

A STUDY ON THE IMPACT OF GLOBALISATION ON THE ETHNIC SOCIETIES IN NORTH EAST INDIA

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ABSTRACT

When we talk about globalisation, we're talking about a wide range of activities that have varying impacts on different regions, historical periods, and social groups. Even while globalisation looks to be inevitable, developing countries are reforming their economies to profit from the growing global economic ties that are being forged. Other areas are becoming increasingly "structurally irrelevant" to the current globalisation process. As a result, cities play a central role in the globalisation strategy. Due to inadequate financial foundations, low technological levels, and a lack of infrastructure and institutional concerns, cities in impoverished countries are typically at a disadvantage when it comes to international economic activity. In the north-eastern part of India, there are numerous different tribes and clans living together peacefully. Most prominent among them is Bodo; others are Mizo; Singpho; Kuki; Mishing; Rabha; Adi; Apatani; Deori; Nishi; Rengma; and Angami. Each tribe has its own unique way of life, rituals, and culture that date back generations. In addition, these indigenous peoples in the Northeast have felt the social and cultural effects of globalisation on a massive scale. The findings thus far have been both positive and negative. High-tech enterprises have sprung up and tribal belts have modernised as a result of modernization, both in remote rural areas. Tribal customs and traditions in the Northeast have been threatened as a result of urban culture and the resultant shift in viewpoints. It is undeniable that the tribes have benefited from globalisation, including the avoidance of exploitation and provision of better living conditions, such as education and healthcare, which have improved their lives. It examines the social and cultural repercussions of globalisation on the various nationalities and tribes of the north-eastern Indian states.

KEYWORDS: Globalization, North East India, Tribal Communities, Ethnic Society, Development, Growth, Culture, Tradition.

1. INTRODUCTION

People, governments, and nations are increasingly interacting as a result of an increase in the flow of money, ideas, and culture throughout the world. Social and cultural considerations are integrated into the process. It's impossible to overstate the impact that globalisation has had on the way we live our lives today. During the preceding decade, it rose to prominence around the globe. Because of this, the world's nations are becoming increasingly intertwined, including India. The consequences of globalisation may be observed all across the country, but particularly in the north-eastern part of the country. For centuries, the north-eastern regions of India have been regarded as a location with a wide variety of civilizations and radical cultural values. Indian-Mongoloid tribes may be found in the north-eastern regions of the country. There are a number of unique tribes in the north-eastern part of India, each with its own distinct culture. Each culture has its own mythology and folklore as well as folk songs, tales, and oral histories. The lives and traditions of these tribes have been impacted by globalisation. In order to attract new investors and customers, cities and metropolitan areas are being restored, updated, marketed, and promoted in an effort to make them more appealing. Changes in the spatial organisation of economic activity at both the global and

local levels have been connected to the globalisation process, according to some researchers (Sassen, 2011). Because of the increased interdependence between the global and local, cities are more than just the result of local processes; they "are shaped by the interaction of local, regional, national, and international variables" (Healey & Ilbery 1990). According to the term "extension in the breadth, speed, and consequences of international activities such as commerce and investment," "globalisation" may be used in general to describe a growth in worldwide engagement (Scholte, 2007, p.13) In 2006, (Warf) As a result of globalisation, "the geography and composition of the global economy changed so as to generate a complex duality: a geographically distributed, yet globally integrated organisation of economic activity" (Sassen, 1991, p.3). From an economic perspective, globalisation and neoliberalism are inseparable. MNCs promote neoliberal policies on a global scale, which are deliberately supported by states where national elites and multinational businesses have substantial power (Ellwood, 2001). Further bolstering these policies are the Bretton Woods Institutions, a grouping of global governance organisations that includes the World Bank, the International Monetary Fund, and the World Trade Organization (BWIs).

The rise of global inequality has been blamed on globalisation. Globalization has a profoundly uneven impact on people, places, and time (Pacione, 2009). Some countries and regions have been accused of failing to participate in economic globalisation. There are only a few regional control centres, and a fragmented and marginalised periphery, according to Friedmann (1995, p. 40). "Structurally irrelevant" areas have emerged as a result of globalisation and consequent economic restructuring, according to Castells (1993, p. 93), who claims that a "fourth world" has been created. The Northeast region of India is the topic of this article, which examines how Indian cities are adapting to globalisation. An unbalanced nation such as India is thought to have a clearer understanding of the unequal impacts of globalisation and the research aims to illustrate the relevance of globalisation in an economically underdeveloped region like Northeast India. In the first section, we learn about globalisation. In the next sections, we'll look at how globalisation has affected India and the region of Northeast India, and we'll also take a close look at India's urban development initiatives. Overall, this essay aims to provide light on the complexities of India's globalisation process, particularly as it pertains to the Northeast region.

2. STUDY AREA

Southeast Asia's eight states - including the north-eastern states of Arunachal Pradesh and Sikkim - comprise the region's north-eastern region. 7.9% of the country's total land area is occupied by the region. India's backward North-East area has a low per capita income, lack of capital formation, inadequate infrastructure and communication bottlenecks, as well as a lack of natural resources such as mineral resources, hydropower potential and forest. Besides Assam and Tripura, the remaining six states are dominated by tribal populations. Many settlements in the area have their own distinct cultures, which are practised by the residents.

3. OBJECTIVES OF THE STUDY

The purpose of this article is to look at the effects of globalisation on North East India's society and culture. The report also discusses the issues that globalisation has posed to the tribes of North East India. A few suggestions are made for the preservation and restoration of the people's heritage and culture in this particular location.

4. METHODOLOGY

The Census of India, the National Sample Survey Office and the National Family Health Survey, among other government websites, were used to get secondary data. We also used

reliable academic publications, books, and magazines, as well as pertinent information on the web. Analyzing the data requires the use of percentages, frequencies, and basic tables. When it comes to the North Eastern Region's influence on globalisation, several factors such as literacy rate; nutritional status; wage earnings; gross enrolment ratio; sex ratio; unemployment rate; workforce participation rate (WPR); and others are used to analyse it. Globalization has a major influence on the people of North-East India's society and culture.

5. HISTORY AND EVOLUTION OF GLOBALIZATION

Migration from Africa to other parts of the world was the first step in the process of globalisation. Migrations and commerce have long been a method for people to share their knowledge and traditions with people in different parts of the world. There are many areas of human life that are shaped by the incorporation of outside influences. Globalization has been studied by certain writers since 1492, although the majority of historians and intellectuals focus on the last few decades. Some critics argue that tracing the beginnings of globalisation back to the beginning of time renders the concept useless and unhelpful in political analysis. For decades, Andre Gunder Frank, an economist associated to dependence theory, was the most prominent proponent of a deep historical origin for globalisation. Frank claims that a form of globalisation has existed since the third millennium B.C., when economic links between Sumer and the Indus Valley Civilization emerged. It is argued that this idea is based on an overly broad interpretation of globalisation. According to Thomas Friedman, there are three stages of globalisation: Globalization 1, Globalization 2, and Globalization 3. According to him, Globalization 1 was the globalisation of countries, Globalization 2 was the globalisation of corporations, and Globalization 3 was the globalisation of individuals. As a result of agriculture's rise, the bulk of the world's population was brought into a more stable lifestyle. Due to a lack of long-distance communication and technology at the time, globalisation was slowed. In the middle of the nineteenth century, the world became smaller as a result of increasing capital and labour mobility, as well as decreasing transportation costs. There was a time in the Hellenistic Age known as archaic globalisation, when commercialised urban centres were concentrated around the axis of Greek civilization in cities such as Alexandria, Athens, and Antioch spanning from India to Spain. Global trade was common at the time, and the term "cosmopolitan culture" (derived from the Greek word 'Cosmopolis,' meaning "global metropolis") originally emerged during this period. However, there are many who find early forms of globalisation in the Roman-Parthian-Han Dynasty trade links. Developing economic links between China and the Parthian empires was a major factor in the expansion of the Silk Road, which began in western China and continued to Rome. It was during the Islamic Golden Age when Jewish and Muslim traders and explorers built a viable economy across the Old World that resulted in globalisation of food, commerce, knowledge, and technology. A cosmopolitan culture was developed during this time period, since the requirement to learn Arabic and do the Hajj generated a global market for sugar and cotton. Destabilizing Middle Eastern and Chinese economic centres, the Mongol Empire still greatly improved Silk Road traffic. Travelers like Marco Polo could cross the whole continent of Eurasia with ease because of this (and economically). The thirteenth-century Pax Mongolica had a number of further major globalising impacts. Central Asia's newly unified provinces saw the first international postal service, as well as the rapid spread of bubonic plague.

First, Eurasia and Africa traded major cultural, material and biological products with America during the Age of Discovery. This was a watershed event in globalisation. Portugal and Castile, two Iberian Peninsula kingdoms, sent out the first exploratory expeditions across Cape of Good Hope and to the Americas, which Christopher Columbus "discovered" in 1492.

This was at the beginning of the 16th century. Portugal built trading outposts across Africa, Asia, and Brazil around the start of the 16th century to handle commerce in local goods like gold, spices, and timber. This brought a global economic centre under the House of India's control and made the region an important commercial hub. During the colonisation of the Americas, Europeans initiated the Columbian Trade—a massive worldwide trade of plants, animals (including slaves), cuisines, human populations, infectious diseases (including cholera), and culture. In terms of ecology, agriculture, and culture, it was one of the most significant worldwide occurrences in history. New crops imported from the Americas by European seafarers significantly contributed to the growth of the global population in the 16th century. In the nineteenth century, globalisation began to take shape, and by the end of the twentieth century, it had attained its current form. There was a significant demand for goods due to industrialization's economies of scale, as well as a large growth in human populations. Because to China's opening to Western trade and the British invasion of India, the enormous populations of both regions became enthusiastic consumers of European goods. Sub-Saharan Africa and the Pacific Islands were part of this global system at the time. Conquest of Sub-Saharan Africa, primarily by Europeans, led to the production of valuable natural resources including rubber, diamonds, and coal. These riches spurred trade and investment between European imperial powers and the US. Furthermore, the entrance of British colonialists in India had a significant impact on both Pan-Asia and world trade when they arrived. The first phase of "modern globalisation" began to disintegrate with the advent of World War I at the beginning of the twentieth century. After being bombarded with images and stories of 'others,' the network's European owners decided to take on the role of guardian of decency and law across the world. Racist and unequal practises were typical in their search for materials and resources in other regions of the world. International trade began expanding in 1850, which gave incentives for colonial power in the global south before World War I broke out in 1914. As other European currencies were more widely accepted, the need of having a supply of resources expanded. As a result of the Brettonwood Conference², an agreement reached by the world's leading politicians to lay out the framework for international trade, commerce, and finance, as well as the establishment of several international institutions to supervise globalisation processes, politicians have been planning since World War II to remove trade barriers. A by-product of the globalised international economy was the proliferation of new mass media, including film, radio, and television as well as recorded music. American cultural supremacy over traditional diversity and the spread of communication technology and the international marketing of Western cultural industries were the initial perceptions of cultural globalisation when it was initially introduced as a process of homogeneity. Anti-globalization movements, on the other hand, sparked a countervailing movement that emphasised the need of preserving local diversity, originality, and identity. The development and growth of international transportation and telecommunications had a significant role in contemporary globalisation. After World War II, international trade barriers were greatly eliminated owing to international agreements like the GATT, which ushered in a new age of severe corporate competition.

6. GLOBALISATION IN INDIA

"A macroeconomic crisis that arose in 1991 owes itself to globalisation in India, articulated in terms of a freer movement of products and services, capital, technology, and information" (Mathur, 2005, p. 44). During the 1990s, India was suffering a severe balance of payment problem, mostly as a result of the Gulf War, and resorted to the Bretton Woods Institutions (BWIs) for assistance. "While lending the funds, the BWIs make preparations for the country's internal economy to be restructured to be more outward-oriented and aligned with the global economy, which is referred to as Structural Adjustment Programmes (SAPs)." The

SAPs included a conventional package of initiatives such as currency depreciation, wage reductions, subsidy elimination, liberalisation, privatisation, infrastructure development, and revenue-raising measures. “The stock of foreign direct investment in India surged from about \$2 billion in 1991 to almost \$45 billion in 2005, thanks to the liberalisation of the Indian economy. As a result, the national economy's growth rate has grown significantly, at least during the early stages of neoliberal reforms. While the average annual growth rate of actual Gross National Product (GNP) could not exceed four until the 1980s, it routinely exceeded six after that. However, it should be noted that foreign direct investment (FDI) inflows are severely uneven at the state level. Only six states in India, Maharashtra, Delhi, Karnataka, Tamil Nadu, Gujarat, and Andhra Pradesh, combined accounted for more than 70% of FDI equity inflow to India between 2000 and 2012. (Mukherjee, 2011). Differences in macroeconomic policies, geography, political institutions, as well as social conventions, cultures, and beliefs, have been ascribed to the interstate variation in FDI influx.” (Basu, 2001; Chakravorty, 2003a)

“The structural change and accompanying development plan are projected to not only boost economic growth but also accelerate urbanisation (Bhagat, 2004; Kundu, 2003). However, the rate of urban population growth in India fell to 31.30 percent between 1991 and 2001, down from 36.10 percent in 1981-1991. Some researchers are sceptical that the Census of 2011 would have detected new urban centres of significantly smaller denomination than in previous censuses because the growth rate of urban areas has climbed again to 32.15 percent between 2001 and 2011.”(Kundu, 2011b) Furthermore, during the previous decade, population growth rates in the three megacities with populations of more than 10 million people have decreased significantly. Greater Mumbai's urban agglomeration (UA), which grew by 30.5 percent between 1991 and 2001, grew by 12.1 percent between 2001 and 2011. Similarly, Delhi UA has slowed significantly (from 53.0% to 26.7%) and Kolkata UA has dropped significantly (from 19.9% to 6.9% in 2001-2011). In reality, primarily urbanised regions such as Delhi's national capital territory and Chandigarh's union territory grew at less than half the pace of the previous decade (Kundu, 2011a), despite the addition of a significant number of new census towns with no recognised urban local bodies. In actuality, only 26 to 29.5 percent of urban development from 2001 to 2011 may be attributable to the designation of new census towns, according to some estimates (Pradhan, 2012).

“As a result, why did India's urban population drop during a time of relatively rapid economic growth, outward-looking economic policies, and more dependence on market forces to drive development? (Mathur, 2005). On the causes of urban growth slowing, several viewpoints have been expressed. The success of numerous rural development programmes (Mohan, 2006) as well as stagnation in the conventional organised sector in ancient metropolises like Kolkata, Mumbai, and Chennai have been credited by some researchers.” (Kundu, 2003) It has also been claimed that infrastructure restrictions have put a lot of strain on metropolitan regions' absorption capacity. Others argue that the poor performance of the agricultural sector in the surrounding countryside, rather than a pull from growing industry in cities, drives the rise of cities in India (Nijman, 2012). The rural regions appear to have been ignored in the postreform period, and rural nondevelopment has fueled a rural refuge movement to the city. “Regardless of these opposing viewpoints, the absorptive capacity of Indian cities has not risen in the post-reform period, as seen by a slower pace of population growth. It should be emphasised, however, that India's urban population is already biased toward major and metropolitan cities. According to the 2001 Census, 65 percent of the country's urban population lived in cities classified as Class I or higher. Increased urbanisation and the continuous concentration of the urban population in major cities have

put enormous strain on fundamental urban infrastructure. Industrial districts have shifted or emerged along metropolitan corridors and coastal areas (Kundu, 2003; Kidwai, 2006) outside the city limits to overcome infrastructural constraints and scarcity of land in prime locations of the inner city, coupled with increasing concern of environmental deterioration in city proper or 'bourgeois environmentalism'." (Butola, 2000) Increased mobility and technology advancements in communications and information exchanges make it possible for local and global enterprises to locate anywhere (Mathur, 2005).

As a result, one of the most significant effects of globalisation in Indian cities is the reorganisation of urban space through deindustrialisation and gentrification. Deindustrialisation, or the relocation of industry from the city centre to the outskirts, has resulted in population redistribution. Municipalities have either raised the allowable amount of floor space index (FSI) and vertical limitations of buildings to provide room for business houses, commercial activities, and high-income residential units to alleviate the rising strain on land. As a result, gentrification or the formation of a few high-density commercial and high-income residential zones occurred, displacing families who could not pay the prices. The poorest population is forced to relocate to the "degenerated periphery," where they can find work in the local industry or commute to the centre metropolis (Kundu, 2003). As a result, in compared to the growth rates of the major cities, the periphery districts of metropolises have demonstrated substantially greater growth rates. For example, although the Delhi Municipal Corporation (DMC) had a decline in growth and the New Delhi Municipal Corporation (NDMC) experienced a negative growth rate from 2001 to 2011, Gurgaon, on the outskirts of Delhi, grew at a very high annual rate of 5.7 percent from 2001 to 2011. (Denis et al., 2012).

As a result of the migration of industry, the postreform era is distinguished by an apparent slower expansion of formal sector employment in inner city districts (Mathur & Raikhy, 2002). "At the same time, it is claimed that the capacity of the unorganised or informal sector to absorb migrants as casual or self-employed workers has dwindled over time (Kundu & Basu, 1998), which could be due to the combined effects of inadequate infrastructures, excessive city sizes, and neoliberal policies. As a result, the favourable effects of neoliberal policies on cities that failed to provide job possibilities for both official and informal employees may be questioned. Inequality is another key consequence of globalisation in Indian cities." Jayadev et al. (2011) used the NSS All-India Debt and Investment Survey to discover that between 1991 and 2002, the median wealth of the urban elite was substantially higher and rose far quicker than that of the middle classes and manual labourers. Some researchers' concerns that the postreform period would see a "rise in intraurban inequity and lead to segmentation, notably in India's metropolis and other big cities" (Kundu, 2001, p.187) were verified. Furthermore, throughout the postreform period, not only intraurban but also interurban inequality rises. Several studies have shown evidence of persistent inequities in India's urban regional structure (Chapman et al., 1999; Sivaramakrishnan et. al., 2005; Shaw, 2007; Chakravorty, 2003a). Inequalities between regions and between various sizes or classes of urban settlements appear to have been exacerbated by the changes brought about by the postreform era (Kundu, 2003).

The preceding debate gives us food for thought about the relevance of neoliberal policy in terms of balanced regional development. "In the post-reform period, interstate inequality has risen, while regional differences have widened (Ahluwalia, 2000; Bhattacharya & Sakthivel, 2004; Kant et. al, 2004). At the district level, Chakravorty (2003a, p.135) found that the percentage of investment in industries continues to concentrate strongly in the postreform

period, claiming that the top 10 districts draw nearly one-third of total investment in the nation in both pre-reform and post-reform periods." Since a result, "it is now required to establish a new theoretical framework for the study of regional development," as the worldview that ushered in the reforms of the 1990s has rendered the underlying premise of policy continuity obsolete (Chakravorty, 2000, p.368). "The function of long-term national planning has been questioned in the post liberalisation period (Harris, 2003), and a strong campaign is forming in big Indian cities for making cities largely independent of state and central level supervision (Sivaramakrishnan et.al, 2005). It may be proposed that big cities be freed from the strict control of the national planning process in order to reinvent and change themselves in order to become more productive and competitive for the growth and development of major cities and city regions. The fact is that long-term planning, such as master plans and regional plans, has run counter to the dynamics of market capitalism, which currently dominates the urban and regional development process." In the long term, the 'new' neoliberal state is anticipated to follow the market's lead. As a result, the state's role must be reinterpreted and confined to more extensive engagement at the microlevel in the form of flexible, short-term spatial planning at the local level (Harris, 2003).

7. GLOBALISATION IN THE NORTH EAST INDIA

Northeast India, which includes the states of Mizoram, Sikkim, Assam, Tripura, Meghalaya, Nagaland, Manipur, and Arunachal Pradesh, is a remote and peripheral area from the rest of India, and is defined as a "territorially organised, patrolled, enforced, and confined zone" (Kurien, 2009, p.1). "The region covers 7.9% of the country's overall geographical area, with hilly terrain accounting for around 70% of it. It is connected to the rest of India through a short passage in North Bengal known as the 'chicken neck' or 'Siliguri Corridor.' There are over 475 ethnic groupings and subgroups in India, and several of these ethnic communities have attempted to carve out their own ethnic states since India's independence." A complicated network of geological, political, social, and economic challenges has severely hampered the region's progress. In the Northeast, it appears that changes brought on by economic globalisation have been minor, if not non-existent. The region's economy has yet to gain from the national economy's structural adjustment and subsequent liberalisation, and it is "one of the pockets that does not appear to have profited from the changing economic climate" (Bezbaruah, 2007, p. 83). It should be emphasised that the area got just \$ 42 million in FDI in 2008-2009, accounting for approximately 0.2 percent of the country's overall FDI inflow. In 2010-2011, the amount was even lower, at 8 million, accounting for barely 0.04 percent of the country's total FDI influx (Mukherjee, 2011). As a result, it has been stated that the region's prospects for globalisation are dim since it is unable to attract global companies (Roy & Adhikari, 2008).

As a result of the Northeast's failure to participate in the globalisation process, no substantial changes have been observed in the region's metropolitan regions. "Instead, compared to the previous decade, urban development rates in the larger Northeast states have decreased significantly in the post-reform period. However, it should be noted that, for administrative reasons, urban areas in Northeast India have been often reorganised, with whole towns or parts of towns being included and denotified. The designation of smaller villages as towns and the expansion of larger towns through the absorption of outlying villages account for a large portion of the urbanisation process. The problem is more pronounced at the local level. The area had twelve Class I cities according to the 2011 census. In contrast to the past decades, the growth rates of all cities except Imphal, Agartala, and Shillong have decreased significantly between 2001 and 2011. It might be claimed that cities in the region have lost their ability to absorb migration, which could be due to falling job prospects and growing

scale diseconomies without sufficient post-reform investment. The anomalous growth rate of Agartala city between 2001 and 2011 can be explained by the city's expanding territory. Agartala was a municipal council in 2001, with a total area of 15.81 km², but by 2011, it had become an urban agglomeration, with a total area of 58.84 km². Similarly, the addition of a number of census towns contributed to the high growth rates of Imphal UA and Shillong UA between 2001 and 2011. Apart from Shillong Municipality and Shillong Cantonment, Shillong UA had just five census towns in 2001, but additional five census towns were added in 2011."

Why have cities in Northeast India been unable to attract major private and international capital investment? The region's economic backwardness has resulted in physical and economic isolation owing to geographical, political, and socioeconomic issues. The region's incapacity to integrate with the outside world reduced it to a consuming zone. It might be claimed that the region had all of the required features of a place likely to be overlooked by globalisation. The region's landlocked position, tiny market, and weak economic basis, as well as insurgency and terrible governance, are all likely to hamper the region's progress. Furthermore, although core cities continue to improve their worldwide commercial relations in the post-reform period, "small and medium towns located away from rising global centres of growth, notably those in backward regions, have struggled to attract much private investment," it has been suggested (Kundu, 2003, p. 3087). Northeast India's cities are comparatively modest in relation to the rest of the nation. Large cities are destined to be more productive because they attract competent and creative individuals who, in turn, are responsible for the production of new ideas and unique applications of old concepts (Jacobs, 1969; Florida, 2005; Glaeser, 2011). Furthermore, infrastructure and basic utilities have been severely lacking in many of the region's states and towns. In the infrastructure development index, all states in Northeast India were categorised as 'poor category states' (TFC, 2004).

Furthermore, it is thought that one of the key causes for the region's exclusionary position is its underdevelopment of the industrial sector. "Due to limited infrastructure, tiny and fragmented markets, social turmoil, and terrorist activity, it has been said that the north-eastern area is in a disadvantaged position for industrial growth (Giri, 2008). The urban economy in northeast India is saturated with the informal sector due to the near lack of large-scale industry. In 2004-05, the percentage of informal employees to total workers in Assam and other North-eastern states was projected to be 84.41 percent and 83.72 percent, respectively, compared to an all-India average of 86.32 percent. More significantly, the informal sector grew at a pace of 7.17 percent in Assam and 5.83 percent in other North-eastern states between 1999 and 2005, compared to 2.88 percent for India as a whole. As a result, low-intensity globalisation in the Northeast appears to have had little influence on urban forms or spatial organisation. The only obvious changes in most cities are the shifting skylines caused by the construction of mobile transmission towers and the remodelling of buildings for multinational corporate outlets. Only Guwahati has undergone minor transformations, with the addition of flyovers, retail malls, and high-end hotels and restaurants. From the standpoint of regional development, it may be claimed that the northeast lacks a central centre or metropolis capable of integrating the economics and culture of the region's diverse ethnic groupings. Despite its proximity and similarities, the northeast has struggled to establish itself as a 'region' in terms of nodes and interlinkages, cultural cohesiveness, and economic integration." In an era when interconnectedness is more important than ever, development is more closely linked to proximity, concentrations and agglomerations, and integrations of firms and markets than ever before, and the term "region"

has come to mean "any area of subnational scope that is functionally organised around some internal central pole" (Scott & Storper, 2003, p.580).

“Despite the fact that the future of globalisation in Northeast India is unknown, the area has seen the spread of ideals that drive economic globalisation. Support for markets and trade, democracy and decentralisation, good governance, and identity ideology and identity politics are among the ideological parts of globalisation, which are considerably more ubiquitous than economic globalisation.” (Chakravorty, 2003b) Furthermore, cultural globalisation appears to have more influence in the absence of economic effect (Nayak, 2011). People and cultures are constantly moving as a result of globalisation. As a result, the area has become a source of low-cost labour, with many skilled nurses, domestic servants, and hospitality workers finding work in other Indian cities and overseas. “Finally, in this region of the nation, globalisation is frequently associated with the much-hyped Look East Policy (LEP). The LEP was designed as a programme to economically connect the northeast with the Southeast Asian nations by the Indian government during the neoliberal change in the Indian economy. Major initiatives such as the opening of border trade and major infrastructure projects such as the Kaladan Multimodal Transit and Transport Project (KMMTP), which connects Myanmar and mainland India via Mizoram, are expected to help revive local economies while also positioning the region as a transit corridor. At the same time, it has been argued that, because the region has endogenous infrastructural constraints, the inflow of cheap products from other states and South East Asia through the opening of Indo-Myanmar border trade in the post liberalisation period has resulted in the closure of many manufacturing units, ranging from large to small (Sharma, 2012). As a result, it's possible that the region's openness will be preceded by internal transformation.”

8. POSITIVE IMPACT OF GLOBALIZATION

The indigenous peoples of North East India have seen both good and bad effects as a result of globalisation. Expansion of North Eastern culture to other regions of the world, familiarisation with and integration with the developed world's conventional way of life, spread of cultural heritage and economic benefits, and so on. A new window of opportunity has opened up for the people of the Northeast to learn about the high-tech lives of nations throughout the world thanks to globalisation. Consequently, this is a process of assimilating and integrating the many aspects of the culture, tradition, religion, and practise. Assimilation may lead to a widening of one's horizons, the exchange of ideas, and the copying of other cultures, all of which are positive outcomes. Traditional folk assets including dance, music, art, and literature have been exposed to the outside world as a key consequence of globalisation. Folk dancing and folk music have been particularly affected by this. As of late, traditional dance and music have become increasingly popular throughout the globe. Dance and singing styles from India and other parts of Asia have gained worldwide renown in recent years, including Assamese Bihu and Bodo Bagrumba, Manipuri Laiharawa and Missing Gumrag dance. To put it another way, the globalisation of music has a huge economic impact on the regions where these tribes reside. Many people throughout the world are interested in traditional foods and their medicinal characteristics, and their commercialization has been a success. Tribal and ethnic communities' traditional skills and knowledge have been significantly impacted by globalisation. As a result, they have found a means to show off their abilities to other countries and on a worldwide scale. Assam's silk industry has garnered substantial rewards in the global market. Tourism and cultural heritage are two more aspects of globalisation that are expected to have a positive impact on the economy. International tourists are increasingly coming to North East India. As a result of globalisation, there are

now numerous career opportunities and retail outlets across a wide range of industrial settings.

9. NEGATIVE IMPACT OF GLOBALIZATION

Globalization has had a negative impact on the civilisation and culture of the North Eastern area. The introduction of western culture has wrought several alterations in the traditional ways of life of people in the North-East region. Traditional eating habits and foods have undergone the most profound change. NE India has absorbed Western fast-food chains like KFC and McDonald's as a result of globalisation. The upshot is that more and more people are being enthralled and pulled to them, and traditional culinary preferences are disappearing. The variety of the population is likewise threatened by globalisation. Ethnicity no longer seems to matter as much to them in the context of their new global self. In order for the free-market economy to become more balanced, it will take some time for individuals to adapt. It is becoming increasingly difficult for tribal groups, such as the Garo, Khasi and Jaintia tribes, to maintain their ancient matriarchal society. The languages of the North East tribes have also changed as a result of globalisation. As more and more languages from around the world are thrown together, ethnic dialects are at risk. Everything from music to food to fashion to even small-town festivals has seen similar shifts.

10. CONCLUSION AND RECOMMENDATIONS

One of the key causes of our society and culture rapidly changing and diverging is the impact of globalisation. It's tough to say if these modifications are good or bad. It is impossible to keep up with outdated traditions forever. Change is a good thing, but it shouldn't be at the expense of erasing our rich cultural heritage. The next generation will be annihilated by the loss of their identity. Globalization has had a significant impact on the North Eastern tribes' history and culture. As long as our society is ruled by a local-global framework, it might be seen as an opportunity. Otherwise, the simple and singular way of life of the people of North East India would be seriously jeopardised.

It is essential to protect and emphasise the preservation of the history and culture of the people of North East India. It has been suggested that the following ideas be put forth in order to help revive the long-dead cultures of the indigenous tribes:

- The government should take a number of steps to safeguard the traditions and cultures of the people living in the area.
- Understanding programmes, seminars, and workshops should be organised among the local people in order to promote public awareness of the ramifications of hybrid culture.
- The region's indigenous peoples' cultural legacy should be highlighted and preserved via the establishment of more museums and heritage groups.
- Health care should be freely available to those who can't afford it and to those who work in the industrial sector.
- In order to preserve the nutritional and medicinal components of tribal cuisine, various processing and preservation facilities should be built-in North-East India.
- So that the benefits of change can trickle down to people at grassroots level in the form of jobs, increased income, infrastructure development, greater prosperity and long-term development, while taking into account future generations, the government and its corporations should make sincere efforts and devote as much time as possible to implementing pledges and commitments.
- Recognizing the country's natural assets and improving infrastructure such as energy, transportation, and communication are essential if the region is to attract a steady stream of investment.

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