Chapter 3
Globalization and related changes in Indian society and culture

Anthony Giddens in 1990 had written that, to strengthen the social relations on the basis of worldwide trade is named as globalisation.

Some people have tried to connect the concept of globalisation with the old Indian mythological concept of VASUDHAEV KUTUMBAKAM. The concept of globalisation is far away from this Indian concept. Globalisation is mainly the nature of establishing monopoly over resources which has the sign of selfishness where as VASUDHAEV KUTUMBBKAM is the emotion of sacrifice and selflessness.

Today, some of the philosophers are observing ‘world management’ and ‘globalisation’ as a ‘spread suit’ well-grounded by Elliot and Perry smith. According to them this is the modern and post-modern edition of ‘mega spread suit’. In this world culture has the same relation with other parts of the world, according to Smith and Perry. Some intellectuals like Michael Mann (1986) believed that the process of globalisation cannot be called new because the cultural exchange and the effect of many cultures (i.e. Christianity and the influence of Islam ) has been going on for centuries and has crossed the borders. History is witness that none of the societies is untouched with the things like trade, war and victory. Then also, in its modern era the history of globalisation is not older than 20-30 years. It is believed that, it originated as the capitalism gained momentum in 1940.
Globalisation is not an incident but it is an incident of many occurrences. It is a process and incident too. It has many faces and dimensions - economic, social, cultural, political and many more. Hence, it is described in different ways. In a wider form, globalisation is a process active on world level which, having broken the boundaries of time and place, unites the communities and organisations into one relation of inter-dependency and inter-mutuality. At the global level, it is a process of movements, mixing, contacts, contracts and stable cultural interaction and exchange. In human development report (2000), four points were discussed - New markets, new tools, new actors, new thoughts.

In globalisation there is a great importance of time and place. Both of them are shrinking gradually. The distances of New York and Mumbai are no more distances. At a blink of an eye, messages can be sent and received from several miles. This process has brought nativity and globalism face to face. This process is not limited to one place since it has originated from economic background so it has affected every walk of life - social, cultural, political, and philosophical more or less.¹

New ultra global lifestyle represents a kind of collaborative culture. To spread this culture, the means of telecommunication played first and foremost role. There was a time when the campaigning of Buddhism, Christianity, Islam and Hinduism was going on, but today in the place of religion, democracy (political nation), capitalism (economic nation) along with culture, is globalising. Social scientist Levitt has explained the concept of globalisation in the context of campaign of nrijatikta (feeling of ethnicity). According to Levitt, as per the ethnic interests of people various
dishes, outfits, music are being available in every corner of the world and these things are used by the other nri jak people of the world, is the globalisation of nrijatikta. Chinese dishes, Italian pizza, Indian curry and Idli-dosa etc. are available at every place and every time in every corner of the world. This process hasn’t left the politics untouched. Where earlier the game of power and politics used to be played within the boundaries of nation, now this game is also turning globalised. The events of international politics do not stay without affecting the national politics. In order to decide the economic and political policies of any country global organisations like WTO, IMF, WORLD BANK etc. have a great role which ultimately influence the politics of the nation.

The most contrary effect of globalisation is on social safety, family and culture. World communication system has demolished the cultural diversity and pluralism. Apart from this, globalisation has encouraged destitution, dearth of employment, and attack on the agriculture of third world countries, theft of bio heritage (bio-piracy), dismissal of poor and enforced the violence and grand-infrastructure. Due to this economic integration has been witnessed in some measure but this process has failed in cultural integration.

Globalization and the status of Indian women

Nowadays, individuality is growing in families. Earlier more importance was given to the community but now the determination of power or control is not done by gender, age or relationship rather it is done by qualification, experience and knowledge of the person. There has been a change in bonding of people in the joint families. The importance of woman in the family has increased. Also there has been a change in the thinking of people,
their occupations, etc. There have been several movements to discourage casteism and racism in the society.²

Different castes have been constituted in a new manner, they are also organized in different forms like local, provincial and on national levels.

There has been a change in their religious thought process. People have become more practical now. All the above mentioned changes have only been possible due to the new educational system, new developments in the field of media, industrialization, community development plans of the government, and religious movements by the people.

Indian villagers are in a confused situation between tradition and modernization. On one side are the attractions of past traditions and beliefs and on the other a need for growth. Traditions are not really secured in this changing environment; so it is trying to move ahead with the wind of change.

On one side where modernization has led to the development in the country on the other side it has its effects too. Due to development of new industries and urbanization there has been an increase in slums, pollution, diseases, unemployment, and poverty. Now people’s main focus is to earn money anyhow and due to this thinking corruption has increased rapidly.

For modernization the government has applied the policy of liberalization because of which many multinational companies have opened their business in India which has led to decrease in small scale industries in India. India’s money is going to the foreign countries. With liberalization the democracy has definitely become strong but it is still dominated by cast etc.
Most of the studies and reports offer an image of economic process wherever its impact on society either native or universal had been portrayed to date. During this analysis there is a trial created to relinquish the consequences of economic process on the standing of ladies as they create the foremost part of society and in present state of affairs their role becomes essential for coming up with and implementing any plan whether or not it is an economic process. From the early Nineties, the principal economic, social and political issues practiced by the mass of Indian girls have, in a way or another, become inextricably joined with the processes and policies of easing light-emitting diode economic process. Struggles around basic food security, health, education, women’s employment, keep and conditions of labor, declining kid sex ratios, commoditization of girls / ladies and human relations with attendant growth in violence against women, growth of dowry, etc. have all necessitated a degree of confrontation between the women’s movement and economic and social practices being established by economic process. And yet, whereas associate degree implicit accord to those key problems which exists just about across the spectrum of women’s organizations, approaches and positions on economic process itself have usually been quite divergent.³

Within the past twenty years, economic process has created an incredible impact on the lives of ladies in developing nations. Economic processes are often outlined as “an advanced economic, political, cultural, and geographic method during which the quality of capital, organizations, ideas, discourses, and peoples has taken a world or multinational kind.” With the institution of international trade policies, such as North
America trade Agreement (NAFTA) and UN agency, multinational firms mistreat the profit motive to guide their factories toward developing nations in search of “cheap” feminine labor.

Corporations like feminine labour over male labor as a result of girls thought of to be “docile “staff, UN agency area unit willing to adjust production demands at any value-cost. In developing nations, sure varieties of work, like garment assembly, is taken into account to be associate degree extension of feminine family roles. Therefore, cultural influences in developing nations additionally impacts employment stratification. Transferring a high demand of employment opportunities for girls in developing nations creates a direct amendment at intervals of the social organization of those societies. Although the demand for feminine employment brings concerning associate degree array of opportunities and a way of independence, the cap continues to exist with the “feminization of poverty”. Researchers within the fields of social sciences have collected empirical information that shows the results of economic process on the lives of ladies and their families in developing nations. Given these circumstances and therefore the empirical proof collected within the numerous the numerous studies, will economic process have overall positive or negative impact on the lives of ladies in developing nations? Throughout the developing world, “there area unit over a million individuals utilized in industrial FREE TRADE Zones FTZs”. FREE TRADE Zones (FTZs) area are unit areas at intervals developing nations wherever there’s “customs have free import of raw materials, elements and instrumentality, tax holidays of up to twenty yrs and government subsidization of in operation costs”. Staff area are treated like prisoners getting into a
penitentiary with high walls flat-topped with wire and a special personnel that searches anyone deed or getting into the FTZ. Workers and supervisors area unit the sole ones allowed with FTZs. If anyone is caught invasive, they're subjected to be arrest and/or physical penalty by the police. The conditions at intervals of the zone aren't disclosed in public owing to the dearth of humanitarian treatment towards staff.

The lack of protecting tariffs permits firms to require advantage of feminine staff. Other than low wages, girls are also subjected to figure In risky conditions which will cause health issues. In all the garment staff area units, young girls work for long, tedious hours so as to support their families. Prolonged work hours and pressures to satisfy work quotas have caused nervous breakdowns in many feminine mill staff. Staff in textile factories area is exposed to dirt and lint which may cause respiratory organ illness. Staff of electronic mills area unit are exposed to malignant neoplastic disease chemicals while using poor ventilation or tools to handle the harmful materials. The ladies of area unit are perpetually verbally and physically abused so as to stay up with production demands from firms. Staffs of mills are seldom given breaks throughout the day and can't afford to require sick days.

In Asian nations circumstances aren't thus completely different. Girls belonging to low operating divisions aren't conscious of their rights and duties and only rely upon order and command of householder’s choices. Some basic facilities like bathroom, meal, break, safety, maternity leave or baby care leave also are not allowed especially In private corporations for the low cate-gory girl labors. Economic process
permits labor category to travel across nations however this in additionally will increase human trafficking. Indian labor category of girls are spellbound by the glamour of foreign, cash and luxury trend to supply however seldom of it become true. Indian girls are thought to be terribly industrious, obedient, sincere, emotional and innocent and this characterization results in derision of Indian girls in terms of cash or services. Even though well educated girls are additionally not treated otherwise in terms of cash and facilities they continuously get less as compared to males although they have same operating hours and responsibilities. Women operating in larger, fashionable factories have higher opportunities for formation. They're a lot more capable than smaller mill staff to prepare a political demonstration, like a strike, to barter a lot of rights. It is vital to know that once analyzing the economic conditions in developing nations, entirely western view of social justice is prone to skew the information bestowed concerning operating conditions and wages. Though girl area units are subjected to sure terms and conditions, they're a major improvement and conditions, there are a major improvement from ancient and various employment opportunities in these nations. Besides, economic processes facilitate girls in sure areas to explore their talent whether or not it’s concerning sports, education, business, politics, cinema, or defence. Indian girls have recreated their identity and then they share this with the globe. In National Aeronautics and Space Administration there are Indian girls. Indian girls share the screen with international stars of cinema and television. Indian girls have got vital place within the world’s politics and noted for their strength right from the operations for independence of Asian nation to fashionable rising Asian nation.⁴
Socio-Cultural globalization and Indian women

Women perform informal assembly at their homes (done by most women) or factories as ways of survival. Operating within the home permits ladies “to look after their Children and to retain management over the profits of their labour”. Most ladies as per the World Health Organization opt for these features are housewives. They don't receive enough cash from their husbands to pay money for the fundamental wants for their family’s survival (i.e. food and clothing). These ladies cannot get formal sector employment attributable to their family responsibilities. Informal/ domestic jobs conjointly give a survival strategy for girls handling husbands. They don’t need to contribute enough of their wages to supply for the families. In the Republic of India it appears from the pre historic era that to keep up the social status of family ladies are exclusively accountable and they should add the way to boost the celebrity of family on the far side its willing or capabilities. Globalization will increase this thinking and will increase the expectation as well as pressure in addition. Currently ladies are expected to vie with the world especially in high category fashionable families. The exploitation of ladies will increase with the globalization whether or not it's in business, social or glamour world. Presence of ladies increases the worth of a project however their importance isn't accepted perpetually. Ladies are given a “taste” of independence that doesn't permit them to ascend to similar social control positions as men. The actual fact that male supervisors believe that garment assembly is associate extension of “female work” reception, causes supervisors to stigmatize all ladies as labourers rather promote them to manager’s position. They are confined to those positions attributable to gender roles and expectations.
However, “unemployed men refuse to participate in their wives’ informal work as a result of which they feel they may be known as away at any time for a waged job”. This ethic causes ladies in developing nations to develop a double role of survival. The informal-sector permits ladies to keep up these roles while not the dependence on her husband’s help. The process of globalization sweeping the planet is exerting its overlooked forces to redefine ‘marriage’ and ‘family’. The forces of globalization and market are influencing the family structure and wedding norms to an outsized extent. Establishment of wedding and therefore the existence of a ‘family’ as a unit have found a replacement which means this new means is extremely typically determined by the economic process. The notion of family is shrinking, from massive joint families, to nuclear families to individual or ‘autonomous family’ grooved by a single person. This move that has been precipitated by the method of globalization has both positive and negative fallouts. On the other hand, this new found freedom promotes acceptance for such a method and permits the relations to democratize and talk about high living conditions. Ladies realize their freedom to enter job market and earn enough for getting all material desires. Correctness has promoted women’s authorization through education, legal reforms, political power, economic and private autonomy, and social mobilization for gender justice. Women, through allowed to earn, are incapacitated by lack of management over their own resources and earnings and suffer discrimination and violence. Therefore the changes are additional and superficial than penetrating. The ladies could have entered the general public arena, however the family values domination and family violence is unbroken as a closely guarded secret. Within the personal arena, at the extent of the family, the family remains dominated by patriarchic norms.
Many ancient values and norms take new forms which can be prejudicial to recent social arrangements, like providing family support systems to ladies. In line with studies, one amongst the definite fallouts of globalization and modernization has been growing incidence of force on ladies. Alcohol and tobacco consumption typically ends up in domestic arguments and is related to force against ladies and children, because the men would typically beat up the ladies and children to demand cash for drinks. Men’s addiction to alcohol and tobacco leads them to resort to misuse the money allotted towards manage expenses once they need to spent the money put aside for personal expenses. Socialization plays a very important role during this situation. Since gender expectative allotted ladies as caregivers and domestic staff, do men feel detached from managing responsibilities? Will the media play a job within the male consumption of alcohol and tobacco? Men could use these devices as a kind of relaxation from a protracted day at work. If males play longer with their families they may develop a good bond with them which may limit their alcohol and tobacco intake. Sadly, this alternative may be a challenge to attain. Many males would rather desert their families than quit alcohol or tobacco, though this reduces the expenses. Females hold a subordinate position in society and are forced to rely upon a person for adequate survival. The “number of ladies –headed households looking forward to insufficient and unstable remittances is according to possess grown up. Family abandon by males is another excuse for the advancement of financial condition in developing nations. The unequal gender wages and restricted access to resources puts ladies in a very under privileged position towards the survival of the families.
Another downside that exists among ladies in developing nations is that “unpaid domestic tasks are personal instead of social and since they are each unpaid and personal, there's no social organization of incentives, rewards and penalties, to encourage change”.

Ladies whose daily lives are focused around work are exclusively obsessed on their husbands for support. They are not having access to the general public sector that may alter them to enter the market. The shortage of help towards ladies, places them in a very vulnerable position in relevant to their husbands. They may feel indebted to their husbands for monetary desires and probably face up to the cases of abuse so as to supply for their families. Woman non-secular beliefs can jointly build her victim of Globalization to the sure extent. Ladies are showing their strength by taking responsibility for their family once their husbands leave. Ladies within the informal-sector also are showing their strength by taking up assembly employment, whereas managing their familial responsibilities.5

Global urbanization and women

One of the necessary dimensions of the recent globalization process is, there's a large quantity of capital within the developed capitalist world, that needs to search out new areas of investment. At a similar time, in countries like Asian nations, wherever there are some quantity of capital accumulation, the native capitalist category and also the higher layer of the salaried wish access to the patron merchandise and services out there within the developed countries. Therefore a huge urbanization method has begun in Asian nations; The steps embrace vast outlays for building residential areas, workplace complexes, shopping malls and supermarkets, road
widening to facilitate the new cars coming back in, costlier kinds of public transportation (e.g., the proposal that Calcutta ought to have an elevated monorail).

The boom in automotive producing and marketing, and also the boom in reality, were the crucial driving forces of the urbanization method. However all over, whether or not in Calcutta, Bombay, or Delhi, the bottleneck for this dream of unobstructed beauty was the existence of the urban poor. In India, the urban poor were essential for the urban wealthy. They supply services, from road aspect tea stalls to domestic maids, from small food retailers for the opposite poor (who successively offer services to the rich) to pavement hawkers at lower costs (since they need very little institution cost) to the lower middle categories. Several of them board terrible slums, not as a result of they are passionate about it, however as a result of that's the sole possibility available to them. And all over, development currently means targeting these layers of urban poor. This is often drained open dispute of Article twenty one of the Indian Constitution that guarantees right to life and support, still as of India’s accession to the International Covenant on Economic, Social and Cultural Rights in Bombay, nearly 80,000 slums are aiming to be “rehabilitated”. So landing field enlargement and improvement will be done. The event paradigm has created a standardized model of urbanization. The “middle class” is being redefined, that the new class is tempted to repeat a western model of living (shopping malls, electronic gadgets, semi-cooked food bought from retailers, or up take out regularly) not desiring the hawkers, the slum dwellers providing half time domestic, and the rest.
Within the structure of society, there is not a single area became untouched from women. The beginning of the twenty first century brought great aspects of success to women. Most of the ladies staff was working from house maid to social worker and minister. Blind race of urbanization or Westernization ends up with increase in pressure on girls especially in social class. Urbanization gives a great burden of responsibilities to this specific and vital part of society and brings women into new race of competition. Such race ends up with depreciation of health both physical and mental.

Current status of women and overall impact of globalization In this Multifarious society where no generalization applies to the nation’s varied regional, religious, social and economic teams. However bound broad circumstances during in which Indian girls life have an effect on the manner they participate within the economy. A common divisor in their lives is that they're usually confined to their home, with restrictions quality, and in seclusion. Many uneducated, class-conscious practices have also placed many constraints on girls. Throughout history, girls have usually been restricted to the role of a home-maker; that is of a mother and mate. Despite major changes that have occurred within the standing of girls in some components of the globe in recent decades, norms that prohibit girls to the house area unit still powerful in Republic of India, shaping activities in that area unit deemed acceptable for girls. They are, by and enormous, excluded from political life, that by its terribly nature takes place in a very public forum. In spite of India’s name for which is respecting girls, together with treating her as a divinity, history tells us that ladies were also abused. There is no equality between men and girls. This is often true from ancient, medieval time and in present also. The theoretical
foundations of development discourse have undergone several changes over the decades. The role of men and women in the development method has received abundant attention within the previous couple of decades. Though the principle of equality of men and girls was recognized as in early 1945 by the world organization Charter and the world organization Declaration of Human Rights of 1948, researchers have discovered that when development planners worked on the idea that what would profit one section of society (especially men) would trickle right down to the other (women). Empowerment of girls, gender discrimination, and violence against girls, which have become serious subjects of social science analysis in modern times, was up to been neglected earlier. While modern social changes have exposed girls to unprotected socio-economic, cultural and political setting, there isn’t any corresponding that protecting social systems and establishments of social justice to safeguard their interests. There are a many area unit where skeptical regarding women’s ability to exercise equal rights with men still exist and regarding their capability to play equal role with men. However such apprehensions are ill-founded within the context of the broader when opportunities obtainable for girls following the mechanization of trade and agriculture, that also sanction girls to vie with men for success. Innovations in science and technology have removed the inequality between men and girls attributed to physical strength alone. Girls are able to handle fashionable appliances that need intelligence talent and coaching and not just physical strength.

Thus, India has currently many girls operating as pilots, driving locomotives, buses, tractors and machinery in workshops. Globalization has resulted in an exceedingly growing flexibility and changes within the gender roles of
men and ladies. The conception that man was the supplier of basic requirements for family and ladies the kid bearer and care taker of home, isn't any longer valid within the ever-changing scheme and economic compulsions.

In spite of the progress created, rural girls and Dalit, Tribal and peregrine communities stay unaffected. The case is same with the Muslim girls among the minorities. The latter square measure far away from realizing their basic rights. For example, the low level of political participation of Muslims girls in India isn’t solely a consequence of the dearth of resources however additionally the results of the standing of Muslims girls within the community since girls in India have very little place within the public arena they additionally specific less s religion within the political method. At the time of independence Indian have wished a nation in which every women have right to vote with equality to men. In contrast to British and Yankee girls, (American girls) Indian girls failed to face problems in securing franchise. The Swadeshi movement, the non-Cooperation movement, (1920-22) the direct action movement (1930-34) and also the Quit India movement (1942) a sizeable amount of ladies had participated. Such participation had helped girls to raise voice for the need of women’s participation within the legislation method. Annie Besant, Madame Cama and Sarojini Naidu fashioned the Women’s India Association. However, girls still represent merely 100% of the whole legislators within the Parliament and State Assemblies. “According to the 1955 International Parliamentary Union Survey, girls hold simply 7% of all seats in Parliament round the world.” Success occupy at the council level which supported reservations for ladies convinced women’s organizations that it’s the proper time to increase these reservations to the upper levels. It's a distinct matter that even at the council level girls members face heap of opposition in the maximum
amount because the male members of the council don't contemplate them as equals. Girls mainly face opposition from their relations, usually leading to their resignation from membership. State and State Square have served measure and sensible examples where girls have exceeded the reserved thirty third with forty second and thirty ninth severally. These examples show that if they had given an opportunity girls will stand out in any field. Girls simply would achieve success like the men only they required support of family and societies encouragement. The framers of the Indian Constitution felt that it absolutely was not spare to confer some minor edges on girls, however it absolutely was necessary to declare in unequivocal terms, their right to equality with men Associate in Nursing numerous different rights which might facilitate them achieve Associate in Nursing equal standing or an equal footing with men. These embody Articles 14, Articles 15, Articles 23 and Articles 39, among others, within the Constitution. Besides the provisions within in the Constitution, the following legislations were passed since 1950.\textsuperscript{6}

- The Hindu Marriage Act, 1955

- The Hindu Succession Act, 1956

- The Hindu Adoption and Maintenance Act

- The Dowry Prohibition Act, 1961

- Equal Remuneration Act, 1976

- The Maternity benefit act 1961

In history once ladies were content to play the role of a spouse and mother, but they were treated with respect. Cases of molestation of ladies and
outraging their modesty were few throughout times. However sadly in recent times cases of rape have become common and violence against ladies has been on increase.

Right from land rules, leaders of Asian nation felt and perceived the requirement of equality of men and ladies it will say that it absolutely was the impact of economic process that junction rectifier to make a wave of awareness among the leaders and framers of Asian nation who created some rules and regulation in constitution that really worthy for Indian women. For instance right of education, as education builds independence and confidence in a person’s mind and it is understood by fashionable Indian ladies thus well, as she is educated and grasp that education can results in health and secure society, kinship and family.

In closed family system of extremely industrial nation like Japan, girls are considered a part of the workforce. However, the family isn't democratized and ladies are not diagrammatic in equal variety in state establishments. They still suffe violence. Looking at Asian countries, the Indian family is extremely totalitarian, girls illustration at state and national structures is negligible and also the society is empty of gender justice. However, within the wake of globalization, that is throwing new challenges, is there additionally a hope or an opportunity of moulding the economic process to the advantage of the women? Prospects like which the family structures begin to democratize, girls step out to the fore to participate within the political method and also the society starts valuing the contribution of ladies.\(^7\)
The process of economic process isn't new. The economic process of the economic, social, cultural and political structures happened in all ages. Earlier the pace of such a method was thus slow and that we have a tendency to hardly notice it. However, nowadays with the arrival of the knowledge technology, newer suggests that of communication have made the planet a awfully tiny place. Not solely the pace of the globalization economic method process, however the penetration and integration of the changes iatrogenic in our day to day life has created the impact of economic process several fold higher. With this method the planet has become one vast market place. However, fallout of such a method is that increasing force has been rumored in most of the countries together with industrial nations, as a result of family fragmentation and loss of social support systems in wedding. Attendant the raised burden for girls is a rise within the level of all sorts of violence, together with force. It has been seen that once the society imposes sanctions against the perpetrators of violence, the ladies square measure scepter to exert for his or her rights, not only the family and also the society square measure have taken to democratized also the standing of the ladies is reinforced. Now it becomes the duty of the state to facilitate and strengthen the method. the answer lies within the proven fact that ladies direction approach to combat violence against ladies ought to be integrated and complex into all policies and programs of the governments. Ladies ought to be equal partners not solely at the general public places however ought to have adequate management of their own resources.
Globalization or the phase of loss of creativity and ancient practices.

Have you ever thought that the existence of ‘hathi, ghoda, palki …’ has gradually disappeared? It has become very tough to find elephants or horses, which we have normally seen in our childhood, nowadays they only appear in any function or celebration. In the famous animal fair of Sonpur neither we find elephants nor horses. Tumtum and tangas have lost their importance and are rarely seen in the towns. Affluent people use motors instead of horses or elephants as a transport convenience. Earlier in marriages presence of elephants and horses was believed to be a matter of pride. This custom has also lost its significance. Brides proudly came in palanquins, even various famous sages used palanquins for travelling but palanquins also have become a part of history or stories.

If we take a look at villages, number of bulls and bull-carts are also decreasing year by year. Farmers take tractors and threshers on rent and use these machines in place of bulls in their farms for the purpose of digging and sowing. It results into reduction of chances of employment. Small workers like ironsmiths and Carpenters are leaving their occupation due to less availability of work. Utensils of plastic and stainless steel also take employment away from the potters. Barbers lost their jobs due to arrival of razors and trimmers. Washer men lost their jobs due to washing machines and electric press. Similarly, tailors are also not having sufficient job opportunities due to availability of readymade clothing. However they got some place in garment industries but their position is not more than a small labor. The old practices of folk dancing and singing lost their importance due to modern disco-jockeys and music facilities. In the villages, it was
normal to see bangle sellers /vendor and toys vendor but nowadays such vendors are not seen anywhere. The existence and work of carpenters, who worked on timber to make beautiful handmade furniture also has lost.

In Uttar Pradesh and Bihar, chiwda or flattened rice was prepared by okhali, denki or the hand flour mill but such practices have lost due to invention of new machines which produce all type of processed food in minutes. Bhistis are not seen anywhere due to availability of water pumps and weavers are also not seen anywhere because people prefers readymade shoes.

In early 19th century whatever the changes in buses and railways transport took place, are getting stimulated now. Those small workers who remain untouched with the effect of competition of global market up to 1850, due to unavailability of transport and communication facilities, also got affected afterwards. Earlier it was believed that the culture of villages remained unaffected of the global market and its competition but arrival of railway not only exposed the global market to village but vanished so many old practices of villagers. Railways have also reduced the importance of water transporting systems.

The culture of any country doesn't solely portray the religion and language of the region, however it starts with the mind-set and mentality of the residing voters. Indian culture is sort of wealthy with reference to its heritage and resources, and additional significantly attributable to the hospitable approach of its voters. Republic of India is a bouquet of flowers with varied faiths, dialects, edibles, traditions, customs, music, art and design etc, bundled into one unit of loyalty and unity. The common factor among these diversities is the Indian mind-set of greeting, hospitality, celebrating in
an exceedingly united approach with huge affectionateness and intimacy. This can be the wealthy essence of the Republic of Indian culture that has attracted several foreigners to remain back in India and mingle into its eternal fragrance.

When we analyze this wealthy culture with globalization, we are able to realize several punch holes of Westernization and mixture of alternative traits and cultures into our fantastically woven blanket. Allow us to closely analyze the impacts of globalization on Indian culture: Family Structure.

Let us begin with the key attraction of Indian joint family culture. The joint families have become a weird surprise to the Indians particularly to those residing within the metropolitan cities within the little flat culture with the nuclear families blooming up like mushrooms within the rain. We’ve lost the patience to adjust into the joint family, ingest the values of the elders and obtaining the young ones observed underneath the shadow of their grandparents. Youngsters have started treating grandparents like guests. Associated with such an upbringing is one of the most important reasons behind accelerating maturity homes, as those youngsters take into account their own folks as burden in their state of adulthood.

Marriage Values
Similarly, marriages have additionally lost their values. It’s considerably evident from the increasing range of divorce cases and the increasing number of extra-marital affairs reported currently. Wedding was thought of as bonding of the souls which are able to be coupled even after death; however nowadays wedding is sort of a skilled bond or a alleged commitment to share life while not compromising their self-
interests. The ego issue into the Indian youth is once more a product of globalization.

Adultery
Both the genders were unbroken at a distance, with tons of restrictions and limitations to the approach for ages in our culture. With the emergence of globalization and Western civilization, youth have begun to mix up well with one another. The friendly approach and therefore the meeting feature is value considerable. However the overall breaking of restrictions has adulterated the Indian mind-set, enjoying up with the physical relationship. This has led to new relationships in Republic of India like live-in relationships. Additionally the redoubled cases of rape and statutory offense cases square measure a results of the perverted mind that are once more due to the foreign values considerably alien to our mother culture.

Social Values
We have incorporated values of treating the guests as God, warm-hearted, hospitable, acknowledgement of elders with due respect and celebrating each little pageant with a color of enjoyment and intimacy. Such a good gathering with full hue and light-weight will hardly be seen nowadays. Folks have extremely restricte themselves in social interaction. The interaction in gift generation is extremely diplomatic considering the money standing and wealth. We've lost our social values and cheerful blessing of intimacy. This generation square measure comfortable celebrating Valentine’s Day instead of Holi and Diwali. Food, Clothing and Dialect Indian food, covering and languages are varied with relevanc e completely different states. The food varies in its style, however each food
has its own nutrient worth and each region is nominative and wealthy in its healthful preparations with the house remedies. Even the clothing varies in numerous states that is incredibly a lot of specific in maintaining the dignity of lady. The varied cuisines from all over the globe although have completely different flavors to feature, still the food ingredients that have inflicted with a lot of quality are the foods that have inflated the health disorders within the country. Once more the dressing just like the suiting for the males are an inappropriate match for the Indian sort of climate. The feminine dresses are once more distraction to the perverted minds.

Even the Indians aren't noticeably in favor of promoting their tongue or our national language. Instead the youth nowadays contemplate it to be a shameful condition to talk in their national language Hindi. The foreign languages are becoming rife in Bharat just like the French, German and Spanish, right from the varsity level, is that the example of what quantity importance we offer to Indian languages as compared to the foreign ones.9

Employment and agricultural Sector

India was primarily an agriculture based country. With the advanced globalization and cropping of MNCs, farming has lost its prime worth in Bharat. Agricultural science has the smallest amount of focus amongst the kids. They contemplate farming as a shameful profession. Employment through MNCs has profitable deals attracting the majority of hands UN agencies are operating for the opposite countries as their client care representatives. We have a tendency to losing our health and we are standing and slowly aiming to the age of economic slavery thanks
Globalisation and the third world: with special reference to India (1990-2012)

to these MNCs. This can be what the globalization has provided Indians through their emergence.

To conclude we are able to say that globalization is a slow spreading risk issue that has lined virtually the complete country with its severity. With some positivism of getting generalized information of the culture throughout the globe and also the happening and incidences globally, still the most important negative impacts are quite horrendous for our country. Hence, we want to additional terribly cautiously with the globalization process conserving our nation’s pride and maintain our cultural status.

Globalization and India : The conclusion

Did globalization led some danger to Indian society?, this question is very normal to raise in the mind, as where the globalization was welcomed by India in some sectors on the other hand it also faces the revert. It also happened that some major changes of Indian society taken as the consequences of the globalization, and due to which it is essential to know the actual reason behind such changes that are they truly because of globalization or there is some another reason lies beneath. What India actually gains or loss because of acceptance of globalization? and did globalization strengthens the roots of capitalism in Indian?

It is believed by many intellectuals that globalization gives a platform where all the cultural and social variations become united at one global stage and all become or believed as one or homogenous that is homo-sapiens. Such union taken as a historical consequence of globalization. Although In India there is no perfect explanation of globalization exists, may be because for
India the arrival or interaction of other countries was not new and several changes has occurred over the time.

Globalization led some global and necessary changes. Tourism, mobility of business and businessmen and subculture of non residential persons give rise to new circumstances. Priorities and lifestyle of consumers changes accordingly. The exchange of global ideas give a boost to such organizations who worked or involved with the global debates related to politics, states, democracy, and civil society and such debates also results into the new ideologies. Although if any idea or change related to modernization or globalization affects India’s cultural integrity then it is strongly opposed by Indian society. However changes has appears in the lifestyle, socio-cultural, economic activities and thinking of modern India, though it is slow. Globalization established its roots in Indian society in many forms like economic, technology, environment and or social changes and it is also affected by India’s ideology of culture and society. It is possibly treated as a threat some times in some regions of Indian subcontinent regarding to cultural activities and believes.

In India the effect of globalization has majorly studied in the form of influence and consequences over the roots of Indian society which are mainly agriculture, industries and cultural believes, any change which try to poke these are taken as attack over the Indian society and strongly opposed. But there are some changes which supports India’s system and ideology and aid to walk together with modernization and globalization. In the field of culture, India has both region specific and local standards which also affects
the process of globalization then it is not wrong to said that in India, globalization has long path to go.

In Indian subcontinent around 70% population depends upon the agriculture and related industries for their bread and butter. The communism of Indian villages also affected by political changes both local and global however, the values of family, society, religion, culture and associated activities are still remain same. The geographical variations of India give rise to many different religious and cultural activities for example culture of north region is totally different from south and so as with east and west such changes now gradually going to be mixed or adopted and this is may be due to globalization like the Garba dance of Gujarat is now also practice in Bengaluru and Mumbai.

The local artists and rural business groups believes globalization as a friend may be because globalization give them a chance to connect with the rest world and opens their entry to the global market and mobility of global capital towards them. It also introduce them to new cultural changes and international necessities which helps them to bring changes in their products. So it is very true to say that in some cases globalization gives new meaning to their art and an identity too, besides the status of big or small artist.

Now if we discuss about the question of values regarding to Indian culture and believes globalization strengthens the cultural awareness and identity in a new sense. It is globalization which helps non residential to maintain their identity and aware their generation to their culture and roots.
In Indian society, globalization also give birth to two divisions of middle class, that is, upper middle class and lower middle class. Lower middle class mainly included small business persons, farmers etc who continuously connected with globalization to overcome their hurdle to become high middle class and the high middle class included some business persons, big farmers, politicians etc who not only affected by globalization but they become standard to study the any change regarding to effect of globalization. Middle class society of India adopts modernization mainly due to telecommunication and Internet. These inventions not only introduce the changes to Indian but also raise the will of being global. There are several movement of India ran by mainly middle class and associated with international points. It is may be due to some international problems which are same at global platform among the countries.

The acceptance of globalization decides the degree and results of globalization. However, it is totally the choice of the people that, what they expect and accept from the globalization.

Globalized industries and businesses are not like the old culture of production-owner and labour system. Information technology mainly influenced the information and entertainment sector but not corporate sector. However, globalization changes the meaning and status of labour, arrival of new political policies has create a new group of middle class which consists of corporate and labours. It is totally different from Marxist observation, and it is believed that after globalization the movement associated with rights or policies of labour has decreases drastically over the time. The new middle class of India is now full of aspiration of comfort and profit.
Education in India has also affects the ideology of middle class. Now the education related to technology has greatly accepted by India, which decreases the interest of students towards education of subjects like languages, pure science, social sciences, and history. The number of students decreases over the years in the field of pure science however, an exponential enhancement has seen in the field of technology even the increasing figure of students noticed, going for higher studies in other countries but again in technology and applied sciences. Now in India too, several organizations has opened and going to be, in the field of technology. Gradually several affects has seen of that, like, numbers of farmers decreases, migration of people from rural to urban areas increases, and it causes increasing population growth in India and its soon results into population explosion in urban India.

If we discuss about the positive effects of globalization, then we must accept that liberalization, privatization, and globalization altogether give strength to Indian economy. Economically, India gain the reputation of independent country gradually, the growth rate of India in initial 30 years post independence is far lower than the growth rate in initial 30 years after the globalization has arrived in India. Savings of people increases and foreign investment in Indian market also increases. There are numerous corporate houses, big, medium and small business groups of India who has now established their identity in global market namely, Ranbaxy, Mittal group, Tata group, Hindalko, Wipro, Crompton greaves etc, the list is long. Such changes affect the concept of energy, convenience and business facilities. India now getting the fame of one of the largest consumer market where all the global or international products available. It is easy to say, to make international presence, India and Indians accept the changes and major
change has seen in middle class and their living standards. It is also due the availability of natural and human resources of India, India already known for its natural resources but over the years it become known for the human resources too as it is one of the young countries comparatively which also increases the productivity and growth rate.

Human resources of India not only worked in motherland but number of Indian professionals like doctors, scientists, engineers, teachers even bureaucrats are working in other states too, it helps a lot to change the picture of India and Indians globally. Indians believes to be intellectual, honest and hardworking people globally and today’s youth know how to take advantage of such image and also how to maintain it. It is also because India is the country of variations (in culture, food, language, living style etc.) which helps Indian people to adopt the changes and work accordingly in any condition. These variations also reflect in the choices of Indian consumers which offers a great advantage for international producers. India is biggest democracy of the world and it proves that democracy can works peacefully and necessary for certainty, stability and development.

If we take the interrelationships of economy and globalization, then facts and figures reflects a positive effect. Intellectuals believes that because of this interrelationship, in India, total gross production is increases and economists believes that growth rate will be increases continuously. India also helps in the outsourcing of other countries, this is one of the major source of earnings. Growth in agriculture and industries increases both import and export. The number of billionaires also increases. Globalization
supports urbanization, urban culture has play major role in development of Indian economy.

Now, if we discuss the adverse effects of globalization, being agriculture based country, India’s 20% GDP based upon agriculture and around 60% Indians depends on agriculture and related activities for their earnings. Globalization affects this culture, agriculture system going to be imbalanced over the decades, suicidal cases of farmer’s increases and it is due to failure of agricultural activities. Farming is not merely a business activity but an important part of their lifestyle. Several new policies has made the agriculture difficult, and its production is also decrease. Unemployment never ended from here and now the problem expanded year by year. Casualization of labour increases in the field of agriculture. The desire of permanent job decreases the rate of actual labour. It is also due to the culture of part time job, which is one of the gift (perhaps) of globalization. The importance of labour organizations and their relations with labour decreases.

In early globalization era no such incident or example exist which prove that it helps in improvisation poor. A report of United Nation said, in India, decade of 1990 was found weak as compare to 1980’s to remove poverty. Major population of India getting diverted from agriculture to service field, it expanded the economic culture and its level too. The difference between rich and poor increases drastically. Figures states that, over the years service sector expanded. A group of India, is known to equipped with all facilities and even arrange all the convenience easily, most of the people of such group are global business person on the other hand, some people work day
and night to fulfil their living necessities only and cant reached to the level of upper class. In other words it is easy to say, a new edition of inequality is rise in India. People suffered a lot and even devoid of basic needs of health, education, drinking water, and hygiene. In India, the difference between states of, per capita income, poverty, sex ratio, girl’s literacy, and child mortality rate has changed now. The ratio of literacy has great difference between states.

It is not wrong to said that where the globalization increases the India’s fame and status internationally, it also known as notorious for some sectors. But we know it is universal phenomenon, that good things always have some bad, may be due to the various views of people or its various effects on people.

If developing countries or third world states, at their conditions and terms, worked with developed countries than they will get more benefits. In present scenario, developed countries worked with third world but majorly for their own benefits.
References


