

Impact of Globalisation and Multinational Agribusiness Companies on Agricultural Productivity and Life Style of People in Sukhera Khera Village (Haryana)

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Abstract: Society in the 21st century is being shaped by new and powerful forces. The most important among these includes the globalisation of economic activity. A growing importance has been accorded to knowledge and high Technology for participation in fundamental human affairs. This descriptive study is an attempt to know the impact of globalisation on rural life .The Universe of study comprises of landowners at village Ssukhera Khera in district Sirsa of Haryana .By using purposive sampling 145 households were selected from the Universe of 392 households .The study revealed that majority of the households are affected by the processes of globalisation such as privatisation, consumerist culture .Majority of the households are affected by the mobile culture. Only small percentage of households know about the negative impact of Terminator technology of BT seeds.

Keywords: Globalisation, Terminator technology, consumption pattern, crops.

1. INTRODUCTION

A major social process that has affected the whole world today is that of Globalisation. Some people dispute the fact that Globalization is a recent phenomenon. They say that world history shows that globalisation was first experienced when the people of the third world were colonized. It is a fact that globalisation process started during colonization period and in recent times due to improved telecommunication Technologies it is spreading in rural areas also. Globalisation brings about changes in the consumption patterns of the people and gives rise to consumerist culture. Globalisation floods the market with consumer durables that consists of household products such as refrigerators television sets washing machine microwaves and trendy garments. Consumerist culture is spreading in rural areas also.

2. STRUCTURAL ADJUSTMENTS IN THE AGRICULTURE SECTOR

we know that structural adjustment apply marketisation globalisation liberalisation and privatisation marketisation of agriculture implies that the decision making process in agriculture should be governed by the market forces in the various fields connected with the agriculture. Purchase of inputs and sale of Agricultural crops at market determine prices. This means that there should be no input subsidies as well as food subsidies. Some economists like Johal have suggested that the system of procurement prices should be completely dispensed with. Liberalisation of agriculture means that the government regulations with regard to the movement of crops within the country have almost been abolished. Privatisation of agriculture means the closing down of government undertakings being Run for earning profits or their transfer to private individuals or corporations.

3. MULTINATIONAL COMPANIES AND AGRICULTURE

multinational companies were not an important feature of Indian economic life until recently from the time of independence the Indian economy was dominated by public Enterprises and there were many restrictions on export import

and trade .The Economic reforms unleashed in 1991 however created opportunities for these companies to enter the Indian market .Government of India has shown in red carpet welcome to the MNCs such as Coca Cola Ford Motors, GE Kelloggs and host of others .Also other MNC such as Hindustan Lever,Procter and gamble, Nestle,Gillette Pepsi bayer and carrier aircon are involved in producing consumer durables on a large scale.The agri-business companies have developed what is significantly known as the terminator Technology.This technology makes the seeds sterile or incapable of being used for the second time for germination.The objective behind developing this technology is to prevent peasants from using the same seed again and again and to force them to approach the multinational companies for new seeds every year.

4. OBJECTIVES OF THE STUDY

The study was conducted in Sukhera Khera Village District Sirsa of Haryana. The main purpose of the study is to find out changes both positive and negative in agricultural production before and after the introduction of new technologies in farming. There are 392 households in the village a sample of land owners was chosen out of total 392 households which came out to be 145 the main objectives of the study are as follows :-

1. To highlight how agricultural production has increased due to introduction of new technology such as hybrid seeds fertilizers new implements new technology of irrigation etc.
2. To analyse what are negative effects of these Technologies on land particularly that of Terminator Technologies
3. To study change in consumption pattern of villagers which occurred after the increase in agricultural production and under the impact of globalisation
4. To elicit the impact of globalisation on family life marriage pattern education and Employment of villages

Demographic socio cultural and economic profile of respondents:

Majority of the head of the household are males there are very small number of female headed households

As many as 14.48% head of household belong to the age group of 31 to 40 years small proportion that is 13.12% head of household belong to age group group of 61 to 70 years

Out of total sample of 145 the majority of respondents that is 110(75.87%) belong to Hindu religion only 35(24.13%) respondents belong to Sikh religion

A large proportion of land is owned by caste khatri that is 2120 acres(51.96%) followed by Jats 666 acre (16.32%) .

Impact of new technology on agricultural production in Sukhera Kheda:

In general in the village over the years the area under to main crop wheat and cotton has increased and area under other crops such as gram Bajra and mustard has decreased

In general in the village the area under American cotton(BT seed) is increasing and the area under the desi cotton is decreasing it was 69.34% of total cultivable area in the 1989- 90 and has increased to 72.90% in the year 2007-08

Due to change of cropping patterns and use of hybrid seeds consumption of fertilizers in general has increased during 1978-80. consumption of fertilizers was 75 kg per acre which increased to 200 kg per acre in the year 1990- 2000

The majority of respondents buy seeds of wheat mustard and Gawar from Government companies and all respondents buy seeds of cotton crop from private companies

Only a small proportion of respondents that is 10(7.63%) know about the negative effects of Terminator Technology such as more irrigation requirements environmental problems etc. This shows that a majority of respondents 121(92.37%) do not know about these.

Agriculture is getting privatised according to majority of respondents that is 129(88. 96%)which can have an impact on agricultural production in the village.

Effect of globalisation on consumption pattern and lifestyle of people in Sukhera Khera:

The number of consumer durables such as cars motorcycles televisions computer refrigerators dish Antennas mobile has been increasing in the village since 1980

As many as 106(73.10%) respondents state that there is a relationship between increase in agricultural production and rise in consumption pattern but 39(26.90%) respondents say there is no such relationship

A higher proportion of respondents own motorcycle television refrigerators landline phones and mobile number of mobile users is higher than that of landline phone users

A fairly higher proportion of respondents that is 89(61.37 %) prefer to have fast food and only 56 (38.63%) prefer to take traditional food.

A large proportion of respondents that is 126(86.89%) prefer wearing Western costumes while only 19(13.13%) respondents prefer traditional costumes

The food habits and wearing style of people is changing. Higher proportion of young population prefer to wear jeans. Number of people using branded products are also increasing gradually.

A majority of the respondents that is 59.31% are in favour of performing marriage of their son or daughter in a marriage palace but 40.69% respondents prefer to perform marriage at home.

Higher proportion of respondents that is (73.10%) prefer to educate their children in private schools. Remaining 26.90% respondents prefer to educate their children in government school

Out of total sample of 145 only 1.37% prefer to marry their daughters to an NRI while remaining 98.63% don't prefer to marry their daughters to an NRI. In the light of the observations made above the researcher is of the opinion that in future agriculture sector will further get more privatised in terms of investment, technology, in marketing of the produce. In fact the private players in agriculture such as Reliance, Nestle, Hindustan lever are taking over some of the functions of Nationalised banks, Cooperatives and arthyias in increasing market agricultural Gardens to provide better returns to the farmers for their agricultural produce.

5. CONCLUSION

On the basis of the findings of the present study we can make an attempt to draw some inferences. One interesting observation is that due to introduction of new technology use of hybrid seeds and irrigation facilities the cropping pattern has changed. Production of main crops such as wheat cotton and paddy has increased. Mostly farmers buy seeds of cotton crop namely BT seed from private shops. There is no subsidy on seeds. More and more farmers are also installing tubewells diesel engine and electric motor tubewells for irrigation purposes. Majority of the respondents do not know about the negative impact of BT seeds. There is no doubt that BT seeds has led to increase in agricultural production but Terminator Technology has negative impact on agriculture. BT seeds cannot be used. The cost price of the seeds is also more as compared to desi seeds therefore the investment on agriculture has increased. Consumption pattern of villagers have changed. Majority of people own television cars and mobile phones. In fact mobile culture is spreading rapidly in the village. All this is due to the effect of the globalisation process. Due to advanced Communication Technology people and places are be interconnected. Food habits clothing style marriage pattern and education pattern are also changing under the influence of globalisation process people are well aware about fast food items such as pizza maggi and burger.

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