
GLOBALISATION AND ITS EFFECT ON RURAL INDIA

Dr. R. H. Pavithra

*Assistant Professor, Department of Economics
Karnataka State Open University, Mukthagangotri, Mysore, Karnataka, India*

Abstract: Globalization is the process of integration of the world economics in condition of free markets, which includes free flow of trade and capital and movement of persons across national borders. In the present era, especially in the last two and a half decade everyone talks of globalization and says that whole world is a global village. In the basic sense it means 'integrating' the economy of the country with the world economy. The impact of globalization on rural India has a tremendous influence which is both positive as well as negative. The Indian urban and rural life is viewed as the two faces of the same coin. They are mutually interdependent and both have a greater impact of globalization. India is getting global recognition and slowly moving forward to become a major economic and political strength. Thus, the paper clearly elucidates that globalization is a complex phenomenon and its impact on rural India. It has a very profound impact on Indian rural life. As a result globalization has shown remarkable growth in rural development.

Keywords: Globalization, Urban and Rural Life.

Introduction: The Common Meaning of Globalization is to treat the whole world as one village. The Concept Of global Village is not a concept. Today the social economic Culture ion and political relation have crossed all national boundaries. This increasing self-dependence of the world can be called global commercialization or away. The people of many developing countries like India are feeling the adverse effect of increasing globalization in terms of livelihood and employment. The rural farmers are affected by the rise and fall of world markets and the storm of globalization is threatening to sweep the Indian culture. Today the Indian Rural market is full of foreign goods. According to one estimates there are about 4600 foreign companies selling cosmetics, soft drinks, fast foods and electronic goods. They have even claiming patent rights on Indian plants and trees by producing the seeds. The globalization is a wide and comprehensive economic process whose scope spreads countries and societies of the overall the counties and societies of the world. Globalization is the process of integration of the world economics in condition of free markets, which includes free flow of trade and capital and movement of persons across national borders.

Concept of Globalisation: Since 1991, when the new industrial policy of India came into force, globalization started taking momentum in India. Globalization means uninterrupted flow of trade, capital and technology across the national borders by considering the whole world as a big market. Globalization has converted the whole world into a single society. Globalization leads to higher productivity and cultural intermingling.

According to IMF, Globalization is "the growing economic interdependence of countries world-wide, through increasing volume and variety of cross border transaction in goods and services; and of international capital flows; and also through the more rapid and widespread diffusion of technology."

Globalization in India-Evaluation: Globalization has brought rapid changes at the international level. Due to the sophisticated means of communication and new technology many things like production, ideas, working methods and other things are fast becoming obsolete. The process of globalization is taking the developing countries in its grip. It tends to strengthen international financial organization so that they can interfere in the affairs of these countries. The process of globalization influences economy, communication, politics and culture. All these things have become more interconnected in the whole world and the culture of universalization is spreading all around us. In India the growth rate was never more than 6% in 1990 decade. Before that the average growth rate was only 3%. In the decade of 1990,

the situation was stable which was conducive to experiments with policies of liberalization, globalization, economic reforms and new experiments. At this time our foreign exchange reserves were close to zero. Now we have almost 120 lakh dollars as foreign exchange reserves. Some states benefited from these policies of 1990 but other states like Bihar, Orissa, Chhattisgarh, Jharkhand, etc have not been able to adjust to these reforms. That is why there is no development in states nor has poverty decreased. The end result is that globalization has helped multinational companies more than the poor population of India.

Objectives:

- To highlight concept of globalisation.
- To analyse the impact of globalisation on rural India.
- To suggest measures to improve the standard of living of people of rural India.

Methodology: The study is based on the secondary data collected from Books, journals, articles, news papers and internet, to analyse the opportunities and challenges of Globalisation on Indian rural life.

Review of Literature: Gulati (2009) estimated the export demand and supply elasticities to predict the impact of WTO's agreements on agricultural exports. The direction of the change in the welfare of the developing countries like India, as predicted by the various economic studies may be correct.

Singh (2010) assessed that although agriculture is the backbone of the Indian economy in terms of employment but there have been fewer reforms in scope and depth in this sector. Reforms in the agriculture sector were introduced only towards the end of the 1990s. Nevertheless, a series of policy initiatives have been undertaken in this sector as well.

World Bank (2010) reported that small-scale farmers face obvious disadvantages in this emerging centralised and globalised system: they lack the capital and organisation that the system demands, they find it hard to meet volume and quality demands, and, often, they are far from the markets they need to access and therefore relatively powerless.

Mahadevan (2011) suggested globalization in the context of agriculture can best be discussed in the context of three components - improvements of productive efficiency by ensuring the convergence of potential and realized outputs, increase in agricultural exports and value added activities using agricultural produce and finally improved access to domestic and international markets that are either tightly regulated or overly protected".

Impact of Globalization on Indian Rural Life:

On Agriculture: Rural development primarily concerned with uplifting people out of poverty. The impact of globalization on rural societies, their economy, environment must therefore be viewed through this perspective. 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 technologies. Thus, the wave of globalization hit India at the end of the last century which results in all the spheres of life.

On Human Resource: 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.

On Education: 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.

On Employment: 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.

On Culture: 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 equipment 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.

The Following Points Show That The Villages Have Been Neglected From The Sweet Fruits Of Globalization:

- The farmers are still living in Kuccha 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 narrowmindedness 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: The impact of globalization on Indian and rural life has a tremendous influence which is both positive as well as negative. The Indian urban and rural life is viewed as the two faces of the same coin. They are mutually interdependent and both have a greater impact of globalization. The impact of globalization on Indian rural economy has given new face to modern India. There is a rapid and positive progress towards society. Rural economy is the pillar of through its agricultural activities. The impact of globalization has changed India as one the global superpowers. However rural India must tread cautiously on the path of globalization as its negative effects can prove to be catastrophic. Thus, India is getting global recognition and slowly moving forward to become a major economic and political strength. Thus, the paper clearly elucidates that globalization is a complex phenomenon. It has a very profound impact on both Indian rural and urban life. India's globalization, urbanization and rural development have shown remarkable growth.

References:

1. Burr, C. (2011). Globalization and its impact. International Research Journal of Business Research, Vol. 1(3), pp. 20-24.
2. Brainbant, G. and Sakthipriya, M. (2012). "India's Economic Performance: Globalisation as Its Key Drive", International Journal of Global Business, vol. 5(1) p. 2.
3. Cerny, P.G. (2011). "Globalization and the Changing Logic of Collective Action," International Organization vol. 49 (4), autumn 1995, p. 596
4. Gulati, A. (2009). 'Freeing Trade in Agriculture: Implications for Resources Use Efficiency and Copping Pattern Change,' Economic and Political Weekly, Vol. 32, No.52, December 27, pp.
5. Hickman, D.C, Olney, W. W. (2011), Globalization and investment in human capital, Industrial & Labor Relations Review, Vol. 64.
6. Hill, C.W.L. (2009). International Business: Competing in the Global Market Place. McGraw.
7. Hirst, S. (2008). Globalization, Democratization and Multilateralism. International Political Economy Series. Palgrave Macmillan.
