

Globalization

Increasing interconnectedness of diff. parts of the world through common processes of economic, environmental, political and cultural change.

Marshall McLuhan — Media scholar 1960's - came up with the concept of global village.

doesn't matter where you are people connected,

Acc. to David Harvey — globalisation led to time-space compression.

Ex-globalization of labour, food, culture, commodities, globalization of protests.

Globalisation of commodities — Lays.
corporate sector employees → executive (outsourcing),
↳ globalisation of labour
Brain drain

Globalisation of culture —

Yoga (originated in India).

oldest yoga ashram — Mysore

exorbitant

Karate - Judo { Kaffi kh

Globalisation of protests. (glo
Twitter

~~Kashmir~~ khaali stan movement.

Me too, pride parade in Patna,

↓
Harassment
of women

Globalisation of Pandemics,

Corona → originated in China.

swine-flu

Globalization of entertainment

Anime, Honey Singh, BTS

Globalization of fashion

Globalization of Sports -

Globalization of education

If Board schools in India.
Harvard University, Coursera.

Localisation

An understanding of what makes places unique.

Ex.

Rice plantation cannot be replicated.

Topography (they can't be replicated).

The Great Wall of China

Others are miniatures.

Debates of Globalisation

i) Concept of Nation State -

↳ Hyperglobalists (everything is shaped by global processes).

Arjun Appadurai → In today's world, nation state is sovereign king which seems to have power but doesn't have.

Who frames SDG's?

↳ International organisations.

Local authorities do not have power.

ii) Sceptics - globalization is not new.

3) Transformalists -

both global and local plays a role.

Headquarter  in Geneva

UN →

{ Diversified
local
comm.

Gaskins Sassen

↳ Headquarters are localised.

Neither can we say Nation State does not exist nor only nation state matter.

Importance of scale

Micro
micro, macro

all continents involved
(global forces play a
role) nation state
cannot force,
which scale are we

Transformalists say talking about

Global-Local Networks / Globalization

Recognition of the interdependence b/w
geographical scales.

Global trends influence local outcomes, but events in particular localities can also influence patterns and trends elsewhere.

Dual movement of globalisation on one hand & localisation on the other.

globalisation → ← localisation
glocalisation

Ex. Trendy Ganeshha
Coca Cola Handpump.

Two central notions

Globalization - Increasing interconnectedness of the world.

Glocalization - coupled processes of glob. & localization

Programme Globalisation, shrinking of space
Change → differences with respect to reference group.

Lord Buddha → Time is only constant. [OTT]
Nation state → Nook Monarch.
Primitive communism
Feudalism →
↓
capitalism

Communism.

Sanskritization, Westernization, Modernization
Sanskritization →

M.N.Srinivas - Mysore Narasimha Srinivas

You want to be like Brahmins

→ We want to be like west.

Changes in structure

social
cultural etc.

Culture → way of life, how you stay

Food, Music Dress, relations.

Earlier there was the concept of sanctions -
approvals, disapprovals

Prof. Gronalva → Supernumerary
committee

Power → More strength to get something done

West toxication →
ex. → India Punjab

Policy

NEP-2020

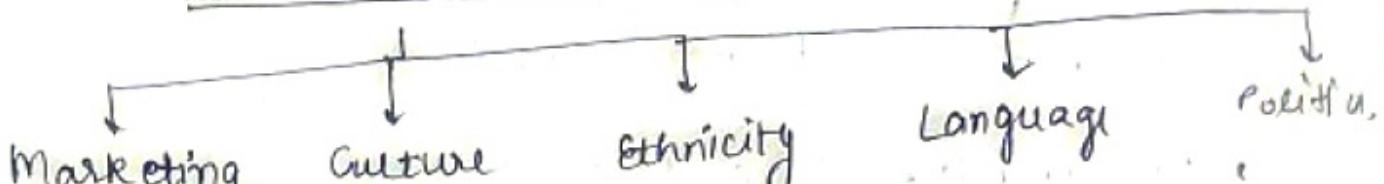
Glocalisation

Ikea in India

↳ Box with a person to fix it.

Spiderman

Glocalisation → spheres



Fashion trends

Jalapeno is pronounced as
Hojapeno.

Factors leading to globalisation

1) Revolution in information and communication technologies.

2) Liberalisation of financial markets.

↳ economy started in 1991 when Dr. Manmohan Singh was Finance Minister. When countries allow much more flexibility in international trade, it increases trade of goods & commodities along with currency.

3) International flows of commodities.

4) New international division of labour.

Factor of production

Land - costliest factor.

Labour

Capital

Any other things

production technology

Global Division of labour

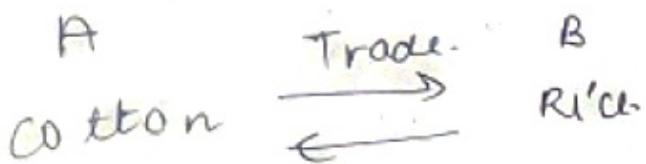
Theory of comparative advantage →

Adam Smith was a economist. He gave this concept.

Principle whereby places and regions specialize in activities for which they have greatest advantage in productivity

relative to other regions or for which they have the least disadvantage.

Ex -



Same land but 20kg of cotton & 10kg of rice

Division of labour -

specialisation of different people regions or countries in particular kinds of economic activities.

Increases productivity and efficiency.

Main characteristics of GIDL →

i) subcontracting by firms from developed countries to developing countries.

developing countries → high birth rate & population of working age

ii) Direct Investment (FDI) in developing countries.
 increasing levels of foreign

FDI - Total of overseas business investments made by private companies.

Actors involved in GIDL

1. Nation state →

→ Liberalisation of country

→ Policy formulation.

2. Transnational corporations (TNCs)

Companies with investment & activities that span international boundaries and which have subsidiary companies, factories, offices; or facilities in several countries.

Ex. of TNCs

Gap, Nike, Coca Cola, Dell, Nokia, McDonald's.
Primary sector is localised, so almost absent GIDL in manufacturing sector.

1. Export Processing zones (EPZs) - Labour has basic wage formalized.

2. Sweat shops → manufacturing units of low skilled labour. Informal & can be illegal too.

3. Not governed by laws. Daily wage workers rather than salaried workers.

Washroom
Food recess.

Salary,
Job security, other securities,

EPZ
small areas within which especially favourable investment and trading conditions are created by governments in order to attract export-oriented industries.

EPZ in India's free Trade Zone.

1) Kandla, Gujarat

2) Sahar Cruz Electronic Export PZ, Cruz, Maharashtra

3. cochin EPZ, cochin, kerala

4) Fulta, EPZ, WB

5) Madras EPZ, TN

6) Noida EPZ, Uttar Pradesh

7) Vishakhapatnam EPZ, Vishakhapatnam, Andhra Pradesh

Sweatshops

Child labour is rampant in sweatshops.

global division of labour in manufacturing sector.

CRZs.

Sweatshops.

Service Sector

The imp. of role of the service sector in economic development has only been recently realised. Adam Smith viewed services as unproductive.

Clark (1940) mentioned the need to address economics of tertiary industries.

Service economy is equated with a new type of society commonly called the post-industrial society.

Services are usually defined as activities that are relatively detached from material production and as a consequence do not directly involve

the processing of physical materials.

A service activity adds value to something;

either a good belonging to another person

(ex., car repairs) or to another person per se

(ex., hair cut).

Financial Services →

- ↳ Bank services.
- ↳ Investment
- ↳ Insurance
- ↳ Digital banking.

Types of service

- Banking services (commercial and retail)
- Other credit services (incl. credit cards),
- Services related to administration of financial markets,
- Services related to securities markets (incl. brokerage, portfolio management)
- Other financial services (incl. foreign exchange, financial consultancy).

Types of service

→ communication Services

- Postal services
- Courier services.
- Telecommunication services (incl. telephone, telegraph, data transmission, telemetrics, radio, TV)
- Film distribution & related services
- Other communications services (incl. news and press agency)

→ Business Services.

Online shopping.

Delivery.

→ Insurance Services.

→ Transportation Services.

Railways, Rapid, Flight, OLA, UBER.

→ construction services.

Architects, civil engineer, builder

→ Trade, hotel and restaurant services -

→ Health related services.

Doctor, Nurse, chemist, pharmacist, Ambulance drivers

Spasalon,

→ Educational Services.

Smart classes, Teaching, Mock Test,
Publisher, Career Counsellor,

→ Personal Services.

Private tuitions, physiotherapist

→ Recreation & cultural services.

Cycling facility, boating facility, amusement park.

Song & movie.

Importance of Service Industry

- service replacing goods manufacturing as the predominant production activity.
- The growth of service industries is linked to the level of economic development ~~as~~ of the country.
- In most advanced industrialized countries over 50 percent of employment is in service sector while in both the USA & UK proportion is even higher,
- One of the most important reasons for increasing the share of services in a country's economy ~~as~~ is the trade in these services.
- While manufacturing and service industries may have some factors of production in common such as labour, capital or land, others such as technology or knowledge are more central to services.
- Information is also increasingly becoming a fourth factor of production.

Factors influencing trade in services

"Information is a raw material for knowledge".

- Information Technology.
- Telecommunication revolution
- Transport Technology - Ex. Rapido.
- Government influence
 - ↳ Ex. Only Chinese companies are encouraged in China.

Globalisation of service industries.

- Technological developments have given a 'foot loose' character to service industries.
 - ↳ companies not tied to a particular place
- With the advancement of technology and changes in government policies, many parts of the ~~same~~ service sectors have assumed a globalised character which might be called the globalisation of the service sector.

FDL in service sector
FDL - companies' practice of subcontracting outsourcing - part of the production process - typically the most labour-intensive and least skill-intensive parts - to firms in other countries with lower costs.

Type of outsourced services

- Back office operation - call centres.

Semi-skilled people works

can be from anywhere in the world (mostly in developing countries to reduce cost).

Medical Transcriptions

Doctors are not at all accountable these days.

Legal transcription

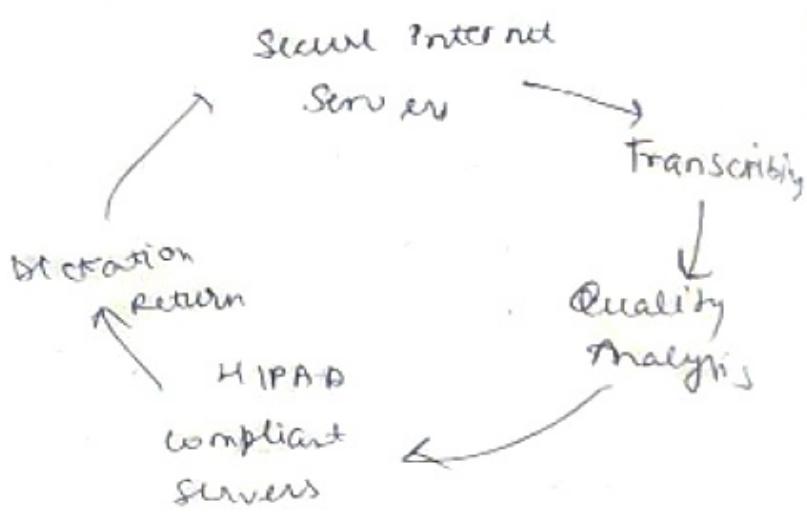
Animation

Publication Activities

Mainland, website, Project
Content, Domain, promotion.

Online Education

e-learning.



Characteristics of Labour in outsourced Industries

- white collar workers (Blue collar workers in manufacturing)

- Educational background -

- Urbanites

- Non-unionised.

→ Part of BPO (Business process outsourcing).
Hub in Jamdala, Jharkhand → spam calls.

Call centre

→ A physical location where calls are placed, or received, in high volume for the purposes:

→ sales

→ telemarketing

→ customer service

→ Technical support.

→ could be any one/all

telemarketing centre

teleservicing centre

help desk

reservation centre, for airlines or hotels.

catalogue retailer.

Why outsourced to India?

Liberisation of Indian economy.

Partial privatization of telecommunication

2) Rapid Industrialization & growth of IT parks in India.

3) Development of SEZ (tax benefit to IT companies).

Low operating costs

Cheap Labour

Abundant English speaking population

High rate of unemployment

Geographical locations (time zone)

First call centre in Gurgaon

Map → Location of call centres in India

Call centres as means of livelihood

Major job creating industry.

→ 4000 outsourced call centres in India

→ more than 1.8 million employed in call centres (2016)

→ Large revenue to government (£133 billion revenue in 2014)

Characteristics of call centre employees.

Age Group - 18 to 35 years.

Educational Qualification -

Complete undergraduate degrees or currently enrolled in it.

Socio-Economic Background -

Urban, middle class

70% of the employees are migrants.

Location of call centres in the environs of New Delhi → Gurgaon, Noida.

Factors using social change

1. Advertisements for call centre jobs.
2. Training Processes
3. Social atmosphere in the workplace.
4. Income.

Creating image of the call-centre agent

1) Urban Youth

2) Intelligent

3) Outgoing

4) Fashionable

5) Fun-Loving

c) Ready to be a part of the global youth culture.
(Gender Inclusive nature).

Working Conditions in Call Centres

- 1) Odd working hours.
- 2) Western ambience ('bays' - work stations).
- 3) Dress Code.
- 4) Talk Only in English!!

Call centre training

1] Alias Name (is Not original name)

→ Ex. Debjani becomes Debra

Nikil becomes Nick

Ranu becomes Ralph

Nandita chatterjee

— Hindu (Religion)

— Bengal (linguistic com.)

— Brahmin (upper caste)

— female

— Roots in West Bengal, eastern part of India (region).

2] Speaking with the right accent

- Accent neutralisation

3] Familiarisation with Western culture,

USA - rugby, Halloween (harvest festival)

Janmashtami.

Social atmosphere at work

- 1) Working relationships → (calling by first name).
No staff hierarchy
that is stiff.
- 2) Parties - They don't have to pay. (by the company)
Socialisation happens
Girls partying out at night with opposite gender
is not considered safe.

Income

High income -

Min. salary - Rs. 35,000 - 45,000

Max. salary - Rs. 60,000 - 90,000.

Disposable income → does not contribute
to family income.

Impacts of working in a call centre

Social

Health

Economic

Economic impacts of call centre.

a) SHOPPING →

Previously, Traditional markets

Malls and shopping complex, using credit cards
and online shopping.

Preference of shopping malls (DLF mall).

b) Partying & clubbing -

Speed dating, Relationships.

Disjunction b/w real & real world.

Homi Khabba scholar - living in third space or
virtual space.

c) Eating out -

Choice of eating out changes.

Global food is there Mexican, Italian.

Social impacts of call centre

a) Changing social norms

Dressing - do not wear traditional ethnic dress.
They wear western dress.

b) Dating practices - not only gf, bf

some ex partners, speed dating, live-in relationships

c) Marriage prospects -

divorce rate increased.

d) changing social relations -

Call centre jobs are not considered good for females as they go at night and come in the mornings.

Other social Impacts

d) changing social relations -

- difficult to manage work-life balance.

DD

- changing relation with family.

Health Impacts of call centres

- High level of stress

→ Trying to pretend being the person with the fake identity

Ability to smile despite on phone.

Annie Holsta believe this is emotional ^{labor} behaviour

This kind of emotional labour is stressful.

Taking antidepressant pills, they also

have cardiovascular diseases.

Digestive Problems

Eating Junk food

Bad effects on body's clock.

~~Sleeping disorder~~.

Sleeping Disorders

Addiction to caffeine, tobacco & alcohol

PCOS in women.

↳ lifestyle disease.

Concluding thoughts

