GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL INC. THE IMPACT OF GLOBALIZATION IN THE **DEVELOPING COUNTRIES**

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Introduction

Globalization is a process of global economic, political and cultural integration. It has made the world become a small village; the borders have been broken down between countries. "The history of globalization goes back to the second half of the twentieth century, the devel opment of transport and communication technology led to situation where national borders appeared to be too limiting for economic active ity". Globalization is playing an increasingly important role in the developing countries. It can be seen that, globalization has certain advantages such as economic processes, technological developments, political influences, health systems, social and natural environment factors It has a lot of benefit on our daily life. Globalization has created a let opportunities for developing countries. Such as, technology transfer hold out promise, greater opportunities to access developed countries markets, growth and improved productivity and living standards. However, it is not true that all effects of this phenomenon are positive. Because, globalization has also brought up new challenges such as, environmental deteriorations, instability in commercial and financial markets, increase inequity across and within nations.

Globalization

The term 'Globalization' is itself self-explanatory. It is an international platform for maintaining evenness in the living mode of the people all over the world. Globalization is the resultant of the interchange of worldly views, opinions and the various aspects of the culture everywhere around the world. This is the means for providing the international arena for intermingling of people from different sectors, culture and dialects and learns to move and approach socially without

Globalization initiated with the masses travelling to other geographic areas for exploration, then with the interest of travel and en-Joying the personal space, then came the era of searching employment