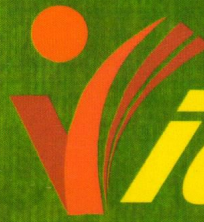


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on. In accordance with the above, NGOs have been assigned an increasing role by the government and external donors in service provision and poverty alleviation. Microfinance is aimed at providing the rural and urban poor especially women, with savings, credit and insurance facilities to set up or expand income-generating activities (IGAs), and to improve household income security. The microfinance programmes are expected to alleviate poverty and empower women in a sustainable manner.

Conclusion-

The world in which we live is rapidly changing socio-economic-political environment, major challenges to NGOs in using its resources effectively and in keeping abreast of debates on development issues. Availability of financial resources from the state and international institutional sources often mirror underlying priorities and values of the donor community and the country for example, government funding allocation reflects the ongoing priorities of the government and also gives an insight wider economic and political context similarly, trends in individual voluntary contributions throw light on the significance assigned to the role of NGOs by the general public. NGOs in general depend on individual contributors, public charitable trust, foundations, business houses and the government sources for procuring necessary financial and non-financial resources. Dominant funding sources can seriously influence the working of recipient NGOs

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Impact of Globalization on Rural Society

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Introduction-

Globalization started in the year of 1991. In the same age the burden of foreign loan went on increasing. So international bank refused to provide loan to the India at international level. But on basis of some terms and condition World Bank and International Monetary Fund decided to provide loan to the India. But in return they imposed some terms and conditions to the India. Admitting all terms and conditions imposed on India a lot of changes have been made in Indian economy under the name 'Financial Reforms'. Consequently, number of foreign companies entered in India. Indian economy has been opened at international level for exchange of things, technology, foreign investment, capital and technology.

Naturally Globalization is followed by Liberalization and Privatization. The impact of these three process of Globalization, Liberalization and Privatization is seen on the Indian society. Consequently, these three process, in term of ill or good, can be seen in the present research paper. The Consequences of Globalization on the Indian Rural society are discussed in detail.

Concept of globalization-

The terms globalization has been used in particular sense. Globalization is the integration of national economy through trade, investment, Capital, flow, labor migration and

technology. Globalization can be thought of to be the result of the opening up of the global economy and the concomitant increase in trade between nations. In other words, when countries that were hitherto closed to trade and foreign investment open up their economies and go global, the result is an increasing interconnectedness and integration of the economies of the world. This is a brief introduction to globalization.

Globalization can also mean that countries liberalize their import protocols and welcome foreign investment into sectors that are the mainstays of its economy. What this means is that countries become magnets for attracting global capital by opening up their economies to multinational corporations.

Globalization is the process enabling financial and investment markets to operate internationally, largely as a result of deregulation and improved communications. Globalization is the process by which company expand to operate internationally.

The impact of globalization is found on rural society in India. This impact of globalization on Indian Rural society is in positive and negative manners as well. Rural living standard, rural outlook, rural life values, rural political views, rural educational systems, rural social and cultural factor and rural agriculture field all of these factor are highly affected due to Globalization.

Research Methodology-

There are two types of data collection methods in any research. First is primary data collection method and another secondary data collection method. The method of data collection is depending on various about research. Secondary data collection method used in this research paper.

Impact of Globalization on Indian Rural Society:-

The impact of Globalization can be seen on rural, tribal and urban society. Due to Globalization urbanization in whole India spread

up in a rapid way. Impact of Globalization on Indian rural society can be discussed in detail with the help of following points.

- The impact of Globalization is seen on Indian rural economy. Due to Globalization exchange of thing, availability of thing in the market, new technology, new opportunity of employment all these thing can be created because of Globalization. Trade and business became the area of competition at national level. Major aspect of Globalization that relate to rural life or its development which includes the commercialization of agriculture and expansion of agro-industries, The liberalization of international trade and marketing of food and other agriculture products. The internal labour migration is increased at large scale.

- Social and cultural field in Indian rural society is highly influenced because of Globalization. The impact of globalization is seen on rural customs, rural tradition, rural living standard, rural values, norms, likes and dislikes and outlooks. So the cultures of all world are introduced each other at international level. Globalization has expanded recreational opportunities by spreading culture, particularly via the Internet and satellite television. The ratio of literacy of Indian society increased because of Globalization. In

- Technical education is providing to most of the student from rural areasto secure employment. People know about the internet. Educational system information technology, E-learning, distance education, new education policies have been introduced in rural areas education field.

- The impact of Globalization is seen on Indian rural life. Standard of living, attitude, dresses, dance, folk song, construction of houses, agencies of entertainment. Cultural diffusion is the spreadof cultural items-such as ideas, styles, religions, technologies, languages etc.

- Due to Globalization political field of Indian rural society is highly influenced. At large

scale Political thought, political ideology, political aims and policies spread up in Indian rural society. Rural people are aware to Government policies and schemes. Their political knowledge is increased.

Impact of Globalization is also seen on Indian agriculture field. Modern technology in the field of agriculture is being used. Modern fertilizer, seeds and pesticide are also used. So the production of agriculture increased at large scale and these new technology are also used in rural areas of India. Profitability of cultivating different crops has hardly increased. Government is trying to push the technological changes in the agriculture to make it a profitable venture.

The impact of globalization is found on technological field in Indian rural society. Increased competition from globalization helps stimulate new technology development, processes more efficient. Technology is trying to make use of it villages and other communication infrastructure.

Conclusion-

The impact of globalization on Indian rural society is in positive and negative manners as well. Rural Living standard, outlook, life values, political views, educational systems, social and cultural factor and agriculture field all of these factor are highly affected due to Globalization. We can see that today changes are taking place rapidly in rural areas are no exception to this. Improved infrastructure facilities, economic liberalization, renewed emphasis on agribusiness and small industries, fast changing agriculture technology, scope of commercialization of agriculture. Various socio-cultural, psychological and political aspect of rural life are also changing

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" जागतिकीकरणात बाजारपेठांचा ग्रामीण विकासावर प्रभाव "

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जि. यवतमाळ

सारांश:

कोणत्याही देशाचासंपूर्ण आर्थिक विकास तोपर्यंत अपूर्ण आहे, जोपर्यंत त्या देशातील ग्रामीण विकास पूर्णहोणार नाही. विशेषकरून भारतात सर्वाधिक लोकसंख्या ग्रामीण भागात राहत असून याठिकाणीहा सिध्दांतपूर्णपणे लागू पडतो. ग्रामीण विकासाचा मुख्य आधार ग्रामीण अर्थव्यवस्था हा आहे.ग्रामीण अर्थव्यवस्थेची पुंजी वाणिज्य व्यापार तथा विपणनावर आधारित आहे. ग्रामीण अर्थव्यवस्था ही कृषी उत्पन्नावर निर्भर आहे . कृषी उत्पन्नाचे भारतीय अर्थव्यवस्थेत अनन्यसाधारण असे स्थान आहे.ग्रामीण शेतकऱ्यांद्वारे उत्पादीत केलेली पिकेही देशातील प्रत्येक नागरिकांच्या घरी पोहोचविण्याचे कार्य विपणन व्यवस्थेचे मुख्य उद्दिष्ट आहे.विपणन व्यवस्था ज्या ठिकाणी विकसीत होतेती विपणी अर्थात बाजारपेठ होय. म्हणजेच बाजार किंवा बाजारपेठ हे ग्रामीण विकास साध्य करण्याचे साधन आहे. ग्रामीण विकासाला प्राचीन विपणन व्यवस्था कोणत्या प्रकारे कार्यरतहोती आणि आज आधुनिक विपणन व्यवस्था ग्रामीण विकासाला कोणत्या प्रकारे प्रभावित करते आहे. ग्रामीण विपणन व्यवस्थेमुळे ग्रामीण क्षेत्रात विकासाचे कोणते नवे मार्ग निर्माण झालेतसेचत्याचे दुष्परिणाम काय झाले , भविष्यात आधुनिक विपणन व्यवस्था ग्रामीण विकासाला कोणत्या दिशेला घेऊन जात आहेहे माहित करून घेणे आवश्यक आहे. आता आमच्या देशात ग्रामीण विकासाला विपणन व्यवस्था कशाप्रकारे प्रभावित करते आहेहे माहित करून घेणेहा या शोधनिबंधाचा प्रमुख उद्देश आहे.

बीजशब्द : विपणन, अर्थव्यवस्था, व्यापार, ग्राहक, उत्पादन, विक्रय.

प्रस्तावना :

बाजारसंरचना याप्रमाणेतयार व्हायला पहिजे की, ग्रामीण