

# CULTURAL GLOBALIZATION AND ITS IMPACT UPON INDIA

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## ABSTRACT

*Globalization means removing of boundaries and barriers for rapid exchange of ideas, resources and knowledge between various countries. This article deals with the growth of globalization and its cultural impact on the Indian society. This inevitable effect has good as well as bad impacts. Some of them are pointed out here. After the arrival of globalization, India major changes that can be seen in India are described here.*

**KEYWORDS:** Globalization, Cultural globalization, liberization

## INTRODUCTION

Twentieth century witnessed various technological changes. New and fast means of transport have reduced the distance of the world. Sophisticated means of communication have revolutionized markets particularly monetary markets around the world. Today we live in global age and global village and globalization in a catchy phrase. Globalization is not new but the present era has some distinctive features such as shrinking space, time and disappearing borders are linking people's lives more deeply, more intensively and more immediately than ever before.

Globalization is a process of integrating not just the economy but culture, technology and governance. Globalization is considered to be neo-liberal. Its normative base is the celebration of the market. Globalization has become the current 'mantra' or even panacea to solve all human problems. It is believed that the achievement of globalization would make the people all over globe happy, prosperous and contented and that there would be no conflicts, no poverty and no inequality, no violation of Human Rights, no malnutrition, no illiteracy and no disease. Each individual and community would be so integrated with the world that the benefits would flow both laterally and vertically, so smoothly that no one would remain untouched by prosperity.

The word 'Globalization' is used in two ways. In a positive sense, it is used to describe process of increasing integration in to the world economy. In other words, it means the

expansion of economic activities across national boundaries. It is also used to prescribe a strategy of development based on rapid integration with the world economy and view it as salvation. Thus globalization is a process associated with increasing economic openness, growing economic inter-dependence and deepening economic integration in the global economy. In the negative sense, it is seen as domination by developed nations over developing nations. In most of the countries, particularly those of belonging to the developing world, liberalization policy has been adopted under world Bank-IMF combine conditionality of which internal and external liberalization policies are integral part.

Globalization is transforming trade, finance, employment, migration, technology, communication, entertainment, environment, social systems, values, ways of living, patterns of thinking, cultures and pattern of governance. Unemployment, poverty, inequality and alienation are increasing partly as a result of globalization. Crime, drugs, terrorism, violence, civil war, disease and environmental destruction are becoming globalized. Globalization offers great opportunity for human advancement, but only the stronger governance.

### **FEATURES OF GLOBALIZATION**

- (a) Reduction of trade tariffs, so as to permit free flow goods and services across national frontiers.
- (b) Creation of an environment in which free flow of capital across the world.
- (c) Creation of a situation where there is the free flow of technology.
- (d) Finally, free flow of labour can take place among different countries of the world.

### **GROWTH OF GLOBALIZATION**

The following factors are responsible for the growth of globalisation.

➤ Increasing pace of technological innovation has dramatically shortened the economic life cycle of process and products. Rapid obsolescence implies that the investments in research and expressive machinery have to be recovered in shorter and shorter periods. This necessitates continuous discovery of sales outlets. Globalisation is a restless search for markets by giant multinationals spread over ever expanding section of the globe.

➤ The information technology revolution that has swept through the world in the decade has radically transformed production process and made the management of production facilities scattered over several countries much easier. Rapid advance in communication technology contributed to the creation of global markets through quick transmission or spectacular images of the life styles of western consumers to every corner of world.

➤ It is not an exaggeration to say that Information Technology Revolution was responsible in a big way for the collapse of socialism. The citizen of the erstwhile communist

countries could no longer be kept perpetually in ignorance and deprivation. The collapse of Soviet Union left the field unchallenged for capitalist economy. The collapse of Soviet Union was a crushing blow to the soviet model of planned economic development.

## **GLOBALIZATION IN INDIA: CAUSES OF ITS ORIGIN**

India embarked on major programmes of liberalization that signified a departure from previous experience with economic planning. The Indian economy opened up to global capital since 1981 due to the pressure from the International Monetary Fund and the World Bank. The restructuring of the policy framework of the industrial production, inflow of capital goods and technology, growing foreign collaboration and foreign credit have to great extent, tuned the economy to global developments. Two phases of globalization has already unfolded and the contours of the next phase are becoming visible.

The first phase began with the IMF loan of SDR, five billion in 1981 and continued in a sporadic manner until 1990. This period is broadly formed as the phase of 'Economic Liberalisation', the loan was conditionable on an 'adjustment progress' which militated against the growth of the public sector and increased leverage of the foreign sector. As a result of these conditions, the government liberalised imports relaxed price control deregulated industrial production oriented industrialization towards the export markets and turned down budgetary support for the public sector. These policies were consolidated in 1985 by sharply reducing taxes (income and wealth taxes were slashed and estate duty was abolished) introducing Modified Value Added Tax (MODVAT) raising the MRTP (Monopolies Registered Trade Practices) limit and liberalizing term and conditions for foreign capital.

During the eighties, the growth in government expenditure without a favourable increase in taxes on the incomes of beneficiaries increased the budget deficit by more than ten times. Import liberalization unaccompanied by a corresponding growth in exports increased external (current account) deficit by more than six times, propelled mainly by the growth of imports of capital goods and monetary arms. To meet the growing current account deficit, external debt increased by more than three times.

The average rate of inflation was nine percent during the eighties. Employment of labour stagnated in the private manufacturing sector. Indeed relations also changed in favour of profit. The industrial lock-outs and closures sapped the strength of trade unions. So that real wages and conditions of work deteriorated. In the manufacturing sector the chance of wages, salaries and bonus in total cost declined from 14.8 percent in the seventies to 11.5 percent in the eighties. As capital intensive imported technologies began to be adopted by various Industries, average capital per unit of labour went up while average productivity declined as that of labour increased.

The new policy regime also intensified economic stress on farmers and small

industrialists. Agricultural producers experienced a significant dilution of their green revolution prosperity as the term of trade moved against them. An alarming number of small industries became sick and non-viable. This increased between 1980 and 1990.

This was the first phase of liberalization (1980-91). It weakened the economy's capacity to withstand external shocks created the preconditions for export orientation and facilitated the decomposition of the industrial sector in accordance with the needs of world capital accumulation.

The decade long process of liberalization essentially prepared the ground for the next phase of globalization which began in 1991 closely monitored by the IMF and WB. The second phase constituted a coherent programme designed to restructure the economy. These measures were based on the World Bank's Structural Adjustment Programme or Loan (SAP or SAL). The chief ingredients of this programme were derived from the Anderson Memorandum dated 30 November 1990, submitted to the government of India. The memorandum charted out an improved co-ordination of all economic policies (Fiscal monetary industrial and trade and labour) to recognize the Indian industrial sector as an important source of cheap consumer goods for the global market.

The principal aims of reorganization were significant cost reduction and internal demand deflation. The former was expected to make exportable competitive in foreign markets and the latter would release them from the internal market. Exportable can be cheapened by reducing material as well as labour costs. National production can be released for exports by reducing expenditures or increasing excise duties or both. In brief this was the logic of the SAP policy package.

The first phase of liberalization brought about by relaxation of imports, deregulation of domestic industry Modified Value Added Tax (MODVAT) and deprivation of exchange rate, undoubtedly improved the comparative advantage of Indian consumer goods. But their exports were limited due to extent of cost reduction. The World Bank for this purpose identified the share of three chief sub sectors (basic metals, heavy chemical and machinery) used in other sectors of the economy. The efficiency and pricing of these key input supply sectors determine the economies cost structure. Therefore, the World Bank articulated the next phase of policy reforms in terms of these three-sub-sectors.

These three inputs supplying sectors were indeed strategic and became the focal point of the country's investment. The prevailing cost-price structures of these sub sectors prevented the full benefits of deregulation from reaching foreign as well as national (upper class) buyers of manufactured consumer goods. A reduction in their costs through a lowering of imports duties would serve to expand the Indian market for imported capital goods, subject the public sector to foreign competition and increase the export orientation of Indian consumer goods industries. It would also keep Indian industrialists and middle class consumers happy.

There could be no strategy for globalizing and subordinating Indian industries than one which affected cost reductions in these three sub-sectors. The World Bank therefore advocated

the slashing of customs duties on their competing imports to the 20 -30 percent range as the most important instrument for increasing competition and efficiency as well as for providing growing market to foreign suppliers.

It should be emphasized that the public sector was an important target of SAP not only because to cost-pricing structure affect the entire economy, but also it pre-empts resources with respect to the private sector. Over one thousand public enterprises hold monopoly positions in many critical basic industries such as steel, oil and coal, power and petro-chemicals and in services such as financial institutions, railway transport and communication. They account for the bulk of the organized sector employment. Through steady increases in the statutory liquidity Ratio (SLR) the government has been able to channel a growing proportion of commercial Banks demand and time deposits to the public sector.

As a part of the New Economic Policy the government of India initiated disinvestments in public enterprises in October 1992. In 1999-2000 the government exhibited full preparedness to accelerate the tempo of the disinvestment programme and reduced the scope of Public Enterprises (PE) activities in the economy. Budgetary support it loss making public enterprises is being phased out and areas such as petroleum exploration and refining and parts of telecommunication have been opened for the private sector to compete with the public sector. For the long term, public sector involvement is re-oriented toward strategic and infrastructural sectors. An exist policy allowing the closure and restructuring of unviable firms, is being put into place and a World Bank assisted. National Renewal Fund, to provide compensation and retraining for displaced public sector workers has been established.

Reform in the financial sector has been aimed at strengthening banks and at deregulating capital markets India banking system was dominated by several large public sector banks and characterized by heavy mandatory reserve requirements designed to support govt. borrowing at low administered rates. Both the statutory liquidity ratio (the minimum percentage of deposits that banks must hold in govt. securities) and the cash reserve ratio (the minimum proportion of deposits that the banks must hold in cash) have been reduced to ensure that the resources available in the form of bank deposits are released for the private sector and not pre-empted by the government. The complex structure of differential interests rates charged and paid by the commercial banks has been simplified and rationalised to make them profitable. New private sector banks are also being licensed to inject competition in to the banking sector. To improve performance and accountability in public sector banks govt. ownership is being diluted in banks that raise fresh capital by inducting new private share holders.

Apart from the banking system financial sector reform also encompasses the reform of capital markets aimed at financing investment in the private sector and at attracting foreign portfolio capital. Foreign institutional investors such as mutual and pension funds are now allowed to invest in the capital market. A second route for foreign portfolio investment has been

the issue of shares abroad by Indian companies. Several Indian corporations have mobilized significant amounts of capital in this way.

The Structural Adjustment Programme has induced significant changes in the structure and ownership pattern of industries and encouraged the inflow of foreign capital such induced changes will determine the content and shape of the third phase of globalization. The path of neo-liberal reforms and the process of globalization began in 1981, have reshaped the economy. The process of globalization undertaken since 1991, will further distort the economy, if the present market oriented development strategy is to continue. It led to growing unemployment and the destruction of small scale industries. It increased the control of transnational corporations on industrial production and the Foreign Institutional Investors (FIIs) on the capital market resulting in an unprecedented chain of the country's real resource with the completion of the third phase of globalization; they will control all the strategic production centers as well. The country is indeed getting decolonized without necessary employment opportunities.

Globalisation has had as adverse impact on all social groups which have already been pushed down by centuries of oppression. Though these social groups already are included within the various class categories, they face added oppression due to their social status and so are being categorized separately.

### **CULTURAL GLOBALIZATION- MEANING**

Cultural globalization refers to the intensification and expansion of cultural flows across the globe. Obviously, culture is a very broad concept. It is frequently used to describe the whole of human experience. In order to avoid the ensuring problem of over generalization, it is important to make analytical distinctions between aspects of social life. For example, we associate the adjective 'economic' with the production, exchange and consumption of commodities. If we are discussing the 'political', we mean practice related to the generation and distribution of power in societies. If we are talking about the 'cultural' we are concerned with the symbolic construction articulation and dissemination of meaning. Given that language, music and images constitute the major form of symbolic expression, they assume special significance in the sphere of culture.

One of the more significant aspects of the recent process of globalization of culture is the idea that cultural can be identified and expressed by physical terms or other goods that can be traded and sold such as crafts, films, books as well as music. Even tourism is often presented on the selling of particular cultures. Trade in culture has become an explosively growing activity thanks to new technologies like satellite television, multi media and internet. Non-critical talk about globalization in the early days suggested the emergence of global village and that a homogenous universe was imminent. The emergent global village would be controlled by those who held the reins of global capital flow.

## CULTURAL GLOBALIZATION AND INDIAN SOCIETY

Globalisation can be defined as the removing of borders and barriers to facilitate easy exchange of ideas, resources and knowledge between countries. Communication is the essence of globalization, without communication, globalization is not possible. Globalisation was introduced to India in 1991, when the Indian government introduced a set of reforms for the ailing Indian economy to prevent it from going to further crisis. These reforms were the Liberalization, Privatization and Globalization reforms in 1991; we have seen major changes in India. Globalization has opened India to the world and has brought in the much needed exposure. Globalization has had impacts in the economic, social, cultural and political ways of life.

Under the new economic dispensation foreign cultural goods with heavy price tag along with foreign capital and manufactured goods are allowed free entry into this country in a way detrimental to our ancient traditional culture and its values. This is far more dangerous than the ways of classical imperialism of the 18<sup>th</sup> and 19<sup>th</sup> centuries, the cultural consequence of which were less disastrous than the political and economic ones.

There were 21 major civilizations of which only six or seven exists today. They are western Confucian, Japanese, Islamic, Hindu, Slavic-Orthodox, Latin America and possibly African civilization. With the end of the cold war cultural affinities increasingly overcome ideological differences. Hence western civilization, which by implication he considers superior to any other existing civilization should be in a state of preparedness to meet challenges from others. This scenario compelled the western countries to the consolidation of cultural imperialism of the West making use of the new liberalization policies of countries like India, which was in the past following in a fairly successful manner a policy of safeguarding national socio-economic and political-cultural interests. These national barriers are breaking down one by one under the onslaught of capitalistic economy which would ultimately adverse effect in our national life with the kind of news, views, entertainment etc. Which the western media might pump with great technological force and still to which our media are no match.

The cultural danger is overlooked by our rulers who try to make people believe that the entry of the foreign media is an unmixed blessing for the development of the country. At a popular level this inflow is seen as a great blessing. Bored by the channel provided by our Doordarshan, the television viewers have their fill of highly entertaining programme beamed from satellites. The number of such programmes is increasing. Beginning with Star TV and CNN, we have now a rich variety to choose from with, many more waiting to enter. The section of our society who views these programme regularly imbibes unknowingly the political perceptions, social mores and cultural values of the west.

The world is fairly globalised today; many say it has become a global village. In a village every resident knows each other personally and shares a common world view. The world may not have integrated to that extent, but surely events in one part of the globe have

reverberations and impact on the other part. Just as modernization globalization has influenced various domains of the life of traditional societies, which tries to adhere and adopt itself in the field of economy, while still seeking to preserve its own identity and cultural values. In our everyday lives we are becoming more global- more affected by events- occurring far away.

From table 1, it is clear that people in most of the countries are responding positively to globalization. In Turkey only the people are against it. This table shows the attitude of common people all over the world. They are attracted by the various things shared among different countries. This table also tells that about 79 % of Indians are positively accepting globalization.

Mc Donald, Pepsi and Coke, the symbols of globalization, are now visible even in the remote villages in India. The values and worldview of people are undergoing transformation under the influence of globalization forces and process. Attitude towards sex and sex pattern are fast changing. Marital discord and divorce are increasing. Separated woman or widows are no more looked down upon as they were in the past. Intra-village and Intra-Gotra marriage unthinkable under the traditional cultural norms have been reported in recent months. People are fast adopting the latest trends in fashion and living styles. In brief, globalization and modernization has affected the way people live and think to which the newspaper contents, especially of the third page and special supplements contribute in no small way.

The shifting notion of beauty is just one of the several cultural traits evolving in India today, a response in part to the arrival of satellite television, foreign magazines and western-style. Jeans both for boy and girls in colleges and work places have become a common sight in urban India. These are increasing evidence of the imprints of western influence in Indian society.

The picture of woman as consumers of media vary from being extensive and equal of not better than men in urban upper and middle class families in almost negligible and access denial amongst rural poor and conservative families.

The media not only reflect the society but also mould it. In a democratic society the media is 'public sphere' for debate and discussions about various public issues. It would not be wrong to say that the media constitutes the eyes and ears of society. It also propagates and disseminate cultural traits along the society. We see and perceive the world around us through the eyes of the media. We live in the mediated word. The pace and extent to which we live and perceive this mediated society is ever expanding. The choices are increasing and becoming global.

Thus, globalization has had a very profound impact on Indian culture. And these can be seen anywhere. It has had a very deep impact on our culture. In 1991, only 10% of the Indian urban population had access to a television. In 2009, that has increased to 85%. Cable Television has made inroad into the Indian household. Foreign movies have come and have reflected their culture in it. This has made a huge impact on the minds of the Indian

people, not to mention the easy availability of internet whose reach even extends till rural areas. The internet has opened up opportunities for people to learn more about foreign cultures and places. It has made Indian more acceptable and tolerant towards change. Globalization has broken all borders. As a result the new generation of India is more knowledgeable, more aware and more interested in the world around them.

From table 2, it is clear that almost all of the people in India, either poor or rich are saying that they like modern life. This attraction towards modern life is an adverse effect of globalization. They are discarding their tradition. Only senior citizen are showing slight dislike towards modern life.

Woman who were once the exploited and ignored part of the population, now assert their rights of being woman. They no longer bear the traditional role of a mere wife, mother or home maker. Now a day, we find that women in the society who work along side men. Men dominated fields see the coming up of woman. Men and woman are slowly being treated equally. However, this does not mean that all Indian women are fully free. In many places, exploitation still continues. Regional languages are on the verge of extinction. They have been replaced by English or other international language such as French, German or Spanish. Youngsters have started getting obsessions with western clothing, western languages, western mannerism and everything else.

Western youngsters have started celebrity festival such as Valentine's Day with great enthusiasm. They buy expensive gifts, flowers and do other thing to celebrate this day. Indian festivals are dying out really fast. The only festival which seems to be surviving this domination of westernization is the festival of Diwali. Other festivals are slowly dying out. Lesser and lesser people celebrate Indian festivals now.

With globalization, India now has access to thing like adult movies pornographic material, sex, toys and other sexual content from all around the world. In fact, this has gone to such limits that now pornographic material is even made in India. These perverted habits have raised a population who sometimes are so full of lust what they resort to rape. It is fact that rape cases have risen since the spread of globalization.

The Indian youth has become more promiscuous. Now it is common place to hear married couples cheating on each other and it is no longer very surprising to hear so. Earlier this would bring a very strong reaction from society but now seeing so many such cases every day society has learnt to accept this on something completely normal. The institution of marriage is breaking down in an alarmingly fast rate. There are more people approaching divorce courts than marriage halls. The concept of marriage itself has been mocked and ridiculed and its entire purpose has been lost thanks to the introduction of the concept of promiscuity.

Another impact of globalization is reduced nationalism and patriotism in our country. People don't feel patriotic anymore. People don't think that they owe anything to their nation. More and more people believe that their lives are much more important than their country.

## CONCLUSION

Roughly, coinciding with the period of globalization is having seen a massive growth in TV, which has not only spread its tentacles in the urban areas, but has also been promoted by the government in the rural areas. And with the spread of cable networks western culture is brought into very home-at leasting the middle classes and large sections of the urban working classes. It is said that in India there are more cable lines than telephone lines. Besides we have already seen that even the Indian TV Scenario is totally controlled by imperialists, not only for gaining knowledge education and thoughtful entertainment, has been turned into one of the important tools of imperialism to keep the masses in a state of passivity. It is only when real life teaches people the truth and they begin to challenge the imperialists, that are the glamour and pomp of TV gives way to the brutality of state terror – no longer is it pop, dance, sports and film, it is now guns, bullets, torture and massacre. As we can see here, we have had more of bad impacts than good. All these are sad yet true facts. One thing we can't deny is that globalization is inevitable. We have reached a point of no-return. Even if we wanted to do, we cannot reverse the effects of globalization.

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### TABLE CAPTIONS

Table 1: Effects of Globalization on Respondent and Family: Percentage saying positive and negative (n=25,000)

Table II: Percentage of People in India saying whether they like modern life

### TABLES

Table I: Effects of Globalization on Respondent and Family: Percentage saying positive and negative (n=25,000)

<i>Country</i>	<i>Negative</i>	<i>Positive</i>
Netherlands	13	87
Venezuela	13	82
India	15	79
Qatar	11	78
Germany	20	77
USA	21	76
South Korea	21	75
China	10	75
Canada	22	74
Indonesia	16	74
Great Britain	22	73
Nigeria	10	70
Mexico	23	69
Brazil	27	62
South Africa	18	61
Italy	22	61
Chile	20	60

Australia	35	60
Kazakhstan	11	60
Argentina	48	39
France	34	37
Spain	33	36
Russia	13	32
Japan	12	32
Turkey	61	27

Table II: Percentage of People in India saying whether they like modern life

	<i>Like</i>	<i>Dislike</i>	<i>DK</i>
<i>Total</i>	49	37	13
<i>Age</i>			
18-29	58	31	11
30-49	48	37	15
50+	40	46	14
<i>Education</i>			
Less	48	38	14
College Degree	63	32	5
<i>Income</i>			
Low	40	40	20
Middle	52	34	13
High	60	35	5
<i>Urbanity</i>			
Urban	62	33	5
Rural	44	39	17