

India Lives in a Time of Globalization

A documentary interview project

by students at the Noida Public Senior Secondary School

Uttar Pradesh, India



with What Kids Can Do, Inc. ■ www.whatkidscando.org

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Introduction

How this project came about

Good or bad, globalization has become a fact of life in our twenty-first century world. It produces contrasts at every turn: between old and new, Eastern and Western, rich and poor, traditional and progressive, multinational and local. For India, globalization has created turbo-charged growth and a quick rise up the ranks of the world's economic powers.

How is globalization changing the work and lives of “ordinary” Indians? What do they see as being gained and lost? In this project, fourteen students at Noida Public Senior Secondary School in Noida, India, set out to answer these questions.

The students began by learning as much as they could about the topic of globalization. They also learned two new skills: how to interview strangers and how to use a digital camera. Then, for four months, the students—individually and in groups—interviewed as many people as they could: doctors, taxi drivers, a freight forwarder, a 3-D animator, a corporate attorney, a housewife, and more. In the end, the students conducted close to fifty interviews, with Indians from many walks of life.

In every instance, students recorded and photographed their subject. They painstakingly transcribed their interviews, by hand, to create a complete transcript—typically, first in Hindi and then in English. During one week in spring 2007, the students and their teachers worked intensively with What Kids Can Do to turn their interview



transcripts into first-person essays and pair their essays with photographs. “India Lives in a Time of Globalization” is the result.

Asked to reflect on their experience, most of the Noida students said it was one of the best learning experiences they had ever had. “We were too lucky to get this diamond chance,” writes Payal Chauhan. On the two pages that follow, they share the details of the process and the knowledge they gained.

Standing behind this project, at every turn, were Noida Public Senior Secondary School teachers Rinkoo Bahrani and Rasjri Rammohan. Their dedication matched that of their students. They gave up holidays, weekends, and time before and after school to guide their students with skill, encouragement, and patience. They deserve the deepest gratitude.

*Barbara Cervone and Kathleen Cushman
What Kids Can Do, Inc., Providence, Rhode Island, USA*

Now We Are Not Afraid of Anything

Student participants reflect on the project

We came to know that globalization is the process in which countries of the world become interdependent and the distance between people gets shortened. The latest models of digital cameras, mobile phones and televisions, made by the leading manufactures of the world, reach us through globalization. Globalization has changed the daily life of people: e.g. doctors, teachers, engineers, housewives . . . There are some negative effects of globalization too. It snatches the employment of small workers. People are forgetting their traditions.” – ARTI KUMARI

“Our first step for this project was collecting the information about globalization through newspapers, books, Internet, etc. After that we did lots of practice for taking interviews of different people from different fields. We took photographs immediately after getting cameras. We made five teams of three students each, who took lots of photographs related to this project (globalization) . . . After the photographs, we got recorders for taping interviews of different people. Then we did transcription of the interviews, which was time consuming and not very interesting work. After performing all the above activities, two students from our team were selected for presentation of this project in Pune.” – ALOK ANAND

“Before doing his project I was unaware about globalisation. By doing this project, I met different peoples having different views. I learned that not only companies, but



temples of foreign countries, like Isckon and Akshardham, are available in India also. And foreign festivals are also celebrated in India like Valentine’s Day. Indian people export and import their goods from outside countries, and by this Indian markets have also changed.” – SAPNA CHAUHAN

“Many of my teammates including me were very happy because it was first time we were using digital cameras. We took many photographs with different angles. We got the idea how angle distance and light are important factors while clicking. We visited many places to click photos that showed the impact of globalisation. Then we proceeded towards our next step, which was interviewing. But we delayed it, as our exams were approaching and we had to study. But after the exams were over, we gathered during our holidays and went out to different places in groups as well as individually to take interviews. *(cont’d)*

Now We Are Not Afraid of Anything *(continued)*

“I have learned many things about globalisation, such as globalisation is a sharing of information across the borders. Globalisation is very useful for development, but also it sometimes creates problems for development. This project gave me a chance to interact with different types of people. It also gave me knowledge about how one can gather information about any topic.” – ASHISH DHIMAN

“First of all I want to say that earlier I didn’t know the meaning of globalization. By this project I understood the meaning of globalization. I think that it is neutral. The upside of globalization for India is we get the best material, technology, and services of the world. We come to know about the people from different parts of the world, their living habits, their eating habits, etc. The downside of globalization is it makes us dependent on other countries. We fear losing revenue to other countries. We fear that globalization will widen the gap between rich and poor. In India, it is the businessman and multinational company that are benefiting most. The people with smaller jobs, like driving an auto rickshaw or small shopkeeper, are benefiting least.” – SHASHANK VERMA

“In the beginning, our teachers told us to write an article about globalization and collect information about what happens in other countries, how each thing changes during globalization and how they are related. After that, ma’am told us to take interviews and a snap from many persons of the society, the person who has their own business and also the poor person.

“We went to many places, sometimes in a group or individually. We went to Sec-18 (Atta Market, which is very commercial), some students went to Iscon temple, some to the Engineering College, some to the hospital and also

to the local people. Sometimes we faced problems, like a shopkeeper who does not allow us to take interviews or take a picture in front of his shop. They were afraid of this. One day I accompanied with my friend to clip some pictures and suddenly a cop came and he said that we had to delete those pictures or he was going to call the manager. I said ok!

“In front of poor people we faced many problems likewise. They said they were illiterate and sometimes they said they were ignorant. I told them that we are not going to ask something related to book study, but they said that sometimes people exasperate them and that it’s better that you people don’t take interviews.

“This is all about our process, contribution, and experience. Now let’s talk about what we all learned about globalization. Before this project, whatever we knew was written in our books and it was theoretical. During this project, due to our full determination and also with the help of our teachers, we became practical. We met many people by which we were able to understand the full meaning of globalization, that globalization is related to everybody whether they are rich or poor, whatever be their status. Rich people are more benefited as compared to poor people because they have better knowledge and also they can easily spread their work around the world or in a country.

“Before this project our communication skills were not so good, but during this project our communication skills became so good that now we are not afraid of anything. If ever anybody gave me this type of opportunity again I will definitely do it.” – Rahul Kothari ■

As If They Are Real

A conversation with Kanhaiya Krishna Kumar, graphic designer, by Shashank Verma

When I was young, I thought I would join the military or police, but I always had this dream that one day I become a businessman. I went to Chennai for my MBA degree and I found that graphic engineering is a good option. There is a lot of escape in this.

I have been working in this field for eight years. First, I worked as an animator, doing 3-D hard-core animation, where you see objects as if they are real. Now I work for Sahara India television, editing and composing animation.

When you see a news channel, you see the person who is telling you the news. You see lots of things on the scroll bar, going up and down—the segment name, the program name. Those things, I do in graphics.

The entire globe has become one place. We used to travel by carts and horses, which took a long time. Now, we have lots of cars to get from one place to another. We have aircraft, traveling at the speed of sound. But with all these developments, there are lots of shortcomings also. Everybody has got a car. We are stuck in traffic jams on roads, unnecessarily.

I have a cell phone, which connects me to anywhere in the world. If I want to talk to a friend in America right away, I can. But earlier, if I wanted to meet a friend, I would have arranged time to go to meet him. Today, I have a very efficient mode of communication. I dial



Earlier, if I wanted to meet a friend, I would have arranged time to go to meet him. Today, I dial a number. We both are busy, we are waiting for someone else to call, so we say goodbye.

a number, he says something about him, I say something about me. We both are busy, we are waiting for someone else to call, so we say goodbye. Bad or good, this is how we maintain our relationship. ■

Girls Can Stand on Their Own Feet

A conversation with Shobha Chand, housewife, by Priyanka Chauhan

I have been married for 20 years, and I have four children, two boys and two girls. Before I married, I studied through the 12th class. People used to think that girls are born only to do housework, so we were not given much education. Now that has totally changed. Girls are being educated so they can stand on their own feet. They achieve success in every field.

In earlier days, women had to bring wood from the forest to cook the food on an outdoor stove called a chula, which takes a lot of time. Now, gas has taken the place of wood-burning stoves, and that also saves time. We have many electrical appliances in the kitchen, such as the oven, tandoor, and chapatti makers. The work can be done easily in a short time, so women get time to learn extra things, like painting and cooking.

Women used to wear simple saris. In front of their elders, we used to do purdah, covering our face with the sari. We didn't go to beauty parlors and all that. But now, we have started wearing Western dresses and we go to parlors. Earlier, people wore clothes made of khadi [a hand-woven cloth], but now silk, nylon, and terylini have replaced khadi. No one used to wear fashionable or designer clothes, but today everybody wants to wear them.

On Diwali [the Indian festival of lights], people used to light only simple candles and diya lamps, handmade from clay. They did not light firecrackers. Now people light candles and diyas designed and decorated in differ-



My children give me respect, but they don't respect the old ways and customs. They want to fully capture the Western culture. Even I have changed my way of thinking.

ent ways. People used to call pandits [priests] to their home to do prayers for two to three hours. Now, prayer is only a symbol of show. People worship for a maximum of half an hour.

In Holi [the festival of colors], simple colors were used in our traditional play, but now different chemicals and mixed colors are used. Earlier, Holika was burnt everywhere at Holi, but it is very rarely burned now. Before, Christmas was considered the festival of Christians, but now it is also celebrated by Hindus and Muslims, and by all.

Girls Can Stand on Their Own Feet *(continued)*

When I was younger, marriages were always arranged. The bride and groom were not allowed to see each other before the wedding day. Simple marriages were held without much fun—DJs and good food were not there. But nowadays, love and courtship marriages are held. Special arrangements are made, and decorative materials are ordered from different countries. For weddings, we

prepare every food item—from China, France, Australia, etc.

My children give me respect, but they don't respect the old traditions and customs. They want to fully capture the Western culture. Even I have changed my way of thinking. ■

How Can They Make Money?

A conversation with Anand Prasad, corporate lawyer, by Payal Chauhan, Ashish Dhiman, Pratima Mishra, Shikha Tyagi, and Shashank Verma

In India, you have one set of laws, but in other countries you might have another set. Lawyers help you understand the different laws that exist, and tell you ideas of how to make money.

For example, when we take loans from banks here in India, the banks get interest off the loans. In the Middle East, banks can't charge you interest, because Islamic laws do not allow it. If an Indian bank is going to set up a branch in Saudi Arabia, can they give loans there? How can they make money?

Before the opening of the Indian economy in 1991, the kind of work that we do in corporate law actually did not exist as a field in India. Global business involves contracts that cross borders, which was not permitted then. Now that the country's trade policy has changed, foreign companies want to make investments in India, or set up a transport relation with them, or make an acquisition of an Indian company. And Indian companies are also doing their business outside of India.

I do contracts and advisory work for my clients. They come from North America and South America. Lots come from Europe: the U.K., Germany, France, Italy, Spain, Russia. Others come from the Eastern side: China, Japan, Singapore, and Australia. Some are entrepreneurs from India. They know how to do business, but they don't know how exactly to say it in their account books, and what contracts to do. We can tell them.



Before the opening of the Indian economy in 1991, the kind of work that we do in corporate law actually did not exist as a field in India. Global business involves contracts that cross borders, which was not permitted then.

Often our initial contact with the client is through an international law firm. But a lot of the work comes through indirect contacts. People looking to come in India speak to one another to find out the laws, and ask, "Who did you use?" We also do seminars and speak at

How Can They Make Money? *(continued)*

conferences, where people come who are interested in investing in India.

My work has changed the way I travel. Four years ago, if I had to go to some overseas country, I would be under pressure: How will I go there, how will I interact with people, what should I do when I land at the airport, how will I reach my place? Nowadays, global travel is just like going to my house. I keep valid visas for the U.S. and U.K., Europe, Singapore, etc., so if someone calls me, I don't have to run to the embassies.

Fifteen years back, when I began my studies, the practice of law was not as attractive, because litigators, lawyers who go to court, actually don't make much money. I don't

go to court anymore. For me, money was inspiration enough to go into corporate law. Today, people actually want to be corporate lawyers. Before, a big law firm in India would only have about 30 to 40 lawyers. Now, the largest law firm in India has around 200 lawyers.

Naturally, my work has affected my personal life. Our revenues are growing, we become wealthier, and so our lifestyle changes. If you are doing more work, you are spending less time at home. Whether that time is adequate is a question best asked of my family. But in a sense, it's not unusual, unacceptable, unnatural change. It's an actual consequence of globalization. ■

Absolutely a Foreign System

A conversation with Sapna, call center employee, by Shikha Tyagi

After completing my 12th standard class [last year of senior secondary school], I was wanting to work and earn some money. When I got into this call center, I found it pretty interesting.

It was an absolutely new experience. So I decided to do graduation through correspondence, and to earn money for my future studies.

Call centers are generally of two types, inbound and outbound. In inbound, you get calls from customers to solve their queries. And in outbound, you make calls to other countries and ask questions, or whatever it is. Mine is an outbound call center. We make calls to America only.

I work five days a week, from 5:30 in the evening till 4:00 a.m. [This is 7:00 a.m. to 5:30 p.m. in New York City.] All night I work. In the morning I sleep from 5:00 or 5:30 a.m. and wake up at 2:00 p.m. I get ready for my office, and my cab arrives at 4:30 p.m.

My parents don't have any problem, because they know the atmosphere and environment of my call center is pretty good. Cabs come to our homes to pick us up and they drop us off at home only. New government has made rules that no girl should be picked up first or dropped off last, and a security guard from the company accompanies the girl.

We get proper Indian meals there, free of cost, and snacks. Transport is available to us, some part of our salary is deducted for that. We have tennis courts and basketball courts, where on Saturdays and Sundays we can recreate.



My lifestyle has changed completely. All night I work, five days a week, from 5:30 in the evening till 4:00 a.m. I don't get time for any other thing, not even watching TV. This is absolutely a foreign system.

Once or twice in a month we have a party, either in the call center or outside. Once in six or seven months, 24-hour tours are arranged, like to Agra or Jaipur. We get good incentives if our log-in time is proper, and if we get good leads and sales.

Absolutely a Foreign System *(continued)*

We have to wear formal dress from Monday to Thursday, and on Friday we can wear casual wear. Earlier, I never used to wear Indian suits. In school, I wore jeans and skirts. Now, most of my dress is suits. I have very few jeans in my wardrobe.

All our holidays are to the American system—Thanksgiving Day, Easter, all those festivals which Americans celebrate. We don't get leave on Raksha Bandhan [an important Hindu festival honoring brothers] or Dusshera [a 10-day festival celebrating the victory of good over evil].

My lifestyle has changed completely. I don't have time to listen to anyone, even my mom. I don't get time for any other thing, not even watching TV. I can't meet my friends or relatives [on week days], only on Saturdays and Sundays.

This is absolutely a foreign system. Americans work hard till Friday, and then they party hard on Saturdays and Sundays. ■

TWO NEW WAYS OF GETTING AROUND

An Auto-Driver Is Also a Pilot

*A conversation with Kailash Mishra, auto-rickshaw driver,
by Rahul Kothari*

From childhood, I wanted to become a pilot. In my village, I passed through the 10th class. But in rural areas, there are limited services, facilities, and rights. Due to financial conditions, I was not able to complete my studies. I went to Mumbai for a better life.

But I was not satisfied there, so after that I came to Delhi. Twelve years now I am working as an auto-driver in this area. I am completely satisfied. It is a good place, and there is a lot of work to do. And for me, an auto-driver is also a pilot.

This is not my own vehicle, so for each day I give 250 rupees (6 USD) as rent to the vehicle owner. I can save 200 rupees (5 USD) a day, which is sufficient to me and to my family's sustenance. We can live our life with enjoyment. We never feel that we are inferior, as compared to others. The only thing missing in my life is time to spend with my family members.

I can't say anything about anybody else, but I myself immediately followed the government's new laws [which require every auto-driver to use an auto that runs on compressed natural gas (CNG), or pay fines]. When the rules were made, at that time we converted our two-stroke vehicle to CNG. The conversion should cost 5,000 to 6,000 rupees (123 to 148 USD). But because of interest, the vehicle owner had to spend 25,000 rupees (625 USD).

When foreigners pick an auto-driver, they give the name of the place where they want to go, and after reaching



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there, they ask, "How much?" We understand this, and suddenly we open our mouth and say 25, 30, or 40 rupees, etc. Some auto-drivers cheat them; they charge very high. When people reserve your auto only for them, definitely you put some extra charges. Similarly, I put extra charges on them at night. But I charge only a reasonable price. For me, if we cheat somebody, we cheat ourself. God sees everything. ■

A Sufficient Amount

*A conversation with Suresh, auto-rickshaw driver,
by Naveen Mishra*

I was a very naughty boy, always ready to disturb the members of our family.

My family was poor, and due to our backwardness and financial problems, I was not able to get a good education. I studied only to class 9.

Slowly, slowly, I grew up. There was no work to do, and a lot of problems in life. My family was not able to take an adequate diet.

To make our family healthy and wealthy, I decided to go to Delhi. I am very fond of driving, and right from my adult age, I had a dream to one day become an auto-driver. Now I have around ten years' experience. My route is Delhi to Noida and back, and also Ghaziabad. I can say nowadays that there is a sufficient amount of food for my family and myself.

For me, the change to CNG autos is good. Simple autos produce smoke that contains very harmful chemicals, which affect our environment directly or indirectly. But CNG autos are very eco-friendly.

On the other hand, simple autos want little maintenance. CNG autos want continuous servicing in order to maintain them. ■



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The Styles Revolve

A conversation with Ashok Rai, high fashion designer, by Shashank Verma

I did a three-year course in fashion design. After that, I designed ladies' purses, and I also have experience as a fabric designer. Now, I work for a large company that designs high fashion.

Mass fashion produces on a large scale, hundreds and thousands of pieces. But in high fashion, there is only experiment. We add to our own designs from the ideas of people in other places, creating new fashions and new patterns. Some are other people's contributions, and some are ours.

Fashion is a cycle. You are wearing pants, and over time you see the styles revolve: capri, bermuda, pedal pushers, etc. Earlier, people liked half T-shirts, and after that, short T-shirts.

Domestic markets are good, but we have to focus on Western markets, so we can export and more value will come into our country. We design for the U.S.A and the U.K. I like Western culture, because it is more stylish, and Western people like our fashions also.

Today, as people come to the city from the villages or smaller areas, their status gets higher. Your dress tells about your feelings and your mentality. For example, teenagers like stylish clothes more than their uncles do. But every person likes to be smart and handsome and stylish. ■



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Eating More Technology

A conversation with Brijanand Prasad, businessman, by Nisha Maurya and Shikha Tyagi

When I was in the 12th standard, I was selected for the Air Force out of 12,000 students. The Air Force is a very good organization, in which everything is taught free of cost: discipline, body building, personality development, and technical knowledge also. But now, most people are not willing to join it, because the income is very low.

In today's world, people are inspired to do new things. The individual's routine has been changed due to globalization. Today's generation is eating more and more technology. They are improving their life, and are working in different fields. I want to learn new things—that's why I have changed to other fields.

After the Air Force, I worked for almost one year as a general manager in an R.O. [reverse osmosis] purifier company. Most of the parts of this machine are manufactured in the U.S.A., Taiwan, and China, then imported to India, where they are assembled and sold. For the last three years, I have been working as an administrative officer for logistics in the Reliance company. [Reliance is India's largest private sector enterprise, with businesses in the energy and materials values areas.]

In India, most technicians are not being paid correctly. That's why they are going abroad. It is our people who are manufacturing Nokia sets, etc., and then [the goods are] again brought into India [for sale].

I work at Reliance from 9:30 a.m. to 5:00 p.m. and then I come back. I give my evenings to working with people who are in need of a job. Since I am a professional, I don't have time for exercise and all. But I am inspired



Since I am a professional, I don't have time for exercise. But I am inspired to do yoga by Ramdev Baba. I get up early in the morning for meditation.

to do yoga by Ramdev Baba [an Indian guru]. I get up early in the morning, at 4:30, and go for meditation. I teach the meditation, too, for at least half an hour or an hour, around 5:30 a.m. Today's generation don't have time to think about their health, but in that good time they are getting [good health into] their daily schedule.

I reserve time for my family. On Sunday, I give most of my time to them. At morning time, I also help my wife in the kitchen, and then I help my daughter and son to do their schoolwork. If your personal life is not secure, than your professional life is also disturbed. My personal life is totally away from my professional life. ■

TWO NEW WAYS OF GETTING AROUND

Pollution-Free Scooters

A conversation with a sales agent for electric bicycles, by Alok Anan, Payal Chauhan, Sapna Chauhan, Ashish Dhiman, and Pratima Mishra

These electric bicycles are pollution-free scooters.

They do not have any engine. They have four batteries, so you charge them like a mobile phone. One model will run for 50 to 55 kilometers on one charge, and another model will run for 70 to 75 kilometers.

There are production units for these electric bicycles in seven states, all over India. The parts are also Indian, so it is not a foreign product.

These bikes use a lot of electricity. But in India, electricity comes from hydroelectric plants, and we do not have a shortage of water. If we use electricity in a good way, it is better than using petrol, since we have to import petrol.

In this time, pollution is increasing so much. Young people run their motorbikes at a very high speed. But electric bicycles have a limited speed. So using them saves our children, and it helps our environment. ■



Radio Taxi

A conversation with Ashok Kumar, radio taxi driver, by Alok Anand and Ashish Dhiman (in italics)

Radio taxi service came to India for the first time in January 2007, through a foreign company. I have been working with it for only three months.

Before this, all taxis in India gathered at a taxi stand, and the customer had to go there to get them. Drivers had no fixed income. They depended on what the customer paid them.

With radio taxis, many drivers work for a central taxi office. Each driver has a special wireless telephone. The customer calls one number, 1920, and speaks to a control room. The control room then contacts the driver and says to go to wherever the customer is waiting.

In foreign countries, radio taxi service is already available. When people come to India, they want it here as well. We get employed, and the customers reach their places on time. ■

FIVE PERSPECTIVES FROM THE FIELD OF MEDICINE

His Technique or His Art

*A conversation with Dr. Kedarnath Baigrae, emergency medical physician
by Alok Anand, Payal Chauhan, Sapna Chauhan, Nisha Maurya, and Shikha Tyagi*

Suppose a surgeon from the United States puts onto the Internet a difficult surgery he has done. Surgeons all over the world benefit by his technique or his artistic approach.

Globalization improves the efficiency of the medical sector. Any invention can now be known to doctors anywhere. So many machines are exported or imported—MRI, CT scans, and other lab instruments. Within minutes, we can get automatic results from tests which we used to do manually.

In India, medical tourism is increasing day by day. Our surgeons, our facilities, and our nature all make foreigners come here to take treatment. We are ready to do surgery at any time, and at a very low cost compared to other countries.

However, the medical profession is not for money. We get so much knowledge, treating the patient. I proudly say that the knowledge, dedication, and teaching in our field is much better than in other countries. ■



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Cure Disease from the System

A conversation with Dr. Pramod Kumar, homeopathic practitioner, by Rahul Kothari

I have now been in the field of medicine for eighteen years. Fifteen years ago, I had some internal problems in my own body, which were not cured by allopathic medicine. I used homeopathic medicine, and that led me to choose to practice homeopathy.

A person may want an immediate cure, and use allopathic medicine. Or he may want to cure the disease from the system, which is the approach of homeopathy. That takes time, but it can save our next generation, because dangerous diseases can be passed to the next generation.

A lot of patients I have treated only through email. Patients contact me from Switzerland, the U.S.A., Canada, Australia, and France. Many foreign doctors are also in contact with me, consulting on the treatment of their patients. ■



The Latest Technology

*A conversation with Dr. Kanchan Verma, radiologist,
by Alok Anand, Payal Chauhan, Sapna Chauhan, Nisha Maurya, and Shikha Tyagi*



My department has been equipped with the latest technology.

All our machines are calibrated in such a way that they give minimum radiation, but the image quality is not compromised. They provide beautiful images, and it is safe for the patient. We do not charge more to the patient for this technology, so that more and more people can utilize it. ■

Inspired to Help the Villagers

A conversation with Dr. C. L. Singh, general practitioner, by Shikha Tyagi

To become a doctor was not my childhood plan. I belong to a farmer family, from a village where access to education is very low.

There were no doctors in the village, and no one could handle patients with serious medical problems. I was inspired to help the villagers, and after a lot of hard work I was able to achieve a medical education. Now I have two or three years' experience working in a hospital.

Surveys reveal the extent in the villages of diseases like malaria, typhoid, and polio, so now there is a great development of clinics in villages. The conditions in Indian hospitals have also very much improved. The beds are clean and biomedical wastes are safely disposed of, which prevents infectious disease.



Multinational Medicine

A conversation with Subodh Mathwal, pharmaceutical sales representative, by Alok Anand, Payal Chauhan, Sapna Chauhan, Nisha Maurya, and Shikha Tyagi

I work for a multi-national corporation in the medical line, based in the U.K. and also operating in India.

We have certain products that are manufactured abroad, and some in India. Sometimes we import raw materials from foreign places and manufacture the products in India, because the manufacturing cost is lower here.

The consumer benefits from globalization in my industry, because we can get medicines which are not available in India, and we can also export our medicines. Particular diseases have particular medicines, which may be allopathic or ayurvedic. If you need immediate results, then allopathic is the best. But in my opinion, if you are curing a chronic disease, like skin disease, ayurvedic medicine is the best. ■

The World Is Not Big Enough

A conversation with Ashutosh Shukla, assistant television news producer, by Alok Anand

Since last four to five years, there has been a change in media prospects. The world is changing, people are changing. Their requirements are increasing. People are very keen to get information and knowledge. The world is not big enough these days.

Media is now much more market-oriented, into its own profit—not helping individuals to be aware. Complication has been increased, along with competition and opportunities. Day to day life is more complex now. Everyone is trying to get ahead of others.

There is no doubt that India's increase in G.D.P. [gross domestic product] is the result of information technology and communication. Our economy is combined with the world economy in almost every field. With the arrival of new technology, chances of investment and employment schemes have arisen.

New technology and programs may influence unskilled labor in the society. Earlier, young people depended on public sector jobs for good pay packages. But now, private companies and entrepreneurship are paying good packages along with good incentives. This is all because of globalization, and making quality life, as far as possible.

Imbalance is the negative side of globalization. Of course, there has been a rise in economic fundamentals, but the prosperity has been leveled only to few people. People who were already able to cope with globalization got very good results. The people living below the poverty line are



Development is sticking to towns and industrial places only. People from lower economic levels have descended more, and those from good economic ground have risen. Unemployment has increased.

there as usual. In fact, issues related to the mortality rate of women are not much affected.

Development is sticking to towns and industrial places only. People from lower economic levels have descended more, and those from good economic ground have risen. Unemployment has increased. India is an agro-based nation, but areas like agriculture are poorly affected.

The World Is Not Big Enough *(continued)*

There is need of a green revolution at this moment, but very few people and leaders are paying attention to it.

In the long run, only multinational corporations and big business houses are making maximum profit out of globalization. The European Union has taken a major step to

provide equality of resources along with quality. We need to know our responsibility and implement different policies in foreign trade, to put a balance. Then, globalization will be an advanced platform to make a nation develop. ■

TWO WAYS TO MAKE A DELIVERY

At the General Post Office

A conversation with Hari Ram Maurya, government postal worker, by Nisha Maurya

I am a postal assistant at the government post office in Delhi. At my counter, I provide services only to senior citizens and to post office staff.

I do not work in the area of the post office that handles mail and packages for delivery. That area also has changed because of modernization. We use many delivery methods, depending on where the mail is going.

In addition to delivering the mail, India's government post office began in the 1990s to provide multipurpose services that were formerly not available. We offer national savings schemes, savings bank accounts, recurring deposits, timed deposits, monthly income schemes, senior citizens savings, and insurance. More changes have recently come due to globalization, such as Western Union money transfer, speed post [one-day delivery], and instant money orders.

Earlier, I did my work manually, which was very difficult. Now, in one touch of a function key, I can find all the details of a transaction. I receive training in many things, such as using new computer programs, or recognizing fake money. My professional life is much easier. ■



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A Courier for Cargo Deliveries

A conversation with Swati Sharma, receptionist at a courier delivery service

by Alok Anand, Payal Chauhan, Sapna Chauhan, Ashish Dhiman, and Pratima Mishra

Our company, Blue Dart, is mainly a courier for cargo deliveries within India. For international deliveries we are tied with DHL, which goes all over the world.

Indian companies and multinational companies use our service to deliver materials such as computer hardware.

The government postal service also makes deliveries, within India and internationally. But more people use the private courier services, because we deliver goods in less time and our infrastructure is very good. Depending on what the customer pays, we transport packages by air, by train, or by vehicles on the roadways.

The method of transport also depends on where the package is going. In rural areas we have some problems, because the package can only go by the roadways and the distance is very far. Sometimes the customer can understand this problem.

One feature of a courier service is that it offers insurance on the package. We have good packaging materials, the cargo is handled well, and we have a security office. The customer can send something valuable and not worry that it will be lost or damaged. ■



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TWO PERSPECTIVES FROM COLLEGE EDUCATORS

Pulling Back the Nature of Indians

*A conversation with T. G. Savita, college lecturer in electrical engineering,
by Ashish Dhiman, Nisha Maurya, and Shikha Tyagi*

Because of the Internet, wherever you are sitting today you can see online courses from the Massachusetts Institute of Technology, one of the top institutes in the U.S.A.

Those things are available if you study in Noida, but in any interior village in Uttar Pradesh, they are not. Sixty percent of India is villages, and the most of the unfortunate children are not able to get a good education.

From the education point of view, we should have globalized India, because we have to equally equip people. From the technological and medical point of view, globalization is a direct help in developing things. For example, maybe the U.S.A. has got some laboratory, which I want to go see, but that is not possible for me. Through the Web, I can see what the facility is providing, and adopt the technology that is available for our laboratory.

I want more globalization in our country. But from the cultural point of view, I hate globalization. It spoils the metro children. They are adopting only the flavors, taking only the plus points. The call centers may be providing us with jobs, but they are indirectly spoiling the culture, pulling back the nature of Indians. We cannot compare with Americans, they are always at one level higher than that. But I don't think that Indians are poor in any way. Otherwise, all good Indian people would be working for Microsoft. ■



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With Just a Click

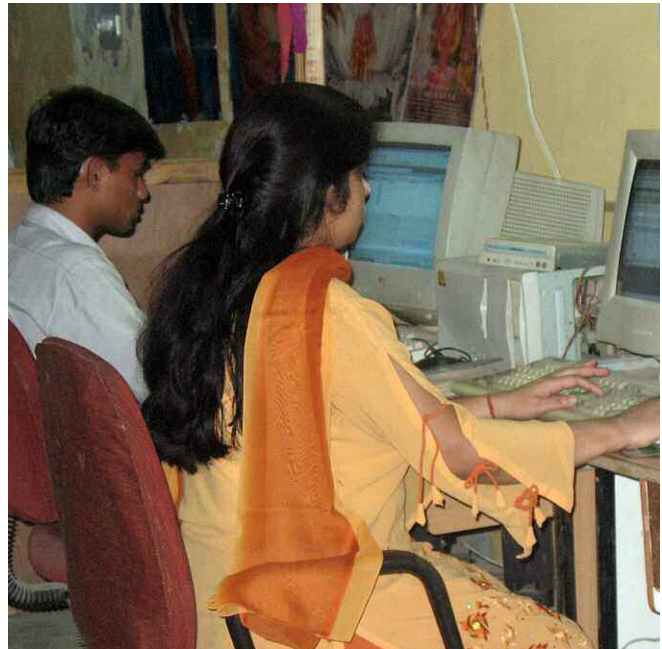
*A conversation with P. B. Mamta, college lecturer in manufacturing technology
by Ashish Dhiman, Nisha Maurya, and Shikha Tyagi*

Many changes have come in this college because of globalization.

Earlier, if we wanted to explain something about electrical appliances, we took students to the electrical lab and actually performed the process.

Nowadays, we have software for that. With just a click on a thing, we can see its complete manufacturing and assembly process. We have a separate electrical lab in which 100 students at a time can sit at computers and fetch all the information they want.

When students have all that at their fingertips, they don't want to attend class. They become the master; they don't want a teacher to teach them. But the classroom is important. ■



With just a click on a thing, we can see its complete manufacturing and assembly process.

You Prove Yourself in the World

A conversation with Pamita Kumar, manager in an international freight forwarding company, by Payal Chauhan

This company was started almost five years ago, to handle imports and exports out of our country. Because the trade barriers are gone now in India, the movement of trade is so much increased.

Our exports turnover is increasing; we are meeting new customers every day. On the other hand, we also have free imports now. To handle the cargo movement, we have to employ more and more people.

Customers from abroad never used to visit for one consignment, but now we receive them frequently in our office. They come to see our setup and compare it to our competitors. Their personal interest is so much increased that it is sometimes difficult to satisfy their demands. To retain the customer, we have to improve our standards to an extreme level. We have set targets, and we must put 100 percent into each and every commitment to the customer.

To a certain extent, it is very welcome and satisfying. But it has made our life totally workaholic. To compete, we keep the office open almost 24 hours a day. You never know when you will get a message from abroad, and you have to respond immediately. If your electricity or your technology is not working, you will lose your customers. They cannot wait for your answers. This very fast world is causing people physical, medical, and emotional problems. We are tending to ignore them, at the moment. God knows what will happen in another couple of years.



To compete, we keep the office open almost 24 hours a day. You never know when you will get a message from abroad, and you have to respond back immediately.

New technology has also affected the way we follow our cargo. We have to take all the new gadgets into our office and train our staff how to handle them so they can speed cargo to foreign clients. In a way it is very good, but it is also increasing our communication costs, just to satisfy our customer.

You Prove Yourself in the World *(continued)*

As our costs increase, our profit margin has been squeezed down, especially on exports. Our customers sitting abroad have options from other competitors. They are ready to argue with us and force us to reduce our charges if they are getting cheaper cargo. Our margin has reduced from \$800 per consignment to, say, \$25 per consignment. In some cases, we cannot even recover our basic transport cost. So now we are trying to concentrate more on imports, especially from China.

Day by day, it becomes more difficult. We need more hands to handle the various jobs, but we are unable to pay their salaries. I can expect an increase in my work in the next two or three years, but not an increase in what I pay my staff, unless and until there is a marked change in the competitive environment.

In this business, you can easily show a profit with one consignment, but if you feel that is enough, you are gone. You have to have a solid base, you have to generate the revenues and collect financial resources. Small people cannot sustain it. A bigger investment is required. There are reports in the trade that our company is closing down, merging with a bigger company.

We support the idea of globalization, because you are able to prove yourself in the world environment. But to meet the worldwide standard, which is coming slowly and gradually, you have to have a very improved infra-structure. We are trying to reach that level ahead. ■