

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 are connected.

Acc. to David Harvey — globalization 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 — Munger

exorbitant

Karate - Judo {

Kaffikh

Globalisation of protests. (glo

Twitter

~~Kashmir~~ Khalistan 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

↳ Board schools in India,

Harvard University, Coursera.

Localisation

An understanding of what makes places unique.

Ex.

Rice plantation cannot in USA due to topography (they can't be replicated).
The Great Wall of China can't be replicated.
Others are miniatures.

Debates of Globalisation

1) 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 as an

2) Sceptics - globalization is not new.

3) Transformalists -

both global and local plays a role.

Headquarter ~~of~~ who in Geneva

UN →

} Develop-
ped
coun.

Saskia Sassen

↳ Headquarters are localised.

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

Importance of scale

Micro,
micro, macro

Transformalists
talking about.

&

Global-Local Nexus / Glocalization

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 → glocalisation ← localisation

Ex. Trendy Garuska
Coca Cola Handpump.

Two central notions

Globalization — increasing interconnectedness of the world.

Glocalization — coupled processes of glob. & localization

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

Lord Buddha → Time is only constant. [OTT]

Nation state → Noble Monarch.

Primitive communism

Feudalism

Capitalism

Communism

Sanskritization, Westernization, Modernization

M.N. Srinivas - Mysore Narayana 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. Gonsalves → Supernumerary committee

Power → more strength to get something done

West toxication →
Ex. → water Punjab

Policy

NEP 2020

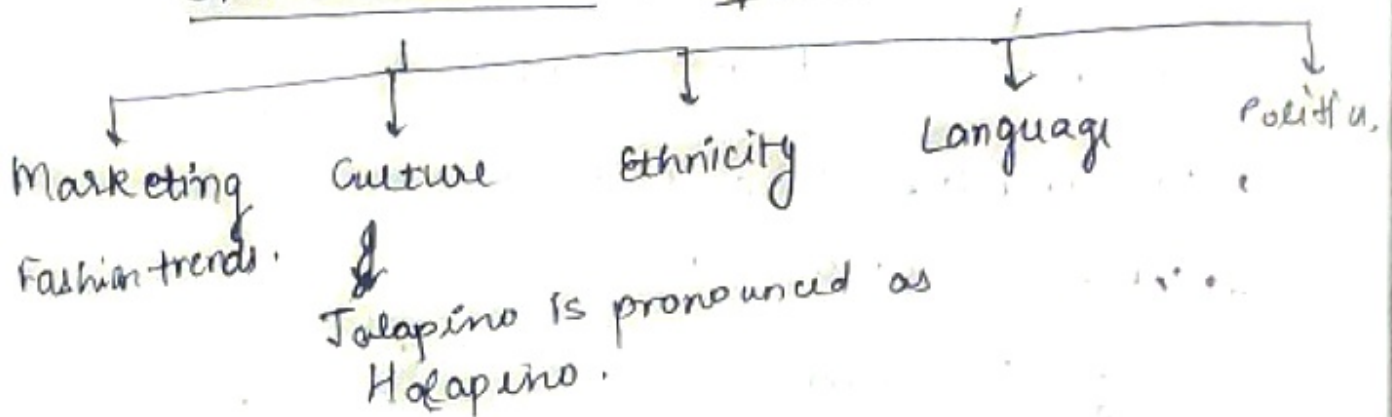
Glocalisation

Ikea in India

→ Box with a person to fix it.

Spiderman

Glocalisation → spheres



Factors leading to globalisation

- 1) Revolution in information and communication technologies.
- 2) Liberalisation of financial markets.
↳ of 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

Labour

Capital

— costliest factor.

Any other ^{things} production technology

Global Division of labour

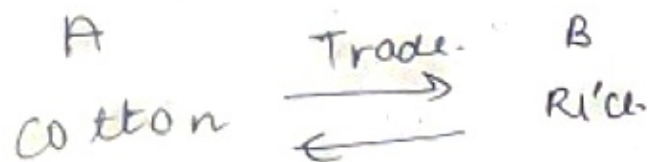
Theory of comparative advantage →

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 GDL →

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 GDL

1. Nation state →

→ Liberalisation of country

→ Policy formulations.

2. Transnational Corporations (TNCs)

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

Ex. of TNCs

Gap, Nike, Coca Cola, Dell, Nokia, McDonalds.
Primary sector is localised, so almost absent a DL.
GDL 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 works rather than salaried workers.

Washroom
Food recess.

Salary.

Job security, other security.

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) Sahiwal Cruz Electronic Export PZ, Punjab, Maharashtra

3. Cochin EPZ, Cochin, Kerala

4) Falta, 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.

crises.

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 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, telematics, radio, TV)
- film distribution & related services
- Other communications services (incl. News and press agency,

→ Business Services.

Online shopping,
Delivery.

→ Insurance Services.

→ Transportation Services.

Railway, Rapido, Flight, OLA, UBER.

→ Construction Services.

Architects, civil engineer, builder

→ Trade, hotel and restaurant services -

→ Health related services.

Doctor, Nurse, Chemist, Pharmacist, Ambulance Driver,
Spasaloom,

→ 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 & movies.

Importance of Service Industry

- Services replacing goods manufacturing as the predominant production activity.
- The growth of service industries is linked to the level of economic development 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 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.

GDL in service sector
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.

Types 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 costs).

- Medical Transcriptions

Doctors are not at all accountable these days.

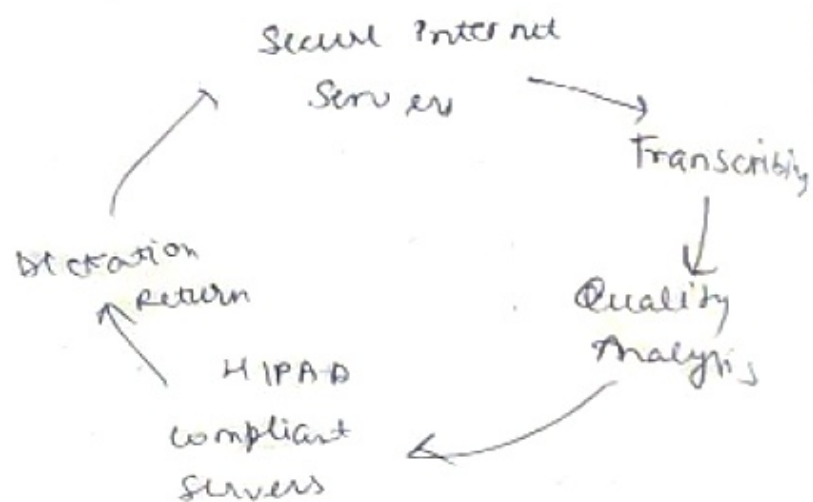
- Legal transcriptions.

- 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 Jamnara, Thakurani → spam calls.

Call centre

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

- 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?

Liberalisation of Indian economy.

- 1) 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 2017)

Characteristics of call centre employees.

Age Group - 18 to 35 years.

Educational Qualification -

Complete undergraduate degree 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
Rahul 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)
Janmashtmi.

Social atmosphere at work

- 1) Working relationships \rightarrow (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 \rightarrow does not contribute
to family income.

Impacts of working in a call centre

Economic	Social	Health.
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Economic Impacts of call centres.

a) SHOPPING →

Previously, Traditional markets
malls and shopping complex, using credit cards
and online shopping.
Preference of shopping malls (DIF malls).

b) Flirting & clubbing —

Speed dating, Relationships.

Disjunction b/w real & reel world.

Homi Bhabha 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 centres

a) Changing social norms

Dressing — do not wear traditional ethnic dresses.
They wear western dresses.

b) Dating practices — not only fl, bf

same as partner, ~~so~~ 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.

- 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 ~~about~~ on phone.

Annie ~~see~~ Holst believes this is emotional ^{labour} ~~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 Disorder

Addiction to caffeine, tobacco & alcohol.

PCOS in women.

↳ lifestyle disease.

Concluding thoughts

