawn-out by six and a half times. In this development, both export and far-off express funds acted an important role in the international market and trade.

In addition to large-scaled corporation, small industry is also increasing their cross limit funds. Generally, the average yearly outflow of Foreign Direct Investment (FDI) inflated from almost \$30 billion in 1976 to the peak of \$1.4 trillion in 20001. These mean that millions of industry people work out of the country in various environmental, supporting, lawful, public, technical and intellectual environments. It is easy to guess that various environments have created many troubles, involving moral problems, for worldwide promotion employees at home and out of the country.

## GLOBALIZATION:

### A. History of Globalization

Globalization is a process that has been going on for the past 5000 years . but it has considerably hurry since the pull down of the Soviet Union in 1990. The many meanings of the speech “globalization” have gather very quickly and newly, the verb “globalize” was first confirm by the Merriam Webster Dictionary in 1944. In consider the past of globalization, some writer

focus on the actions since the originality of America in 1492, but most educational and theorists give awareness to on the much more current past. But extended before 1492, people begin to link together unlike place in the world into wide systems of communication, transfer, and inter-connections

## **B. Dimensions of Globalization**

Globalization is a sunshade term and has some size. It can be related to every fields of everyday life. For example, an advertising employees against a wheedle could take globalization in special customs. Scopes are as follows

- **Financial side** – connected to globalization in trade, currency, business, bank, money.
- **Taking sides** – science, authority, war, serenity, IGOS, NGOS, and regime.
- **Sociology**-communities, conflict, classes, country, accord.
- **Psychology**-individuals as topic and substance of global action
- **Anthropology**- culture lie on top, get new to, conflicting, amalgamation.
- **Infrastructure**- information as facts and tools-internet.
- **Topography**- Everything provided it can be anchor in space.

## **C. The manifestation of Global organization**

In worldwide business, globalization has some facet, including the globalization of market and globalization of making .The globalization of market refers to the merger of in history separate and separate national markets into one massive universal markets. On the other hand, the globalization of manufacture refers to the source of supplies and services from location around the ball to take advantage of countrywide diversity in cost and value factors of produce.

## **D. Driving Forces of Globalization**

From the reasonable point of view, two universal factors seem to motivate the movement in the direction of globalization. The first is the reject in barrier to flow of produce, services and funds that has occur since the end of World-War II. The next factor is technical change, mainly the theatrical development in current years in announcement, in order handing out, and transport technology. Everybody knows the importance of the role technological innovation and development in globalization, on the other hand, history it deal and venture difficulty with the help of GATT and World Trade Organization (WTO) is as important as the primary one.

## **E. Worldwide Marketing strategy of a Global Company**

Theodore Levitt (1983: 92-102) has argue that, due to the arrival of current interactions and carry technology, customer tastes and preference are suitable global, which is create global market for consistent buyer goods. However, this location is regard as extreme by many commentator, who argue that considerable difference still exist between countries. As local companies all the time more connect in cross-border trade and asset, managers need to identify that the task of managing an global business differ from that of organization a only household business in many traditions First of all, the difference come from the simple fact that country are diverse. Country differ in their culture, socio-economic and political systems, legal systems and levels of economic growth.

## **F. Is Globalization Suitable for Everyone?**

International Monetary Fund (IMF) assert that as globalization has progress, living situation have better considerably in almost all countries. However, the strongest gains have been made by the higher countries and only some of on the rise countries.

## **ETHICAL ISSUES AND INTERNATIONAL MARKETING:**

### **A. public duty and advertising**

Business firms create goods and services by utilize limited income to convince buyer wants. In their actions, company should be inventive, cost effective, prolific and useful if they become winning, in the long run, they should add totally to the societies' welfare objectives. It requires that companies should be responsive for the outlook of customers with high decision to the community issues and to the location.

### **B History of Ethics**

Ethics is a branch of attitude that study principles and ethics. Notice in ethics and ethical code has been about for a long time. Centuries ago, Aristotle referred to quality, which he called "ethos", as the strongest means of point of view. He also acknowledged basics of good excellence as honesty, audacity, control, brilliance, fairness, kindness, mildness, carefulness, and understanding.

### **B. Right Universals and Nationwide Culture**

#### **1. What is Culture?**

Business School Professor told that the way of life, especially the general customs and beliefs, of a particular group of people at a particular time. Educational and researchers have never been to have the same opinion on an easy meaning of culture. In the 1870s, the anthropologist Professor Edward Taylor distinct culture as "that versatile whole which includes information, idea, painting, principles, rule, tradition, and other ability acquire by man as a associate of culture (Professor Taylor, 1871). As other ability, we can include monetary and at the bottom of attitude, faith, and speech and teaching systems.

Particularly, faith is very important in shaping ethical systems refer to a set of ethical values, values, that are used to direct and shape performance. Most of the world's ethical systems are the produce of religion.

#### **2. Ethical perception and Culture**

A research conduct by Armstrong reveals that there is a association between the educational environment (Australia, Singapore and Malaysia) and the perceived ethical problems. In another study, Armstrong finds out the most normally cite difficulty of Australian International Business Managers is aid/favours/activity and that this difficulty may be related to the culture where the international business is being conduct. And the most significant ethical problem

### **A. Ethical Approaches in International Marketing**

Due to the globalization of markets and manufacture, ever increasing number of global marketing personnel has to deal with principled issues in cross-cultural setting. Murphy and Lacznia (1981: 58) assert two decades ago that as more firm move into multinational advertising, ethical issues have a propensity to increase. Actually, worldwide marketers are often destined of for ethical bad performance (Armstrong, 1990: 6-15). In a cross-cultural situation, marketers are revealed to different values and righteous norms (Nill, 2003: 90- 104). Which ethical location should marketers take when acting in a foreign culture? In other words, whose ethics do we use in global marketing?

## **CONCLUSION AND RECOMMENDATIONS:**

It is conventional that globalization is an inescapable process and will development forever. All business that firm desire to fight successfully in global situation, should obey to legal and ethical rules and system. To behave in an ethically and equally accountable

Actually, the difficult global marketing issues are not the noticeable and simple right- or-wrong ones. In many country the international marketer face the quandary of respond to many situation where there is no local law, where local practice pardon a certain behavior, or the company enthusiastic to “do what is necessary” is preferential over the company that refuses to connect in practice that are not moral.

Professor George offer to resolve global industry ethics evils in five guidelines:

- A. Do not direct planned spoil.
- B. Manufacture more good quality than spoil for the horde kingdom.
- C. Value the rights of employees and of all others pretentious by one`s events or strategy.
- D. Multinational should pay their blond divide of taxes and assist with the local government in increasing fair laws and other back ground institution.
  - One and all have the correct to work, to complimentary choice of service, to just and positive situation of work, and to defense against service.
  - Everybody without any inequity has the right to equivalent pay for equivalent work.
  - Everybody who works has the right to just and approving payment ensure for himself and his public and survival commendable of human self-respect and supplement, if required, by other income of community guard.
  - Everybody has the correct to outline and to unite trade union for the defense of his welfare.

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## Globalization studies on Role of police under criminal Justice system

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**Abstract:** *A study summary of the main points of an argument or theory or consider a concept without thinking of a specific example, consider abstractly or theoretically, male off with belongings of others, consider a part from a particular case or instance "Let's abstract away from this particular example". Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events accruing many mile away and vice versa. My paper is on basic studies on different criminal justice system in different countries in the world.*

**Key Words:** *Criminal justice system, International cooperation, Police, United Nations standards.*

### INTRODUCTION:

A police organization is a public employer of public officers. Village, township, municipalities and state all are in need of police officers. Three major characteristics identify a police organization: a generalized public safety responsibility, territorial jurisdiction, and funding by an employee governmental agency.

The word "police" was borrowed from French into the English language in the 18th century, but for a long time it applied only to French and continental European police forces. The words, and the concept of police itself, were "disliked as a symbol of foreign oppression" (according to *Britannica 1911*). Before the 19th century, the first use of the word "police" recorded in government documents in the United Kingdom was the appointment of Commissioners of Police for Scotland in 1714 and the creation of the Marine Police in 1798.

Foremost objective of the Police is to protect the society by preventing crime and prosecuting criminals. The other police functions such as prevention of the nation's unity and integrity, maintenance of public orders and implementations on social laws flow from the main objective. All these function involve the protection of life, liberty, dignity and property of the people and hence the role of the police emerges in the performances of these functions.

#### The Internationalization of Criminal Justice

This examination of the trend toward criminal justice as an international enterprise considers the international character of crime in the United States, the American criminal justice response to it, and international cooperative efforts in combating international crime.

### GLOBALIZATION:

Human societies across the globe have established progressively closer contacts over many centuries, but recently the pace has dramatically increased. Jet airplanes, cheap telephone service, email, computers, huge oceangoing vessels, instant capital flows, all these have made the world more interdependent than ever. Multinational corporations manufacture products in many countries and sell to consumers around the world. Money, technology and raw materials move ever more swiftly



across national borders. Along with products and finances, ideas and cultures circulate more freely. As a result, laws, economies, and social movements are forming at the international level. Many politicians, academics, and journalists treat these trends as both inevitable and (on the whole) welcome. But for billions of the world's people, business-driven globalization means uprooting old ways of life and threatening livelihoods and cultures. The global social justice movement, itself a product of globalization, proposes an alternative path, more responsive to public needs. Intense political disputes will continue over globalization's meaning and its future direction.

At the turn of the century, international implications for America's criminal justice system have never been greater. Globalization is producing new challenges for criminal justice practitioners and researchers. Among the more significant aspects of this change are the international dimensions of crime, the impact of legal and illegal immigration, transnational organized crime, technological influences on global criminality, and the influence of a more diversified American culture. In this changing environment, the American criminal justice system -- largely police, courts, and corrections - is facing and adapting to new forms of criminality, a growing recognition of the importance of international cooperation, threats on America's borders, and the proliferation of new types of crime. America's response to globalization in the criminal justice arena will require major changes in both law and policy, placing greater emphasis on the education and training of practitioners at all levels of government. In addition to culture and language, tomorrow's criminal justice practitioner must have a broader understanding of the legal systems of other countries and respect for the customs and practices of immigrants, as well as an increasing number of international visitors. Recognizing the future threat of global crime, the U.S. Government adopted an International Crime Control Strategy (ICCS) in 1998 to provide "a framework for integrating all facets of the Federal Government response to international crime." In response to the threat of international crime, the U.S. Government's ICCS has identified 8 broad goals and 30 implementing objectives to "combat international crime aggressively and substantially reduce its impact on the daily lives of Americans." This chapter presents these eight goals. 12 notes and 115 reference.

### **CRIMINAL JUSTICE SYSTEM EFFECT IN INDIA:**

1. The Role of Police: One important function of the police is to investigate the complaint about the commission of a crime. An investigation includes recording statement of witnesses and collecting different kinds of evidence. On the basis of the investigation, the police are required to form an opinion. If the evidence points to the guilt of the accused person, then they file a charge sheet in the court.
2. For a trial to be fair, several different procedures have to be observed. A fair trial ensures that Article 21 of the Constitution is upheld. In a fair trial, the accused person is given a copy of the charge sheet and all other evidence that is presented against her. The trial is held in an open court with a public view. The trial is held in the presence of the accused. The accused is defended by a lawyer. The lawyers given a chance to cross-examine the prosecution witnesses. After all the procedures, the judge announces the sentence only in accordance with the law.

### **LEGAL IMPACTS GLOBALIZATION ON CRIMINAL JUSTICE:**

We are all global citizens, with individual, national, global legal and moral responsibilities. With the internet, the increasing number of daily direct flights that connect world capital cities like New York, Tokyo, Milan and Amsterdam to name a few, we live in a global village. If we take an example from the sad event of September 11 terrorist attacks on America, it obviously shows that with globalization, each American citizen faces increasing security risks that were not taken into account years ago when our nation's existing principles, practices, procedures and legislations that guide the practices of the existing criminal justice system were enacted into law. Does this mean that the

criminal justice system relies on out dated theories and principles to address newnational security issues, illegal drugs dealing, human trafficking and illegal immigration? Should we be looking for new ways to reinforce the capacity of our national and federal law enforcement agencies, to upgrade skills through new training and development program to better position ourselves in the fight against these new types of crimes? The main goals of this paper are outlined below. First an analysis of the theoretical principles of immigration laws, national security and law enforcement agencies will be done. Second, the paper will identify and define changes happening at a global level. Thirdly, it will point out the impact of such changes and the strain put on the judiciary, law enforcement, and other NATIONAL, FEDERAL AGENCIES WHOSE FIELD OF WORK AND RANGE OF RESPONSIBILITIES ARE GREATER THAN BEFORE.

## **GLOBALIZATION AND ITS IMPACT ON PEOPLE:**

### ***Families and Mental Health***

For the purpose of this presentation, I will discuss globalization and its impact on people at social, cultural, and psychological levels. As a social scientist, I am interested in how societies and people change because of this economic phenomena and how the process of change can impact families, individuals and communities. Globalization is associated with rapid and significant human changes. The movement of people from rural to urban areas has accelerated, and the growth of cities in the developing world especially is linked to substandard living for many. Family disruption and social and domestic violence are increasing. For example, 2004 New Delhi police reports indicate that deaths in the city of about six women everyday are dowry-related suicides.

Concepts of national identity and of family, job and tradition are changing rapidly and significantly. There is concern that competitiveness introduced by globalization is leading to more individualistic societies. On the other hand, rapid change can encourage fundamentalism, a desire for the past, and a loss of tolerance for differences in religion and culture. The nation state is losing influence relative to global economic pressures, and in some countries there is a failure or hesitation to develop social policies. All of these changes increase the likelihood that vulnerable people will be exploited, and threats to the human rights of less able people will increase.

It is believed by economists that the crash of the stock market in Asia in 1994 was an example of the rapid spread of adverse human consequences because of the interdependence of economies and people. Millions of people lost prosperity and livelihoods, and education and health services were among those cut across the region. The effects, including social unrest and poverty, are still evident. Domestic violence and suicide increased in this period in several of the countries in the region. It is believed that the illicit drug trade has grown in recent years to form a significant proportion of the total business volume in the world.

Let me revisit the business perspective of globalization: In a capitalistic market, multinational companies are taking the lead in establishing themselves and creating a major presence in almost every part of the world. Coca Cola, McDonalds, and Nike are examples of such growth and proliferation. The media then plays a major role in advertising the benefits of new products and services as being BETTER AND SUPERIOR to what the local market has. And slowly but steadily the food that we eat, the clothes we wear and the life style we lead begins to change. This process becomes consumerism within a capitalistic culture.

So people as consumers are being studied for their patterns and behaviors of spending. At one level it may appear that globalization has no significant impact on families and that our lives are 'normal' in most circumstances. Many people are not totally aware of how they form a crucial part of this phenomenon. The reality is that every single individual is affected in one way or another. These changes affect people's identities and cultural values, which sometimes become altered significantly. Whether it is between generations, or intra-personally, new values can cause dissonance and conflict with existing deeper-rooted values. Sometimes such transitions and changes can further cause difficulty with internal growth and development.

### ***Psychological Impact of Globalization:***

*The most significant psychological consequence of globalization is that it transforms one's identity: in terms of how people think about themselves in relation to the social environment. According to Jeffrey Arnett (2002), there are four major issues related to identity, which develop due to globalization:-*

The first is the development of a bicultural identity or perhaps a hybrid identity, which means that part of one's identity is rooted in the local culture while another part stems from an awareness of one's relation to the global world. The development of global identities is no longer just a part of immigrants and ethnic minorities. People today especially the young develop an identity that gives them a sense of belonging to a worldwide culture, which includes an awareness of events, practices, styles and information that are a part of the global culture. Media such as television and especially the Internet, which allows for instant communication with any place in the world, play an important part in developing a global identity. Yet, along with this new global identity people continue to retain and develop their local identity for daily interactions with their family, friends and community. A good example of bicultural identity is among the educated youth in India who despite being integrated into the global fast paced technological world, may continue to have deep rooted traditional Indian values with respect to their personal lives and choices such as preference for an arranged marriage, caring for parents in their old age. Although developing a bicultural identity means that a local identity is retained alongside a global identity, there is no doubt that local cultures are being modified by globalization. As traditional cultural practices and beliefs change, a bicultural or a hybrid multicultural identity likely develops to include the elements of the native, local and global culture.

The second issue is identity confusion, which individuals from non-western cultures experience as a response to globalization. While people may adapt to changes and develop bicultural or hybrid, multicultural identities, some may find it difficult to adapt to rapid changes. The ways of the global culture may seem out of reach, too foreign, or even undermining their own cultural values and beliefs. Instead of becoming bicultural, they may feel isolated and excluded from both their local culture and the global culture, truly belonging to neither. The terms delocalization and displacement have been used to describe these processes. For some young people, however, delocalization may result in an acute sense of alienation and impermanence as they grow up with a lack of cultural certainty, a lack of clear guidelines for how life is to be lived and how to interpret their experience. Identity confusion among young people may be reflected in problems such as depression, suicide, and substance use. A variety of cultures have experienced a sharp increase in suicide and substance use among their young people since their rapid move toward joining the global culture.

The third change brought about by globalization is the growth of the self-selected culture, which means people choose to form groups with like-minded persons who wish to have an identity that is untainted by the global culture and its values. The values of the global culture, which are based on individualism, free market economics, and democracy and include freedom, of choice, individual rights, openness to change, and tolerance of differences are part of “western values.” For most people worldwide, what the global culture has to offer is appealing. One of the most vehement criticisms of globalization is that it threatens to create one homogeneous worldwide culture in which all children grow up wanting to be like the latest pop music star, eat Big Macs, vacation at Disney World, and wear blue jeans, and Nikes. This outcome is unlikely since most people will develop a bicultural identity that includes a local identity along with their global identity. Besides, while most young people may jump with accept globalization and its changes, there will e other who will remain out of it by joining a self-selected culture of fellow dissenters. Such groups can have a religious basis, which can result in fundamentalism or espouse clear non-religious anti-global views.

The fourth consequence of globalization is the spread of emerging adulthood. The timing of transitions to adult roles such as work, marriage and parenthood are occurring at later stages in most parts of the world as the need for preparing for jobs in an economy that is highly technological and information based is slowly extending from the late teens to the mid-twenties. Additionally, as the traditional hierarchies of authority weaken and break down under the pressure of globalization, the youth are forced to develop control over their own lives including marriage and parenthood. The spread of emerging adulthood is related to issues of identity. Where a period of emerging adulthood is present, young people have a longer period for identity explorations in love and work before they commit themselves to long-term choices. By experiencing different love relationships, different educational possibilities, and different jobs, they learn more about themselves and they clarify their preferences and abilities. Emerging adulthood is possible only in societies where economic development is high enough that the labor of young people is not urgently needed.

They are allowed to spend their late teens and early to mid-twenties exploring possibilities for self-development because there is no pressing need for them to contribute to the economic well-being of their families (Arnett, 2000). For young people in developing countries, emerging adulthood exists only for the wealthier segment of society, mainly in urban areas, whereas the rural poor have no emerging adulthood and may even have no adolescence because they begin adult-like work at an early age and begin relatively early. Young people who are poor and/or live in rural areas are more likely to suffer from what Amartya Sen (1999) has called the “unfreedoms” of poverty, lack of education, and restricted, economic opportunities. Social scientists (Saraswathi and Larson, 2002) observe, that the lives of middleclass youth in India, South East Asia, and Europe have more in common with each other than they do with those of poor youth in their own countries.

Globalization appears to be a significant force in the psychological development of the people of the 21st century. Globalization has been going on in some form or another for centuries: Cultures have long influenced each other through trade, migration, and war. As a consequence of globalization, the challenges of creating a viable identity are perhaps greater than they have been in the past. According to Giddens (2000), “when globalization alters and erodes traditional ways, identity “has to be created and recreated on a more active basis than before” (p. 65). Identity is less influenced by prescribed social roles and based more on individual choices, on decisions that each person makes

about what values to embrace and what paths to pursue in love and work. Some people react to this responsibility with identity confusion or seek refuge in a self-selected culture that offers more structure and takes over some decisions. Social and Cultural Impacts of Globalization: The Impact on Families Up to now, my discussions on the psychological impact of globalization has described changes and influences only at an individual level. The study of families and changes they experience as a system although rich and complex can be very time consuming and expensive and perhaps best obtained one family at a time through clinical counters.

However, the study of social changes is extensive and often supports the impact of changes in families. Allow me to present a general view of how globalization has impacted families and family life for Indians. As a native of India, who moved to study in United States in the early 1990's, I have been interested how changes impact the two bicultural worlds that I am a part of, as well as understand the experiences of Indians in India as globalization occurs. Today, as I work and live in the United States, India seems to be one of the two "talked about" countries, the other of course being India's neighbor, China. Let me briefly say a few salient points about India. India: India is a culturally diverse country. Sixteen per cent of the world's population lives in the country. There are over 826 languages and thousands of dialects spoken. The difference in regions, topography and climate allow for different types of lifestyles and culture. Although about 70 per cent of the populations live in rural areas, India is rapidly urbanizing with more than 225 cities with over 100,000 population, and at least ten cities alone with over a million people.

By United Nations standards, Indian has begun to age. Over 7.7% of the population is above 60 years and this number is expected to reach 12.6% by the year 2025. . Improved sanitation, increased attention to maternal health and better childcare facilities greatly reduced infant mortality rates. Globalization is hardly a new force affecting India. To think so is to ignore a diverse and pluralistic long-standing civilization that was shaped by a long list of "invading" (globalizing) cultures that became what we now know as India. The previous globalizers of India include the Aryans, Greeks, Turks, Afghans, Muslims and most recently, the Europeans, Portuguese, French, Dutch and finally the English.

The former globalizers that came with invading armies have increasingly been replaced by less violent but equally powerful globalizers. Television is arguably the most dominant gateway of globalization affecting India today. While TV was launched in India in the late 1950s it only became widespread in the 1980s, after the governments ended their monopoly as the only broadcaster. Satellite TV arrived in 1991, bringing with it far reaching consumerism. In terms of people, India faces some resource and infrastructure constraints. Increased longevity has led to the emergence of many health and social issues. Fragmentation of the traditional family network is leading to an erosion of the available support within the immediate and extended family.

Migration of younger generations from rural to urban areas and from one urban center to another as well as transnational migration has resulted results in the elderly being left to fend for themselves at a time when family support becomes more crucial. With more women joining the workforce system, the care of aged within families has declined. For those who live within extended families the elderly have to live in harmony with the younger generation that has to face a highly competitive world of globalization. While the nuclear family system is increasingly becoming the norm, modern life-styles, changing professional and personal expectations are impacting relationships of marriage and commitment. In cities young people are starting to choose their own partners. Arranged



marriages, however, continue. Meanwhile, as divorce rates increase especially in cities, the concept of single parenthood has not caught on in the Indian culture. According to the India's Ministry of Health reports (1997), teenage pregnancies are reaching an all-time high. In the southern state of Kerala, teenage abortions rose by 20 per cent in a year, while the western state of Maharashtra, one-fifth of all abortions were with girls less than 15.

Consumerism has permeated and changed the fabric of contemporary Indian society. Western fashions are coming to India: the traditional Indian dress is increasingly being displaced by western dresses especially in urban areas. Indian MTV, soap television, and films set a stage for patterns of behavior, dress codes and jargon. Despite prohibition of child labor by the Indian constitution, over 60 to 115 million children in India work. While most rural child workers are agricultural laborers, urban children work in manufacturing, processing, servicing and repairs. Globalization most directly exploits an estimated 300,000 Indian children who work in India's hand-knotted carpet industry, which exports over \$300 million worth of goods a year. Uncounted other children work in less formal sectors, such as the incense industry, used both domestically and exported. Reports indicate that urban Indian children and youth face significant competition and pressure to succeed. The growth of the computer and technology sector has provided middle class educated women with better wages, flex-timings, and the capacity to negotiate their role and status within the household and society. On the other hand, women continue to work in poorly paid, mentally and physically unhealthy, and insecure situations.

For most women, their domestic responsibilities are not alleviated. Wage gaps have not showed any significant changes in most employment sectors other than information technology. Additionally, prostitution, abuse and dowry related suicides are on the increase despite globalization and some say that the materialistic greed is one of the main causes.

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# Globalization and Improving the Teaching and Learning of English Language through ICT

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**Abstract:** *The influence of information and communication technology (ICT) on language learning has been acknowledged globally such that the integration of ICT in language learning has become indispensable in today's teaching learning environment. This is because of the fundamental role it plays in the advancement of the frontiers of knowledge in language learning. This is more so when the world is fast becoming a global village where the use of modern technological gadgets to improve language learning has become imperative. This paper examines some stereotyped but strenuous methods of language learning and highlights some of the prospects (expanding access to and improving the quality of teaching and learning, enhancing language competence and learners' interaction and verbalization, among others) derivable from using ICT for optimal performance. Some of the challenges (no internet facilities, erratic power supply, overcrowded classrooms and so on) facing the use of ICT in language learning in a developing country like India are also discussed. Provision of internet facilities in Educational Institutions, regular supply of electricity are some of the recommendations made to improve language learning through ICT.*

**Keywords:** *Language, multimedia, language teaching (FLT), Information and Communication Technology (ICT), Fulcrum.*

## INTRODUCTION:

The English language is generally acknowledged as a global language, in view of its numerous functions and preference over several other languages around the globe. English is not only the mother tongue in Britain but also the mother tongue of several other countries like Canada, the United States of America, New Zealand, to mention just a few. It is also used as a second and a foreign language (EFL) in many countries like India and many other developing countries. Based on the foregoing, it has become imperative for English Language teachers and learners to realize the fundamental role of information and communication technology as a catalyst in the advancement of the frontiers of knowledge in language acquisition which is a prerequisite to the viability of the global economic development. The innovations that ICT has brought in teaching-learning process include: E-learning, e-communication, quick access to information, online student registration, online advertisement, reduced burden of keeping hardcopy, networking with resourceful persons, etc. However, the presence of all these factors increased the chance of excellent integration of ICT in teaching-learning process. Therefore, the training of teaching staff in the pedagogical issues and administrators in administration should be increased if teachers and administrators are to be convinced of the value of using ICT in their teaching-learning process and administration.

## THE ROLE OF ICT IN TEACHING AND LEARNING:

We are living in a constantly evolving digital world. ICT has an impact on nearly every aspect of our lives - from working to socializing, learning to playing. The digital age has transformed the way

young people communicate, network, seek help, access information and learn. We must recognize that young people are now an online population and access is through a variety of means such as computers, TV and mobile phones.

As technology becomes more and more embedded in our culture, we must provide our learners with relevant and contemporary experiences that allow them to successfully engage with technology and prepare them for life after Educational Institutions.

It is widely recognized that learners are motivated and purposefully engaged in the learning process when concepts and skills are underpinned with technology and sound pedagogy. Learning and Teaching Scotland aims to provide resources for practitioners, parents and pupils to engage with these technologies in order to inform and enhance the learning experience.

### **THE IMPORTANCE OF USING ICT IN TEACHING-LEARNING PROCESS:**

Several studies argue that the use of new technologies in the classroom is essential for providing opportunities for students to learn to operate in an information age. It is evident, as argued that traditional educational environments do not seem to be suitable for preparing learners to function or be productive in the workplaces of today's society. She claimed that organizations that do not incorporate the use of new technologies in institutions cannot seriously claim to prepare their students for life in the twenty-first century. This argument is supported by Grimus , who pointed out that “by teaching ICT skills in higher educational institutions the students are prepared to face future developments based on proper understanding” (p. 362). Similarly, reference reported that “what is now known about learning provides important guidelines for uses of technology that can help students and teachers develop the competencies needed for the twenty-first century” (p. 206). ICT originally is applied to serve as a means of improving efficiency in the educational process. Furthermore, it has been shown that the use of ICT in education can help improve memory retention, increase motivation and generally deepens understanding. ICT can also be used to promote collaborative learning, including role playing, group problem solving activities and articulated projects. ICT allow the establishment of rich networks of interconnections and relations between individuals. Some authors maintain that technology has the power to change the ways students learn and professors teach. Still other authors posit that technology can “revolutionize” the learning process. In other words, ICT extend professors’ and students’ capabilities, and their well determined use can transform roles and rules in the classroom. Many people recognize ICTs as catalysts for change; change in working conditions, handling and exchanging information, teaching methods, learning approaches, scientific research, and in accessing information. Lecturers could use ICT to facilitate learning, critical thinking and peer discussions. Reference, recognize that technology-based teaching may not be essential in all classes but generally it is most facilitative as a result of providing relevant examples and demonstrations; changing the orientation of the classroom; preparing students for employment; increasing flexibility of delivery; increasing access; and satisfying public demands for efficiency. "The whole purpose of using technology in teaching is to give better value to students". This better value should also impact the learners/students’ performance. Reference [16], argue that ICT holds much promise for use in curriculum delivery. Thus, technology can effectively improve teaching and learning abilities, hence increasing learners’ performances. ICT has the means to aid in the preparation of learners by developing cognitive skills, critical thinking skills, information access, evaluation and synthesizing skills. In addition, ICT provides fast and accurate feedback to learners. It is also believed that the use of ICTs in education could promote „deep“ learning and allow educators to respond better to different needs of different learners. ICT-supported learning environments could be beneficial to a constructivist teaching approach.

## **ICT IN COMMUNICATIVE/LEARNING MODES:**

In any teaching-learning situation, learners can respond at ease for communicative mode of teaching. According to Madhavi (2010), communicative method for learning languages combines extensively, high-quality content with flexible and interactive multimedia technology. This comprehensive language learning method can act as a total solution for self-teaching, as well as teaching support to formal courses. Through a wide range of activities, a variety of skills could be developed in a learner. A learner needs to communicate in oral and written comprehension, as well as oral and written expression.

In order to achieve those stated objectives, Madhavi (2010) has identified three possible learning modes as:

- The Guided Mode: this offers a step-by-step course. When organized into learning paths, this mode focuses on the acquisition of functional language patterns across a broad spectrum of themes. In this mode, a learner at the Junior Secondary Educational Institutions (JSS) level in India or lower intermediate level in some other countries can learn pronunciation, grammar, functions of words and vocabulary by applying the rules.
- The Free-to-roam: this gives a learner the option of learning by topic or by linguistic skill. This mode is particularly useful for learners who are at the senior secondary Educational Institutions (SSS) in India or intermediate level of learning and also for teachers who want to familiarize themselves with the content available to them.
- The dynamic mode: here, the advanced learners can immediately be immersed in an authentic learning context through the various dialogues and videos which illustrate every day and professional life and line with current pedagogical trends, familiarize learners with the voicing of the language using recordings made by native speakers.

Closely related to the communicative/learning modes is the use of language laboratory which can be used to enhance language teaching and learning processes through teacher's console with language learning software.

This serves as a platform for learning, practicing and producing language of teaching. The functional use of language laboratory according to Schrum (2000) is attributed to the following objectives:

- To maintain good linguistic competence through accuracy in grammar, pronunciation and vocabulary.
- To develop pragmatic competence, to understand the grammar form, function and state of normality.
- To enrich the discourse competence, to prepare the learner to be able to produce contextualize written text and speech.
- To acquire strategic competence to use both spoken and written language to use in a wide range of communicating strategies.

In teaching phonetics for example, the sound of English language can be written down using the International

Phonetic Alphabet (IPA) for adequate exercises. The use of minimal pair perception exercises (sheep – ship, zeal – seal, ten – then, bird – board, shout – tout, port – pot) helps learners learn the sound of English. This can also be well practiced on pronunciation exercises with the help of software or by using CDs in language laboratory.

## **INFLUENCE OF ICT ON LANGUAGE TEACHING AND LEARNING:**

Many arguments have been advanced on the impact of information and communication technology (ICT) on the teaching and learning of language. While some are of the opinion that it would make students smarter and enhance the teaching and learning of language, others posited that there is no certainty about its possibilities because many educators are not yet familiar with the technology to use and how to apply it in the teaching – learning process (Morse, 1972). For instance, there has been a great deal of debates in the past few decades on the pedagogical worth of computers in the classroom. While some researchers have suggested that technology often remains antiquated, limited to the simple writing assignments and browsing the internet (Cuban, 2001), others have suggested that this has been due in part, to educators' limited knowledge of the role played by communication technology in language instruction, a situation which shows that the use of computer is only a medium in which a variety of methods, approaches and pedagogical philosophies are implemented (Garret, 1991). This implies that the use of ICT in language education has its merits and challenges.

### **THE USE OF ICT IN LANGUAGE EDUCATION:**

Information and communication technology (ICT) is of immense help in virtually all areas of teaching and learning. In the field of language education, there is now so much emphasis on on-line learning, which has been seen as the great liberator by freeing both teachers and students to accomplish learning in new and exciting ways by sourcing information from the Internet (Schrum, 2000). Other prospects of ICT in language can be summarized as expanding access to language programmes, improving the quality of teaching and learning, providing access to current/ up-to-date materials and offering teachers and learners an avalanche of materials in different modes.

Specifically, the United Nations Economic Commission for Africa (2006) stated amongst others that - English lessons that incorporate multimedia applications can exert powerful motivation and provide bored students with exciting new ways to learn.

- The use of ICTs enhances English Language competence as well as the quality of learners' experience.
- The effective use of ICTs removes the time and space limitations found in traditional teaching, as classroom dialogue can now extend beyond the time and space constraints.
- It allows students to learn more autonomously and thereby raises self-esteem and confidence.
- In enhances learners' interaction, verbalization and involvement in group collaborative learning.

It is pertinent to note that television with its array of foreign channels, as provided by DSTV and other cable channels can be of tremendous help in language acquisition. Information and communication technology helps the students to perform better in language learning than with regimented traditional classroom teaching. Online learning has the potentials to offer anyone with an internet connection access to a wide expanse but inexpensive education just as e-learning and computer allow Educational Institutions to deliver classes to students anywhere in the world (Educause, 2010).

### **ENHANCING THE QUALITY AND ACCESSIBILITY OF EDUCATION:**

ICT increases the flexibility of delivery of education so that learners can access knowledge anytime and from anywhere. It can influence the way students are taught and how they learn as now the processes are learner driven and not by teachers. This in turn would better prepare the learners for lifelong learning as well as to improve the quality of learning. In concert with geographical flexibility, technology-facilitated educational programs also remove many of the temporal constraints that face learners with special needs (Moore & Kearsley, 1996). Students are starting to appreciate the capability to undertake education anywhere, anytime and anyplace.

One of the most vital contributions of ICT in the field of education is- Easy Access to Learning. With the help of ICT, students can now browse through e-books, sample examination papers, previous year papers etc. and can also have an easy access to resource persons, mentors, experts, researchers, professionals, and peers-all over the world. This flexibility has heightened the availability of just-in-time learning and provided learning opportunities for many more learners who previously were constrained by other commitments (Young, 2002). Wider availability of best practices and best course material in education, which can be shared by means of ICT, can foster better teaching. ICT also allows the academic institutions to reach disadvantaged groups and new international educational markets. As well as learning at anytime, teachers are also finding the capabilities of teaching at any time to be opportunistic and able to be used to advantage. Mobile technologies and seamless communications technologies support 24x7 teaching and learning. Choosing how much time will be used within the 24x7 envelope and what periods of time are challenges that will face the educators of the future (Young, 2002). Thus, ICT enabled education will ultimately lead to the democratization of education. Especially in developing countries like India, effective use of ICT for the purpose of education has the potential to bridge the digital divide.

### **ICT ENHANCING LEARNING MOTIVATION:**

ICTs can enhance the quality of education in several ways, by increasing learner motivation and engagement, by facilitating the acquisition of basic skills, and by enhancing teacher training. ICTs are also transformational tools which, when used appropriately, can promote the shift to a learner centered environment. ICTs, especially computers and Internet technologies, enable new ways of teaching and learning rather than simply allow teachers and students to do what they have done before in a better way. ICT has an impact not only on what students should learn, but it also plays a major role on how the students should learn. Along with a shift of curricula from “content-centered” to “competence-based”, the mode of curricula delivery has now shifted from “teacher centered” forms of delivery to “student-centered” forms of delivery. ICT provides- Motivation to Learn. ICTs such as videos, television and multimedia computer software that combine text, sound, and colourful moving images can be used to provide challenging and authentic content that will engage the student in the learning process. Interactive radio likewise makes use of sound effects, songs, dramatizations, comic skits, and other performance conventions to compel the students to listen and become more involved in the lessons being delivered. Some of the parents of the respondents opined that their children were feeling more motivated than before in such type of teaching in the classroom rather than the stereotype 45 minutes lecture. They were of the view that this type of learning process is much more effective than the monotonous monologue classroom situation where the teacher just lectures from a raised platform and the students just listen to the teacher. Learning approaches using contemporary ICTs provide many opportunities for constructivist learning through their provision and support for resource-based, student centered settings and by enabling learning to be related to context and to practice (Berge, 1998; Barron, 1998). The teachers could make their lecture more attractive and lively by using multi-media and on the other hand the students were able to capture the lessons taught to them easily. As they found the class very interesting, the teachings also retained in their mind for a longer span which supported them during the time of examination. More so than any other type of ICT, networked computers with Internet connectivity can increase learner motivation as it combines the media richness and interactivity of other ICTs with the opportunity to connect with real people and to participate in real world events.

### **ICT ENHANCING THE SCHOLASTIC PERFORMANCE:**



Based on the extensive usage of ICTs in education the need appeared to unravel the myth that surrounds the use of information and communication technology (ICT) as an aid to teaching and learning, and the impact it has on students' academic performance. ICTs are said to help expand access to education, strengthen the relevance of education to the increasingly digital workplace, and raise educational quality. However, the experience of introducing different ICTs in the classroom and other educational settings all over the world over the past several decades suggests that the full realization of the potential educational benefits of ICT. The direct link between ICT use and students' academic performance has been the focus of extensive literature during the last two decades. ICT helps students to their learning by improving the communication between them and the instructors (Valasidou and Bousiou, 2005).

The analysis of the effects of the methodological and technological innovations on the students' attitude towards the learning process and on students' performance seems to be evolving towards a consensus, according to which an appropriate use of digital technologies in education can have significant positive effects both on students' attitude and their achievement. Research has shown that the appropriate use of ICTs can catalyze the paradigmatic shift in both content and pedagogy that is at the heart of education reform in the 21st century.

### **PROBLEMS/CONSTRAINTS OF THE USE OF ICT IN LANGUAGE EDUCATION:**

The view that the internet and other forms of information and communication technology are of immense benefit to the education system is incontrovertible. The internet is repository of enormous content but it also contains an equal amount of junk and obscene sites which, if not regulated and censored before students are allowed to work on it, can lead to all forms of moral decadence, especially among teenagers and youths. The teachers are not totally immune from the obscene sites.

The success or failure of a teaching – learning situation in language acquisition rests to a large extent on the teacher. However, it has been discovered that many teachers are yet to upgrade or familiarize themselves with ICT and its application in the classroom setting (Morse, 1972).

Considering the above notion, it can be inferred that the integration of ICTs in language education is still being faced by the general apathy on the part of both the learners and the teachers.

In addition, poverty and perhaps economic mismanagement can be seen as great impediments to the viability and sustainability of the use of ICTs in English Language teaching and learning process not only in India but also in some other developing countries.

Furthermore, the United Nations Economic Commission for Africa (UNECA 2000) has identified the following as major constraints to the use of ICTs in language education:

- Electricity, phone lines, internet facilities etc. are either unreliable or expensive.
- Video recorders and other ICTs are locked in storage closets because only few teachers know how to operate and incorporate them into their instructional programmes.
- ICT trained teachers often quit teaching for more lucrative jobs because teaching is not attractive especially in India.
- Poor maintenance of the existing ICT gadgets (where provided) is a debilitating factor against the use of ICT in language education.
- There are no language and computer laboratories in virtually all Educational Institutions in India. Large or overcrowded classes may interfere with the objectives of the use of ICTs..

### **CONCLUSION AND RECOMMENDATIONS:**

The use of information and communication technology (ICT) cannot be underestimated in language teaching and learning process because emerging technologies make it pertinent and practical to



approach learning in ways that have been advocated by scientists, theorists and educational psychologists. It is imperative for modern day teachers and learners to keep abreast of the modern trend at improving teaching and learning of English Language through the use of Information and Communication Technology. Suffice it to say that information and communication technology has revolutionized society globally, including how language instruction is taught and delivered.

The internet in particular has become a conduit where people can learn, share and collaborate in ways not possible many years before now. A great deal of success however comes from preparing students to interact and learn in this internet age. Therefore, if ICT is integrated into the teaching and learning of language, our renewed approach to the teaching and learning of English will go a long way in making ICT a more rewarding partner in the teaching-learning process.

In the light of the foregoing, it is recommended that teachers should upgrade and familiarize themselves in the use and application of ICT facilities in the acquisition of language education.

The commitment and enthusiasm to the teaching and learning of English through the effective use of ICT should be of utmost importance not only to the curriculum planners and education policy makers but also the teachers and the learners of English.

In order to facilitate the integration of ICT into language learning, the following should be put in place:

- Constant/regular supply of electricity
- Provision of computers in Educational Institutions for learners and laptops for teachers of English language.
- Recruitment of an adequate remuneration of competent instructors.
- Regular computer training and re-training for English language teachers.
- Provision of internet facilities in Educational Institutions.

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## GLOBALISATION AND ITS EFFECT ON TRIBAL DEVELOPMENT

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***Abstract** The Globalization has various dimensions which sometimes affect tribal communities positively and sometimes negatively. Since the emergence of liberalization, privatization and globalization (LPG), the areas inhabited by tribal population have been subject to various protests due to involuntary displacement. Due to neoliberal economy, the arena of development has turned into unipolar. In the name of up gradation of lifestyle of poor indigenous tribal people, the market forces have created wealth for their interests at the cost of livelihood and security of these tribes in the areas. The mainstream globalization model of development promotes the Gross Domestic Product (GDP) neglecting the inclusive growth of economy.*

***Keywords:** LPG, Impact of LPG on Tribal Displacement', Land Alienation, Globalisation, Tribals*

### INTRODUCTION:

A world without borders is one in which people should be able to live anywhere, work anywhere and contribute anywhere-for the world is one. The people have a beautiful dream- that of living in a world without borders. But for all these people, this remains a dream, as no one has ever been able to actualise it. The concept of world without borders is quite an achievable target. I can say that a world without physical borders may not be achievable, but a world without psychological borders is quite attainable for any one. It is only possible due to *globalisation*. Along with globalisation, as more and more physical and geographical borders are crumbling into a global village. The term globalisation means integration of economies and societies through cross country flows of information, ideas, technology, services, capital, finance and people encompassing the entire globe. It is claimed that globalisation marks akin to a small village through time and space. Globalisation has resulted in significant changes in the knowledge of economy, politics, law, education and technology. The key elements of globalisation include the knowledge of society, information and communication technologies, the market economy, trade liberalization and changes in governance structure.

The term 'Globalization' has been coined from revival of economic liberalism which has been propounded by Adam Smith in his book '**Wealth of Nations**' in 1776. In economic context it refers almost exclusively to the effects of the trade, trade liberalisation. In general sense "Globalisation" means closer contact between different parts of the world, with increasing possibilities of personal exchange, mutual understanding and friendship between "World Citizens" and creation of global civilisation. Globalisation indicates "Inter connectivity of Technologies". These technologies have rapidly made the world a "Global Village". Even the scientific community is becoming a world community. The scientific community shares concepts, exchange ideas, collaboration on projects and uses international standards and benchmarks. It is a major aspect of the changed world environment. It challenges our established view on "Knowledge Production". In a global context, **Liberalization, Privatization and Globalization (LPG policy)** are no longer an option but a fact. Whether one likes it or not, it is bound to influence all spheres of life and activities. **Liberalization** denotes deregulation and de-licensing of industry, relaxation of industry entry barriers and removal of restrictions on capacity expansion. **Privatization** in a narrow sense indicates transfer of ownership of a public sector undertaking to private sector, either wholly or

partially. But in a broad sense, it implies the opening up of the private sector to areas, which were hitherto reserved for the public sector. **Globalization** is a “process of trans-nationalization of production and capital, and standardization of consumer tastes and their legitimization with the help of international institutions like World Bank, IMF and WTO. Obviously the process is a move towards a borderless regime of free trade and transactions based on competition”.

As Robert J. Samuelson puts it "...Globalisation is a double-edged sword. It's a controversial process that assaults national sovereignty, erodes local culture and tradition and threatens economic and social stability." It brings instability and unwelcome change...exposes workers to competition from imports...undermines governments..." As Henry Kissinger, former US Secretary of State has said, "globalisation inevitably challenges prevailing social and cultural patterns...A sense of political unease is inevitable-especially in the developing world-a feeling of being at the mercy of forces neither the individual nor the government can influence any longer."

### GLOBALISATION IN INDIA:

In the 1980s, India was an apparent anomaly. She was at the crossroads and facing a macroeconomic crisis that required immediate attention. Minor reform measures, attempted by the governments led by Prime Ministers, V.P. Singh and Chandrasekhar respectively. The reform process began in India in 1991. The, then new Government of P.V. Narashima Rao moved swiftly with his Finance Minister, Manmohan Singh announced a programme of macroeconomic stabilization and structural adjustments. These programmes have been in the form of "Garibi Hatao" (eradicate poverty), self-employment creation (SEC), Food for Work (FFW), asset building programmes and wage employment creation (WEC) programmes. These programmes were mainly targeted towards the poor or very poor families on the basis of income threshold.

Globalisation takes society from a national to an international perspective, which is typified as being consumer driven. 21st century consumers have informed value politics and a global culture. Their choices reflect the lifestyle consumerism and materialistic trend in society, where self-esteem is centred on one's consumption. **"You are what you wear and eat"**. Globalisation is not really global. As Straiten points out, it increases the gap between different strata of people and countries. Globalisation is good for rich countries like USA, Japan and Europe. It is bad for developing countries like India. Globalisation is good for rich people with assets and skills. But it is bad for the poor people like Tribals and Dalits.

### TRIBAL POPULATION:

The forest occupiers a central position in tribal culture and economy. The tribal way of life is very much dictated by the forest right from birth to death. In spite of the protection given to the tribal population by the constitution of India, tribals still remain the most backward ethnic group in India. The policy of liberalization and the new state perceptions of utilization of resources are diametrically opposed to the adivasi world view of resource exploitation and this divide has only widened further with the intrusion of globalization's market oriented philosophy of development. The gains of globalization have so far accrued to those who already have education and skill advantage. For the tribals, globalization is associated **with rising prices, loss of job security and lack of health care**. Hence the Government should frame Special policy and programmes that are required to address the redress these differences especially on the context of globalization. When we plan for tribal development, we have to regard these differences, take a special note of their situations and capabilities and provide them facilities to develop on the line they want to take. The tribal population of India is around **8.7 percent** of the total population of the country which is larger than any other

country in the world. The total tribal population in India is **104,281,034**. In this rural population is 93,819,162 while the urban population is 10,461,872. The tribal population is increasing along with the Indian population but at a rate lower than that of general population. The general population from 1951 to 2011 has increased by 849.46 millions. The tribal population from 1951 to 2011 increased by 85.1 millions. The percentage of tribal population to total population has increased only 3.31 percent from 1951 to 2011. The tribal population of India is more than the total population of France and Britain and four times that of Australia. If all the tribals of India had lived in one state, it would have been the fifth most populous state after Uttar Pradesh, Bihar, West Bengal and Maharashtra. Madhya Pradesh is not only the largest state in India but also has the largest tribal population of the country. The forest occupies an important place in tribal life and economy. The tribal way of life is very much dictated by the forest right from birth to death. It is ironical that the poorest people of India are living in the areas of the richest natural resources. Past history shows that, tribals have been pushed to corners owing to economic interests of various dominant groups.

### MEANING OF TRIBE:

The term 'tribe' denotes a group of people living in primitive or barbarous conditions. Article 366(25) of Indian who are scheduled in accordance Article 342 of the Constitution. This Article says that only those communities who have been declared as such by the President through an initial public notification or through a subsequent amending Act of Parliament will be considered to be Scheduled Tribes. The essential characteristics, first laid down by the Lokur Committee, for a community to be identified as Scheduled Tribes are –

- a) Indications of primitive traits;
- b) Distinctive culture;
- c) Shyness of contact with the community at large;
- d) Geographical isolation; and
- e) Backwardness

The tribals are a part of the Indian society and general problems of consciously changing or modernizing Indian society are also applicable to them. But the tribals form a special case in this wider framework and the problem is the nature and type of this special category. Tribal development policies and programmes in India assumed that all the tribals will develop and will integrate themselves with the so-called mainstream. This has happened only in a symbolic way. As a result of the planned tribal development, stratification on secular lines has taken place among tribals and only a small section has been able to take advantage of the development programmes. The reason being that the development programmes were not implemented due to inefficient and corrupt bureaucracy.

### IMPACT OF GLOBALIZATION ON TRIBALS:

- **Displacement of Tribals:** It is estimated that owing to construction of over 1500 major irrigation development projects since independence, over 16 million people were displaced from their villages, of which about 40 per cent belong to tribal population.
- **Land Alienation of Tribals:** Land is very important component for tribal development. It occupies their source of livelihood. But the globalization trend has alienated tribals from their mainstay.
- **Problems of Indebtedness:** The global economy has overburdened the tribals with various debts due to inadequate livelihood resources. The lack of education, purchasing power and lack of resources for engaging in gainful activity has led to indebtedness for tribal communities. The indebtedness of tribals pushes them into extreme poverty.



- **Endangering of Intellectual Property Rights:** In the era of globalization the existence of Intellectual Property Rights (IPR) among primitive communities seems to be withering away.
- **Extinction of Primitive tribal culture:** The ethos of globalization has not only impacted the socio-economic conditions of tribal people but their cultural status also.
- **Privatisation of PSUs:** One of the ways of globalisation in India is disinvestment or privatization. The profit making enterprises like BALCO, which are in the tribal belt, have been privatized. PSEs in the tribal belt were beneficial to tribal people giving them employment and livelihood. Privatization of these enterprises has adversely affected the tribal people and disturbed the regional balance in terms of industrialization. Tribal population largely dominates in the state of Chattisgarh. The land on which Balco stands is the tribal land that was bought or leased to the company, which was a public sector undertaking and for public purposes. The land was acquired at low prices as low as Rs.20 per acre.

The rapid technological advancement and unrivalled economic and political strength of world capitalism, and the rising power of neo-colonialism through the G-8 directly and the IMF, WB, IBRD etc as agencies, have created favourable conditions for the evasion and extraction of natural resources from the ecologically fragile territories of tribal people. All the massive steel plants, BALCO, NALCO, heavy engineering concerns, most river basin development schemes and hydropower projects, a chain of forest-based and ancillary industries and an increasing number of highly polluting industries are located in this region. Despite intense industrial activity in the central Indian tribal belt, the tribal employment in modern enterprises is negligible. The tribals are forced to live in juxtaposition with alien capitalist relations and cultures, with traumatic results. They are forced onto the ever-expanding low paid, insecure, transient and destitute labour market. About 40 per cent of the tribals of central India supplement their income by participating in this distorted and over exploitative capitalist sector. Many more are slowly crushed into oblivion in their homeland or in urban slums. Their economic and cultural survival is at stake. Nearly 60 per cent of these large dams are located in central and western India where about 80 per cent of the tribals live. Approximately one in every ten tribals has been displaced by different developments projects.

**Some case studies were done to bring out the impact of globalization on the tribal communities in India.**

#### **a. Narmada people's struggle**

Living in the mountains and plains of the Narmada river valley, stretching for 1,300 km through Madhya Pradesh, Gujarat, and Maharashtra, the natural resource based communities struggle against displacement, state repression, and the destruction of natural resources resulting from the Narmada Valley development projects. The **Narmada Bachao Andolan** (Movement to Save the Narmada), was formed to fight not only for rights over economy, environment, and livelihood, but also for personhood, for humanity itself. The policy of '**Amra gaon ma amra raj**' (our rule in our village) the villagers resisted state collusion with globalisation. 'Indigenous peoples' unity has thrown them '**Ham Sab ek Hai**'. The people's movements raised slogans like '**vikas chahiye, vinas nahin**' (we want development and not destruction). The fight against centralization of knowledge and natural resources is a fight against globalisation.

#### **b. Bhopal Gas Tragedy**

Hundreds of thousands of survivors of Union Carbide corporate crime in Bhopal, Madhya Pradesh State, still waiting for compensation for illnesses resulting from the gas leakage 15 years ago.

### c. Orissa State

Several Adivasi communities or indigenous people are spread over the Eastern Ghats across the southern and eastern region of the Indian sub-continent. The effects of globalisation have had far reaching consequences in the Eastern Ghats.

They have missed their old home lost their gods, fields, trees.

### d. Andhra Pradesh

It is the first state in Asia to directly invite the World Bank to implement its Structural Adjustment Programme. Under the new economic policies of the state, revenues are to be earned from lucrative sectors like sale of liquor. When tribal women opposed to allow the liquor mafia to set up its outlets in the tribal villages, they were brutally 'punished'.

The state government is going ahead with its liberalization policies in these remote tribal areas by inviting multinationals and Non Resident Indians for taking up tourism, mining, film, agro-based and other industries in the name of tribal development.

**The new economic policies on tribals** have serious impact on the adivasi 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 adivasi 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 tribal 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 Adivasis 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 tribal people. Violation of the Fifth Schedule has occurred in many states like in Andhra Pradesh where the Land Transfer Regulation Act was ignored while giving mining leases in scheduled areas to private companies. Private mining has been taking place in Rajasthan, Madhya Pradesh, Odhisa, Maharashtra and other Fifth Schedule states. One of the ways of globalization in India is disinvestment or privatization. Many Public sector Enterprises are being sold off to private sectors with the objective of raising revenues to meet the fiscal deficits and to improve efficiency. Profit making enterprises like BALCO, which are in the tribal belt, have been privatized. Public Sector Enterprises in the tribal belt were beneficial to tribal people giving them employment and livelihood. Privatization of these enterprises will adversely affect the tribal people and disturb the regional balance in terms of industrialization. The new Industrial policy paved the way for Tribal Land alienation. This result in the alienation of tribal lands for various purposes like construction dams, mining projects, setting up of wildlife sanctuaries, construction of government infrastructure. While the adivasis have been displaced and pushed into the fringes of globalization, the natural resources were victim to large scale destruction directly for industry purposes and indirectly by the non tribals. As a result the tribals ended up as debris in the globalised policies unable to access the

resources which were their life sustaining forces or to compete with the mainstream society to be absorbed into alternate economies. Those absorbed in the new industries and projects were minimal compared to the extent of displacement and the destruction of traditional livelihood.

### **TRANSFORMATION OF TRIBAL LIFE AND ECONOMY:**

Thanks to globalisation a perceptible change is clearly visible in the tribal life and Economy of some states. The new generation of the tribals - 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 tribal life and their economy. After the impact of globalization the tribal 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 tribal 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.

### **GAINS AND LOSSES OF GLOBALIZATION:**

Globalisation affects tribals differently. Urban and educated tribals 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 tribals. Conversely, poor, uneducated, credit-constrained, informal and agricultural sector tribals will benefit in a much less direct manner. Tribals 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, tribals, women and children. The gains of globalisation have so far accrued to those who already have education and skill advantage, easier market access and possession of assets for use as collateral to access credit. For the tribals, globalisation is associated with rising prices, loss of job security, lack of health care and tribal development programmes. Globalisation may also weaken the Constitutional protections, in terms of education and job reservations, given to tribals.

**CONCLUSION:**

Tribals are part of the Indian society, at the same time they are different. Age old exploitation and repression of the tribals, have cut them off from the main stream of socio-economic development of the country as a whole. The tribal population is identified as the aboriginal inhabitants of our country. They are most vulnerable section of our society living in natural and unpolluted surrounding far away from civilization with their traditional values, customs and beliefs. The gains of globalization have so far accrued to those who already have education and skill advantage, easier market access and possession of assets for use as collateral to access credit. For the tribals, globalization is associated with rising prices, loss of job security, lack of health care and tribal development programmes. Globalisation may also weaken the constitutional protections, in terms of education and job reservations given to tribals. Hence the Government should frame Special policy and programmes that are required to address these differences especially on the context of globalization. When we plan for tribal development, we have to regard these differences, take a special note of their situations and capabilities and provide them facilities to develop on the line they want to take. If globalisation were superimposed on a poorly educated and poorly-trained tribal people, particularly in states like Bihar and Jharkhand with poor systems of governance and infrastructure, it would not lead to growth nor reduce poverty. Globalisation may no longer be an option, but a fact. However, it must be implemented with a human face. It is expected that the Museum of Tribal Arts and Artefacts will have a positive and constructive contribution towards this goal.

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