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EFFECTUAL STUDY OF GLOBALIZATION ON FOLK MEDIA

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KARNATAKA JANAPADA VISHWAVIDYALAYA, GOTAGODI

Abstract:

Globalization has reduced the impact of national boundaries and brought the people of different countries closer. It has encouraged a new understanding among the nations and their people

Twentieth century witnessed various technological changes. New and fast means of transport have reduced the distance of the world. Sophisticated means of communication have revolutionized markets around the world. Today we are living in global age and global village and globalization is the catch phrase. It is difficult to describe and interpret globalization. Views on merits and demerits of globalization differ. Today globalization has become the fact of life in the world. It is an important issue and irreversible though there may be several minus points of globalisation.

In India we realized and spread the concept of globalisation a long back (Vedic period) i.e. "Vasudaiva Kutumbakam" (Whole world is a family). We are the first one who introduced the concept. Our broad mindedness and liberal views attracted many people from many corners of the world. Therefore they visited India in order to learn new knowledge and understand our culture. We did welcome them all with kind heartedly and feeded them in order to satisfy their hunger and thirst for knowledge.

Even Gandhiji, the father of the nation, who was fond of and always emphasized for 'Swadeshi' set tone of globalisation as early as in 'Young India', June 1, 1921, when he said that, "I do not want my house to be walled in on all sides and my window to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet".

KEYWORDS:

Folk Media, Globalization, Folklore.

INTRODUCTION:

"Globalisation is not only, or primarily, an economic phenomenon. It should not be equated with the emergence of a world system. Globalisation is really about the transformation of space and time. I define it as action at distance and relate its intensifying over recent years to the emergence of means of instantaneous global communication and mass transportation."

"Gandhiji laid emphasis on Panchayat Raj system where there is decentralization of power till the last moments of his life, which is the only way out of the devastating effects of concentration and mechanization of political and economic power. To him decentralization envisions and upholds the cultural and spiritual ideal of simple living and high thinking. He does not hanker after raising merely the standard of living, he counts to raise the 'standard of life'. Moreover, the important thing for Gandhi was not life itself but 'quality of life'.

Gandhi believed in decentralization of power where there will be clear and perfect communication. The interpersonal communication and cordial relationship leads to the developmental activities in villages. We may call it is some sort of liberalization of globalization.

Gandhi worked out a worthwhile alternative for man's peaceful, purposeful and happy existence.

In fact, if we want culture of peace and harmony, we must have a technology of peace. Hence, 'small is beautiful' is an answer to 'gigantism mania', which has no rational basis. Gandhian model will bridge the gap between individual and society, city and town, local and global.

The term 'globalisation' is widely used or misused now a days. Some politicians even went to the extent of saying that it is a 'sell-out' of India. In management conferences and seminars every where the term globalisation is widely used. Globalisation and global management have not been visualized in the right perspective. The story is like the blind man who saw and analyzed the elephant on their own judgement. This is on account of the unavailability of adequate literature on the subject.

Globalisation, we mean, is the process of placing and viewing an economy on a global platform. The term 'globalisation' is widely used, but indistinctly defined, in recent years. It is almost a buzzword in all business conference globally. While some thinkers consider it as international, multinational or transnational business. Theodore Levitt visualized 'The Globalisation of Market' (1983). Though globalisation of business can include all such aspects it is very distinct from any of these approaches.

Globalisation of business is a business philosophy of viewing one's business in a global perspective in terms of global outlook, using globally viable technology, offering the products or services which can better satisfy the customer needs in a global environment, maintaining a quality in adherence to global standards an identity of global corporate citizenship and ultimately fostering a global organizational and business culture. It means that globalisation of business necessities to practice a globally viable strategy though the business is locally operated. A global corporation may have a global policy though it operates locally.

Marlboro cigarettes are being advertised worldwide with the same American cowboy, though the flavour, contents and price may differ from county to country. Flexible business policies of companies enable them to reach out to untapped market areas and countries. China, a closed economy under chairman Mao for a long time, has opened up its doors to global investment and open potential business avenues after his death.

"Globalisation of business is complementary to globalisation of market. It means that a general homogeneity of the market has emerged in most of the countries, if not in all the countries. As a result of this homogeneity, advertising, packaging, promotional packages, market research in terms of expenditure etc., can be economized cost reduction is an important effect of economics of scale resulted development investment brings in greater returns on account of universal business application. Inventions and innovation resulted by research and development are of universal utility."

Companies like coca cola started their business in China by distributing their products and later started manufacturing the products there itself, Hong Kong Electronic giant, Gold Peak Industries started there operation by starting its production operation there.

A local company that operates locally may foster a global outlook, though it operates only locally in competition with a global corporation.

Globalisation is transforming trade finance, employment, migration, technology, communications, entertainment the environment, social systems values, ways of living patterns of thinking, cultures and patterns of governance. Unemployment poverty, inequality and alienation are increasing partly as a result of globalisation.

Globalisation is a process of economic social, cultural and political integration of the countries of the world. It aims at connectivity closeness, togetherness and interdependency. It is a phenomenon of unification. We can call it as 'death of distance'. Further the world is one touch or call away.

"Globalisation is an integrated phenomenon which encompasses the kernels of power, culture and environment. It has changed the socio-cultural-ethical value diagram enormously. The main challenge is to combat adverse effects it has generated and evaluate the achievements it has gained. The better future perspective, turns and direction can be attained by these means only."

CHARACTERISTICS OF GLOBALISATION :

1. There must be a global approach to market, a free market or a comparative market.
2. Business is guided by a global philosophy.
3. Globally acceptable technologies, or technologies acceptable to different parts of the globe must be in common use.
4. Products, processes and methods must fit in with the global quality standards.
5. A global outlook of business must be present though firms operate locally; firms must have freedom to operate in many countries.
6. The business may be viewed in global prospective.
7. Management must have a global vision of business.

8. There must be a global acceptability of product and policies.
9. A global business system must be backed by a globally co-operating political system and conducive environmental conditions.
10. An approach to global market as one entity.

Due to globalization several foreign and multi-national companies entered our market and ceased opportunities and exploited our knowledge, by dominating our culture, tradition, heritage, rituals etc., for the purpose of selling their products and services. They showed their products and services as if they are ours and related to our motherland.

FOLKLORE AND FASHION:

Folklore is not fashion. Modern world make folklore as fashion. Ethnic and traditional things became fashion like aspects to people of modern world. Now a days they really fed up with highly sophisticated and materialistic life, machineries all sorts of comfort etc. They are really bending towards rural side and traditional things. They feel fresh and get satisfaction whenever such people are using traditional things viz. dress, costumes, food, art and crafts etc.

Age old things becoming fashion today. It is a satisfactory development that at least in the name of fashion, traditional things are reintroducing to modern world. Traditional dress, costume, ornaments, foods, art and craft are occupying their place among modern people. Modern society started to love and enjoy with traditional things.

Let us have a glance over a few aspects. Men have started to use Khadi and handloom cloth which gives comfort and beneficial to health. Khadi industry is becoming strong today.

Several officials and few banks have made Khadi as a compulsory dress once in a week. Karnataka Vikas Grameena Bank has been following a policy that, workers of all branches including head office have to wear Khadi on every Thursday. Workers of other banks are trying to wear without any order and they are showing self interest.

Most of the teachers, social workers, members and volunteers of NGOs are using Khadi daily.

Ladies are also preferring Khadi sarees and traditional sarees like Ilkal Saree, Hubballi Saree, Dharwad Cotton Saree and blouse of Guledgudda, Kamatagi, Ramdurga and Kerur.

Now a days Khadi has become fashion. In fashion shows khadi has been using by designers. Khadi is enjoying a world status. Khadi and local arts and crafts have been using by fashion designers. Such designers have been giving a different touch to fashion through which they are trying to catch market by attracting with traditional dress.

Youngsters of this age are trying to cultivate the habit of wearing traditional dress and costumes just for change. Elder members of their families are expressing their happiness after seeing such activities of their children who are trying to follow our folk tradition in the name of fashion.

Khadi shirt, jubba, Saree, Payzama, Coat, Blazer, have become popular among students community. Few ladies are wearing traditional ornaments like Bugudi, bendole, muttinasa, kasina sara etc, along with traditional Ilkal saree and Guledgudda Khana (blouse).

Further students are celebrating and making merry during fairs and festivals. They are also conducting one day picnic and celebrating traditional day, saree day, dhoti day, colour day etc., where they are all enjoying our folklore and traditional dress.

Karnataka has a rich knowledge of folklore. Rich in traditions of arts, crafts, and culture. It will definitely be a major earner of foreign exchange for our country. Government has given many facilities and subsidies to improve and popularize khadi and home industries in state. When we use such products, then only they can survive. Otherwise they may wash out in front of modern and highly sophisticated culture.

No doubt, foreigners are recognizing our culture art and crafts. We have to hasten the process of development and give a chance to the village folks to interact with the outside world. It will boost employment opportunities in rural areas and the products of rural artesian will find a ready market. They can also popularize our art and crafts in other countries. They call them fashion.

Tourists of outside world are really fond of Mehendi (henna). Whenever they pay visit to India especially to Karnataka avail services of our rural folk artists who apply henna (mehandi) and especially tattoo. Tattoo is famous in Karnataka. Foreigners are coming to Hampi, Bangaluru and Mysore to avail such services. They enjoy a lot by applying tattoos on different parts of their bodies.

Fashion may be fickle, but its rise in India has been nothing short of cutting edge.

“The desi fashion industry is estimated to grow to Rs.100 crore by 2010 (According to FDCI-KPMG study in 2003). A lot of the credit for the country's counter revolution goes to a 1986 blue print that first envisaged the possibility of what went on to become the National Institute of fashion Technology

(NIFT). A Fecund Garment Export Industry was bringing a foreign exchange, but, was sorely lacking in know-how”.

Khadi - Livery of Freedom :

One of the builders of modern India, Pandit Nehru talking about Khadi had said that it was the “Livery of India's freedom. The Khadi movement not only provided a common cloth to wear to the freedom fighters but during the freedom struggles under Mahatma Gandhi, it was considered an honour and had become a symbol of awakening India. No wonder that the Congress workers were given an alternative either to pay the membership fee in cash or hank of spun yarn.

Mahatma Gandhi had said, 'Salvation of India lies in cottages". A few palatial, luxurious buildings, and some giant industrial complex are not only the India. Thatched huts, earthen pots, handloom, rustic jewellery and other village products as well as village food truly represent India. It is also true that 'majority of our villagers are uneducated but possess traditional skills'.

Dr. C.T. Kurien rightly says, it must be recorded that when our statesmen, economists and planners had all recognised the need to produce goods for mass consumption to eradicate mass poverty in our land. Gandhi's was the lone voice that insisted the mass poverty can be removed only if goods for mass consumption are produced by the masses themselves. The Khadi and village Industries commission (KVIC) was constituted by an act of parliament in 1956. Since then the KVIC is making all endeavours to promote Khadi and village industries in India. The KVIC has introduced the Rural Employment Generation Programme for creation of additional rural employment. It is being implemented through district special employment Programme. Special projects and 125 priority block development programme. To celebrate the 125th birth anniversary of Mahatma Gandhi, the commission has elected 125 blocks in the country out of which 6 are in 'Karnataka. They are Aland, Athani, Yalandur, Holalkere, Kushtagi and Basavakalyan.

During the past four decades, the board according to a report has assisted over 21,500 various registered societies which produce Khadi. The total investment in these units was to the tune of Rs, 103.31 crore providing employment to over, 1,52,000 persons. The State Government in order to increase Khadi production has allowed spinning and weaving incentives under Khadi sector. During 1999- 2000, registered societies in the Khadi sector had employed 28,448 people. It must be added here that Khadi has different varieties like Cotton Khadi, Woolen Khadi, Silk Khadi and Poly vastra. Concessions to entrepreneurs and Khadi and village industries sector Include exemption for payment of sales tax, income tax, stamp duty and registration tax and exemption of central excise duty in respect of electronic units.

The Board organised the “KVI Utsav 99” in Bangalore which was a big draw. Those days have gone when Khadi was used by only politicians. In fact, today it is becoming increasingly popular. To introduce Khadi to all the segments of the society, it had organized 'Khadi Fashion Show' in the KIV Utsav 99.

To motivate Khadi workers, the Board honours dedicated people in the field. To generate employment in the rural areas, the Board has implemented special project Since 1996, which cover village pottery industry, lime manufacturing industry, cottage match and agarbathi industry, cane and bamboo industry, beekeeping industry, gur and Khandsari industry, Neera and Palmgur Industry, village leather industry, bio-gas industry and rural engineering industry.

The State Government launched a unique programme under the name VISHWA during 1991-92 which is also known as Continuous Rural Productive Employment Programme. Under this programme the Board is providing the necessary training to the artisans and engaging workers in the village industries. It has a well-maintained outlet called Vishwa show room for marketing the products by the artisans in the premises of the Board in Bangalore. As it is difficult to publicize and market the village products, the Board has introduced the “Nisarga” brand which are used by the Khadi and village industries. Two vans ply in Bangalore which make available Khadi and village products to the customers at their doorsteps.

A unique Khadi and village industries centre at Bengeri in Hubli is providing self-employment to hundreds of needy people, in the region. The Centre is managed by the Karnataka Khadi Gramodyog Federation.

It is interesting to note here that the place where the Gandhian activities are going on since 1957 was once a cremation ground. Popularly known as the “Gramodyog Centre” it has a central store, the regional dye house and the units processing honey, manufacturing and marketing aluminum utensils. Vidyalaya imparts training to the rural youth in carpentry blacksmithy and fibre industries. A “Charakha manufacturing unit supplies “Charakhas all over the country. This Centre also has hand-made match-box, soap and paper making and biogas sections. It also conducts a Textile Chemistry Course in the most innovative ways. Talking about rural people, Gandhiji had said, “I want the dumb millions of our land to be healthy and happy”. All will agree that only Khadi and village industries will make them healthy, happy and

self-reliant.

Today this centre is manufacturing Indian National Flag. It is the only authorized centre in Karnataka. The centre communicating to the nation with deeds.

Fashion market is growing along with khadi industry. Wherever we have been observing khadi in the form of fashion there is spreading rays and fragrance of our traditional knowledge. Such power of influential communication is there in our folklore.

CONCLUSION:

“Globalisation has become the current mantra or even pancea to solve all human problems. It is believed that the achievements of globalisation would make the people all over globe happy, prosperous and contended and that there would be no conflicts, no poverty and inequality, no violation of human rights, no malnutrition, no illiteracy and no disease etc. Each individual and community would be so integrated with the world that the benefits could flow both laterally and vertically smoothly that no one would remain untouched by prosperity. There would be nation-state without boundary. It is said that global markets, global technologies, global ideas and global solidarity can enrich the lives of people everywhere, greatly expanding their choices. The growing interdependence of people's lives calls for shared values and a shared commitment to the human development of all people. This era of globalisation is opening many opportunities for million of people around the world.

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