

Available online @ www.iaraindia.com

SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal

ISSN: 0975-9999 (P) 2349-1655 (O)

Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)

Volume XV, Issue 55, January-June 2024

Formally UGC Approved Journal (46622), © Author

IMPACT OF GLOBALISATION IN INDIA

Dr. S. MUTHU MEENAKSHI

Associate Professor of Commerce, Vels Institute of Science, Technology and Commerce, Chennai

Dr. S. SHASHILA

Assistant Professor of Commerce, Vels Institute of Science, Technology and Commerce, Chennai

Abstract

Globalization is a process of increasing interdependence, interconnectedness and integration of economies and societies to such an extent that an event in one part of the globe affects people in other parts of world. The effect of globalization is far reaching. It affects us all but affects us differently. Thus, while for some it may mean new opportunities, for others the loss of livelihood. It is obvious that globalization is of great social significance. However, there are different views about the impact of globalization regarding its effect. Some argue that, while many in the more privileged section may benefit, the condition of a large section of the already excluded population worsens. Globalization has its impact on Culture, Business, agriculture, Education, Politics and the society as such which has been discussed.

Keywords: Mobility, Traditions, Pedagogy, Accessibility, Standard of living, Collaboration, homogenization of culture, online resources.

Introduction

Impact of Globalization on Indian culture

Globalization has an impact on India's culture and philosophy, as the Western way of life and ideas have become more prevalent. With the emergence of globalization and western culture, youth have started mixing up well with each other. The friendly approach and the socializing feature are worth appreciable. But the total breakouts of restrictions have adulterated the Indian mindset, playing up with the physical relationship. Paramasivan. C (2011) Information technology plays a key role in the modern world which meets the day-to-day activities of the human beings directly or indirectly associated. Commercial activities particularly banking and financial sectors may not function without proper information technology. With rapid development in the Information Technology Commercial and financial sectors performed well and could reach to nook and corner of the world.

The interchange of world views and ideas has resulted in a major transformation of the lifestyle and living standard of people globally. Indian culture is no bar to this transformation process. Our deep rooted traditions and customs have loosened up their hold with the emergence of globalization.

- Globalization has led to the spread of Western cultural values and lifestyle choices. This includes fashion, music, and food, influencing Indian youth culture and popular culture.
- Global trends have influenced the growth of the Indian entertainment industry, including Bollywood and the Indian music industry. These trends have also contributed to the spread of Indian culture and values worldwide.
- The homogenization of culture has led to the erosion of traditional Indian cultural values and practices. Joint family system, religious customs, and local languages and dialects are slowly fading.

- However globalization has also led to the fusion of traditional Indian art forms, like music and dance, with Western influences. This has resulted in new and innovative forms of expression.
- The emergence of the Indian diaspora and its influence on the global culture and economy has highlighted the diverse cultural and linguistic heritage of India. This has also led to the promotion and preservation of Indian culture and traditions worldwide

Impact of Globalization on Indian Business

The Globalization allowed foreign companies to operate in the Indian market. As a consequence, Indian businesses got an opportunity to operate on a global scale. As a result, the import-export sector in India has faced tremendous rise recently. In general, globalization decreases the cost of manufacturing. This means that companies can offer goods at a lower price to consumers. The average cost of goods is a key aspect that contributes to increased standard of living. Consumers also have access to a wider variety of goods which a positive sign.

It is becoming a trend for most big companies to globalize. However, the transition has its fair share of challenges and opportunities, collectively making it a considerable risk. But why exactly do companies globalize despite the enormous risks involved? One of the primary reasons is that most companies are looking for cheaper modes of production, which are available in other countries, especially developing nations.

Renowned companies like Nike and Adidas are some of the notable brands that apply this strategy, which enables them to achieve low production costs while selling at high prices to maximize their profits. Other companies opt to globalize to increase their market share and revenue. Regardless of the reason for globalizing, the initiative has several negative and positive impacts. Some of the positive impacts include the increased spread of innovation and technology between countries and access to new talents that comes with working with new employees and markets.

On the negative side, the company encounters compliance and payroll challenges, especially when managing multiple markets; the changing tax and employment laws make it difficult. Another major challenge is that a loss

of cultural identity happens due to globalization. With the introduction of new businesses, the locals get to learn and adapt so much from the company, and the desire to emulate leads to a loss of their own culture.

Impact of Globalization on Indian Agriculture

The Indian agricultural sector has been undergoing economic reforms since the early 1990s in the move to liberalize the economy to benefit from globalization. Being one of the primary occupations in the rural areas of India, agriculture is of great importance. Globalization has had a great impact on it. The impact of globalization can be seen during colonization. In the nineteenth century, European traders came to India to trade Indian spices exported to various countries. Farmers in south India were encouraged to grow these crops due to high demand. Staple crops were profitable and had a good export potential in the limited market.

Globalization has made farmers aware of opportunities to enhance their income through this agriculture. Globalization has also led to an increasing number of public policies around the world to encourage the sustainable use of natural resources – soil is a natural resource.

Online resources, e-learning platforms, and educational websites have expanded the reach of education, especially in remote areas. Students can now access vast knowledge, enriching their learning experiences. Globalization has encouraged collaboration between educational institutions in India and other countries.

Globalization has profoundly impacted different aspects of society, and education is not an exception either. In India, a country known for its rich cultural heritage and diverse population, globalization has brought opportunities and challenges to the education sector. This article explores the significant ways globalization has influenced education in India, examining the positive transformations and potential drawbacks.

Impact of Globalization in Education

Globalization, in the context of education, refers to the interconnectedness and exchange of ideas, knowledge, and resources across borders. It has facilitated the integration of education systems worldwide, enabling collaboration, innovation, and sharing of best practices. Globalization has opened up new

avenues for educational growth and development in India.

Modernization of Curriculum and Pedagogy

Globalization has prompted the Indian education system to evolve and modernize its curriculum and teaching methods. The focus has shifted from rote learning to skill development, critical thinking, and creativity. Emphasis on practical application, project-based learning, and interactive teaching methodologies has become more prevalent.

Technological Advancements

The integration of technology in education has been a significant outcome of globalization. Smart classrooms, e-learning platforms, and digital resources have transformed the teaching and learning experience. Technology has made education more interactive, engaging, and accessible to students nationwide.

Emergence of the private education sector

Globalization has led to the rapid growth of the private education sector in India. With increased foreign investment and collaborations, private schools and universities have flourished. This has provided choices for students and introduced innovative teaching methods. However, it has also raised concerns regarding affordability and quality control.

International recognition and mobility

The impact of globalization on education in India is evident in the increased international recognition of Indian educational institutions. Global rankings and accreditations have become essential quality indicators, attracting international students and faculty. Additionally, Indian students now have more opportunities to pursue higher education abroad, expanding their global networks and career prospects.

Employment opportunities

Globalization has influenced the job market and created a demand for individuals with global competencies. Employers seek candidates with cross-cultural understanding, adaptability, and proficiency in international languages. As a result, Indian educational institutions have started incorporating these skills into their curriculum to prepare students for global employment opportunities.

Strategies to maximize the benefits of globalization on education

While the impact of globalization on education in India has been largely positive, it

is essential to maximize its benefits and address the associated challenges. Here are some strategies to consider:

Promoting cultural exchange

Encouraging cultural exchange programs and activities within educational institutions can help students appreciate and preserve their cultural heritage while embracing global perspectives. This can be achieved through festivals, language exchange programs, and collaborative projects with international schools.

Strengthening infrastructure and accessibility

Efforts are being made in India to bridge the digital divide and improve access to quality education in remote areas and marginalized communities. This includes investing in infrastructure, providing internet connectivity, and ensuring the availability of educational resources in local languages.

Curriculum localization

While adopting global best practices, it is crucial to tailor the curriculum to local contexts and needs. Incorporating regional history, languages, and cultural studies can help students develop a strong sense of identity while benefiting from a global education.

Teacher training and professional development

Equipping teachers with the necessary skills and knowledge to deliver a globalized curriculum is vital. Teacher training programs should focus on innovative teaching methodologies, cross-cultural communication, and the use of technology in the classroom.

Government policies and regulations

The government plays a crucial role in shaping the impact of globalization on education. Policies should aim to promote inclusivity, regulate the quality of private educational institutions, and ensure affordable education for all segments of society.

Globalization has undeniably transformed education in India, bringing opportunities for collaboration, technological advancements, and exposure to global perspectives. However, it also poses challenges such as cultural assimilation, inequality, and standardization. By implementing effective strategies and policies, India can leverage the benefits of globalization while preserving its rich cultural heritage and ensuring inclusive and quality education for all.

Advantages of Globalization in Education

Globalization has introduced several positive changes in the Indian education system. Some key advantages include:

1. Enhanced Access to Information

The advent of digital technologies & the internet has made information easily accessible to students and educators. Online resources, e-learning platforms, and educational websites have expanded the reach of education, especially in remote areas. Students can now access vast knowledge, enriching their learning experiences.

2. International Collaboration and Exchange Programs

Globalization has encouraged collaboration between educational institutions in India and other countries. Exchange programs, student mobility, and joint research initiatives have become more prevalent. These opportunities allow students and teachers to engage with diverse cultures, perspectives, and academic practices, fostering a global outlook.

3. Exposure to Global Perspectives

Globalization has broadened the horizons of Indian students by exposing them to global perspectives. Through international curricula, multicultural learning environments, and interactions with students from different countries, students develop a more comprehensive understanding of the world, its cultures, and its challenges.

Challenges Faced in the Educational Field

While globalization has brought numerous benefits, it has also presented particular challenges to the Indian education system:

Cultural Assimilation

As Indian education embraces global influences, there is a risk of diluting the country's unique cultural heritage. Balancing the preservation of local traditions and knowledge with the integration of global perspectives is a challenge that needs to be addressed to maintain a sense of identity and cultural pride.

Inequality and Accessibility

Although globalization has improved access to education, it has not reached all segments of Indian society equally. Rural areas and marginalized communities still face infrastructure, resources, and quality education challenges. Addressing this inequality is crucial to ensure that the benefits of globalization are accessible to all.

Standardization vs. Localization

Globalization often emphasizes standardized education systems, which may not align with India's diverse cultural, linguistic, and regional contexts. Striking a balance between global standards and localized content is vital to preserving the uniqueness and relevance of education in India. Globalization has encouraged collaboration between educational institutions in India and other countries.

Globalization has profoundly impacted different aspects of society, and education is not an exception either. In India, a country known for its rich cultural heritage and diverse population, globalization has brought opportunities and challenges to the education sector. This article explores the significant ways globalization has influenced education in India, examining the positive transformations and potential drawbacks.

Impact of Globalization on Politics

Globalization has led to the spread of democratic values and ideas. This promotes transparency, accountability, and good governance in the Indian political system. Opening up of the Indian economy to foreign investors has increased dependence on foreign trade and investment.

- Globalization has led to the spread of democratic values and ideas. This promotes transparency, accountability, and good governance in the Indian political system.
- Opening up of the Indian economy to foreign investors has increased dependence on foreign trade and investment. This in turn has affected India's foreign policy and diplomatic relations with other countries.
- India's integration with the global economy has led to the country's greater involvement in international institutions such as the World Trade Organization (WTO) and the United Nations (UN). This provides India with a greater voice in global affairs.
- On the other hand it has also led to the erosion of national sovereignty. International institutions like World Trade Organization (WTO) and International Monetary Fund (IMF) have gained more power in shaping national policies.

- Globalization has also led to the emergence of civil society organizations and social movements. These are advocating for greater accountability and transparency in government policies and actions.
- However, the unequal distribution of the benefits of globalization has led to social unrest and political instability in some parts of the country.

Impact of Globalization in the Society

The world has become more connected than ever before through the increase in technological advancements and economic integrations. Advanced economies are formed as domestic businesses transform into international ones and further contribute to the spread of technology around the world.

There are several benefits of globalization, such as increased international trade and cooperation and less international aggression. Social globalization the sharing of ideas and information between countries has led to innovation in the medical, technological, and environmental preservation industries. Additionally, globalization has improved the quality of life in several developing nations. This includes implementing efficient transportation systems and ensuring accessibility to services such as education and healthcare.

Concepts of national identity, culture, and consumption patterns also change as goods from around the world become increasingly available and at low prices. The competitiveness of global capitalism may also lead to more individualistic ideals that contradict the cultural orientations. However, globalization can also have negative effects on society, such as increased income inequality and substandard working conditions in developing countries that produce goods for wealthier nations. Income inequality is directly related to globalization as it further increases the gap between more advanced and developing areas of a nation. As a result, it can also increase the risk of societal violence...

Globalization has had a large impact on societies around the world, leading to massive migrations from rural to industrial or urban areas, leading to the rapid growth of cities and trade hubs. While this has led to an overall increase in incomes and a higher standard of living in general, it has also led to problems of urbanization including crime,

domestic violence, homelessness, and poverty. Concepts of national identity, culture, and consumption patterns also change as goods from around the world become increasingly available and at low prices. The competitiveness of global capitalism may also lead to more individualistic ideals that contradict the cultural orientations of certain, more collectivist societies.

- Globalization has led to the creation of new job opportunities, particularly in the service sector, providing employment to the country's youth and increasing social mobility.
- It has also led to the growth of the middle class, which has benefited from the growth of the IT and services sector. This has led to a rise in living standards, with better access to education, healthcare, and other basic amenities.
- However, the unequal distribution of the benefits of globalization has widened the income gap and led to social inequality, exacerbating existing social divisions based on class, caste, and gender.
- The growth of consumerism and the spread of Western lifestyle choices have led to changes in social values and attitudes, particularly among the younger generation, leading to the erosion of traditional values and social norms.
- Globalization has also led to increased migration, both within India and to other countries, resulting in cultural exchange and diversity, but also leading to social displacement and cultural assimilation.
- The spread of global health and education initiatives has led to improvements in healthcare and education, particularly in rural areas, but has also led to greater dependence on foreign aid and resources.

Conclusion

In conclusion, the impact of globalization on India has been multi-dimensional, with both positive and negative effects on the country's economy, culture, business, Education, Agriculture, Politics and society

- It is essential to recognize and address the negative impacts of globalization while maximizing its benefits.
- The Government and civil society must work together to ensure that the benefits of globalization are distributed equitably

across all sections of society. Particularly those most vulnerable to displacement and social inequality have to work on it.

- Additionally, efforts must be made to preserve and promote traditional Indian culture and values while embracing the benefits of globalization.

References

1. Jeffrey Frieden, Global capitalism, 16th February 2007, w.w.Norton, New York
2. Barry Eichengreen, Globalizing capital, A history of international monetary system, 2020, Kindle 3rd Edition.
3. Junjiahunwala, Bharath Globalisation and Indian Economy, 2015, limb.academicia.edu
4. LN Chandrasekaran, Globalisation and its impact on India 2016, Rao exotic
5. Paramasivan. C (2011), Customer Satisfaction through Information Technology in commercial banks, Journal of Commerce and Management Thought, Vol.2, Issue 4, October, pp 509-522.
6. <https://www.jstor.org/stable/48505189>
7. The great convergence. by Richard Baldwin. <https://www.jstor.org/stable/48505189>