

HUMAN RIGHTS

A SHIELD AGAINST ALL SWORDS



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A Conscious Vision of India Localisation vs Globalisation:

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ABSTRACT

Globalisation, Internationalisation, Localisation, are terms which nowadays are used very often. The borders between them are often blurred, as many people consider localisation as counterpart of globalisation on the grounds that the former is based on a local and the latter on a global market. Internationalisation is the step before localisation. However, the case for India to liberalise has to be argued again and again. India is fast becoming a part of the globalising economy. In order to succeed in India, luxury brands need to localise their marketing strategies. There is a need to find the right balance between the various forces at work, governments, markets and other institutions, which take into account the interests of all players.

Faced with challenges arising from liberalisation and World Trade Organisation agreements, it has become necessary to focus on the mantra of competitiveness with proper precautionary measures. While examining the differences between localisation, internationalisation, and globalisation, the paper will elaborate particularly on the need for localisation and focus on what kind of support is necessary for localisation approach in India and the context in which localisation occurs, and how the perceptions of the people doing the localisation, affect the process.

Keywords: Localisation, Globalisation, Internationalisation, Glocalisation, India.

INTRODUCTION

Just as there can be no 'them' without 'us' or no 'other' without self, so there can be no global without the local... In sum, there are good reasons to presume that the inroads that both globalisation and localisation have made into national states and societies are sufficient to justify down grading the analytic relevance of national phenomena (Rosenau, 2003: 85-87).

Globalisation, Internationalisation, Localisation, are terms which are used very often. In fact, these terms are often used interchangeably, which is incorrect. The borders between them are often blurred, as many people consider