

HS332 Globalisation & Social Change

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Mid-sem 30%

End-sem 50%

Class Assignments 20%

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Aim -
+ Introduce students to nature of global world

Course Outline

- * Globalization
- * Global-local nexus
- * Economy & Work
 - ↳ BPO — KPO
 - ↳ Business Process Outsourcing
 - ↳ Knowledge
- * Production of place
- * Place and environment
- * Social issues and global pandemics
- * Challenges of globalisation

Hankie → Local
Earphones → Global
Charger, Phone → Realme 9 5G → India (Global)
Tshirt, Jeans → India
Pen → Local, Global
Notebook → Local
Bag → Local
Pencil Box → Global
Slippers → Local
Breakfast → Local
Water Bottle → Local
(Paratha, Milk, Banana)

Globalisation → process

The increasing interconnectedness of different parts of the world through common processes of economic, environmental, political & cultural change

Marshall McLuhan → Global Village
(1960)
↳ Canadian Scholar

→ Process of bringing global things together

* According to David Stanley
↳ Globalisation → (time-space compression)
Various processes working parallelly to increase interconnectedness

↳ Culture, Food, Commodity, labour, protests, fashion, sports, education, currency, Munger (Oldest yoga ashram)
↳ shift from Patria
↳ Globalization of Pandemics (Canada Tax > US Tax)
↳ Mental health (cryptocurrency, Law & Policies, Healthcare)

Localization

An understanding of what makes certain place unique.
e.g. Rice plantation, Great Wall of China

Debates of Globalization

Concept of Nation State

- Country
- Rules, laws & policies are framed by the nations
- Do not exist in globalized world
- Hyperglobalists (everything is shaped by global processes)
- Everything influenced by global factors
- Arjun Appadurai → Nation state is like a sovereign power
(Framed by democratic body hence powerless)
- Health guidelines are decided by WHO

Who has designed & framed sustainable International Organizations
International boundaries → to delineate territories
• Sceptics (globalization is not new)
 ↳ has sped up the process

• Transformationists (both global and local plays a role)

WHO → Geneva UN →

Decisions taken by few who have the power
Sashik Sassen → Headquarters are localized

• Importance of Scale (Geographical)

Macro, Meso, Micro → local becomes important
(Global) (Country) (Within country)

International migration → follows certain policies

• Global & local works together

Global-local nexus / Glocalization

⇒ Recognition of the interdependence between geographical scales

⇒ Global trends influence local outcomes, but events in particular localities can also influence patterns & trends everywhere

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

globalisation → localisation

Examples:- Movies, google, Tata maggie, Great Indian festival, ISKCON,

* More demand → more supply → glocalisation

Two central notions

• Globalization → increasing interconnectedness of the world

• Glocalization → coupled processes of globalization & localization

Globalisation → must be understood by the shrinking of space
↳ From the perspective of geographers

change → reference group (in relation to)

* Karl Marx → talked about different stages
Capitalism → Feudalism ← slavery ← Primitive Communism

* Sanskritization Westernization Modernization

(N.N. Srinivas Thomas Macaulay)

Domination of lower class by upper class imposed English on Indians

(Replication of upper class by lower class)

* Culture → way of life e.g. food, music, dress, relations
OTT → Over the Top

Globalization → overpowering, lot of
Influence from both sides
Political economy of same
Browman Slumbug Yoga

* Westonization :- Impact of western culture through
cinemas, Punjabi NEP 2020

18/24

* IKEA in India

 ↳ Products + person to fix it

* Spiderman is glocalized with attire

Glocalization → Profit maximization

* Marketing

* Culture

* Ethnicity * Politics
* Language * Bangladesh
 ↳ Hinglish, J pronounced as H in Latin

Factors leading to globalization

* Revolution in information & communication technologies

* Liberalisation of financial markets

 ↳ Related to trade policy

 ↳ Started in 1991 (Narayanan Singh → Financial Minister)

 ↳ Subsidies provided for import & export

 → Govt. encourages certain product exports

 → Cap of foreign currency to carry in other countries

 → Nowadays no cap

- International flow of commodities
- Globalization makes flow of commodities easier
- New international division of labour
- Land, Labour, Capital, Resources
- Factors of production

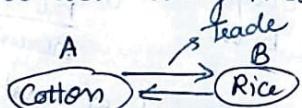
Division of labour → Everything can get done & in short span of time.

Global division of labour (GDL)

Theory of comparative advantage :-

Proposed by Adam Smith (was an economist)
Principle whereby places & regions specialise in activities for which they have the greatest advantage in productivity relative to other regions or for which they have the least disadvantage.

Example:-



- Same amount of land & resources, cotton prod^n is more in A & rice prod^n in B.
- £500/day → Labour cost in India
- 25\$/hr → " " " USA

Division of labour :-

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

* Increases productivity, efficiency

Main characteristics of GDL :-

- ① Subcontracting by firms from developed countries to developing countries
- Very large labour pool (of youth) in developing countries.
- Increasing levels of Foreign Direct Investment (FDI) in developing countries.

Foreign Direct Investment

The total of overseas business investments made by private companies.

Actors involved in GDL

1. Nation state → country where FDI is made

* Liberalisation of economy

* Policy formulations

2. Transnational corporations (TNCs) :-

Companies with investments and activities that span international boundaries and with subsidiary companies, factories, offices or facilities in several countries.

Example of TNCs: Gap, Nike, Coca Cola, Dell, Nokia, McDonalds

GDL in manufacturing sector (secondary sector)

3 sectors of economy → primary, secondary, tertiary

* null global division

* of labours

* local

* Animal husbandry

* Production of good & commodities.

1. Export Processing Zones (EPZs) :-

Special regions identified by government according to ILO to set up factories

2. Sweatshops → manufacturing units

* of unskilled labours

* Daily wage earners, no labour laws

* Products undergo quality check, basic facilities are given to workers

* Not necessary to provide basic commodities

* No safety precautions

Small areas within which especially favourable investment & trading cond^n are created by governments in order to attract export-oriented industries.

EPZs in India

- 1) Nandla Free Trade Zone (NAFTZ), Nandla, Gujarat
- 2) Santa Cruz Electronic Export Processing Zone, Maharashtra
- 3) Cochin Export Processing Zone (CEPZ), Cochin, Kerala

Export Processing Zone, WB

India STZ, Tamil Nadu

India STZ, UP

Chennai EPZ, AP

Child labour is very rampant in sweatshops.

Most of the works in sweatshops are hazardous.

Set of Rings → Costumes were made in Noida

Set → clothes, accessories NYHA → sports accessories company

TNCs → gaining from common man & cheap labour.

Under the garb of globalization, TNCs are gaining so much.

Service Sector

Services are intangible. Products → tangible

Certain acts provided to people on the cost of something → Service

act lead to improvement

The importance of the role of the service sector in economic development has only been recently realised.

Service has to be given where it is produced

Adam Smith viewed services as unproductive

↳ Theory of Comparative Advantage

Service → unproductive

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

↳ expanding

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

Production gets saturated after a point of time

Services are usually defined as activities that are relatively detached from material products 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 (car repairs) or to another person (haircut).

1) Financial Services:-

Digital Banking, Insurance, Mutual Funds

Retail → Personal Banking

Commercial

Credit → Credit cards, Loans, EMI

Related to financial markets

Portfolio management of companies, f

Foreign currency exchanges

Services related to administration of

financial markets

Services related to securities market (incl.

Brokerage, portfolio management)

2) Communication Services:-

Postal Services

Courier Services

Telecommunication Services (incl. Telephone, telegraph, data transmission, telemetrics, radio, TV)

Film distribution & related services

Other communication services (incl. News &

press agency, library, social media)

3) Business Services:-

Shopping, Delivery

4) Insurance Services:-

Health insurance

Risk cover

5) Transportation Services:-

Flight, Metro, Railways

Ola, Uber

6) Construction Services:-

Civil Engineers, Brokers,

Architect

- * Trade, hotel & restaurant services
- * Health-related services:— Doctors, nurses, chemists, ambulance drivers, spa salons, beauty product companies.
- * Educational services:— online classes, publishers, career counsellors
- * Personal services:— Domestic helpers, gardeners, drivers, Private tuitions, physiotherapy
- * Recreational & Cultural Services:— Songs, movies, sports, video games, BVC

Importance of Service Industry

- * Service replacing goods manufacturing as the predominant production activity.
- * Industrial → Post industrial (manufacturing) (services) → more prominent
- * The growth of service industries is linked to the level of economic development of the country
- * Most people in manufacturing → least developed.
 - In most advanced industrialised countries over 50% of employment is currently in the service sector, while in both the USA & UK the proportion is even much higher.
- * One of the most important reasons for increasing the share of services in a country's economy is the trade in these services.
- * While manufacturing & service industries may have some factors of prodⁿ in common such as labour, capital or land, others such as technology or knowledge are more central to services.
- * With development of technology, services became tradable.

- * Information is also increasingly becoming a fourth factor of producⁿ.
- * Informal + Demand → Increases availability
- * Factors influencing trade in services
 - "Information is a raw material for knowledge"
 - Information Technology
 - Telecommunication revolution
 - Transport Technology
 - Government Influence (Nation State)
 - In China, many services are banned, only Chinese companies are allowed.
 - In 1991, India began liberalisation.
- * Globalisation of service Industries
 - Service industries not limited to local area
 - Technological developments have given a "foot loose" character to service industries.
 - With the advancement of technology and changes in government policies many parts of the service sector have assumed a globalised character which might be called the globalisation of service sector.

GDL in service sector (Global division of labour)

- Outsourcing—
 - Companies' practice of subcontracting part of the production process—typically the most labour-intensive and least skill-intensive parts— to firms in other countries with lower costs.
 - Developing countries have labour in abundance (cheap labour)
 - * Security guards, housekeeping staffs at IIT Patna are outsourced

- Types of Outsourced services
- * Back office Operations → No face to face interaction (customer care, Toll free)

- Semi-skilled labours
- These works are done in developing countries (1/10th of salary)

2) Medical Transcriptions

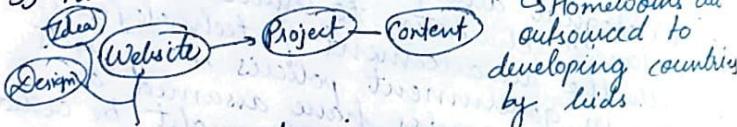
- Doctor is accountable to patients & authorities in developed countries
- Doctor has to say each & everything and that needs to be recorded
- Half an hour verbal communication → 4 hrs of transcription

3) Legal Transcriptions

- * Lawyers & judges proceedings need to be transcribed.

4) Animations

5) Publication activities



examples of outsourcing

IT Services, Legal assistance, Logistics

Characteristics of labours in outsourced industries

- * White Collar workers → office work
- * Educational background
- * Urbanites → Outsourced jobs need minimal technical facilities
- * Non-unionised → (Corporate offices do not prioritise people's time)

Private offices do not encourage unionisation of labours.

Call centre

Fraud calls took → Jamtara (Jharkhand)

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

- > Sales
- > Telemarketing
- > Specialised business
- * Could be any one/all
 - i) Telemarketing centre
 - ii) Teleservicing centre
 - iii) Help Desk
 - iv) Reservation centre for airlines or hotels
 - v) Catalogue retailer

> Customer Service
> Technical Support

Wholesaler → mass level
Retailer → individual level

Why outsourced from ^{to} India
from ^{to} Gurgaon (in early 1990s)

1st call centre outsourced

- * Liberalisation of Indian economy
- * Partial privatization of telecommunication
- * Private players were encouraged for this
- * Rapid industrialization and growth of IT parks in India (Bangalore, Hyderabad)
- * Development of SEZ (tax benefit to IT companies)

Low operating costs :-

Cheap Labour :-

Abundance of lab. young educated people who are jobless

Abundant English speaking population

In China, people's English communication is difficult to understand.

Geographical locations (time zone)

USA → 12 hrs
UK → 6 hrs

ahead than India

Location of Call Centres :-

- * Gurgaon
- * New Delhi
- * Noida
- * Mumbai
- * Pune
- * Mysore
- * Bangalore
- * Visakhapatnam
- * Hyderabad
- * Kolkata

Call centres as means of livelihood

- Labour intensive job
- * Major job creating industry
 - **>4000** outsourced call centres in India
 - More than **1.8 million** employed in call centres (2016)
 - Large **revenue to the government** (\$133 billion revenue in 2014)

Very important servicing industry

Characteristics of call centre employees

- * Age group - 18 to 35 years
- * Educational Qualifications:- Completed 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

Factors causing social change

1. Advertisements for call centre jobs
2. Training processes
 - ↳ Tries to culturalise the young people
3. Social atmosphere in the workplace
4. Income
 - Night shifts must be provided with extra incentives
 - Through advertisement, they create typical image of call centre job.
 - Tries to portray that workers are urban youth
 - intelligent,
 - outgoing
 - Fashionable
 - Fun-loving

2. Working conditions in call centres

- * Odd working hours (graveyard shifts)
- * Impact daily life
- * Western ambience ('bays' - work stations)
- * Executive → well qualified, shabby personality,
- * Dress code → well dressed
- * Talks only in English

3) Call Centre Training

- Alias Name (Not a real name)
 - on - Delyani becomes Delia, Nithil becomes Nick, Rahul becomes Ralph
- * conceal the location
- Nandita Chatterjee
 - signifies
- Hindu (religion) - Bengali (linguistic community)
- Brahmin (upper cast) - Female
- Roots in West Bengal, eastern part of India (region)

⇒ Speaking with right accent

- Mother Tongue Influence (MTI)
- Accent neutralization

⇒ Familiarisation with Western Culture

- Impact on their living
 - ↳ Christmas, Boxing Day
 - USA → Rugby
 - Halloween → is a harvest festival
 - ↳ 31st Dec
 - ↳ big sale
 - ↳ end of Oct

These people are acculturized in this culture

Social atmosphere at work

- * Walking, relationship
 - ↳ They try to address each other by their first names
 - (It shows its fostership)

They show that their isn't strict hierarchy

- Try to create informal environment

- * Parties → Inhouse party
 - ↳ Free foods & alcohol are served, smoking & drinking are very common
 - ↳ Sponsored by the company
 - A lot of employers are girls

Gradually they develop a habit

Income

* High income

Min. salary = ₹ 35k-45k

Max. salary = ₹ 60k-90k

This is called disposable income → not contributory

All the money they get is for them only to spend

it to your family

The money allows them to live a life that they have portrayed.

Impacts of working in a call centre

Economic status

Social status, Health status

Economic impacts of call centres

- (a) **SHOPPING**: Earlier from traditional market
Then habits changed drastically → supermarket
They have credit cards → online shopping malls
become major part of their life, often they judge; it becomes identity marker
* Preference of shopping malls

(b) Partying & Clubbing

Going to bars, nightclubs

- * Create a social relation which is not in our culture
- * They are made to believe that are global citizens
- * Virtually they are living in western world.
- * Call centres in 1st countries are in suburbs.
- ⇒ Homi Bhabha → there is always 3rd space (virtual space)
The people in virtual world → It's very difficult to negotiate with them

(c) Eating:- Prefer expensive restaurant choice of eating food changes

(d) Going to movie theatres

Social impacts of call centres

(e) Changing social norms During wearing clothes

Studies have shown that ---- change clothes

(b) **Dating practices**:-

live relationship, short term relation

→ It creates a lot of distinctive as it is not internalised in our culture

(c) **Marriage prospects**

Divorce rates goes very high (they act very impulsive sometimes)

(d) **Changing social relations**:-

who are not CC employees, changes very drastically

Parents think → it is not a respectable job

↳ don't tell relatives that their daughters are CC employees. * Difficult to manage work-life balance

Other Social Impacts

- * Parents are agitated due to lack of care
- * Changing relation with family

Health impacts of call centres

* High level of stress

* Try to negotiate real & virtual identity

* Try to conceal real identity

* Research → Female voice is preferred over male voice (more no. of women in call centres)

* Annie Hoschau → emotional labour
stressful (Fake emotions)

- every employee is given a target no. of calls.
- Aging faster than older generations.

* Digestive problems

1) Provide food like pizzas, burgers, pastas etc

2) Sitting for long hours

2) Body clock is not going like natural clock
(Daily lifestyle gets disturbed)

* Sleeping Disorders

- Accumulate sleep debt

- Sleep is a good medicine → rejuvenate mechanism of healing

- + Addiction to caffeine, tobacco & alcohol
- * Female employees → gynaecological problems

PCOS (Polyovulatory

↳ lifestyle disease, recognized by WHO
↳ irregular lifestyle & periods

BPO → KPO

(Business Process Outsourcing) (Knowledge Process)

Concluding Thoughts

- * Job Advertisements
- * Training Processes

- * Social Atmosphere at work

Bennie Anderson → Call centre people live in imaginative community

→ **INCOME** → Consumption patterns → Social change
Lifestyle → Social change
↳ Provides +ve change -ve change
employment → Health

How Globalization is affecting Gender?

- * Greater access to information has allowed people in developing countries to learn about **LGBT issues & gender inclusiveness**.

- * Expansion of economic opportunities for women due to huge FDI in developing countries.

British → 3rd gender → criminal tribes

2011 census → provision of including other genders

Patna → gender sensitive cafe

- * From mobile phones & internet while gaining access to information be it global, domestic and local

→ India & China are offering unskilled labour force more than half of which are women.

→ Demand for skilled labour force too has increased for new ICT-enabled jobs in services including Business Process Outsourcing (BPOs), banking, insurance, printing & publishing; mainly taken up by women.

Are women the Winner in Globalization?

- * Feminization of labour force leading to

feminization of poverty

* Gender Division of Labour at global level

→ Unskilled labour force → paid low, no employment security

* Most of the women labour are in sweatshops

* No basic facilities for women

* Minute works which require patience are done by women.

* Deregulation in the conditions of work along with outsourcing & fragmentation of international supply chains has led to feminization of labour

* At present, women workers constitute about 43% of the

* Women are considered as cheap labour & subjected to be employed in informal & unprotected forms of work.

* Wages & conditions of work in sweatshops remain far from satisfactory of women.

Even in high-paying STEM jobs, women are being shortchanged

Women in engineering are paid only 82% of what their male counterparts are paid.

Women in computing are paid only

Gender Division of Labour

* Central feature of gender inequality
Allocation of different jobs as types of work to people based on their gender. It is guided by gender stereotypes.

* Women tend to specialize more in unpaid work due to patriarchy.

* In service sector, women are underpaid and have to face obstacles for getting promoted.

* In informal sector, women are bound to work at lower wages & in poor working conditions at sweatshops & factories of different brand

outlets as an outcome of globalization

Positive aspects of globalization

- * Increased access to economic opportunities.
- * Trade openness & the spread of information & communication technologies (ICTs)
- * Introduction of Outsourcing jobs in Call centers, BPOs for workforce in developing countries
- * Feminization of labours

Negative aspects

- Widening inequalities based on gender, income, race, religion & ethnicity.
- Outsourcing cheaper labour becomes a trend, including majority of women labour.
- Creation of sweatshops & SEZs to exploit cheap labour from developing countries
- Degradation of values & disintegration of joint families.
- Health effects

NGO Boom in India

- * National NGOs → Funding from India
- * International NGOs → Fundings from various countries

India has atleast 3.1 million NGOs

- more than double the no. of schools in the country
 - 250 times the no. of government hospitals
 - 1 NGO for 400 people as against one policeman for 709 people.
 - There are 3366 NGOs working in Bihar
- ⇒ 60% NGOs get funded from US, 25% from UK & rest from Germany
- ⇒ To exempt taxes, they fund INGOs.

NGOs & Globalisation of Development

- * Growing like mushrooms (all over)

* Funds get absorbed in the middle due to corruption.

Why do NGOs go where they go??

* In Patliputra, near old IIT Patna, NRIs rent their houses to NGOs.

* Place-specific → choose a Project locations:-

↳ based on ease of accessibility

- Influence of donors

- Powerful national politicians

Areas of Development covered by NGOs in Bihar

- 198 NGOs website analysis
- | | |
|---------------------|-------|
| Animal Welfare | → 1% |
| Microcredit | → 1% |
| Health | → 22% |
| Education | → 14% |
| Health & Education | → 21% |
| Environment | → 3% |
| Poverty Alleviation | → 8% |
| Dalit Upliftment | → 4% |
| Gender | → 7% |
| Overall Development | → 7% |
| Childcare | → 5% |
| Skill Development | → 1% |

Focus of NGOs in Public Health & Education

- * Maternal Health
 - ANC & Post-partum care (care while & after pregnancy)
 - Institutional delivery
 - Nutrition
- * Child Health
 - Immunization
 - Nutrition
- * Education
- * Poverty Lab:- in western universities
 - ↳ Collect data

* Serves the global corporate houses

* In 2017, India was declared Polio-free

But then it may cause alzheimer

Various Interventions by NGOs

- * Verbal Case Review (VCR)
 - Call connection b/w patients & doctors
 - Data collected → which women use what services
- * Mobile Kunji/Kilhari → Language hindrance
- * Tales for discussing learning progress →

Ground level situation

- * NGOs are more accountable to their donors than to their recipient communities.
- * Work in controlled environment
- * Fulfill certain agenda where they work according to their own wish
- * NGOs create restricted development which are not sustainable.
Pratham NGO → focus on education, student enrollments
retention is less → dropout ↑
- * Reinforces inequality by obscuring social differences

Gaps and lacunas

- * Developing tools that are socially & culturally unacceptable
→ Dialect changes every 100 km in India
- * Service users' perspectives neglected
→ Asha didn't use government resources but work for INGOs
→ They don't maintain registers
- * Excessive quantification
→ Data of NGO is not reliable
- * Lack of accountability
→ NGOs work according to the agendas of government agency
→ Non-sustainable jobs in NGOs
- * NGOs as vendors

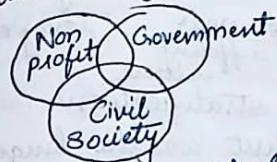
Development Tourism:-

Purpose:- NGOs people come for motives to be fulfilled.

White people in Indian attire click photos with underprivileged Indians.

Way Forward

1. Accountability & transparency



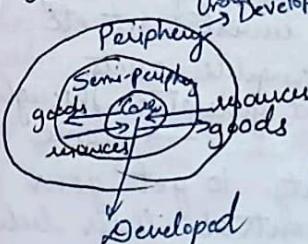
- 2. Evaluation:- Work of NGOs must be monitored

Development of under-development
André Gunder Frank → German-Born American Sociologist

Frank posited that economic activities in the developed capitalist countries often lead to serious economic problems in the less developed countries. He argued that the world capitalist system is organized in such a way that the rich core countries develop at the expense of the poor peripheral countries.

Dependency Theory

- It is a way of understanding economic underdevelopment that looks at how poor countries depend on rich countries.
- It focused on individual nations, their role as suppliers of raw materials, cheap labor, and markets for expensive manufactured goods from industrialized b/w developed & developing countries was viewed as contributing to poor economic growth.



Gandhi → Why insult the naked by giving them clothes? Give them work so that they may earn the money for clothes by their own labour.

Social change → changes that occur in society

* Twin process of acculturation & deculturation
get used to new traits of different culture losing our culture

* Caste structure → social stratification

* Sanskritization → Sanskrit was the language of upper caste

↳ 1st wave of social change in India

* Westernization → Reference group changed
Upper caste → western world

Prof. Deepak Kumar Gupta → Westoxication

↳ with westernization we become

Social Impact of Globalization

* Globalization has generated substantial employment in a no. of Asian countries

* Given rise to a new urban middle class

* Defining the middle class has been problematic

- ↳ has its own set of value systems
- ↳ similarity b/w upper & lower class
- ↳ vision for the future
- ↳ believe in savings

* Defined on basis of status, occupation & income

- ↳ middle class
- ↳ sustainable employment

Social Class

* What are resources: money, land, assets - distinction made b/w wealth - monetary value of all own & income - amount of money brought in through wages, investment, etc.

Tangible & intangible assets

property → wealth → rent generated through property → income

* What is power: - ability to get your work done, influence others & control their behaviour

* Power can be individual or collective

* What is authority: control, particularly in the face of resistance, formal right to make decisions & command resources.

→ Formal, legal

Power

The ability or potential of an individual to influence others & control their actions

What is it? Personal trait

Source: Knowledge & expertise

Hierarchy: Does not follow any hierarchy

Ends with person

Legitimate: No

Authority

The legal & formal right to give orders & commands, and take decisions

* Formal right, given to high officials

* Position & office

* Follows the hierarchy

* Designation

* Yes

Social Class

* A group of individuals who occupy a similar position in the economic system of production.

Types of social class: -

* Poor → earn < £219/day

* Upper Class - Elite

* Upper Middle Class

* Lower Middle Class

* Working Class

* Not a homogeneous category

* Varies from country to country

Karl Marx (1818 - 1883)

When he proposed this theory, industrialization was at peak.

* There were 2 great classes - the owners of the means of prod^n (capitalists) & the workers.

* Haves (bourgeois) & Have nots (proletariate)

unskilled, labour to sell

High fertility

- * Based on who has money

Technical division of labour (middle class)

- * Max Weber (1864-1920)

- Not who owns means of production
- Who has the purchasing capacity
- Importance of the market
- Technical division of labour (middle class)

New Middle Class

- * Originated in opposition to the official Marxist theories

* Gustav Schmoller (prior to 1933) coined the term new middle class

- * Salaried workers as members of new middle class (did not have lots of assets)

- * Expansion of the service sector (post-industrial period)

- * Need to describe this new set of people with distinct professional characteristics

- * Creation of post-industrial society

- * Transition from manufacturing to services

- * Not mere occupational shift rather cultural differentiation b/w groups of people

- * Consumption is the channel that establishes various classes

- * NCAER (National Council of Applied Economic Research)

↳ New middle class → new rich people

↳ Neuva Riche

↳ 5 classes of people

* Upper class

Professional degree * Consuming class → New Middle Class

* Climbers

→ Lower Middle class

* Aspirants

→

* Destitutes

→ Poor people BPL

Office workers (in British times)

↳ started learning English

* Mukherjee → scholar

* In India, we have caste in class 2 class in caste

* The major funcⁿ of country's economy is to promote consumption.

* New middle class are the new heroes of consumer culture

* Falta Export Processing Zone, WB

* Madras EPZ, Tamil Nadu

* Noida EPZ, UP

* Vishakhapatnam EPZ, AP

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* Under the garb of globalization, TNCs are gaining so much.

Service Sector

* Services are intangible. Products → tangible

* Certain acts provided to people on the cost of something → Service

act lead to improvement

* The importance of the role of the service sector in economic development has only been recently realised.

* Service has to be given where it is produced

* Adam Smith viewed services as unproductive

↳ Theory of comparative Advantage

Service → unproductive

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

↳ expanding

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

* Production gets saturated after a point of time

* 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 (e.g. car repairs) or to another person (e.g. haircut).

1) Financial Services:-

Digital Banking, Insurance, Mutual Funds

Retail → Personal Banking

Commercial

Credit → Credit cards, Loans, EMI

* Related to financial markets

* Portfolio management of companies, f

* Foreign currency exchanges

* Services related to administration of financial markets

* Services related to securities market (incl.

Brokerage, portfolio management)

2) Communication Services:-

• Postal Services

• Courier Services

• Telecommunication Services (incl. Telephone, telegraph, data transmission, telemetrics, radio, TV)

• Film distribution & related services

• Other communication services (incl. News & press agency, library, social media)

3) Business Services:-

↳ Shopping, Delivery

4) Insurance Services:-

• Health insurance

• Risk cover

5) Transportation Services:-

• Flight, Metro, Railways

• Ola, Uber

6) Construction Services:-

• Civil Engineers, Brokers, Architect

- + Addiction to caffeine, tobacco & alcohol
- * Female employees → gynaecological problems

PCOS (Polyovulatory

- ↳ lifestyle disease, recognized by WHO
- ↳ irregular lifestyle & periods

BPO → KPO

(Business Process Outsourcing) (Knowledge Process)

Concluding Thoughts

- + Job Advertisements
- * Training Processes

- * Social Atmosphere at work

Bennie Anderson → Call centre people live in imaginative community

→ **INCOME** → Consumption patterns → Social change
Lifestyle → +ve change → -ve change
↳ Provides employment → Health

How Globalization is affecting Gender?

- * greater access to information has allowed people in developing countries to learn about LGBT issues & gender inclusiveness.
- * Expansion of economic opportunities for women due to huge FDI in developing countries.

British → 3rd gender → criminal tribes

2011 census → provision of including other genders

Patna → gender sensitive cafe

- * From mobile phones & internet while gaining access to information be it global, domestic and local

→ India & China are offering unskilled labour force more than half of which are women.

→ Demand for skilled labour force too has increased for new ICT-enabled jobs in services including Business Process Outsourcing (BPOs), banking, insurance, printing & publishing; mainly taken up by women.

Are women the Winner in Globalization?

- * Feminization of labour force leading to

feminization of poverty

* Gender Division of Labour at global level

→ Unskilled labour force → paid low, no employment security

* Most of the women labour are in sweatshops

* No basic facilities for women

* Minute works which require patience are done by women.

* Deregulation in the conditions of work along with outsourcing & fragmentation of international supply chains has led to feminization of labour

* At present, women workers constitute about 1/3rd of the

* Women are considered as cheap labour & subjected to be employed in informal & unprotected forms of work.

* Wages & conditions of work in sweatshops remain far from satisfactory of women.

Even in high-paying STEM jobs, women are being shortchanged
Women in engineering are paid only 82% of what their male counterparts are paid.
Women in computing are paid only

Gender Division of Labour • Central feature of gender inequality

* Allocation of different jobs as types of work to people based on their gender. • It is guided by gender stereotypes.

* Women tend to specialize more in unpaid work
↳ men tend to specialize more in paid work due to patriarchy.

* In service sector, women are underpaid and have to face obstacles for getting promoted.

* In informal sector, women are bound to work at lower wages & in poor working conditions at sweatshops & factories of different brand