

CUET · SOCIOLOGY · CLASS XII · CODE 326

Globalisation and Social Change

CUET unit: Social Change and Development in India —
Globalisation and Social Change

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Snapshot

- Defines globalisation as the growing interdependence between people, regions and countries as social and economic relationships stretch worldwide, driven especially by information and communication technology (ICT).
- Distinguishes **liberalisation** (post-1991 Indian policy of opening up the economy) from **globalisation** (a wider, multi-dimensional process), and links both to IMF/WTO conditionalities.
- Explores **five economic dimensions** — liberalisation, transnational corporations (TNCs), the electronic economy, the weightless/knowledge economy, and the globalisation of finance.
- Covers global communications (Digital India, digital divide), a **new international division of labour** (Fordism → post-Fordism; the Nike example), political changes (collapse of socialist bloc, neo-liberalism, IGOs/INGOs, EU/ASEAN/SAARC), and cultural changes (homogenisation vs glocalisation, gender, culture of consumption, corporate culture, threats to indigenous crafts).
- CUET tests its definitional precision (TNC / glocalisation / Fordism), the McDonald's & Bhangra-pop glocalisation examples, and the WTO/IMF/ liberalisation linkages.

Detailed Notes

2.1 Core concepts

- No discussion of social change in the twenty-first century is possible without reference to globalisation; sociology uses the **sociological imagination** to connect the micro/local with the macro/global — a click on a Bengaluru keyboard appears instantly on a New York screen (NCERT §Introduction, pp. 72–73). The very fabric of everyday life — what we eat, watch, wear and aspire to — is shaped by decisions taken in far-away boardrooms.
- Effects of globalisation are **uneven**: urban affluent consumers may gain greater choice while farmers face a livelihood crisis. Specific groups named in NCERT: **women silk spinners and twisters of Bihar** (hurt by import of Chinese and Korean silk yarn), **women fish workers** (large foreign fishing vessels in Indian waters), **Gujarat gum collectors** of julifera/baval trees (Sudanese gum imports),

and **rag pickers** (waste-paper imports) — all lost livelihoods to liberalised imports (NCERT §Introduction, p. 74).

- **India was never isolated:** the Silk Route linked it with China, Persia, Egypt and Rome; **Panini** (4th-century BCE Sanskrit grammarian) was of Afghan origin; Chinese scholar **Yi Jing** learned Sanskrit in Java (Shri Vijaya); Bodhisattva sculptures along the route blended Indo-Greek forms. The **kupamanduka (well-frog)** parable from the Panchatantra warns against isolationism (NCERT §6.1 / Box 6.1, p. 75).
- Modern capitalism had a **global dimension from inception**; colonialism supplied capital, raw materials, energy and markets; the largest single migration was Europeans to the Americas/Australia, followed by Indian indentured labour (1834–1920) and the African slave trade — historically the most violent flow (NCERT §6.1 Colonialism, p. 75).
- **Globalisation** is the growing interdependence between people, regions and countries as social and economic relationships come to stretch worldwide; though economic forces are integral, ICTs above all have intensified the speed and scope of interaction (NCERT §6.2, p. 76). Anthony Giddens calls it "time-space compression".
- **Liberalisation** = the range of policy decisions the Indian state took since July 1991 to open up the Indian economy to the world market; it broke from the post-Independence policy of state control protecting indigenous business (the Nehruvian licence-permit raj) (NCERT §6.2 a, pp. 76–77).
- Liberalisation involves loans from the IMF with **structural-adjustment conditions** (cuts in state expenditure on health, education and social security) and a greater say for the **WTO**; this is the institutional triangle of IMF–World Bank–WTO (NCERT §6.2 a, p. 77).
- **Transnational corporations (TNCs)** are companies that produce goods or market services in more than one country — e.g. **Coca-Cola, General Motors, Colgate-Palmolive, Kodak, Mitsubishi**. They are oriented to global markets and global profits even with a clear national base; their internal turnover often exceeds the GDP of small countries (NCERT §6.2 b, p. 77).
- The **electronic economy** lets banks, corporations, fund managers and individual investors shift funds internationally with the click of a mouse, but carries great risks — sudden stock-market dips when foreign investors sell (the 1997 East Asian crisis, the 2008 global financial crisis) (NCERT §6.2 c, pp. 77–78).
- The **weightless / knowledge economy** has its base in information — computer software, media, entertainment and internet services — and much of the workforce is in design, development, marketing, sale and servicing rather than physical production; new occupations like event managers have emerged (NCERT §6.2 d, p. 78).
- **Globalisation of finance:** globally integrated markets do billions of dollars of trades within seconds, **24-hour trading**; **New York, Tokyo and London** are key centres; **Mumbai** is India's financial capital (NCERT §6.2 e, p. 78).

- Global communications via satellite "compress" time and space; the Government of India's **Digital India** programme seeks to make India a "digitally empowered society" and a "knowledge economy"; a **digital divide** persists, especially in rural areas (erratic power, illiteracy, lack of infrastructure) (NCERT §Global Communications / Box 6.2, pp. 80–81).
- Telecom expansion: **84,000 lines in 1947** for 350 million people; by **1999** a network of over **25 million lines across 300 cities, 4,869 towns and 310,897 villages**, ninth largest in the world; by 2000, around **650,000 PCOs**; cell phones moved from "luxury/distrust" to fourth-largest user country by 2006 (NCERT Box 6.3, p. 81).
- A **new international division of labour** has emerged: routine manufacturing has shifted to Third World cities. The **Nike** trajectory: **Japan (1960s) → South Korea (mid-1970s) → Thailand and Indonesia (1980s) → India (since the 1990s)**. This is a shift from **Fordism** (mass production of standardised goods at a single centralised location, Detroit-style) to **post-Fordism** (flexible production of differentiated goods at dispersed locations) (NCERT §Globalisation and Labour, p. 82).
- General Motors' **Pontiac Le Mans** example: of the \$20,000 showroom price only \$7,600 stays with Americans; 48% goes to South Korea (labour/assembly), 28% to Japan (engines/electronics), 12% to Germany (styling), 7% to Taiwan/Singapore, 4% to UK, 1% to Barbados/Ireland — a single car embodies the new international division of labour (NCERT Box 6.4, p. 82).
- Politically, the **collapse of the socialist bloc** (USSR 1991, Eastern European regimes 1989) hastened globalisation; the underlying vision is **neo-liberal** — free enterprise, critical of state regulation and subsidies. Regional bodies like the **EU, ASEAN, SAARC** and IGOs like the **WTO** have grown in importance; **INGOs** (Greenpeace, Red Cross, Amnesty International, Médecins Sans Frontières) are independent of governments (NCERT §Globalisation and Political Changes, pp. 83–84).
- Culturally, the central debate is **homogenisation vs glocalisation**. **Glocalisation** = mixing of the global with the local; not entirely spontaneous, often a strategy by foreign firms — **Star/MTV/Channel V/Cartoon Network** using Indian languages; **McDonald's** selling only vegetarian and chicken products in India and going vegetarian during Navaratri; **Bhangra pop, Indi pop, fusion music and remixes** illustrate the same logic in entertainment (NCERT §Homogenisation Versus Glocalisation, p. 84).
- **Culture of consumption**: cultural consumption (art, food, fashion, music, tourism) — not manufacturing as before the 1970s — now shapes city growth; shopping malls, multiplexes, amusement parks proliferate; "to be careful with money is no longer a virtue" — the older Gandhian/Nehruvian thrift ethic is replaced by aspirational consumerism (NCERT §Culture of Consumption, p. 85).

- **Corporate culture:** a branch of management theory that seeks to increase productivity and competitiveness through a unique organisational culture — events, rituals, traditions — to enhance employee loyalty and group solidarity. Often borrowed from Japanese management practice (NCERT §Corporate Culture, p. 86).
- **Threats to indigenous traditions:** ~30 theatre groups around Parel/Girgaum textile mills in Mumbai became defunct after mill closures; **traditional weavers in Sircilla (Karimnagar) and Dubakka (Medak), Andhra Pradesh**, committed suicides as cheap polyester displaced handloom; **MNCs have tried to patent Tulsi, Haldi (turmeric), Rudraksha and Basmati rice** — countered by India's traditional-knowledge digital library; the **dombari community's acrobatics** are dying out due to TV and circus (NCERT §Threat to Indigenous Crafts / Box 6.6, p. 87).

2.2 Definitions to memorise

Term	Definition	Page
Globalisation	Growing interdependence between people, regions and countries as social/economic relationships stretch worldwide	76
Liberalisation	Policy decisions taken by the Indian state since July 1991 to open up the economy to the world market	76–77
Structural adjustment	IMF loan conditionalities — cuts in state expenditure on health, education, social security	77
Transnational Corporation (TNC)	Company that produces goods or markets services in more than one country	77
Electronic economy	System where banks, corporations, fund managers and investors shift funds internationally with a mouse-click	77
Weightless / Knowledge economy	Economy in which products have their base in information (software, media, internet)	78
Fordism	Mass production of standardised goods at a centralised location	82
Post-Fordism	Flexible production of differentiated goods at dispersed locations	82
Glocalisation	Mixing of the global with the local; often a marketing strategy by foreign firms	84
Digital divide	Unequal access to digital technology between social groups and between urban and rural areas	80
Corporate culture	Management approach using organisational rituals/events to enhance employee loyalty	86
Kupamanduka	Sanskrit parable of the well-frog — warning against isolationism	75
	Mills's idea linking personal troubles with global structures	73

Term	Definition	Page
Sociological imagination		
Neo-liberalism	Political-economic vision favouring free enterprise, critical of state regulation	84
IGO	Inter-Governmental Organisation (WTO, IMF, World Bank)	83
INGO	International Non-Governmental Organisation (Greenpeace, Red Cross, MSF, Amnesty)	83–84
Cultural homogenisation	Convergence of consumer tastes globally — "Coca-colonisation" critique	84
Sociological reflexivity	Awareness that globalisation reshapes the categories used to study it	73
Time-space compression	Reduction of perceived distance/duration due to ICT and transport	80
Outsourcing	Contracting out routine work to lower-cost locations — BPO/ KPO	82
Digital India	Gol programme to make India a digitally empowered knowledge economy	80
WTO	World Trade Organisation — sets global trade rules from 1995	77, 83
IMF	International Monetary Fund — lender of last resort with conditionalities	77
SAARC	South Asian regional intergovernmental body	83
ASEAN	Association of South-East Asian Nations	83

2.3 Diagrams / processes to remember

- **Nike production-shift timeline (p. 82)** — Japan (1960s) → South Korea (mid-1970s) → Thailand & Indonesia (1980s) → India (since the 1990s). Illustrates the new international division of labour and the move from Fordism to post-Fordism.
- **Pontiac Le Mans cost-distribution (Box 6.4, p. 82)** — \$7,600 to USA; 48% South Korea, 28% Japan, 12% Germany, 7% Taiwan/Singapore, 4% UK, 1% Barbados/Ireland.
- **India's telecom growth (Box 6.3, p. 81)** — 84,000 lines (1947, 350 m population) → 2.5 million telephones + 12,000 public phones (1980, 700 m population) → 25 million lines across 300 cities / 4,869 towns / 310,897 villages by 1999 (ninth-largest network) → 650,000 PCOs by 2000.
- **Internet growth (Box 6.2, p. 80)** — 70 million users globally in 1998 (USA/Canada 62%, Asia 12%) → 325 million by 2000; India 3 million subscribers / 15 million users in 2000 → 700 million now.

- **Glocalisation examples cluster** — Star/MTV/Channel V using Indian languages; McDonald's going vegetarian during Navaratri; Bhangra pop, Indi pop, fusion music.
- **Threats-to-indigenous-traditions cluster** — Parel/Girgaum theatre groups; Sircilla & Dubakka weaver suicides; MNCs patenting Tulsi/Haldi/Rudraksha/Basmati; dombari acrobats.

2.4 Common confusions / NTA trap points

- **Liberalisation ≠ Globalisation.** Liberalisation is the specific Indian 1991 policy package; globalisation is the wider worldwide process. NCERT explicitly says they "are related but not the same" (p. 76).
- **TNC vs MNC.** NCERT uses TNC as the formal term but says some of the biggest MNCs are Coca-Cola, GM, Colgate-Palmolive, Kodak, Mitsubishi — distractors often swap "operate in more than one country" with "headquartered in more than one country".
- **Glocalisation is NOT pure spontaneity.** NCERT stresses it is "not entirely spontaneous" and is often a foreign-firm marketing strategy (McDonald's going vegetarian in Navaratri).
- **Fordism vs post-Fordism.** Fordism = mass production at one centralised location; post-Fordism = flexible production at dispersed locations. Distractors invert this.
- **Financial capitals.** Key global centres of financial trading are New York, Tokyo and London; **Mumbai** is named as India's financial capital — **not** a "global" key centre in NCERT's list.
- **Examples to associate correctly.** Bihar = women silk spinners (Chinese/Korean yarn); Gujarat = women gum collectors (Sudanese gum); Andhra Pradesh = weaver suicides in Sircilla (Karimnagar) and Dubakka (Medak); Mumbai = Parel/Girgaum theatre groups.
- **Weightless economy ≠ Electronic economy.** Weightless = information-based products (software, media); electronic = mouse-click finance.
- **IGO vs INGO.** WTO, IMF, World Bank, SAARC, ASEAN, EU are IGOs; Greenpeace, MSF, Red Cross, Amnesty are INGOs. Don't mix them up.
- **Nike timeline order** — Japan → S. Korea → Thailand/Indonesia → India. Mixing up the order is a common trap.
- **Cultural consumption shapes cities from the 1970s onwards** (NCERT, p. 85) — not from 1991 or from globalisation alone.
- **Patented Indian items** = Tulsi, Haldi, Rudraksha, Basmati — **not** neem (a separate biopiracy case not named here).

2.5 Thinkers / Theories

Thinker / Concept	Key Contribution	Page
Anthony Giddens (implied)	Globalisation as time-space compression; stretching of social relations worldwide	§6.2, p. 76
C. Wright Mills (implied)	Sociological imagination — link personal biography with global structure	§Introduction, p. 73
Panini & Yi Jing (Box 6.1)	Historical evidence that India was never culturally isolated	Box 6.1, p. 75
Henry Ford / Fordism	Mass production at a centralised location	§Labour, p. 82
Post-Fordism	Flexible, dispersed, just-in-time production	§Labour, p. 82
New International Division of Labour (NIDL)	Routine manufacturing shifted from First to Third World — Nike case	§Labour, p. 82
Robertson / Glocalisation (implied)	Global-local mixing as deliberate corporate strategy	§Homogenisation, p. 84
Neo-liberalism	Free-enterprise vision; minimal state; rolled-back welfare	§Political, p. 84
IMF / World Bank conditionalities	Structural-adjustment cuts in social spending	§6.2 a, p. 77
WTO (1995)	Sets global trade rules; greater say in liberalisation regimes	§6.2 a, p. 77
McDonaldisation (implied, Ritzer)	Standardisation of consumer experience worldwide	§Homogenisation, p. 84
INGOs — Greenpeace, MSF, Amnesty, Red Cross	Non-state global actors independent of governments	§Political, pp. 83–84
Digital India programme	State response to digital divide; aim — digitally empowered knowledge economy	§Comms / Box 6.2, p. 80
Pontiac Le Mans case (Box 6.4)	Geographic dispersal of value-addition in a single product	Box 6.4, p. 82
Biopiracy debate (Tulsi, Haldi, Basmati)	MNC patent attempts on Indian traditional knowledge	§Threats, p. 87

Practice MCQs

PYQ Alignment

This chapter is a high-yield CUET unit: definitional questions on globalisation/liberalisation/glocalisation, TNCs and Fordism/post-Fordism, and example-based questions on the Nike case, McDonald's and the displaced groups (Bihar silk spinners, Gujarat gum collectors, Andhra weavers) recur in CUET 2023–25 papers. Expect 8–10 MCQs per year, with at least one match-the-following on globalisation's social impacts and one assertion-reason on glocalisation or the neo-liberal political vision.

CUET 2025 — Actual PYQs from this chapter

Q.19 (CUET 2025) Match the following (Term – Characteristic): (A) Privatisation (B) Disinvestment (C) Tertiary sector (D) Diversification / (I) Work focusing on providing services (II) Spread of investment in different sectors (III) Private companies take over sectors (IV) Government sells its shares.

- A) A-III, B-IV, C-I, D-II B) A-II, B-III, C-IV, D-I C) A-IV, B-III, C-I, D-II D) A-III, B-I, C-IV, D-II

Tests: Liberalisation vocabulary — privatisation, disinvestment, tertiary sector, diversification. **Answer:** Not in extracted key

CUET 2024 — Actual PYQs from this chapter

Q.22 (CUET 2024) Indicators of globalization of agriculture include: (A) Contract farming (B) Dependence on fertilizers/pesticides (C) Promotion of indigenous knowledge (D) Entry of multinationals

- A) A, B and C only B) A, B and D only C) A, B, C and D D) B, C and D only

Tests: Globalisation of Indian agriculture. **Answer:** Not in extracted key

Q.24 (CUET 2024) Match concepts with descriptions: (A) Liberalisation (B) Transnational Corporations (C) Glocalisation (D) Weightless Economy / (I) Economy based on information & technology (II) Mixing of global and local culture (III) Companies producing in multiple countries (IV) Opening economy to global markets.

- A) A-I, B-II, C-III, D-IV B) A-IV, B-II, C-III, D-I C) A-IV, B-III, C-II, D-I D) A-III, B-IV, C-I, D-II

Tests: Globalisation vocabulary — liberalisation, TNCs, glocalisation, weightless economy. **Answer:** Not in extracted key

Q.42 (CUET 2024) Which of the following best explains globalisation?

- A) Isolation of economies B) Increasing interconnectedness of countries C) Decline in trade D) Decrease in communication
- Tests:** Definition of globalisation. **Answer:** Not in extracted key

Q.43 (CUET 2024) Which of the following organisations promotes international cooperation in education, science and culture?

- A) WHO B) UNESCO C) IMF D) WTO **Tests:** UNESCO's mandate in education, science, culture. **Answer:** Not in extracted key

Q.46 (CUET 2024) Which of the following is a feature of information society?

- A) Dominance of agriculture B) Dominance of knowledge and information technology C) Decline of communication technology D) Decrease in service sector **Tests:** Information / weightless economy. **Answer:** Not in extracted key

