



ISSN: 2454-5503  
IMPACT FACTOR: 3.012(IJIF)  
(UGC Approved Journal No. 63716)

# CHRONICLE OF HUMANITIES AND CULTURAL STUDIES

VOL. 3 NO. 6 Nov. 2017

A BIMONTHLY REFEREED INTERNATIONAL JOURNAL

**SPECIAL ISSUE**

On the Occasion of  
UGC Sponsored One Day National Seminar On

## IMPACT OF GLOBALIZATION ON RURAL INDIA

21<sup>st</sup> November, 2017



*Guest Editors*

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ORGANIZED BY

**DEPARTMENT OF SOCIOLOGY**

**LATE DATTATRAYA PUSADKAR ARTS COLLEGE,  
NANDGAON PETH, TQ. DIST. AMRAVATI (MS).**



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## IMPACT OF GLOBALIZATION ON RURAL SOCIAL LIFE

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### Introduction:

Globalization represents one of the aspects of the new economic policy launched in the decades of 1980s. The new economic policy has also made the economy outwardly oriented such that its activities are now to be governed both by the domestic market and the world market. This will mean unification or integration of the domestic economy with the world economy. The measures taken by the Government of India added momentum to this progress. In India, 21<sup>st</sup> century impact of globalization on rural social life. Present situation societies change their social life and accepted the western culture. Especially these changes happen in rural Indian people.

### Concept of Globalisation:

The process of globalization has become today one of the important issues of politico-economic discussions. In the media and also in the press this issue is getting lot of propaganda and publicity. In the first half on the 20<sup>th</sup> century, the process of industrialization, urbanization and modernization were considered to be significant while at the fag end of the same century the processes of computerisation, liberalization, privatization and globalization became the most fashionable ones. Particularly since 1990s, the issue of globalization has become the most crucial one and almost every nation is directly or indirectly influenced by it. We are now on the road to the formation of a global society. Society is now changing so fast that globalization seen to be the only alternative for the world. Revolution in information technology and an ever – increasing role of mass India have strengthened the ideology put forward by enlightenment and modernity.

### Research Methodology:

For any research purpose there are two options for data collection, first is Primary data collection method and another is Secondary Data collection method. The method of data collection is depending on various factors about research. For this paper, used secondary data collection method.

### Impact Of Globalization On Indian Rural Life :

Rural development primarily concerned with uplifting people out of poverty. The impact of globalization on rural societies, there economy, environment must therefore be viewed through this perspective. The present paper, therefore is an attempt to what impact globalizations' having on rural areas. Major aspects of globalization that relate to rural life or its development which includes the commercialization of agriculture and expansion of agro-industries, the liberalization of international trade and marketing for food and other agricultural products, the intensification and internal labour migration, the increasing privatization of resources and services and the wider use of information and communication and technologies. Thus, the wave of globalization hit India at the end of the last century which results in all the spheres life. Labour migration to cities from rural areas in search of employment was a common phenomenon. This was for various reasons especially for luxurious life, handsome salary and for numerous job opportunities. Earlier there was a 'minimum wage act' and now equal wage for all is provided. Today the percentage of village people attending the call of nature in open fields is reduced. The good roads restrict make them successful to sale agricultural products from villages to goods markets in cities & towns. As a result they can earn good price of their product. Life in rural India was miserable due to non-availability of electricity. Several villages have been electrified. It is big benefit in rural development. Globalization is going to make much difference to rural life through electricity. If this is supplied uninterruptedly 10-12 hours per days to these villages

then ultimately, the process of development in rural life will be rapid. Education is concerned, in villages school buildings are available in villages and numbers of teachers are appointed in primary schools so as to improve the primary education. The infrastructures like benches, boards and other facilities are of improved quality. There is, however, another positive development that girls are attending the schools in the villages. Also the number of students attending graduate and post graduate courses is increasing with awareness among students from rural areas.

The technical education is providing to most of the students from rural areas to secure employment. Technology is trying to make use of it in villages and other communication infrastructure. People know about the internet. There exists number of small scale industries in villages to provide employment to educated youth. Government is trying to push the technological changes in the agriculture to make it a profitable venture. Efforts have resulted as success stories in selected cases. India's real culture is still preserved in rural life even though the advancement of technology has much influence in rural areas.

People still prefer to wear dresses of old fashion and celebrate festivals in old styles. Folk dances and folk songs are still popular among villagers. Meanwhile the villagers have awareness and culture is touched and affected by western influence. Thus Globalization has an impact on rural life as standards of living are good and migration of people is taking place and poor people are moving to urban areas in search of employment. But, as we know every coin has two sides there are numerous advantages of Globalization on the rural scale or the Indian Village. The impact of globalization has been felt by the Indian rural market as much as the urban counterpart. Hence, we can see that today changes are taking place rapidly in all walks of life and rural areas are no exception to this. Improved infrastructure facilities, economic liberalization, renewed emphasis on agribusiness and small industries, fast changing agricultural technology, scope for commercialization of agriculture, greater budgetary provision for rural people are few reasons to mention. Moreover, various socio-cultural, psychological and political aspects of rural life are also changing. The farmers in the Indian village now have access to the advanced equipments for agriculture, which leads them to better yields and in turn it helps the economy of the country. Globalization also provides better exposure to the agricultural produces and ensures the farmers that they get the correct value for the produces due to globalization.

#### Socio-cultural Advantages :

- Globalization has played a major role of changing the social outlook of Indian mass as Indians are getting the latest knowledge and ideas of the developed countries. Conservative attitude is now changing.
- Removals of cultural barriers have reduced the narrow-mindedness of the humans specially the Indians. Now the whole world has turned into a small village. Peoples have started thinking logically and scientifically.
- Globalization has also affected positively the geographically remote areas and thus the regional disparities are curtailed.
- Increased immigration between countries have developed tourism removing cultural barriers across the world.

#### Globalization And Rural India :

Globalization is held responsible for unemployment, cultural degradation and difficulties of competition. As per a report of ILO (2004)-"The lives of the educated and the rich had been enriched by globalization. The IT sector was a particular beneficiary. But the benefits have not yet reached the majority and the new risks have cropped up for the losers, the socially deprived and the rural poor. Western perceptions which dominated the globe media, are not aligned with local perspectives, they encouraged consumerism in the midst of extreme poverty and posed a threat to cultural and linguistic diversity." In other words, It seems that benefits of globalization are mainly absorbed by the urban population of India.

*The following points show that the villages have been neglected from the sweet fruits of globalization-*

- The farmers are still living in Kaccha houses made of mud etc.
- Due to globalization some countries specially developed countries, have become industrial hubs covering the global demand. This has decreased entrepreneurial activities in developing countries which leads to unemployment.
- Rural population is still suffering from unemployment as rural labour is mostly uneducated and unskilled. Machines and latest technologies have reduced the number of manpower a lot.
- Electrification of villages have not yet been completed by the govt. Adding further the villages having electricity get on an average only 3-4 hours of supply daily.
- Toilet system in Indian villages are otherwise lacking or of poor standards.
- Though the govt. has made the primary education compulsory, but many villages lack in educational facilities. Children have to cover a long distance to get to their schools.
- Study material available to rural children and mid -day meal is of sub-standard quality.
- Globalization has caused intermingling of cultures. Though it has curtailed narrow-mindedness of humans, but it has caused cultural degradation also specially in India. Western ideas and culture has started killing the social ethics of Indian mass. More and more people have become ignorant about social, ethical and moral values.
- Indian villages lack in facilities of technical education and it is not always possible for everyone to get access to urban areas for technical education. That is why rural labour remains unskilled.
- As most of the villages don't have adequate electricity and modern means of communication, so the knowledge-base in rural Indian mass becomes weak.
- Govt. has not done satisfactory work for promoting of small-cottage industries in villages. So educated rural youth remains unemployed and migrates to urban areas.
- Indian rural population is still conservative. Culture and social values are preferred more. Tradition is still more important than science.
- Imports make the farmers' position worse as they are not able to compete with imported goods in terms of price and quality.
- The position of artisans is also bad in villages. They are also not able to compete with machine-made goods.
- As life standards have risen up significantly so the wants are increasing day by day but the resource generation is not increasing with a significant speed. So globalization is increasing the numbers of poor citizens having a long list of requirements.
- As the competition has become global, so it has become quite difficult for small, cottage, handicraft & medium industries to maintain constant continuity and development track.
- Countries specially developing countries have assumed Foreign Capital as a perfect medicine for economic development. But it has created several hurdles in free and successful functioning of entrepreneurial activities. Also excessive use of foreign capital is also harmful for the political survival of the country.
- As it is human nature that evils are grasped hurriedly not the merits. So in the context of globalization, it has changed the cultural values of Indian mass & due to this villages have suffered a lot.

**Conclusion:**

In India after 1990s, we Indian people accepted globalization phase. In this period, Indian people change their traditional system. And accepted new model of development. Indian urban people they accept this process but rural people they can also slowly touch to globalization. So that impact of globalization on Indian rural social life. In this era we people change the attitude of under-development. When we decide to change our rural social life then we can take over this globalized process. So that, according to my knowledge, globalization process intimate to rural social life.

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