



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## IMPACT OF GLOBALIZATION ON THE INDIAN CULTURE AND ECONOMY

Saroj kumar Sarkar  
Assistant Professor of Political Science  
Gushkara Mahavidyalaya  
Guskara, Purba Bardhaman.

### INTRODUCTION:

A globalized world is one in which political, economic, cultural and social events become more and more extensively and more and more deeply by events of others society. In simple terms ,globalization refers of citizens and nations across the world. Globalization represents the global integration of international trade, investment, information technology (IT), and cultures. It is driven by government policies designed to open up economies domestically and internationally to boost development in poorer countries and raise standards of living for their people. However, the international free market that has been created as a result of these policies has mainly benefited multinational corporations in the Western world to the detriment of smaller businesses, cultures and common goods. Globalization is also a social, cultural, political and legal phenomenon. In social terms, globalization represents greater interconnectedness among global populations. Culturally, globalization represents the exchange of ideas and values among cultures and even a trend toward the development of a single world culture. Politically, globalization has shifted the political activities of countries to the global level through intergovernmental organizations such as the United Nations and the World Trade Organization. With regard to law,

Through globalization, corporations can gain a competitive advantage from lower operating costs and access to new raw materials and additional markets. In addition, multinational corporations can manufacture, buy and sell goods worldwide. For example, a car manufacturer based in Japan can manufacture auto parts in several different developing countries, ship the parts to another country for assembly, and then sell the finished cars to any nation.

Public policy and technology are the two main driving factors behind the current globalization boom. Over the past 20 years, governments worldwide have integrated a free market economic system through fiscal policies and trade agreements. This evolution of economic systems has increased industrialization and financial opportunities abroad. Governments now focus on removing barriers to trade and promoting international commerce.

Technology is a major contributor to globalization. Advancements in IT and the flow of information across borders have increased the awareness among populations of economic trends and investment opportunities. Technological advancement such as digitalization has simplified and accelerated the transfer of financial assets between countries.

## THE GLOBALIZATION CONTROVERSY

Proponents of globalization believe that it allows developing countries to catch up to industrialized nations through increased manufacturing, diversification, economic expansion, and improvements in standards of living. China is a good example of a national economy that has benefited immensely from globalization.

Outsourcing by companies brings jobs and technology to developing countries. Trade initiatives increase cross-border trading by removing supply-side and trade-related constraints. The North American Free Trade Agreement (NAFTA), for example, encouraged U.S. car manufacturers to relocate operations to Mexico where labour costs are lower, and many U.S. companies have outsourced call centers to India.

Globalization has advanced social justice on an international scale, and advocates of globalization report that it has drawn attention to human rights worldwide. In addition, some consider the spread of pop culture across borders to advance the exchange of ideas, art, language and music.

## BEGINNING OF GLOBALIZATION IN INDIA

In 1991, Indian Government had taken a new economic reformation programme and process of globalization started in India on this time. Indian Government started some new initiative to enter the globalised system, such as welcome of foreign capital and investment, opening the Indian market for MNC, relaxation of import-export norm, reduction of exchange value of the Indian rupee, relaxation the FERA (Foreign Exchange Regulation Act).

## POSITIVE IMPACT OF GLOBALIZATION

There are some positive impacts of globalization as follows:

- i) Increase in volume of the world trade.
- ii) Assisting the aggregation of investment capital that can fund development.
- iii) Finance loans and service international debts.
- iv) Lobby for free trade and the removal of barriers to trade such as tariffs.
- v) Introduction and dispensing of advance technology to less-developed countries.
- vi) Reduction of cost of goods by encouraging their production according to the principle of comparative advantage.
- vii) Generation of employment. Increase the opportunities of job.
- viii) Encouraging the training of workers.
- ix) Production of new goods and expand opportunities for their purchase through the internationalization of Production.
- x) Promotion of nation revenue and economic growth and facilitate modernization of the less- developed countries.
- xi) Generation of income and wealth.
- xii) Breaking down of national barriers and accelerating the globalization of the international economy and culture and rules that govern international commerce.

## DISADVANTAGE OF GLOBALIZATION

Economic downturns in one country can affect the economies of other countries through a domino effect. For example, when Greece experienced a debt crisis in the years 2009 and 2010, the impact was felt throughout Europe. In addition, globalization may have disproportionately benefited Western corporations enhancing wealth disparity.

Free trade implies a greater risk of failure for small, private or family-owned companies competing in a global market. There is also a digital divide because not all populations have internet access. Some suggest that globalization has created a concentration of information and power in the hands of small elite, and certain groups have acquired resources and power that exceed those of any single nation posing new threats to human rights on an international scale.

Standards of living have raised overall as more third-world countries experience industrialization. However, some politicians argue that globalization is detrimental to the middle class and is causing increasing economic and political polarization in the United States. Outsourcing, where U.S. companies transfer their facilities abroad

to lower labour costs and avoid negotiating with unions, means that workers in the United States must now compete internationally for jobs.

Globalization has contributed to global warming, climate change and the overuse of natural resources. An increase in the demand for goods has boosted manufacturing and industrialization. Globalization has also increased homogenization in countries. For example, international chains, such as Starbucks, Nike and The Gap, dominate commercial space in every U.S. town and many towns in other nations.

Cultural exchange has been largely one-sided because U.S. goods and culture have influenced other countries more than those of any other nation.

The information revolution and free flow of people from one state to another results in the formation of hybrid culture, which is speculated in today's world. In a way it can be said that the indigenous culture is now superseded by foreign values culture. . Sometimes such a situation is known as cultural pollution.

### **POLITICAL EFFECT OF GLOBALIZATION**

Globalization has affected the shape of the political process in a number of ways. We can say that globalization has reduced the significance and sovereignty of the nation states. The control of the nation states over its own territory and resources are at a decline as they now face stiff competition from the world markets. The distinct demarcation between the domestic and foreign policy is getting blurred. New forms multilateral and global politics, proliferation of IGO as well as INGO are a significant contribution of the process of globalization. It has been marked by the internationalization and transnationalization of politics, the development of regional and global organizations and institutions the emergence of regional and global law a multilayered system of global governance, both formal and informal.

### **TECHNOLOGICAL GLOBALIZATION AND ITS EFFECT**

Globalization has its effect in the field of technology as well .It has brought tremendous change in the field of transportation, communication, and technological know-how. The spread of technology has consequently resulted in the development of weapons of mass destruction as well as powerful conventional weapons. Use of mobile phone, inter-net, whatsapp, face books are increased tremendously. Young generation is affected badly. They are isolated from their families, friends and society. They are roaming in fantasy world. They also use inter-net bad purpose. So many problems arise in their lives and society. In our country, Internet users are increasing 2010-10%, 2015-26%, 462.1 million (37) in January 2017. The number of Mobile phone users has also increased to around 73% in 2017.Ministry of information and Broadcasting Secretary Apurva Chandra said that India has over 1.2 billion mobile phone users and 600 million smart phone users. (16.11.2022, Mint,e-paper)

## Socio-Cultural impact

Family units square measure arising. cut loose rates square measure increasing step by step. individuals square measure deed equivalent right to schooling, to procure, and to speak. 'Hi', 'Hey' is employed to welcome people despite Namaskar and Namaste. Americans are celebrations like Valentine's day, relationship day then on square measure spreading across the Asian countries.

**Admittance to instruction:** On one hand, globalization has supported the blast of knowledge on the net that has helped in additional noteworthy attentiveness among people. it's likewise prompted a lot of noteworthy demand for specialization and advancement of advanced education within the country. On the opposite facet the approaching of personal schooling, instructing categories, and pay focus on the material has created a hole between those that square measure prosperous and therefore the less loaded. it's become more and more arduous for someone to induce a sophisticated education.

**Development of urban areas:** it's been assessed that by 2050 over half of India's public can sleep in urban communities. The blast of administrations space and town drove work creation has prompted the increasing country to metropolitan movement.

**Indian cooking:** Indian cooking is one of the foremost known foods across the world. By and enormous, Indian flavors and spices were maybe the foremost pursued exchange item. burgers, Pizzas, Chinese food varieties, and different Western food varieties became terribly known.

**Clothing:** ancient Indian clothes for women square measure the saris, suits, then forth and for men, standard clothes square measure the shirt and loincloth. Hindu wed women likewise adorned the red bindi and Sindoor, nonetheless presently, it's not {any more| any longer |from now on |any further| to associate degree extent further} an impulse. Rather, in Indo-western apparel, the mixture of Western and Sub ground designs is within the pattern. carrying pants, shirts, and smaller than expected skirts has become traditional among Indian young women.

**Asian country playing Arts:** The music of India incorporates product assortments of strict, people, famous, pop, and ancient music. India's ancient music incorporates 2 explicit styles: Carnatic and Hindustani music. It stays instrumental to strict motivation, social articulation, and pure amusement. Indian dance additionally has various societies and ancient structures.

**Dance:** Kathak, Bharatanatyam, Mohiniyattam, Kuchipudi, Kathakali, and Odissi square measure acknowledge dance structures in Asian countries. Kalarippayattu or Kalari for brief is viewed united of the world's most established military accomplishments. There are varied extraordinary professionals of Indian Martial Arts together with Bodhidharma United Nations agency apparently carried Indian combative techniques to China.

**Music:** The Indian serious music has attained overall respect but lately, western music is simply too coming up to be exceptionally acknowledged in our country. Intertwining Indian music with western music is supported among performers. a lot of Indian dance shows square measure control all around the world. the number of outsiders United Nations agency square measure anxious to be told Bharatanatyam is rising. Western dance structures, for instance, Hip bounce, Salsa, Jazz, and Ballet became traditional among Indian tykes.

**Family units:** The rising relocation combined with financial freedom has prompted the breaking of joint families into atomic ones. The western impact of independence has prompted associate degree optimistic age of youth. ideas of public temperament, family, work, and custom square measure ever-changing quickly and altogether.

**Advanced Age Vulnerability:** The ascent of family units has attenuated the federal retirement aid that the joint family has given. This has prompted a lot of noteworthy financial, well-being, and shut to the housing weakness of advanced-age individuals.

**Unavoidable Media:** there's a lot of outstanding admittance to news, music, films, and recordings from around the world. unknown media homes have dilated their presence in the Asian countries. The Asian country is vital for the worldwide send-off of Hollywood films that are extremely typically welcome here. it's a mental, social and social impact on our general public.

**McDonaldization:** A term indicating the rising defense of the traditional assignments of daily existence. It becomes shown once a culture embraces the attributes of a drive-thru eatery. McDonaldization may be a reconceptualization of defense or moving from customary to considered strategies of thought and logical administration.

**Walmartization:** A term alluding to vital changes in native and worldwide economies through the sheer size, impact, and force of the big box chain Walmart. It all right could also be seen with the ascent of big organizations that have nearly killed the insufficient standard organizations in our general public.

## NEGATIVE IMPACT OF GLOBALIZATION

We can find so many negative effects of globalization on the third world countries. Those are as follows.

- i) Giving rise to oligopolistic conglomerations that reduce competition and free enterprise.
- ii) Raising capital in host countries (thereby depriving local industries of investment capital) but exports profit to home countries.
- iii) Developed countries are breeding debtors and making the dependent on those providing loans.
- iv) Limiting the availability of commodities by monopolizing their production and controlling their distribution in the world market place.
- v) Developed countries creating 'sanctuary markets' that restrict and channelizing other investment to give MNCs an unfair advantage.
- vi) Exporting technology ill suited to underdeveloped economies.
- vii) Globalization creates unemployment. Limiting wages of workers. Global markets want skilled labour and dislike unskilled labour.
- viii) Developed countries and MNCs create cartels that contribute to inflation.
- ix) Curtailing employment by driving labour competition from the market Eroding traditional cultures and national differences, leaving in their place a homogenized world culture dominated by consumer-oriented values.
- x) Widening the gap between the rich and the poor countries and increasing the wealth of local elite at expense of the poor.
- xi) Challenging national sovereignty and jeopardizing the autonomy of the states.

## CONCLUSION

Main finding of this paper some positive sides and negative ones. Economic growth has increased several countries. As for example, flowing with globalization, India is shining in nearly every perspective, and GDP growth has helped improve India's global position. Indian Government has allowed FDI, LPG policy, digitalization etc. So many others developing countries have adopted norms and rule globalization. Role of MNCs has increased in large scale. MNCs control 70% trading and trade all over the world. International investment is increased. Foreign direct investment and portfolio investment is also increased. Huge international finance has preserved a few countries. They are controlling over the third world countries in many ways as like political, economic, cultural environmental sphere and internal affairs. Worldwide financial crisis is occurred for globalizing policy. Discrimination spread among the developing countries. Riches are becoming richer and poor becoming poorest. Purchasing capacity beyond to poor man. We could not escape from globalization. Globalization becomes part of parcels of our lives. We have no release from the agony of globalization.

## REFERENCES

1. Baylis, John. Smith, Steve & Owens, Patricia. The Globalization of World Politics (An introduction to international relations). Oxford University Press.
2. Jan Aart Scholte. 2005. Globalization- a critical introduction. Palgrave Macmillan
3. Appadurai, Arjun. 1997. Modernity at Large – Cultural Dimensions of Globalization. Oxford University Press.
4. Chatterjee, Aneek. 2010. International Relations To days .Concepts and application. Pearson
5. Verma, S.P. International System and third World—A Study in change Perspective. Vikas publishing House Pvt Ltd New Delhi 1988.