

IMPACT OF GLOBALIZATION AND SOCIAL-CULTURAL TRANSFORMATION ON URBANIZATION

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ABSTRACT

Globalisation is the word used to describe the rapidly growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. Countries have built economic partnerships to facilitate these movements. Growing globalization has contributed to rising urbanization by giving better opportunities to people in urban areas resulting in millions of people moving to cities every year. Urbanisation post the globalisation period exhibits more growth and accumulation of population in cities. The leading explanation for this is more job opportunities are increasing in IT, Telecommunication and the private sector are earning importance. We have used statistical data showing urbanization in India has increased by almost 4 per cent from 31.28% to 35.39% in the last decade as a large number of people are leaving the agricultural sector to work in the private sector. Agriculture plays an important role in the Indian economy and it employs around half of India's workforce today however, its contribution to India's GDP is decreasing and the services sector has gained significantly. On one side, as globalisation seems to be an unavoidable truth, many developing countries are reorganising their economies to get the benefits of broadening and intensifying global economic exchanges. On the contrary, some regions, are increasingly excluded from the current process of globalisation. This paper throws limelight on these different impacts of globalisation in cities and regions of India in general, the paper also explains how globalisation has affected society, culture and lifestyle of people and how it can create Tension and Conflict and what can be a possible future scenario of this. Findings suggest that there has been an overall rise in income in the urban areas but there is also a considerable disparity between the different groups. The distribution of income is considered to be skewed as in the case of large cities in the country. It is finally viewed that globalization touches all human lives and plays a strong role in the transformation of moral values and lifestyles. The process brings some opportunities, but its root challenges are gruesome. Advantages of the globalization process have to be availed by overcoming the obstacles of Poverty, economic disparities, pollution, public interest and employment, urban violence, gender issues, and urban performance affecting social, economic and political stability are some of the consequences of urbanisation and few measures to reduce these impacts are also further discussed. This study may be useful for both formal and informal researchers in the advancement of new dimensions. There are plenty of data included that is important to provide the current scenario of urbanisation in India.

Keywords: Globalization, Urbanization, Cultural Transformation.

Introduction

India is densely a populated developing country. In India Urbanization is not different or exclusive but it is very much similar to a worldwide occurrence. Urbanisation in India has proceeded as it has in other parts of the world as a product and part of economic change. A shift of Occupation from urban industries and services to agriculture is a part of the change, New industrial expansions and investments of the services industry in the new location are also another factor. Fast changes are observed at a cultural level, as a result of increasing globalization and reforms. It is also noted that culture is being changed at a fast pace. And the process of its change started soon after World War II, throughout the world there is western cultural domination since the early twentieth century. This is currently noted that it has been a kind of cultural imperialism which relies on capitalism. Urban and city regions are at the heart of the development strategy of globalisation and are, therefore, renewed,

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redeveloped, promoted and marketed increasingly to attract possible consumers and investors (figure 1.1 shows growth in urbanisation from last 10 years since 2011). It has been argued that the process of globalisation is conditioned by a restructuring of the spatial organisation of economic activities at both global and city levels these are interrelated. The interdependence between global and local has been heightened that cities are not only a product of local processes but “are shaped by the interplay of local, regional, national and international forces” The popular American i.e. Western cultural symbols like dressing up in western outfits, jeans, rock music, Coca-Cola and McDonald’s Golden Arches are spreading all over. Slowly, the world is transforming into a single global culture. As Tomlinson (1991) said, a cultural merging of this kind represents a neo-imperialism form that will destroy cultural variety. So, we can say that cultural globalization possesses a threat to nation-states. Behavioural patterns and lifestyles in India get a new form influenced by Western culture. There was a different pattern of its dresses, custom, culture, cuisine, manner and value for a long time. But within a couple of decades, there are visible changes in all matters. Fast food, T-shirts, Jeans, and soft drinks have now most important part of the young generation. Cultural heritage and tradition are on ruining trends in the Western world and the TNCs rapidly. There are a few positive impacts of globalization on lives as well, but negative impacts are sharply bigger in these changes. The negatives can be seen in the rising trend of cultural imperialism, armed reactions to cultural violence and growing supremacy of a consumer and self-oriented society, leading to the erosion of spiritual and community-oriented values worldwide. In 1901, only 25 million people which is 10.84 per cent of the population used to live in urban areas in India. Within 100 years since then, the population of cities has grown 12 times and is now around 285 million people constituting 28 per cent of the total population. In these 20 years (2001-21), the urban population nearly doubled to reach about 550 million. According to the World Urbanisation Prospects (the 1996 Revision), the urban population in the year 2025 will rise to 42.5 per cent (566 million).

Method

The entire paper is formulated and typed narratively. This is a study of empirical methods which has been conducted with a qualitative approach. Mainly secondary sources have been used for data collection based on the analysis of various documents. Governmental records, books and non-governmental organizations, journal articles, and media reports are a few main sources of data. Other than this some in-depth observation is also another source of primary data.

Discussion

In a wider sense, culture is the totality of values, beliefs, lifestyle, cuisine, behaviour, and etiquette of the people of a society. It is changed at a fast pace as a result of ongoing globalization and some reforms in developing nations in recent decades.

Three major models of culture change under globalization.

- Cultural homogenization reflects the neo-liberal and hyper-globalist view of homogenised cultural changes. But cultural homogenization is also regarded as the imperialism of culture in the regard to neo-Marxist view.
- Cultural heterogeneity is another paradigm which is viewed to provide more cultural choices to individuals. But hybridization is said to be embedded in the transformation list perspective.
- The paradigm of cultural clash gives cultural relevance to current cultural changes.

These are Three clashing notions of cultural change in this globalization era that emphasizes interconnectedness and global interdependence for the standardization of culture, uniformization and compassion into a single global culture. Its main aim is to increase the homogeneity of world values like commoditization democracy, rationalization and human rights. Not only India is affected by Western cultures but this is reflected in the people all around the world changing their consumption patterns and lifestyle in the symbolic norms of rock music, coca-cola, sleeveless kameez, blue jeans and so on. It is observed by Berger (2002) that an emerging global culture, in context and origin, is mostly of Western and American sources. The global culture that is emerging is penetrating the rest of the world through scattering at both popular levels and elite. Here he talks about two types of elite vehicles of diffusion. First is the 'Davos culture' that signifies an international culture of political and business leaders, Davos being the locale of the annual World Economic Summit. People participating at the Summit are socialized in its culture and they carry the cultural baggage from there for diffusion in their countries.

Present Global Culture

The new global culture signifies degradation and the emergence of a borderless world. Globalization has increased how nationals of a country take part actively in another country’s economic,

political and cultural life. Few people say that this leads to consumer culture which does not mean plain consumption. Society is greatly influenced by the habits of consumption of other societies. These influences are more powerful. Consumer culture is the bundle of goods and services consumed, and its composition is not determined mainly based on real needs and the capacity of payment. Only those goods and services consumed are considered justified in his peers eyes and his social status.

- Technological Influence on Culture Amusing technology provides some goods and services in the era of globalization generating cultural complexity. Junk foods and soft drinks replace the food items traditionally used like (tea, milk, local fruits, rural handmade cakes and so on). This food culture has already been a part of socio-relational activities. Alcohol, Carbonate, margarine, excessive sugar, and fatty ingredients are the matters of health hazards such as cancer, heart disease, diabetes, obesity, and hypertension that have been subject to global concern. Bottled water is now a prevalent global business, and consumption of bottled water continues to increase at a fast pace. The technology of movies and music is now at a very advanced level and these amusing items are also getting social customs producing thoughtless and demoralized horizons. Mp3 players, internet-connected computers, and smartphones all these devices have created a new era where positive enjoyment is not found easily. Recreational heritage of folk songs, drama, theatre local support, and local sports played an important role in mental development are under extinction threats. But some digital refreshments can play a little role in building up mind and spirit.
- "The relationship between globalization and culture has been approached from a different angle. The relationship between the two is not unilinear. Both of them influence each other. We can say that Globalization lies at the heart of modern culture and cultural practices lie in the heart of globalization. This is the reciprocal relationship." Globalization is not the only reason for this new cultural dimension or cultural mixture, yet, it breaks down the national boundaries to expedite the flow of goods and services that are the running sources of cultural transformation. The flow of illegal and Legal goods and services has been a common feature of the world and here we have observed that unreasonable flows increase corruption, socio-political unrest and crimes in developing countries.
- Globalization and Erosion of Values There is a growing influence of global media through television, the internet, etc. in shaping a new culture for the young generation all over. The role of social institutions like family and state in shaping values, attitudes and behavioural patterns is declining fast. Programming of the global media is largely dominated by the U.S. Most of the day time, many parents stay in their offices leaving their children alone at home or to their servants. Which results in those children being threatened in the development of their moral values. Now, TVs and mobile phones are presently the main and most important devices for entertainment to all people. These devices are shaping new values in children and youth. Most of the programs are based on romanticism, meaningless love and sex which gives the wrong idea to young boys and girls negatively causing rape, violence, acid throwing etc. Thus, digital media erodes conventional moral education.
- Cultural Violence and Globalism Cultural violence is a daily terrible phenomenon at both national and international levels. Bangladesh, India, Egypt, Pakistan, Myanmar, Palestine, Afghanistan, Yemen, and Iraq, face such violence that leads to the destruction of community-oriented and spiritual values worldwide. There are various forms of violent responses to cultural conflicts such as vigilantism, terrorism and extremism. Militancy/extremism is part of a huge problem in this present world. India, Sudan, Pakistan, Myanmar, Syria, Lebanon, and Afghanistan are some of the victims of these offensive activities. These are nothing but just clashes of civilization among different communal/ethnic groups. We can also identify this as a cultural conflict as this is the conflict between community groups that belongs to different cultures. People are running towards earthly possessions getting attracted by consumerism. Because identification of a person's social status now relies upon material assets and for earning money people are getting involved in all demoralized activities. Sometimes by exploiting the poor we are establishing capitalism day by day. Some of the gruesome aspects in developing countries are Inequality and injustice like in India. The government authority mostly patronizes the riches instead of the poor. In all spheres, we can see that the lower-class people are left deprived of state and social rights and opportunities. As money is now regarded as the socio-cultural status symbol, so all want to get involved in money-making activities in both legal and illegal ways.

- **Changing Trends in Lifestyle**

Cable television networks build up a strong environment of commercial culture. In each drawing room, we can find at least one latest model tv set that airs various trendy programs all day long based on lifestyles of foreign countries and values developing 'dialectic mentality' throughout the world. Reality television problematizes the distinction between reality images; pure and hybrid; and authentic and foreign. The growing children don't find the right way to be cultured and civilized; behavioural discrimination misleads them into a dark world.

- **Tastes and Fashions on Change**

First, individual identity is linked to the culture b alteration of self-images capitalism helps in transforming people into consumers by altering their self-images. Fast food chain restaurants (pizza hut, KFC) change human behaviour by applying ultra-modern technology. Behaviour and lifestyles are availing uniform shapes eroding the heterogeneity of global culture. Material technology helps in deskilling workers and directing consumers by fixed manner displays, uncomfortable seats, limited options and inaccessible toilets.

- **Religious Belief on Threat**

There is a great deal of apprehension in many developing countries about the increasing invasion by Western culture. Globalization is a recent and sensitive issue that touches and affects our religion Globalization is another term for capitalism and imperialism and every country needs to consider it an imminent danger that is endangering our political, social, cultural and economic stability. All the transnational and multinational companies that have widely spread all over the world have greatly affected the stability. These companies are penetrating any country's stability without even taking into consideration political independence, national integration or national identity Just like in the Arab World, there has been viewed that the implications of globalization on traditional ideology are getting threatened. lifestyles are on rapid changes in consequences of skin-fitted dresses (jeans, t-shirts, and sleeveless kameez) that are gaining popularity both in rural and urban areas. There is a visible change in festivals such as the 31st night, birthday and marriage day celebration and so on two cultural values are being merged and creating a new mixture of cultures.

- Hybridization of Languages With the march of the process of globalization, there is a change in the character of various languages; especially those of less developed countries. To understand this point, one may look at the kind of English or Hindi spoken or written in India there is a noticeable difference. New words have entered the vocabulary of daily usage. English is a dominating language which is used in business, diplomacy, computer and the internet and many more. American English is enjoying fair popularity all around the world, especially in Southeast Asia. About eighteen per cent of the total people of the world currently speak English. There are many studies attesting to the difficulty of acquiring morphological cases in second language acquisition, this result supports the idea that languages adapt to the cognitive constraints of their speakers, as well as to the sociolinguistic niches of their speaking communities. Moreover, one billion people will learn English in this century. But the mother language is being polluted in terms of accent, tune, word breaking or changing, meaningless mixture with other languages and so on. Globalization's influence on German, Spanish, Arabic, and French, has started to push down and around 3,000 languages are under threat of extinction. Globalization has led to outside groups interested in extracting minerals, timber and oil and natural gas coming to areas and communities barely exposed to external influences. Wherever they have established a position of dominance, they have seen to it that their languages are used in schools, administration and the media at the expense of local languages. English medium schools are mushrooming in developing countries like India as the rich guardians think English has tremendous job prospects and global values. English is undoubtedly important, but the mother language is the principal mode to develop a moral culture. English-dominated globalization increases pride, egotism and jealousy in non-western countries.

Impact

All cities have a severe shortage of water supply, sewerage, developed land, housing, transportation and other facilities. The level, quality and distribution of services have been very poor. Several studies have indicated large segments of the urban population do not have access to drinking water, sanitation, basic health services and education. These deficiencies have serious health impacts particularly affecting the urban poor. Deteriorating infrastructure, weak municipal institutions and poor

delivery systems have constrained the urban economy and its ability to generate employment, income and services for the poor. The impact of urbanisation may be considered in the context of urban infrastructure services comprising water supply, sanitation and solid waste management, land and urban environment.

- **Water Supply**

According to the 1991 census, 81.4 per cent of the urban household had access to safe drinking water but 40 million persons (18.6%) were reported to be without access to a safe water supply. It is claimed that in metropolitan cities like Delhi, Calcutta, Mumbai and Hyderabad, the water supply is more than 200 lpcd. However, this figure hides the very serious inequities in access, quality and quantity of water supply available to different parts of the city. In many cities, water availability ranges from 3-8 hours per day. India's three largest cities (Mumbai, Delhi and Chennai) are the worst in terms of hours of availability of water per day varying between 4 to 5 hours. Since about 60 to 70 per cent of drinking water is drawn from surface streams, their pollution by a discharge of domestic and industrial wastes is a direct threat to public health.

- **Sanitation**

Nearly three-fourths of the population living in cities have no access to any human waste collection and disposal system. More than half of the urban population particularly in small and medium towns resort to open defecation. The provision of a sewerage system continues to be expensive, particularly regarding collection and conveyance. So far works have been taken up in 1155 towns and 6.95 lakh units have been completed by 1997. Low-cost sanitation is not considered a total substitute. Due to inadequate sewerage and lack of water treatment facilities, pollutants enter groundwater, rivers and other water sources causing waterborne diseases.

- **Solid Waste Management**

The volume of garbage in Indian cities is increasing. Indian cities and towns are estimated to generate about 80,000 metric tonnes of solid waste every day. Per capita, solid waste generated is about 350-400 gms and in large cities, it exceeds 500 gms. Only 60 per cent of this volume is collected, and even less is transported and disposed of. Sanitary landfill or composting as methods of garbage disposal is limited to very few cities. Mumbai generates about 3200 tonnes of garbage of which about 97% is collected. In other cities, the collection varies from about 90% in Delhi and Chennai, about 75% in Calcutta and Hyderabad, 68% in Bangalore and 70% in Kanpur. The collection is around 50% in smaller towns. In industrial areas of many cities, municipal solid waste is getting mixed up with hazardous waste creating a serious problem, while the accumulation of garbage has become a common site in most of the cities. Most solid wastes that are collected end up in open dumps, sanitary landfill or drainage systems, threatening both surface water and groundwater quality. These problems are directly linked to inadequate planning, finances and management capacity at the local level.

- **Land**

Land can be used in many ways – agriculture, forestry, grazing, industrial and urban uses, utility corridors, roads, waste disposal and recreation. With the increase in urban population, more and more agricultural areas have been converted into urban use. For example, during 1981-91, the increase in the population of Vishakapatnam was 75%, whereas the increase in spatial expansion was as high as 230% recording 3 times growth.

- **Urban Environment**

The metropolitan cities are experiencing critical environmental degradation and pushing to the limit their ability to sustain human life. Although the entire urban population is affected, the urban poor is the most vulnerable. It is the poor performance of local governments in the delivery of basic urban services that leads to environmental degradation and lower quality of life in urban areas.

- The drinking water problem in Gujarat has been accentuated over the past four decades. Conflicts over drinking water between the people and the industry, between the people and the government, and between urban and rural areas have become frequent in Gujarat. Such conflicts are arising because of the declining availability of water resources on one hand and the rising demand for economic activities on the other.

- **Pollution**

Urban environmental management would have to deal with the impact of various economic activities on the environment which as per the definition of the Environment (Protection) Act, 1986

includes the inter-relationship which exists among and between water, air, land and human beings, other species and property. There is a need for evolving a system of environmental monitoring through the measurement of environmental quality levels ensuring measures for disaster prevention and in the unavoidable event of a natural disaster, having a disaster management strategy. The scale of devastation is directly related to poor governance structures and lack of preparedness which increase the vulnerability of population and settlements. Cities are major polluters of the environment. Managing the urban environment is a daunting problem. Currently, awareness of urban environmental problems continues to centre around air and water pollution. Industrial emissions are significant but vehicular pollution is the single most important source of air pollution. The bulk of transport vehicles is to be found in the metropolitan cities with 1.63 million vehicles in these cities. This has aggravated atmospheric pollution. Vehicles contribute about 80% of carbon monoxide pollution, 90% of oxides of nitrogen and 65% of hydrocarbons. These are no doubt critical but sustainability requires a wider understanding of environmental issues. Government systems set up so far are limited to pollution control boards at the centre and the states, which largely bypass city governments.

Urbanization degrades the environment, according to conventional wisdom

Benefits of Urbanisation

▪ **Economic Growth**

UN-HABITAT emphasises that 80 per cent of South-East Asia's GDP comes from its cities, despite housing only 42 per cent of the population. The broad issues of cities in South-East Asia are explored in a recent book published by ISEAS. The book suggests that cities drive economic growth, but that they need a variety of enabling factors such as a supportive state which facilitates research and development, builds infrastructure, and creates industry clusters

The UNDP strategy paper lists some of the reasons why cities in Asia-Pacific experience economic growth.

Cities experience productivity gains from:

- Innovation – ongoing scientific and technological advances.
- Trade and market liberalisation.
- The globalisation of information, technology, capital and, to a lesser extent, labour.
- Tax and regulatory reform in both developed and developing countries.
- The growth of industrial and service industries whose productivity is enhanced by agglomeration economies
- Increasing agricultural productivity has reduced the need for rural labour.
- Investments in skills and education, health, and infrastructure enable increased productivity and rising wages and standards of living. People living in cities tend to have higher wages, and city economies have higher productivity.

• **Reducing Rural Poverty**

Cities can drive down rural poverty by increasing rural labour demand and through remittances to rural home areas. Migration to the city provides a route out of poverty for many. Cali and Menon (2009) present an analysis of how urbanisation in India (1981-1999) affected the surrounding rural areas. This paper uses district-level panel data to do an economic analysis. They show that urbanisation reduced rural poverty by three to six percentage points, a positive but not strong impact. This is divided into first and second-round effects. First-round effects are when rural poor migrated to urban centres and ceased to be rural poor; either they ceased to be poor at all or they became urban poor. Second-round effects impact the welfare of those who remain in rural areas and are considered positive spillovers. These effects are stronger on reducing rural poverty than first-round effects, and the strongest impacts are on the poor closest to the poverty line, rather than the very poor.

Measure to control the negative effects of urbanization

Of course, urbanization also comes with costs. Millions of people are migrating to Asian cities and companies are locating there to employ them. Industrial activities and urban sprawls, like transportation, garbage, power generation, construction, and waste disposal, cause harm to the environment. An evaluation of the impact of urbanization on the environment balances its adverse effects and kind.

- The priority is to improve energy efficiency and conservation through appropriate pricing, regulations, and public sector support. It is important to get the right prices which incorporate the total social costs and benefits and makes sure the resources are allocated efficiently. It can be done by levying emission and congestion charges, as in Singapore, and by abolishing ineffective subsidies, as in Indonesia. Other examples are carbon taxes introduction, and increasing block pricing for electricity, water and other public utilities.
- Countries need to introduce regulations and standards on time.
- Cities need to build rapid public transport systems to improve connectivity and reduce pollution. It can reduce environmental degradation in densely populated cities and improve the quality of life.
- The second priority is to promote renewable resources and new energy technologies. Waste-to-energy plants that generate energy and reduce pollution.
- The third priority is to help the poor by reducing disaster risks and improving slum conditions. Disaster risk can be reduced by improving housing affordability for the poor, building dwellings in safe areas and investing in drainage infrastructure and climate forecast technology. Policies to improve slum conditions include granting land titles to slum dwellers, providing basic services, and issuing housing vouchers linked in value to the length of a resident's tenure in the city.
- The fourth priority is to strengthen public finance, transparency, and accountability.

Conclusion

Conclusion It is finally viewed that globalization touches all human lives and plays a strong role in the transformation of moral values and lifestyles in India as well as other developing countries. The process brings some opportunities, but its root challenges for the poor nations are gruesome matters as well. The advantages of the globalization process have to be availed by overcoming the obstacles. No nation including India individually can attain desired well-being without battling the challenges of globalization because of its collective manner. Without negotiating skills, diplomacy, ICT knowledge, technology transfer, proper policy management, human resource and so on, no country avail the global opportunity. The policymakers can be helped by the different data and information resulting in the study. This study may enable people of all walks of awaking about cultural hybridization. Social and cultural workers can get valuable information to formulate cultural policy and action plans. The study may be useful for both formal and informal researchers in the advancement of the new dimension. There are plenty of data that is important for the students of social sciences. It is evident that cultural liberalism is as essential as protectionism.

The rising degree of urbanization in India

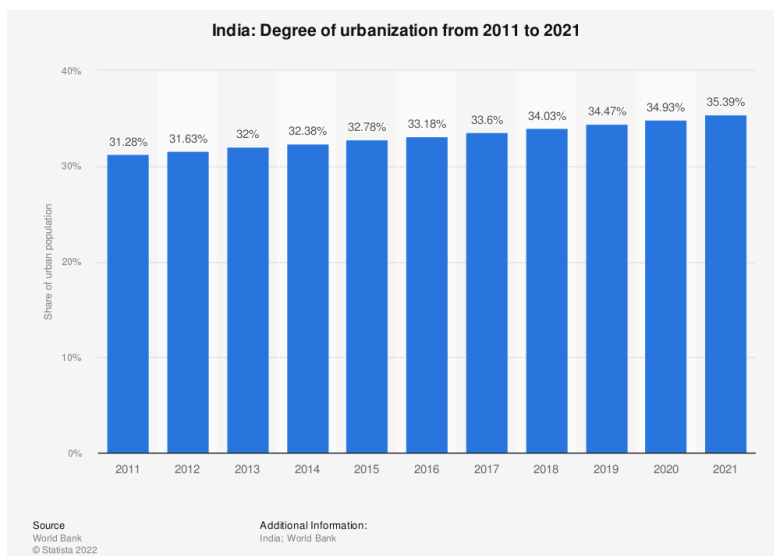


Fig. 1

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