



IMPACT OF GLOBALIZATION ON INDIAN RURAL AND URBAN LIFE

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ABSTRACT

In the present era, especially in the last two decades everyone talks of globalization and says that whole world is a global village. In the basic sense it means 'integrating' the economy of the country with the world economy. The impact of globalization on Indian and rural life has a tremendous influence which is both positive as well as negative. The Indian urban and rural life is viewed as the two faces of the same coin. They are mutually interdependent and both have a greater impact of globalization. India is getting global recognition and slowly moving forward to become a major economic and political strength. Thus, the paper clearly elucidates that globalization is a complex phenomenon and its impact on rural and urban life clearly. It has a very profound impact on both Indian rural and urban life. As a result globalization has shown remarkable growth in urbanization and rural development.

KEYWORDS: Globalization, Urban and Rural life and Global village.

INTRODUCTION

In the present era globalization has gained an enormous importance especially in the last 15 years. In the basic sense, the word globalization refers to the adoption of liberalization of foreign exchange restrictions, open and unfettered trading markets, etc. As a result the world is considered as a 'global village'. Being a complex phenomenon, it has several dimensions like political, technological, human, environmental, cultural, etc. It meant for improving business activities across the globe through the process of socialization of the people. In a formal literary context, it is also defined as the spread of new forms of non – territorial social activity.

The current paper entitled, "Impact of globalization on Indian urban and rural life" focuses on the phenomena of globalization which has brought cheers in the lives of the people. It has opened new vistas of employment. The cultural heritage of India is connected through networks. These networks lead to the internationalization of cultures along with food habits, dress habits, life styles, etc.

OBJECTIVES

1. To study and understand the present socio-economic conditions of Indian Urban and rural life in the path of globalization / under the shadow of globalization
2. To study the concept of 'global village' through the impact of globalization
3. To study Globalization as an empowering entity
4. To study new potential for development and wealth creation

Globalization has transformed virtually all aspects of modern life like our jobs, our culture, and our relationships with one another. It brings new stresses, new challenges and new opportunities. For the children in well-off families, globalization means a lot of opportunities like to travel, to meet people of different culture, to experience lifestyle of

different geographical regions and to get access to the internet.

GLOBALIZATION IN INDIA

Globalization is fact or life, which has come to stay with us. It seems to be a greater force for prosperity. Globalization in India is generally considered to mean 'integrating' the economy of the country with the world economy.

IMPACT OF GLOBALIZATION ON INDIAN RURAL LIFE

Rural development primarily concerned with uplifting people out of poverty. The impact of globalization on rural societies, there economy, environment must therefore be viewed through this perspective. The present paper, therefore is an attempt to what impact globalization is having on rural areas.

Major aspects of globalization that relate to rural life or its development which includes the commercialization of agriculture and expansion of agro-industries, the liberalization of international trade and marketing for food and other agricultural products, the intensification and internal labour migration, the increasing privatization of resources and services and the wider use of information and communication and technologies. Thus, the wave of globalization hit India at the end of the last century which results in all the spheres of life. Labour migration to cities from rural areas in search of employment was a common phenomenon. This was for various reasons especially for luxurious life, handsome salary and for numerous job opportunities. Earlier there was a 'minimum wage act' and now equal wage for all is provided.

Today the percentage of village people attending the call of nature in open fields is reduced. The good roads restrict them from being successful to sell agricultural products from villages to goods markets in cities & towns. As a result they can earn good price of their product. Life in rural India was

miserable due to non-availability of electricity. Several villages have been electrified. It is big benefit in rural development. Globalization is going to make much difference to rural life through electricity. If this is supplied uninterruptedly 10-12 hours per days to these villages then ultimately, the process of development in rural life will be rapid. Education is concerned, in villages school buildings are available in villages and numbers of teachers are appointed in primary schools so as to improve the primary education. The infrastructures like benches, boards and other facilities are of improved quality. There is, however, another positive development that girls are attending the schools in the villages. Also the number of students attending graduate and post graduate courses is increasing with awareness among students from rural areas. The technical education is providing to most of the students from rural areas to secure employment.

Technology is trying to make use of it in villages and other communication infrastructure. People know about the internet. There exists number of small scale industries in villages to provide employment to educated youth. Government is trying to push the technological changes in the agriculture to make it a profitable venture. Efforts have resulted as success stories in selected cases.

India's real culture is still preserved in rural life even though the advancement of technology has much influence in rural areas. People still prefer to wear dresses of old fashion and celebrate festivals in old styles. Folk dances and folk songs are still popular among villagers. Meanwhile the villagers have awareness and culture is touched and affected by western influence. Thus Globalization has an impact on rural life as standards of living are good and migration of people is taking place and poor people are moving to urban areas in search of employment.

But, as we know every coin has two sides there are numerous advantages of Globalization on the rural scale or the Indian Village. The impact of globalization has been felt by the Indian rural market as much as the urban counterpart. Hence, we can see that today changes are taking place rapidly in all walks of life and rural areas are no exception to this. Improved infrastructure facilities, economic liberalization, renewed emphasis on agribusiness and small industries, fast changing agricultural technology, scope for commercialization of agriculture, greater budgetary provision for rural people are few reasons to mention. Moreover, various socio-cultural, psychological and political aspects of rural life are also changing. The farmers in the Indian village now have access to the advanced equipments for agriculture, which leads them to better yields and in turn it helps the economy of the country. Globalization also provides better exposure to the agricultural produces and ensures the farmers that they get the correct value for the produces due to globalization.

THE IMPACT OF GLOBALIZATION ON INDIAN URBAN LIFE

Being a diverse country, India is rapidly urbanizing along with the density of the population. The implications of globalization for a national economy are many. Globalization in India has intensified interdependence and competition between economies in the Indian market. Changes have taken place in the last two decades especially

in the nature and pattern of urban growth. Economic and spatial structures of cities have begun to reflect the changing composition of the global regional markets. New townships with high quality infrastructure have sprung on the periphery of large cities. The emergence of the software and services outsourcing in India as one of the most visible outcomes of globalization on land and housing markets. For making local economies competitive, the cities are in the process of improving city image and quality of life through infrastructure and other projects. The pattern of urban life in India is characterized by continuous concentration of population and activities in large cities. Nearly 30% of the total population lives in urban areas along with population pressure with the fulfilment of their needs.

Every step of movement towards economic, political and cultural modernization, taken by the state in India, is responded to by the people with an enhanced sense of self-consciousness and awareness of identity. The linkages both visible and invisible, defining the cultural interdependence among communities and regions in India which have existed historically, reinforce instead of threatening the national identity. These bonds seem to become stronger as India encounters the forces of modernization and globalization. Flowing with globalization, India is shining in nearly every prospect. India is getting a global recognition and slowly moving towards to become a major economic and political strength.

CONCLUSION

The impact of globalization on Indian and rural life has a tremendous influence which is both positive as well as negative. The Indian urban and rural life is viewed as the two faces of the same coin. They are mutually interdependent and both have a greater impact of globalization.

The impact of globalization on Indian rural economy has given new face to modern India. There is a rapid and positive progress towards society. Rural economy is the pillar of through its agricultural activities. The impact of globalization has changed India as one the global superpowers. However rural India must tread cautiously on the path of globalization as its negative effects can prove to be catastrophic.

Thus, India is getting global recognition and slowly moving forward to become a major economic and political strength. Thus, the paper clearly elucidates that globalization is a complex phenomenon. It has a very profound impact on both Indian rural and urban life. India's globalization, urbanization and rural development have shown remarkable growth.

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