

Globalisation and Social Change (HS233)

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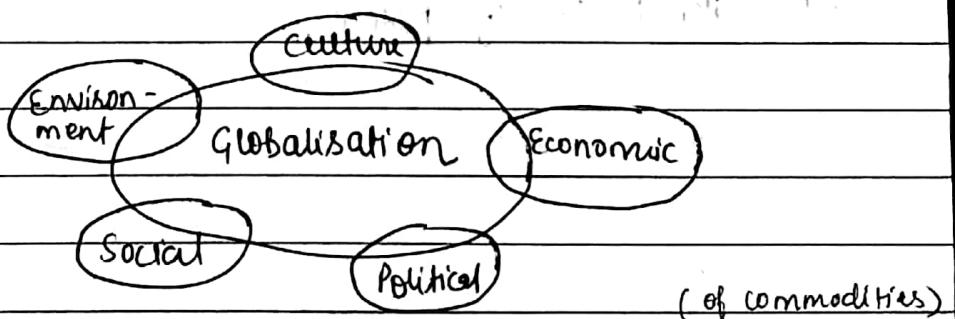
"Time-Space Compression"

- David Harvey.

Globalisation is defined from different-perspective.

The increasing interconnection of different parts of the world through common processes of economic, environmental, political and cultural change. is called globalisation.
 ↳ There is uniformity of thoughts i.e. it brings 'CHANGE'.

Ex - Globalisation of labour, culture, commodity, protest.



- Things are made easily available through globalisation.
 Ex - Malls.

[movement of culture and commodity is globalisation of commodities]

Globalisation of food -

- Pizza Hut, Domino's, KFC, DQ, Burger King, McDonalds.
- These outlets have become social symbol & cool places.
- In West, fresh food is costlier than frozen food / vegetables unlike in India.

Globalisation of labour,-

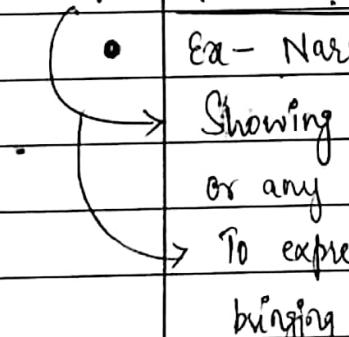
- MNCs are profit driven because they manufacture products at very low labour cost (in India, Bangladesh, Vietnam)
Ex- Nike, etc.

Globalisation of Culture,-

- Culture is way of living by some norms, values & tradition
- International Yoga Day is an example.
- Judo, Karate & Taekwondo practice in India.
- Adoption of culture of another country in some other country
- Practice of Abacus.

Globalisation of protests,-

- Ex- Narmada Dam protest (Medha Patkar).
- Showing of views over 'an event' through technology or any other means happening in a local area.
- To express concern over a social issue & helps in bringing social consciousness.

 Localisation → (An understanding of what makes certain places unique.)

- Emphasis on specific significant events (space/area specific).
- Can't be represented all over the world.
- Ex - Himalayas, Grand Canyon, Great Wall, Taj Mahal, Andes.
- More physical in nature.
- lay emphasis on why some place is unique or what makes it unique?

- Climatic condition is not conducive for a particular crop in a specific area.

Debate - Is there really globalisation? (As localisation challenges globalisation)

Debates of Globalisation

05/08/19

- McLuhan (Canadian) first coined the term "Globalisation" and "Global Village".
- Concept of village is that it is a small community where people ~~can~~ interact with each other.
- No concept of Nation state.
 - scholars
- # Hyperglobalists (everything is shaped by global processes) —
 - 'no concept of ~~global~~ Nation state'
 - People live in an imaginary community (no VISA; we can go anywhere through internet; everything is global not a local boundary)
- # Sceptics (globalisation is not new) — localisation thesis.
 - In ancient times also, there existed trade & movement from one place to another (e.g. Gt Sing, Huen Tsang).
 - It is the decision of a particular country / state to join an international community / organisation and follow their rules [Google is banned in China]. So, everything is not global. There exists power in the hands of a particular country / state.
- ✓ These two are two extreme school of thought.

Transformationalists (both global and local plays a role)

- Both global and local have equal role to play.
- Rules and regulation of an MNC might be decided at global headquarters but various branches in different countries also influence their laws and they have to adjust.

Importance of Scales —

There are 3 types of scales —

- ① microlevel (smallest unit - village, classrooms etc.)
- ② meso level (little bigger unit - assembly of microlevels)
- ③ macro level (countries, continents)

- Our global & local perspective depends on which level we are analysing or talking about. [scale]
- At Microlevel, local becomes more valuable than global.

- ① India is following US, UK (developed) } depends on which scale we are
- ② Pakistan is kinda want Banglorisation }

Global-local nexus / Globalisation

- Recognition of the interdependence between geographical scales
- Global trends influence local outcomes, but events in particular localities can also influence patterns and trend elsewhere
- Global & local flavours both. Eg ① Yoga with hip-hop music both influence each other. conversion of yoga name
- Language ex- ② Blending of Hindi & English when we speak in "Hinglish"

→ Lives in Chhattisgarh area

Study of Gonds (2nd largest tribes of India)

→ Mother ~~Tamang~~ Tongue - Gondi X (becoming very less)

Many of them were reporting different languages.

(Telugu, Marathi, Hindi). due to construction works.

They become acculturised and they kinda forget ~~on~~ their own languages. [i.e - Globalisation affected Gonds]

Therefore Globalisation → Globalisation ← Localisation
(most of the things is global)

→ Though Coca-Cola is an MNC (global company), they try often give it a local flavor (not an alien flavor).

→ Global version of Lord Ganesha playing guitar

→ McDonald's — Beef not solid here. (but on us it does.)

→ MNCs motto is profit maximisation so they blend themselves in different cultures in order to sell products. (local touch of value)

→ No concept of choumin / noodles in China (but India etc.)

Concept of Indian Chinese Restaurant

→ IKEA (in India) sells furniture at low cost as they send materials & accessories in a box along with manual.

→ Mohenjodaro & Tagga Tasoos ⇒ Walt Disney Pictures.

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Globalisation ('Global flavour')

```
graph TD; Marketing[Marketing] --> Culture[Culture]; Marketing --> Ethnicity[Ethnicity]; Marketing --> Language[Language]; Marketing --> Politics[Politics]; Culture --> Food[Food]; Culture --> Dress[Dress]; Culture --> Lifestyle[Lifestyle]; Culture --> Practice[Practice]
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Two Central notions

- Globalisation - increasing interconnectedness of the world.
- Glocalisation - coupled processes of globalisation & localization

factors / processes leading to Globalisation

① Revolution in Information and communication technologies —

- tool that makes life easy & comfortable
- 1990s (Email, internet, social media)
- Telephone (landline), Pager, Telegraph, letter.
- It facilitates (allows) information to flow.

② Liberalisation of financial markets —

- Role of nation state
- India was a closed economy until 1991. After 1991, tariffs, import duties were relaxed & products (basic) were now available at low cost/price.
- China is still a capitalist country (non-liberalised).
- Liberalisation lead to Globalisation.

③ International flow of commodities —

- Domino's, GAP, Peter England, McD.
- Trade has become easier as rules are relaxed.

④ New international division of labour

Division of labour -

Four components of production of products —

→ Resources (including raw materials)

→ Labour

→ Capital / Government-

→ Land / Space .

- Usage of Labour is dependent on type of activity

| skilled
 | unskilled

$$\text{Profit Margin} = \text{Selling Price} - \text{Production cost}$$

Global Division of Labour (GDL)

→ (no compromise) → (Adam Smith) economist (Famous)

- Every body is not trained to do every task efficiently.

Theory of comparative advantage — (win-win situation)

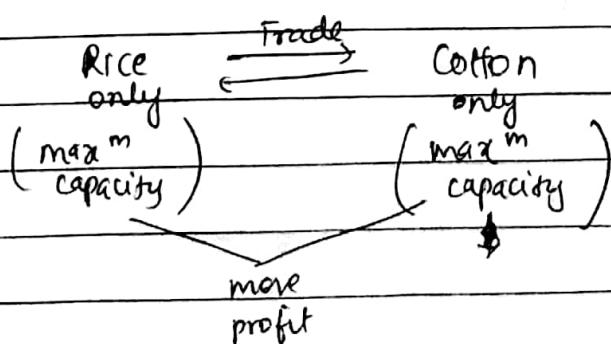
→ It is a principle whereby places and regions (or people) specialise in activities for which they have the greatest advantage in productivity relative to other regions or for which they have the least disadvantage.

different climates : A

1 unit land ↗ 100 kg rice
↓ 10 kg cotton

B

1 unit ↗ 100 kg cotton
↓ 10 kg rice



labour — (costliest part of production)

so labour cost is cut down

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simple
large
specialised

Division of labour —

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

or

People should be doing what have expertise in.

- ② In developing countries, cost of (manual) labour is very low as compared to other developed countries. So, goods can be manufactured in developing countries.

14/02/19

Main characteristics of GDL —

more
→

Subcontracting by firms from developed countries to developing countries. (unskilled)

- ② In developing countries \Rightarrow more labour force
 - \rightarrow They negotiate wages. (cheap) (pool)
 - ③ In developed countries \Rightarrow less supply than demand
 - \rightarrow less labour (prices go high)
wage rates are steeper (\$20-30/hour)
 - In India \Rightarrow general wage (₹300/day)

By subcontracting, production cost is cut down in form of labour so that profit is maximised.

— Increasing level of foreign Direct investment (FDI) in developing countries.

GDL only happens when FDI is allowed.

FDI — The total of overseas business investments made by private companies is called FDI.

→ FDI is increasing in developing countries to maximise the profits of MNCs.

Actors Involved in GDL

Stakeholders / Players

1. Nation State —

→ A particular country should allow foreign companies to make investment (laws should be made relaxed).

→ The country from where investment is coming also have an important role to play.

Until and unless, investment laws are conducive, no companies are going to come for investment.

— Liberalisation of economy.

— Policy formulations —

Subsidies that are available for some of the companies.

Also, some taxes are also imposed.

2. Transnational corporations (TNCs) —

Ultimately companies have to make investment —

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

② A/c Saskia Sassen (Columbia University) —

Actually it is the headquarters (located in developed countries) which decides work ethics, wages etc for company. So, TNCs are not multinational rather National Corporations.

Ex of TNCs —

↳ Gap, Nike, Coca Cola, Dell, Adidas, Nokia, Apple, Samsung ..

GDL in manufacturing sector

Every economy is divided into ~~into~~ 3 sectors

- ① Primary (Physically restricted)
- ② Secondary / Manufacturing
- ③ Tertiary / Service sector.

- 1. Export Processing Zones (EPZs) — formal setup
 → 2. Sweatshops — informal setup (unorganised)

These two sectors are most employment-attracted sectors
 ↳ (restricted area) — not for local market.

① EPZs are small areas within which especially favourable investment and trading conditions are created by governments in order to attract export-oriented industries.

→ Govt provides infrastructure for dynamic economic activities.

→ Mass production takes place & semi-skilled labour is required

(in nature)

- Very specialised . Ex - Mumbai — Diamond industry.
West Bengal — Cloth factory.
- Very favourable working conditions should be provided . (rules & regulations are followed)
- Many facilities & relaxation are provided by International labour Organisation and government .

EPZs in India —

- ① Noida
- ② Vishakhapatnam
- ③ Kandla, Gujarat
- ④ Cochin
- ⑤ West Bengal
- ⑥ Santa Cruz, Maharashtra
- ⑦ Madras, Tamil Nadu

Many a times , EPZs are non-sustainable jobs . So .
 larger workforce is Women .

Very finer difference between Special Economic zones
 & EPZs

→ export +
 domestic market

subsidies also different .

② Sweatshops —

for women .

- Sweatshops are basically illegal (child labour involved)
 because it involves unskilled labourers (low ^{very} wages)
 and it does not follow rules & regulations provided
 by ILO or govt .
 → [daily wage basis , no leave ⇒ they become liability]

Many protests ~~were~~ enraged against GAP & Nike due to

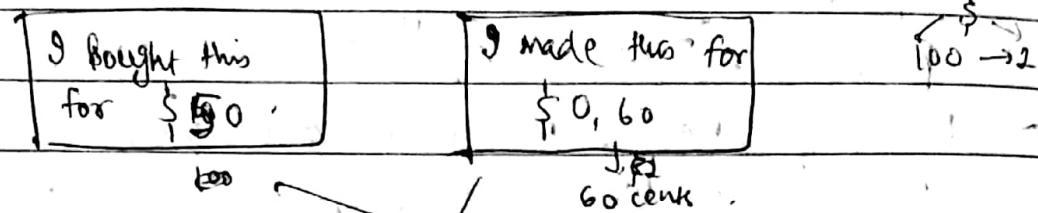
Sweatshops manufacturing . (to maximise profit) —

lack of proper working condition ; ventilation , drinking
 water , no working hours ⇒ health problems .

TNCs are exploiting labour . cost .

Eg - Battery in watch, eyeballs in dolls.

- Women have patience, also a reason to employ.



company is getting Beneficial.

- # They are caught in vicious cycle of labour.

→ Nike → Slogan → Just Do it

I protest
Just don't do it.

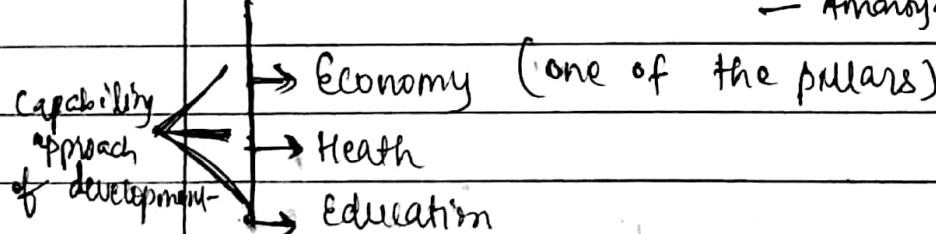
→ Disney Hasbro.

→ Walmart - Supply chain = Poverty & Pollution!

Both (+ve) & (-ve) impact of globalisation
of labour.



New Theory of development - (new concept)
— Amartya Sen.



- We need to be capable, healthy and educated for welfare of society.

Similarities b/w EPZs & Sweatshops -

- ① Both of them produce for MNCs.
- ② Both of them are meant for export purpose.
- ③ All of them are situated in developing nations.
- ④ Labourers are semi-skilled ~~and unskilled~~ or ~~underdevelopment~~ - unskilled and are paid less.

Differences b/w EPZs & Sweatshops -

- ① Legal & Non-Legal (rules & implementation)
- ② Infrastructure.
- ③ Non-uniform division of labour.
- ④ Composition of labour (EPZ - men, women, Sweatshops - mainly women, children)
- ⑤ Lord of Rings Movie costumes \Rightarrow made in Noida.
- ⑥ EPZs are highly mechanized but sweatshops are manual (general facilities in EPZs but no facilities (basic) in sweatshops).

Service Sector

Q What is a service?

A - Basically, whatever is done for us by others.
 \rightarrow quantifiable / measurable.

Tangible - smth we can't feel / physical connotation.

Intangible - smth we can feel. (good or bad)

\rightarrow Service is intangible. Ex - Telecommunication, Media.

Q Service adds usefulness to products.

(Value)

(Srm)

(Smartphones)

The importance of the role of the service sector in economic development has only recently realized

(convention)

Earlier it was thought that only goods & services are assets of economic growth.

Adam Smith viewed services as unproductive. Clark (1940) mentioned the need to address economies of tertiary industries.

→ Industrial revolution revolutionised manufacturing sector which was treated as most important parameter for a country's growth.

Importance

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

Once industrial revolution got its saturation, importance of service sector, which adds value to the product, was realised.

Ex - Smartphone → specifications & price.

advertisement

Coaching centres → faculty, previous year results
teaching (service)

Reliance Jio :

Market is needed to send/receive manufactured products.

Ex - Salesperson provides information about any product whether big or small.

(convention)

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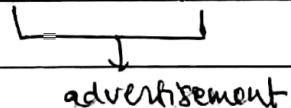
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↓
teaching (service)

Reliance Jio —

Market is needed to send/receive manufactured products.

Ex - Salesperson provides information about any product whether big or small.

Basic — CHS service.
Sophisticated — Amazon, Flipkart, Apps
→ does not make new.

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- 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 [They are intangible]

- Service activity adds value to smth : either a good belonging to another person (ex - car repairs) or to another person per se - (ex - a hair cut)

Gym - ~~body~~ fitness (IT)

adds value to look

[intangible]

- Service industries range from highly sophisticated, knowledge and information-intensive activities performed in both private and public sector organisations to very basic services of cleaning and simple maintenance.

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Types of Services

① financial services —

- ↳ Any services which deals with money
- ② Banking services (commercial and retail)
- ② Other credit services (including credit cards)
- ② Services related to administration of financial markets
- ② Services related to securities markets (brokerage, portfolio manag.)
- ② Other financial services (incl. foreign exchange, financial consultancy)

These services becoming popular.

- ② Communication services -
- Postal services -
- Courier services (charge is little more)
- Telecommunication services (incl. telephone, telegraph, data transmission, telematics, radio, TV)
- Film distribution and related services.
- Other communication services (incl. news & press agency, library & archive services)

- ③ Business services - Shops
- ④ Insurance services
- ⑤ Transportation services
- ⑥ Construction services
- ⑦ Trade, hotel & restaurant services
- ⑧ Health related services - Ambulance, pharmacy, doctor
- ⑨ Educational services - Teaching, reading -
- ⑩ Personal services - Hair cut, Gym, Training centres (members -)
- ⑪ Recreational and cultural services
- Theme park, museum, temple, theatre, dining, stadium, online games, movie

- ✓ Growth of service industries is linked to the level of economic development - in the contemporary scenario.
- ✓ One of the most important reasons for increasing the share of services in a country's economy is the trade in these services.
- what it was believed - that services need to be consumed at the place of production. Ex- Teaching, bicycle repair
 - ↳ can't be traded. (services) → redundant | unproductive
 - ↳ doesn't have any importance.
- ① Trading of services make international ties leading to better economic growth
- ② Vehicle manufacturing and service industries may have same factors of production in common such as labour, capital or land, others such as technology & knowledge are more central to services.
- ③ Information (4th factor of production) is also increasingly becoming a 4th factor of production. (in services)
 - ↳ what people require.
 - ↓ basis for some service exchange
 - ↳ no hypermarket
- The more information we have, the better service we can give
- ↳ Oil is not produced over there (due to less price range)
- People's information

Hinger labour cost
Various labour laws

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Yours

Factors influencing trade in services

"Information is the raw material for knowledge"

↳ longer through

Information Technology. (online shopping, call centre)
(Trade in services became possible due to IT)

④ Telecommunication revolution (Industry)

(earlier — BSNL, MTNL ; now — many private players in market)

④ Transport technology.

↳ courier company mainly send courier done with the help of Airways:

future — Drones

④ government influence

↳ liberalisation of economy & telecommunications services [from 1991]

④ technological development gave given a "foot loose" character to service industries.

[price comparison about products of search]

with the advancement of technology and changes in govt policies many parts of the service sector have assumed a globalised character which might be called - the GLOBALISATION OF SERVICE SECTOR

→ most of the services these days have global character. ex - Online Browsing — ④ packaging ① Courier ③ Delivery boy } Amalgamation of services

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

Outsourced services (mainly) are not least labour intensive (not worried about quality of services)

USA → India, China

India → Bangladesh, Vietnam.

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Types of outsourced services

④ Back office operations (very high on list of outsourced jobs)

↳ Unique example — Call centres (client)

→ No face-to-face interaction between customers & employees.

→ No need to be in a specific space / location.

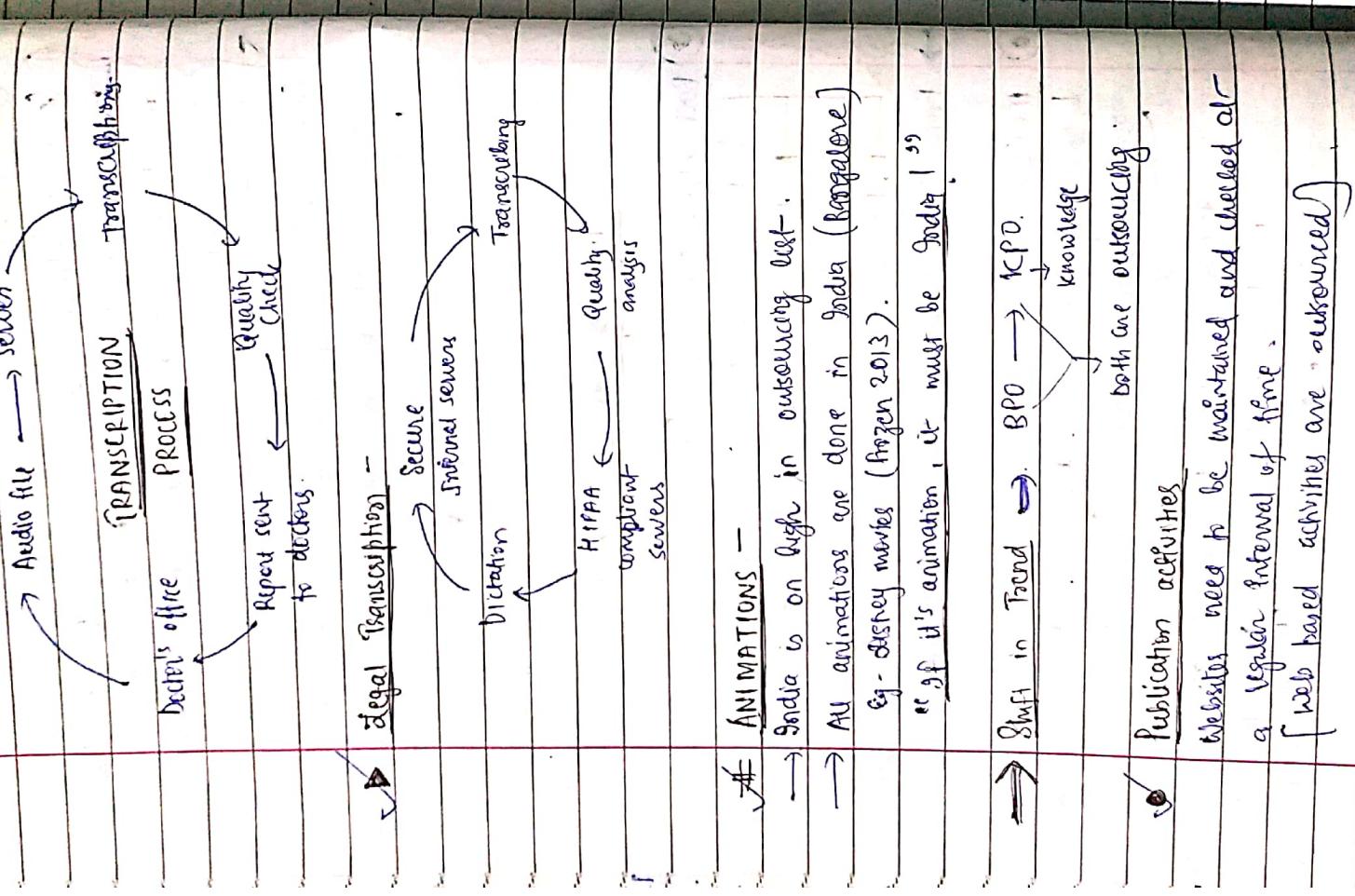
front office operations are not outsourced.

④ medical transactions

↳ In developed countries, there is high proportion of accountability of doctors. [looks trivial]

Doctors speak what they are doing during surgery/operation i.e. they have to record and typed and given to the patient. Doctor can also be sued in the court

in case of any discrepancy.



✓ Online Education = (e-learning)

If a course is offered by foreign universities, we don't need to go & attend seminar rather Webinars ..

→ Homework in USA is also outsourced to India.
(as it is cheaper & it does not need a office ; can be done at home \Rightarrow laptop / desktop + internet)
Hence, outsourcing of homework is getting higher from developed to developing countries (Trend ↑)

Characteristics of labour in outsourced industries

- Borrowed term from west -
- white collar workers — office workers (no manual work)
- ↳ Application of mental ability
- ↳ formal dress (white shirt + Black trousers)
- Educational Background — Either graduated or enrolled for graduation (so not an unskilled)
- ↳ knowledge of english.
- ↳ Urbanites —
- ↳ All outsourcing jobs are located in urban ~~centres~~ centres because of high internet connectivity.

- When labour is unionised, they can negotiate working condition, salaries ...
 - They put forward rights of workers in front of administration.
- Not bind on hours & regulations.

Most of the companies prefer non-unionised.

Case study

- Call centre  incoming  customer
- ✓ A physical location where calls are placed or received, in high volume for the purposes of—
 - ① Sales
 - ② Telemarketing — gives various exciting offers.
 - ③ Customer services.
 - ④ Technical support
 - ⑤ Specialised business

- Could be any one/any
 - Telemarketing centre
 - Teleprocessing centre
 - Help desk
 - Reservation centre for airlines or hotels
 - Catalogue retailer — Avastel

- India is on the top of the list for outsourcing—
 - Liberalisation of the Indian economy
 - Partial privatisation of telecommunication
 - Rapid industrialisation and growth of IT parks in India
 - Government of SEZ (tax benefit to IT companies)

- Low operating costs
- Cheap labour (on top of that) — $\frac{1}{10}$ th of developed countries
- Supply (IT) \rightarrow cost (III)
- Abundant English speaking population

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(educated)

- ⑥ High rate of unemployment. (enough supply of people)

(Night - US
Day - India)

- ⑦ Geographical locations (time zone)
 - ↳ allow workers to work 24x7
 - ↳ workers available @ day as well as @ night shifts.

- ⑧ First call centres in India — 2002 (Guruji)

- ⑨ Metro cities.
 - ⑩ 2nd tier cities (low maintenance cost)

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Call centres as means of livelihood

- Major job creating industry:
 - > 4000 outsourced call centres in India
 - More than 4.8 million employed in call centres (2014)
 - Large revenue to the govt (₹ 133 billion revenue in 2014)

"NASSCOM" — site where these data are there

Characteristics of call centre employees

- Age group — 18 to 35 years
- Educational qualifications — completed Undergraduate degree or currently enrolled in it.

Socio economic background :— Urban, middle class

- Reduction in stress
- Job satisfaction
- Extra income
- Optimal activity

Location of call centres near Delhi - Noida, Gurgaon

Factors causing social change

- (1) Advertisements for call centre jobs - newspapers, (HT)
- (2) Training processes
- (3) Social atmosphere in the workplace.
- (4) Income. (many of them are from double income family & many members)

- 1 In advertisements, they only want to convey message that workplace has a Party atmosphere, cool environment. (gks the time to Disco)
- 2 Call centre jobs are very boring jobs - , not a career aspiring jobs, temporary jobs.
- 3 In developed countries, working for a call centre is not of great social stature but in India, it is considered to be working for MNCs!

"Not night-shifts, Just night-outs"

- Call centres try to create an image of call centre agent -
 - Urban youth
 - Intelligent
 - Fun-loving
 - Fashionable.
 - Outgoing

(2) Working conditions in call centres

• All call centres have odd working hours. (graveyard shift)

Western ambience ('bays' — work stations)

- ↳ upmarket, fancy, fashionable)
- ↳ exactly opp of govt ambience

L Undergoing vigorous training regarding rules & regulations an employee has to follow.

• Social atmosphere in the workplace.

- 1 income. (many of them are from double income family & many members)
- 2 Training processes
- 3 Undeveloping vigorous training regarding rules & regulations an employee has to follow.
- 4 Social atmosphere in the workplace.

Call centre training

- 1 Basic (technical):
↳ Soft skill training.
↳ (mandatory)
- 2 Alias Name - change your name / real name hidden.
- 3 Ex - Debjani becomes Debsa, Nitish becomes Nick, Rabul becomes Ralph.
- 4 Region - Companies hire employees identity and location of call centre. (Delhi - New Jersey)

Nandita Chatterjee - signifies - Hindu (religion)

Nancy Carter -

- female

- Roots in W.R. culture part of India (region)

→ Name is a very good signifier in India
→ creates a lot of stress.

- Bengali (linguistic community)
- Brahmin (upper cast).
- Female

(31st Oct) • Hanuman - festivals of Hindus

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Hanuman festival - Portugal, Santarotti

Speaking with English accent -

→ No right accent

→ Another way of finding call centre location -

↳ Even English has numerous accents .

→ Accent neutralisation

(MTF - Mother Tongue Influence)

Familiarisation with Western culture -

• Halbein's Origin - Blind flowing through
dangerous forests . makes

pumpkin to grown
at that time of
harvesting

Culture

↳ Shows western movies & songs (popular culture shown)

↳ They also have to make false statements
about weather & temperature ($40^{\circ}\text{C} \rightarrow$ chill)

③ Social atmosphere at Work

Working relationships (call Boss by 1st name - unaccepted
Parties (in house)

→ Alcohol & beverages are served (normal in western)

→ Sponsored by companies (call centres)

→ Smoking, drinking become part of life here .

④ Income (4th factor)

High income .

minimum salary - ₹ 15,000 - 25,000 .

Minimum salary - ₹ 30,000 - 60,000

→ brings lot of social change in daily life activities /
practices . holistically (step by step process)

" Extra Income = Disposed Income
and their ease of living .

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Impacts of working in a call centre

Economic Social Health

Economic impacts of call centres -

A) SHOPPING -

- They go to places not so costly easier .
- Now, they ~~don't~~ go to malls , megamarts .
- They develop a pseudo identity of foreignness .

- At malls , the ambience (overall) is very good
- kind of consuming the atmosphere of peaceful atmosphere .
- can also do window shopping .

B) Partying and Clubbing -

- Socialisation (overall) among them is not conventional
- Smoking , drinking , late night parties)

- In western developed countries , a child turned 18
is left by parents to study & earn off their own .
- Odd hours & affordability allows them to do party !

In many ways , our culture is superior but we don't
realise .

C) Eating out -

- They prefer Nescafe , Barista , CCD ; Starbucks . only
- because of ambience and they want to be part of
the pseudo community .

Social impacts of call centres

✓) Changing Social norms - Dressing

Dating practices -

- Earlier they don't prefer boyfriends & girlfriends
- Now, they indulge in dating with their

similar colleagues (Office change = partner change)

not
multiple relationships (Office change = partner change)
acceptable
in Indian culture

Marriage prospects -

- Male employees don't prefer wife from call centres because girls in call centres have fair life, odd hours (not acceptable in India).

• Female employees prefer husband from call centres because they feel that partner should be accommodative, management ---

→ In Delhi, people don't give flats to call centre employees because of their odd living style and their children would be badly affected by them.

There is some sort of social stigma attached to the call centre jobs.

✓) Charging social relations

- Difficult to manage work-life balance.

↳ creates social gap with parents who are a big emotion cushion.

→ Same problems in inhabitants (home) and migrant.

- Night not get holidays for our festivals (Holi, Diwali)
- No quality time with family.
- loss of accountability which they fail to fulfil.

- changing life with family -

Health impacts of call centres → (adverse effects)

- High level of stress -
 - always have to pretend of whom they are not
 - pseudo language which they speak mostly.
 - taking Alias name & concealing location.

- Work expectations -

- Grade (target) display on screen
- most of the income (monetary incentive) comes from those targets

→ Supervisor can randomly pick any call So constant process of Surveillance in turn Stress.

- # To reduce stress, they get addicted to drugs & medicines (develops immunity against drugs loony → loony)

✓) Negative problems -

- Call centre try to give feel good environment - by selling chips, fast foods - etc -
 - Due to thisness, they don't cook food & consume fast foods.

✓) Sleeping disorders - Baby needs rest (8 hrs/day)

During the day time, they don't get sound sleep and creates 'Sleep debt'. → initiated metabolism with working machine

Addiction to caffeine, tobacco & alcohol

cardiovascular problem in 20's

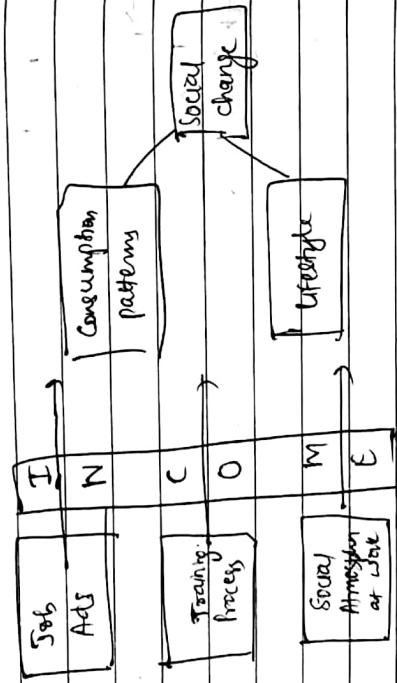
Diabetic problems.

BP, menstrual problem.

This generation is ageing faster than previous generations.

- At this decreases efficiency & not able to work properly & develops stress

Concluding thoughts



Stock gap job not a career job.

(Important)
present
development
new design
form

- It's not only economic development. Also, social & health development is also needed

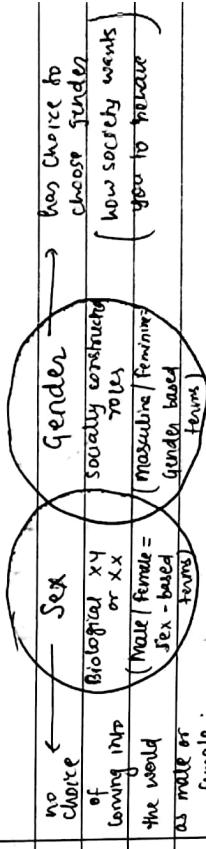
- As we grow up, we analyse our society and kind of accept the gender norms and it becomes part of our character.

- Strength is a personal trait - girls also want to go out & play outdoors games b/ boys => want to play indoor games
- Not all boys are aggressive & strong & girls are weak.
- # Judith Butler - (Performativity) of things without questioning his/her gender. because of adaptability. (universality)

GENDER

- Q. What is difference between sex and gender?
- Male and female — Biological sex characteristics
- Male and Woman } Gender (decided by society)
- Boy and Girl } (norms, dos & don'ts, regulations, attire)
- ↓
- suppose to be stronger
- socially constructed norms/roles
- protect counterparts

- ④ Biologically, female is a strong character [105 females per 100 males →]
④ Socially, woman is a weak gender [more birth than death]
- Patriarchal society — male dominated society
- ↓
- (social norm)
- treated superior > consideration
- ↓
- has more power



- As we grow up, we analyse our society and kind of accept the gender norms and it becomes part of our character.

pink - girls	myth
blue - boys	reality

- Gender - refers to social or cultural distinction associated with being male or female
- gender identity is the extent to which one identifies as being either masculine or feminine
- Whichever characteristics (masculine / feminine) is dominant, a person acquires that sex

Sex	Gender	Gender, behaviour, culture & psychology	Gender & associated with birth characteristics of sex will not change significantly but different human societies (eg. India & USA) will vary greatly.	Gender & associated with birth characteristics of sex will change significantly.
Male	male	not aggressive, independent, early influenced by culture, father	not very influenced by culture, father, mother	very influenced by culture, father, mother
Female	female	aggressive, dependent, early influenced by culture, mother	more influenced by culture, mother	not very influenced by culture, mother
			example : India vs USA Venezuela, Brazil, South Africa, Australia, USA, Canada	
				↳ basic types of gender stereotype
				↳ masculinity - women → more aggressive, emotional, whilst men → less emotional, self centered & competitive
			↳ men, boys, boys & girls are also involved	↳ Domestic violence - women → take care of children, cook & raise the home while men → take care of themselves, work outside the home, and do the housework
			↳ Social etiquettes	

♂ ♀

- ✓ Gender Roles
- It means how people are expected to act & speak, dress, groom, and conduct themselves based upon their assigned sex.
- Centred on concepts of femininity and masculinity.
- Used to gender stereotyping

Forms of gender stereotyping	
Feminine	Masculine
Aggressive	Aggressive
Independent	Independent
Not easily influenced	Not easily influenced
Emotional	Emotional
Early influenced by culture, mother	Early influenced by culture, father
Passive	Passive
Weakly	Weakly

- ↳ basic types of gender stereotype
- ↳ masculinity traits - women → more aggressive, emotional, whilst men → less emotional, self centered & competitive
- ↳ Domestic violence - women → take care of children, cook & raise the home while men → take care of themselves, work outside the home, and do the housework

↳ Masculinity - Society constructed male behaviours, abilities, and attributes for a man to be, social etiquettes for men to follow,

School - 201 home
Nursery - female teachers

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Young

Occupations - Women \Rightarrow Teachers & nurses.
Men \Rightarrow Pilots, doctors & engineers.

Physical appearance -

Women \Rightarrow thin & graceful
Men \Rightarrow tall and muscular

expected to dress & groom in ways that are stereotypical to their genders.

How globalisation is affecting gender??

Greater access to information has allowed people in developing countries

To learn about LGBT issues and gender

Inclusiveness
[not adhere to stereotyped gender roles]

In India, LGBT community is not being respected.
[Physically abused / tortured]

\rightarrow opposite trait in developed countries

Now, people are accepting these communities & relationship due to wide application all over the world which was earlier not there [gender discrimination]
Son is considered superior & daughter a liability.

In rural areas, dowry is direct process
 \rightarrow Son investment goes in dowry

Social Stereotype - Son investment comes in return
 \rightarrow daughter investment goes in return

\rightarrow Societal Hierarchy is created inside a household.

"Men" \Rightarrow latest paradigm in developed countries
 \downarrow steps (eg- sweden)

- ① donor \Rightarrow students 'he' or 'she'
- ② gender neutral washrooms in delhi.
We should be "gender" inclusive about anyone's gender.

③ Expansion of economic opportunities for women due to huge FDI in developing countries.

- ④ from mobile phones & internet, women are gaining access to information be it global, domestic and local.
- ⑤ \rightarrow India and China are offering unskilled labour force more than half of which are women.

Women unskilled \rightarrow uneducated \rightarrow lack of vocational training
[societal impact]

- ⑥ Demand for skilled labour force too has increased for new ICT - enabled jobs in services including business process outsourcing (BPOs), banking, insurance, printing, and publishing; mainly taken by women (as per contractual temporary)
 $\xrightarrow{\text{preferred by}}$ [no job security insurance] women

What are the winners in Globalisation?

Pre-Written	situation is cosy. for them — wages, standard of living, etc exposure, independent, able to work from home, etc.	On social aspect → it is not good (off of our society)
-------------	--	--

Deregulation in the conditions of work along with outsourcing and fragmentation of international supply chains has led to feminisation of labour.

On social aspect → it is not good (eff. of our society)

- Penitration of labour force - leading to feminisation
(more females in labour force) of poverty.
because mostly the type of jobs they do , it
might not be productive & sometimes they
overexaggerate themselves ; not taking care
of health \Rightarrow various health problems \Rightarrow
whichever ~~money~~ money they earn ; if goes
on that and also . they got caught in
vicious cycle of debt .

China → women also migrate out of their rural areas \Rightarrow work as maid in factories \Rightarrow serious health issues in long run \Rightarrow move back to villages! with dietary issues \rightarrow poor diet and lack money know }

Gender Division of Labour - at global level

Feminisation of Labour Force

C 70 cent - Nine & three . = \$ 300

Sweatcheck.

- Deregulation in the conditions of work along with outsourcing and fragmentation of international supply chains has led to feminisation of labour.
 - At present, women workers constitute about $\frac{1}{3}$ rd of total call centre and BPO workforce in India ..

Social Change (long period of time)

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Youva

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- Change is the only constant thing in society.
- Change occurs at social structure — ① relationship (family → nuclear family) & network change
- ② Cultural patterns. ③ Value system.
- culture = set of practices we follow.
 - or
 - norms or beliefs needs to

- ① Dressing
- ② Food
- ③ Language

The way of living (lifestyle)

(dos & don't)

- and it becomes convention.
- But ~~the~~ dressing & food (cuisine) on traits changes with time.

Ex - ① Dressing style in today's world & Mangyan culture were not preferred earlier.

- ② fast foods were not preferred earlier.
- language is another aspect of culture which has changed over the time. Now, we are getting accustomed with multiple languages (multilingual) which is contrary to previous times (unilingual people).
- language is the 1st parameter (trait) of culture which undergoes acculturation and food is the last of the 4.

- earlier, males & females were two gender trait but now there is shift in value system (eg - LGBST community). Girls are also getting equal opportunities in every sphere of life.

- [not an overnight change]
- ② Behavioural changes are most critical & toughest → to undergo and depends on institutions, values, norms & beliefs of society.
 - Once there is acceptance of certain value, it become part of society but social changes occur over a long period of time
- # Accept → used to → internalise.
- or
- Why do we need to accept social change?
 - Am I due to technological change - abundance of knowledge
 - ② due to government laws & taxation policy.
- use want to be like the "others"
 - (like muslim) (developed nations)
- There is ~~there~~ a sociologist - who claims the "Others" to be "Reference Group".
- For Babu → Brahmins
 - for JEE aspirants → IT brand name
 - Eating, dressing, behaving =) "the' others"
- not constant, it depends on "social status"
- ① for geographical places
- ② villages (rural background) ⇒ urban people
- ② for communities

Social Change in India

- Primary activities (like agriculture) — practices (earlier)
- Caste system institution of India is not our own Postcolonial called Indian societal hierarchy "Caste" later modified as "Caste"

三

For a *stable* state of wind, $\frac{d^2\theta}{dt^2} = 0$

After the first few days of the new regime, the
people of the country were very pleased.

rights of patients
rights → obligations → duty of physician

POLY(1-PHENYL-1-PROPYNE)

Section 1 Blackbox testing methodology is definition of
knowledge base of target system + by it can
obtained that standard and the knowledge to
solve problem and what is to be solve and
that is to solve (the ability of define and
solve). Very use to solve very hard problem
the concept of blackbox

Constitution = *Written* *check* *list* *for* *the* *country*
Country =
List of *activities* *of* *adults* *in* *various* *types* *of* *work*

Upon last night started up the road right
on the face of it when they had nothing
but a bed than under the dead tree he sat

the date and certain parts
of evidence, if of sufficient value (as to
the foregoing, see General knowledge)

Chlorination does not prevent the formation of chloroform, which is formed by the action of chlorine upon organic matter.

most English take people expect to have English because it is the language of the nation (or British). Reference books charged £1 each, but books

Concept of "table" = logic work which is
able to speak people — genetically selected
They have "conditioned reactions" [black & shades]

The vehicle houses a laboratory.

Gut führen Sachbearbeitung \rightarrow Wertsteigerung

Westoxication → Shift to Westoxication
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Civil Service exams were considered very tough

that time

still social change

when Britishers left India, still, our
were prevailing in the society. Still, our
reference groups are foreigners [westerners due to
adverse technology]

Prof Dipankar Gupta says that without any
judgement-facts we are just following the
which is leading to the concept of
west

"Westoxication".

[Addition of West].

Repetition of events again & again due to
comfortability or native person become used to
a habit.

not always a negative parameter

(Are socio-economic factors related)

Socialism → inverse situation

"2nd wave of colonization": So, just
but

Globalization → "Made in India" theme.

is focusing on "Made in India" theme.

But this time it is from mutual consent — (not for
all) but due to compulsion sometimes)

→ Through Income, we can accumulate wealth.

If we have land (wealth) & we rent it to
someone, we earn income

Consolidation → Westernization

People having both wealth & income are having

higher class

i.e.

Westoxication

Social Class :

In caste system (a social institution), there is
vertical mobility (restricted).

Class — related to economic status of a person.
In different terms — money, jewellery, land etc.
totally monetary parameters

earlier, class was considered to be land a person
has due to economic status of India at that time

Class → Resources

land money assets

• Wealth — basically monetary / economic of different
values that we have already have
[Inherited]

• Income — money which we earn by own ability,
definition is a (Salary). Rent is an income as house is a (wealth)
asset

→ Through Income, we can accumulate wealth.

If we have land (wealth) & we rent it to
someone, we earn income

money (wealth) in hands → interest (income)

People having both wealth & income are having
higher class

Wealth + Income = Class
form

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✓ Youva

→ Galen, it was believed that— "People having upper caste had upper class" due to much income effects i.e.

Caste and class were synonymous.

So, upper caste became dominant over lower cast. Therefore, after independence, since caste & class are embedded, government introduced reservations for socially and economically backward classes.

• Prof. Dipakar Gupta says "There is caste in class and class in caste".

→ Now, caste and class are not synonymous. It brings question about reservation, that whether concept of reservation has been equally spread across country.

• • • Mid Sem — XXX — Mid Sem • • •