

HS-233

\* Evaluation process:-

30% - Midsem

50% - Endsem

20% - Class assign (2 quizzes of 3)

+ class project presentation

\* Definition of globalization:-

Economist :- Growth in inter border trade

Sociologist :- Spread in awareness of global issues

Spreading and adaptation of cultures  
↳ Geog't discussion

Cg:- Geographer David Harvey states that  
Globalization is a "time-space compression"

with the development of technology, we are  
able to connect and interact with people virtually  
irrespective of space (location) and time zones

Sociologist Anthony Giddens :- Social relations get  
influenced by global events

Political analysts talk about an international  
political perspective and issues.

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

through labour, food, culture, commodities, protests, etc.

- Commodities:-

Able to enjoy global brands without having to physically travel to purchase commodity.

People feel the need to expose themselves to global quality products.

Promotes flow of economy & culture.

- food:-

Lays, pepsi, coke available at the most local of all areas.

Influence of pizzas and burgers in Indian culture.

Americans → lower income groups visit McDonalds, Burger King, etc. as it is fast food and cheaper.

For Indians, it is a social status.

USA - fresh fruits and veggies → costly

IND - fast food like Mc.D. etc. → costlier than veggies.

It's a 2-way process also, slight influence of Indian foods on US markets.

#### Labour:

work force is cheaper in Ind than in U.S. thus global brands maximise profit by manufacturing in India, Vietnam, Philippines, etc.

Eg:- Sarojini Nagar market, Delhi sells faulty products that were supposed to be exported.

#### Culture: way of life

Influence of yoga on the global scale.  
Karate influence from Japan, China, etc.  
(Tae-kwondo) (East Asia)

Abarus → Japanese

#### Protests:

global outreach  
Signing of online petitions coming together from various parts of the world to share views and thoughts.

Eg:- LGBT

#### Localization:

maybe even ideas!

Any quality (usually physical) that cannot be reproduced due to its extreme local significance.  
An understanding of what makes certain places unique.

Eg:- Great wall of China, Himalayas, etc.

Eg:- Transplantation of crops in India, Vietnam, etc.

cannot be replicated in Europe due to lack of suitable climatic conditions.

#### Debates of globalization:-

##### Concept of nation state:-

McLuhan coined the term globalization and the term "global village"

small community where everyone knows each other

The globe has come together and hence individual nation states are redundant.

People who believe this are called hyperglobalists.  
Everything is a global process.

Benedict Anderson:- "people live in imaginary communities".

Sceptics:- Globalization is not new. There was trade in ancient times as well.

Even if decisions are taken on a global scale (like UN, BRICS, etc.), but even then only nation heads and heads of states are taking the decisions (representing) for you. So everything is local only.

→ Transformalists (both global and local plays a role with equal responsibilities).

Eg:- An MNC that is expanding to other countries must also respect and abide by the rules and laws of that country.

### Levels: (or scales)

→ Micro level → ~~global~~ <sup>smallest</sup> localized but

→ Meso level → Broad parts of a country or many countries.

→ Macro level → global level

Localization is more important at a micro level. Influence of local culture is more than global cultures.

At the macro level; global culture is the trend and local trends are ignored.

Mex:- for e.g. India is trying to move towards better globalization like USA, UK, etc.

but Pakistan and Bangladesh must first get banglorized than americanized.  
⇒ focus on a local culture.

### G, global-local nexus / Globalization.

Recognition of the interdependence between ~~global~~ geographical scales.

Global trends influence local outcome, but events in particular localities can also influence trends elsewhere.

Eg:- Yoga in India / Yoga in US

a suitable adapted version retaining core local Indian principles.

Eg:- Hinglish (adaptation of foreign language to suite our culture).

Study of meso scale is important to globalization

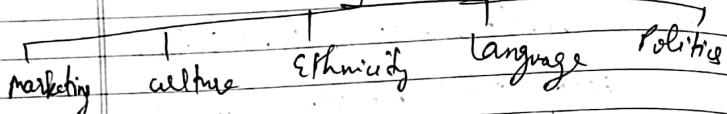
Another eg:- Influence of other languages in ethnic dialects of a particular language / Sibe.

A culturalization - De-culturalization are both important aspects of the global-local nexus.

Trade off b/w local and global ideas.

Another :- Spice man India - Law & Policies

Globalization tips all these markets



#### \* Factors leading to globalization :-

- Revolution in information and communication technology

Landline → Mobile phone  
(abroad calls were difficult → ISD  
bank dialling)

but now very easy with wireless technology.

#### - Liberalization of financial markets:-

Relaxation of trade rules and regulations to facilitate easier international import / export. → first time 1991 in India.

Opening the market to global players.

Basic commodities are liberalized for all players.  
But luxury items (e.g. Mercedes etc.) may not have similar relaxations.

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#### - International flows of commodities :-

Eg:- Domino's, McDonald's etc. into India.  
Mango export from India to developed countries.

Also curbed smuggling.

#### \* Factors of production:-

- Resources

- Labour → manpower

- Capital

- Land / Space

Profit margin = Production cost + Selling cost difference.

↳ can be maximized efficiently by managing labour.

#### - International flow of people :-

Global division of labour (GDL)

#### ↳ Theory of comparative advantage :-

Principle whereby places and regions specialize in activities for which they have the greatest advantage in productivity relative to other regions which are relatively disadvantageous.

↳ Improves productivity in trade.

economist

Adam

Smith

⇒ Tap those people for labour who specialise in a particular job.

In the context of global division of labour, unskilled labour is costly in other parts of the world ( $\approx 30\text{ p} = 2100\text{₹}$ ). So companies prefer to hire particularly Indians ( $\approx 30\text{ p}$ ) to accomplish cheap labour (not involving skill).

- Main characteristics of CPL :-

- Subcontracting by firms from developed countries to developing countries, as supply (jobs) is more in developing countries as compared to demand, so wages are much lower.

- Increasing levels of foreign direct investment in developing countries.

FDI :-

total of overseas business investments made by private companies.

liberalization  
of economy

- Players involved in SLDL

(TNCs)

Transnational corporations

(Companies with investments and activities that span international boundaries and

nation state  
(decision of laws and rules)

with subsidiary companies, factories, offices and facilities in several countries.

Saskia Sassen: - contradicts the idea of TNCs by arguing that MNCs have their headquarters only in a single country and other countries function only as puppet branches.

- Sectors of an economy:-

Primary sector: - processing of raw materials with little sophistication.

Manufacturing: - raw materials → finished goods with highly sophisticated technology.

Tertiary sector: - Services and processing of ideas

CPL in manufacturing sector:-

1. Export processing zones (EPZs)
2. Sweatshops

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

These goods are not meant for domestic markets

Usually, goods here are produced on massive scale by semi-skilled workers.  
e.g.: Santacruz Industrial processing zone meant for precious stone export.

Sometimes it so happens that these goods produced here are branded abroad and sold back to us at higher prices.

EPZs e.g. Kanala, Santacruz electronic export, Cochin, Falta, Madras, Noida, Vizag.

Women are found in large no. in EPZs as these jobs are not stable in nature.

#### Sweatshops :-

These are illegal setups which accomplish consignment with poor facilities, working conditions, ignorance of safety rules and regulations and child labour.

Most workers here are from lower economic zones, working in poor sanitary conditions also. They are paid very low wages and have no other job options also.

But people are becoming aware of this horrid process and this leads to globalisation of protests.

Just because these children are being paid atleast some amount, doesn't mean this can continue, as there is no overall development.

Prof Amartya Sen → development  $\Rightarrow$  3 pillars are economy (money), health and education, lacking in sweatshops.

Similarities b/w EPZ and sweatshops :-

- Goods are manufactured for export
- Cheap and semi-skilled labour
- Situated in developing countries

#### Differences

- S.S  $\rightarrow$  illegal
- Non uniform labour organisations  $\rightarrow$  S.S
- Different wage policies.
- No child labour in EPZs.
- Better technology in EPZs.
- Poor infrastructure in S.S.

#### Service sector :-

Usually this sector consists of intangible ideas. Services add value to product. Usually not quantifiable.

Adam Smith believed that services were unproductive. Clark (1940) mentioned the need to address economy of services.

Service economy is associated with a post-industrial era of society.

Services are usually detached from material production and do not involve direct physical processing.  
e.g. car repairs, hair, etc.  
they add value to existing product.  
these may range from highly sophisticated, knowledge intensive processes to basic maintenance maintenance procedures as well.

#### \* Types of services:-

##### - Financial services:-

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

##### - Communication services:-

- Postal services
- Courier services
- Telecommunication services (telephone, radio, TV)

Film distribution and related services  
News and press agencies, library and archive services

- Business services → shops
- Transportation services
- Construction services
- Trade, hotel and restaurants
- Healthcare services
- Educational services
- Personal services (haircut, grooming, etc.)
- Recreational and cultural services (Theme parks) (museum, temples, etc.)

#### \* Importance of services industry:-

Services are replacing goods manufacturing as the predominant production activity.

The growth of service industries is linked to level of economic development of the country.  
In developed countries, over 50% of the employment is in the service sector.

One of the most important reasons for increasing the share of services in a country's economy is the trade in these services.

(It was earlier believed that services had to be consumed where it was produced, hence it is redundant → but this is not true).

Services and manufacturing may have some factors of production in common, like labour, land, etc. But technology and knowledge are more central to services.

Information is also increasingly becoming another factor of production, because, what people want forms the basis of services and this is obtained through information.

\* Factors influencing trade in services:-

- Information technology
  - ↳ raw material for knowledge.
- Telecommunication revolution.
- Transport technology.
- Government influence
  - (liberalization of economy)

\* Globalisation of service industries:-

- Technological developments have given global character to service industry.
- government policies.

\* Global service sector:-

- Outsourcing:-  
Subcontracting part of the production process typically the most labour intensive and least skill intensive parts to firms in other countries with lower costs.

→ BPO (Business process outsourcing/  
Back office operations)

No face to face interaction with the client  
Front office operations are not outsourced due to need of face to face interaction. E.g.: call centres

→ Medical transcriptions:-

process where doctors and nurses record every procedure of the medical process and is then converted to a written form.

If surgeons had to do this job, hospitals would have to pay large sums to them. So, cheap semi-skilled medical transcribers can be hired (outsourced).

→ Legal transcriptions

→ Animations

NFX services - most commonly Bangalore (electronic city)

*Blue collar* → manufacturing industry.

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- kPO (knowledge process outsourcing)
- publication (maintenance, indexing, etc.) of articles, websites, etc.
- outsourcing online education

\* Characteristics of labour in outsourced industry

- White collar workers  
(Employed in service sector, formal interaction, less physical work and more mental work.)
- Some educational background.
- Urbanities (usually because of requirement of fast internet connections).
- Non-unionised work force.

\* Case study of call centre:

Call centre:- A physical location where calls are placed or received in high volumes when we call → inbound callcentre when they call → outbound "

for:- sales, telemarketing, customer service, technical support, specialized businesses.

Call centres could be one / all of:-

- telemarketing centre
- telecabling centre
- helpdesk
- Reservation centres
- Catalogue retailers (provider choices)

Why outsource to India?

- Liberalization of economy
- Partial privatization of telecommunication
- Rapid industrialization and growth of IT parks
- Development of SEZs (tax benefits to multiple players)
- Low operating costs
- Cheap labour
- Abundant English speaking population
- High rates of unemployment
- Geographical locations (time zones)  
(Allows for carrying out of night shifts as they don't need to pay any extra since night over there is day here  
⇒ 24x7 service can be obtained).

\* Location of call centres in India

1<sup>st</sup> phase:- Metros (due to large educated eng. speaking popula)  
 2<sup>nd</sup> phase:- 2<sup>nd</sup> tier cities (eg. Pune, Vizag)  
 due to low operating costs

\* Call centres as means of livelihood:-

- major job creating industry
- : > 4000 call centres in India
- : employs more than 1.8 million people
- . contributes huge revenue to the government  
 (\$133 billion revenue in 2014)

\* Characteristics of call centre employees:-

- Young people (18-35 years)
- Either having undergraduate degrees or currently enrolled in it.
- Urban/middleclass background
- 70% of employees are migrants. They use this only as supplementary source of income during education. Earn money for short period of time.
- 60% are female employees. (Imbalance)

\* Factors causing social change:-

- Advertisements for callcentre jobs.

→ Training processes

→ Social atmosphere in the workplace.

→ Income

Advertisements:-

Portraying that it is fun to work at call centres with large perks of enjoyment and leisure.

Non Indian faces depicting party atmosphere.  
 Special perks for VCE students for exams.  
 In India, the Hindustan times publishes most advertisements.

Slyly put around and manipulated the idea of night shifts by using ideas of leisure and party (misleading).

Creates an image of the callcentre agent:-

- Urban youth
- intelligent
- outgoing and fashionable
- fun loving and
- Ready to be part of the global youth culture.

main  
JSL of  
here  
call  
center  
It  
quite  
compelling

and captivating for the youth.

- \* Working conditions in call centres
  - Odd working hours
  - Western influence on office ambience (bays-work stations)
  - Dress code (western formals)
  - Talk only in English (regressive towards native languages).

\* Call centre training:-

- Alias Name:-

Debjani → Debra

Nikhil → Nick

Rahul → Ralph

This is done to hide the location of call centres, as westerners do not prefer foreigners answering to their problems (as they might not be able to understand their culture).

An Indian name can reveal their religion, native language, place of origin, etc.

This has huge identity crisis effect on these people.

- Speaking with the right accent.

Depending on the country of parent company, they process remove the mother tongue influence on their English speaking proficiency. By showing them movies and TV shows.

- Familiarisation with western culture: Halloween, skiing, snowboarding, snowing, Thanksgiving.

→ Social atmosphere at work:-

- Working relationships

Encouraging calling of superiors by first names rather than our traditional Sir/Madam.

- Parties at workplace

Free food / alcohol is served. Encourages alcoholic culture as high class.

→ Income:-

- High income (as in comparison to others who have just graduated).

15,000 - 25,000 to 35,000 - 60,000

(Salary)

Allows them to enjoy their workplace lifestyle in real life also.

\* Impacts of working in a call centre

Economic:-

- They have more money than they would get as pocket money. It is a disposable income. Usually spent on shopping. Earlier they used to shop on the street side shops, flea bazaars, etc.

But now, they shop in upmarket malls. Their choices and identities change to a more western style. Latest brands of phones, shoes, etc.

Mingling with a rich class of people. Even if they don't go to shop, just hangout and consume the atmosphere of malls.

#### - Party and clubbing

Wouldn't otherwise think of indulging in these activities in their hometowns.

They are led to believe that such habits are the norm and it's fashionable.

#### - Eating out

Choice of restaurant/cafe's change. With local choices being replaced by upmarket and high-class cafes/eateries. E.g. McDonald's, KFC, CCD, Barista cafe, Starbucks, etc.

#### - Social changes:-

##### - Dressing:

Shift to a more western way of dressing. Particularly for women. Crop tops and jeans, etc. But this way of clothing is not yet completely safe when exposed to our society as we haven't seen these earlier.

#### Dating practices:-

Promoting fickle relationships. Changing partners while changing call centres. Live-in relationships, etc. Very foreign to our society which treats the institution of marriage in the highest regard.

#### - Marriage prospects:-

Female employees:- Prefer to marry men who are also call centre employees as then they will be able to understand their needs and actions.

Male employees:- Did not want to marry women from call centres. They believed that such women will not be able to initiate and maintain the institution of marriage and family. They might not be able to sustain a family.

#### - Changing social relations:-

Difficult to manage work-life balance. Disturbed relations with parents.

They do not get holidays as according to Indian customs. So there is an increasing break in the Indian connect and filial relations.

### Health :-

- High levels of stress & pretend to be someone else, forced accent and behavioural patterns.
- Work expectations → performance anxiety  
pressure of meeting deadlines and putting up with performance evaluations.
- Addiction to stress relieving drugs → leads to resistance to drugs → leads to increment in drug quantity.
- Digestive problems  
Eating at odd hours, consuming more fast food & oily foods
- Sleep disorders:-  
Sleep debt, panic attacks, confusion, hallucination
- Addiction to caffeine, tobacco and alcohol.  
to get away from stress and pressure.  
But these lifestyle practices lead to lung problems, cardiovascular problems, etc.  
due to shift in the biological metabolism and clock.

### Gender :-

Male

Female

These are sex → something that is biologically defined.

Man / Woman and Boy / Girl

These are the norms decided by the society that is called gender.

Biologically women are the stronger sex. Rather, socially, men are projected to be the stronger gender. Indian society follows a patriarchal society. Male chauvinism / dominance is quite natural. But, most European societies are Egalitarian in nature & equal role.

Judith Butler → feminist :- Performativity  
We keep performing / enacting gender roles (stigmas)

In our everyday life, so rigorously, that we stop questioning gender roles and accept it. We even pass on the traits to further generations.

Gender refers to social and cultural distinctions associated with being male or female.

Gender identity is the extent to which one identifies as being either masculine or feminine.

- Sex**
- Biological, inherently birth
  - Characteristics of sex will not vary significantly b/w diff. human societies.
  - Eg. all persons of female sex will menstruate, become pregnant and lactate.
- Gender**
- Behavioral, cultural, emotional and psychological traits.
  - Characteristics of gender may vary greatly b/w different societies.
  - Eg. Men wearing shirts, women as housewives and men as breadwinners

### \* Gender Roles:-

It refers to how people are expected to act, speak, dress, groom and conduct themselves based on their assigned sex. It is centred on the concept of femininity, masculinity and leads to gender stereotyping.

Boys

- Outgoing
- Rough/tough
- Logical
- Analytic
- Breadwinner
- Clever
- Blue

Girls

- Soft
- Cry easily
- Emotional
- Focus more on beauty
- Indoor
- Pink

### \* Four basic types of gender stereotype:-

**Personality traits:-** Women  
men  
Accommodating, emotional  
self confident, aggressive

**Domestic traits:-** Women  
Men  
Take care of children  
Cook / clean  
Finance  
Home repairs  
Drive

**Occupation :-** Women  
Men  
Nurses  
Teachers  
Pilots  
Engineers  
Doctors

### \* Physical appearance

Women  
Men  
thin, graceful  
Tall/muscular

### \* How globalization affects gender:-

Gender is dependent on the society we consider

- Globalization has led to greater access to information about LGBTI issues and gender inclusiveness in developing countries.

LGBT is still considered a social stigma in India despite having LGBT laws and provisions. These people are physically and mentally abused in our society.

Globalization of LGBT rights protests have had huge impacts on societies in developing countries.

#### Gender discrimination:-

Indian societies consider that a family isn't complete until they have a son. As they feel that a son (male member) can only lead the family and carry on their legacy.

Girls children are seen as a liability mainly due to the concept of dowry. Whereas, sons are thought of as an investment as the parents get wealthy dowry for the groom.

#### Gender inclusiveness:-

Ideas of egalitarian nature of opportunities and respect for men, women and LGBT communities.

Eg. In Sweden, there is no use of he/she (as that conforms to a particular gender that you (society) decides for them).

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

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- Access to mobile phones and internet for women from where they gain local, global and domestic information.

- Ind and China are offering unskilled labour, more than half of which are women.
- Demand for skilled labour force has increased participation of women in BPOs, banking, insurance, printing and publishing etc.

\* Are women the winners in globalization?

- Feminization of labour force leads to feminization of poverty. Applies more so to lower rung jobs (like sweatshops, etc.). Despite having more women as labours, they get much low wages that all the money is spent only on recovering from consequent health issues.

- Gender division of labour at global level: Stereotyping of certain type of work by specific genders. Despite an increment in female labour, gender stereotype exists at workplace also. It may be a professional high-class office or a simple sweatshop.

Eg. Higher no. of women who answer calls in call centres. ( $\approx 1/3$  of total BPO workforce)

- Exploitation of women in the informal and unprotected forms of work - low wages and poor conditions of work, provision of only seasonal and temporary jobs.

- Women in engineering jobs are paid only 82% of their male counterparts. Similarly for all STEM (Science, technology, engineering, mathematics) jobs. This is due to a perception that women may not stay longer in the job as they may be required to take care of a family.

#### \* Gender division of labour (GDL)

Gender stereotyping of specific job roles for particular genders.

Centres around gender inequality. It is the perception of society.

It has resulted in women constituting a high lot of unpaid labour within households.

Thus, women tend to specialize in unpaid labour while men are entitled to higher social privilege due to their higher earning status → this is the root of patriarchy.

#### \* Positive aspects of globalization

- Increased

#### \* Negative aspects of globalization:

- Widening inequalities based on gender, race, religion, race and ethnicity.

- Outsourcing cheaper labour becomes a trend, including majority of women labour.

- Creating sweatshops and SEZs to exploit cheap labour from developing countries.

- Globalization is like a second wave of colonization. MNCs in developed countries exploit the working class population of developing countries. Eg. Iphones / GAP / NIKE products may be manufactured in small bylanes in India. Yet the upper class Indian pay a hefty amount to buy an iphone, none of which benefits the people in sweatshops.

- Degradation of our culture. We are moving towards the western culture (consumption) and America is heading towards spiritualism.

- ~~poor~~ third world countries become dumping grounds for MNCs from developed countries to test their products in a highly populated commercial market.
- Health effects:- Digitalization (screen time increment), poor eating habits and promotion of junk food consumption.

#### OVERALL IMPLICATION



Economic gains v/s Social degradation  
and health loss

=> We can't call this complete development  
(Amartya Sen)