



Post Pandemic Globalisation Implications in Digitalised Indian Politics, Society and Cultural Perspectives

Chandana Sahu

Ph.D Research Scholar, Burdwan University
Email: pritysahu125@gmail.com

Abstract:

Covid-19 changed the world's scenario, forcing people to stay at home. They had to face many restrictions to save their lives. Especially after the Prime Minister of India announced a 21-day lockdown on 25th March 2020, people's daily lives came to a halt. Despite the restriction, people maintained global connectivity through networks and continued their work, studies, and other activities using various apps. In school, college teachers focused on teaching classes through an online platform. In offices, people started working via Zoom. It's become normalised after Covid-19 ended. Although not all Indian citizens were aware of digital platforms, during this pandemic, they have become part of everyday life. Globalisation is the key reason for this wireless connectivity. People can connect with people easily. Due to this pandemic, India's digitalisation modification accelerated by years within months. This digital India transformation took a rapid pace in the areas of politics, society, and cultural way of life. The post-pandemic, globalised digital wave has created a new normal where digital platforms are essential for functioning, while also introducing challenges related to surveillance, the digital divide, and misinformation. It has enhanced countries' image and global inter-connections; on the other hand, people must face inequalities, surveillance concerns, and diverse cultural hybridisation. In this research paper, the focus is on the postpandemic globalised digitalisation's impacts on politics, society, and cultural background. This study's methodology is a qualitative analytic approach and descriptive approach drawing on policy reports, secondary literature, and contemporary case studies.

Keywords: Covid-19, Globalisation, Digitalisation, People, Indian Politics, Society, Culture.

Introduction:

The post-pandemic era proved significant as Indian government took a step beyond traditional mechanisms to a new phase of digital governance. Although 2020 was the toughest year for every country, the pandemic disrupted people's daily lives. Countries face disruption to physical interactions in 2020. The traditional mechanisms of globalisation, mobility, and trade faced obstacles. However, during this pandemic, Indian government entered in a new phase of digital globalisation. On this platform, better digital platforms have enabled virtual connectivity and data transformation, and new economic platforms have emerged to reestablish trade connectivity. India became one of the largest digital platforms, where people witnessed the rapid adoption of digital technologies in governance and in economic ties with the neighbourhood and other countries. In the field of education, the Indian government launched many digital platforms where students

can easily access books, continue their studies, research works and so on. To celebrate cultural festivals, people can connect through platforms like Google Meet and Zoom. The connectivity became global. The Digital India Mission received a boost during this time through the online delivery of essential goods. But even in this difficult time, despite technological advances, people still faced obstacles. As India is not as developed as other developed nations, common people do not have access to smart phones or the internet. In the global context, India has become one of the most powerful digitalised nations. Still, from a local perspective, the government needs to focus on improving people's quality of life, take more initiatives, recommend more policies, and propagate them to reach grassroots communities.

Research Questions:

- What are the main key elements for the transformation of Globalisation concept from the traditional period to the contemporary period in India after the pandemic?
- How has the post-pandemic period changed the consequences of globalisation across political, societal, and cultural perspectives?
- How has advanced technology changed in the Indian context post-pandemic?
- What are the basic drawbacks of a huge inequality in society?

Research Objectives:

- To identify the key elements of the transformation of Globalisation concept from the traditional to the contemporary period in India after the pandemic.
- To examine how the post-pandemic period has changed the consequences of globalisation across political, societal, and cultural perspectives.
- To understand the advanced technology that has changed in the Indian context post-pandemic.
- To identify the basic drawbacks of a huge inequality in society.

Research Methodology:

The research methodology is based on a qualitative, analytical and descriptive approach. This mixed-methods approach can help determine which combination of data sources. This research topic will define India's position in the world order after the Covid-19 pandemic and the impacts of Globalisation on politics, society, and, most importantly, cultural connectivity. In this research, secondary data would be used, including Indian government reports and policies (Economic Survey of India, RBI Reports, etc.), publications by international organisations, journals, books, and articles on globalisation and its impact.

From the Traditional Concept of Globalisation to Digital Outreach:

India's globalisation began in 1991, which helped to explore world politics and establish connections with other countries. Initially, India faced a severe economic crisis. They enhanced their connectivity with the import-export business, economic linkages, and, most importantly, people. To save the country and establish a strong economic backbone, our country's Finance Minister, Manmohan Singh, and Prime Minister, P.V. Narasimha Rao, pursued open access in the global economy. The key components of those reforms were Liberalisation, Privatisation, and Globalisation (LPG). By this reform, the Indian government could enter the global economy. Trade liberalisation, investment projects, and industry regulations became attractive to foreign investors, enabling them to enter the Indian market more easily, and for India, it helped open new foreign markets.

In the technical field of communications and information technology (ICT), India's entry into global networks was facilitated. The Internet plays an important role in the IT and software sectors, helping them rise and shine in global trade and the international market. India's entry into the global market has reduced trade barriers and created better connectivity with other countries. India's market is linked to the global economy; the new generation is inspired to join their ventures, as they are skilled trainees who want to connect globally and have played a crucial role in the services sector, such as IT and outsourcing companies. Involvement in these sectors for global supply chains made India's path not easy, especially in manufacturing and services, which were critical factors at the start of globalisation. Foreign Direct Investment (FDI) underwent a major technological transformation, investing in production and supply chains and, most importantly, creating jobs in sectors such as IT, automobiles, pharmaceuticals, and consumer goods. Globalisation has impacted the modernisation and expansion of India's manufacturing sector. In the process of expanding foreign direct investment (FDI) in India, the liberalisation of trade policies helped establish global supply chains, leading to major technological improvements, greater efficiency, and increased access to international markets. In the Indian manufacturing sector, FDI inflows increased from many foreign countries, including the United States, Japan, and South Korea. It significantly helped develop this sector. India has an advantage in lower labour costs compared to other countries, due to their investments into infrastructure development projects, enabling it to become a significant player in global manufacturing.

One of the positive sides of globalisation is the establishment of IT sectors and business hubs. These sectors have emerged as key linkages with countries worldwide, such as the United States of America (USA), the United Kingdom, and other developed countries, to increase trade and communication technologies. As new generations have been inspired to join these ventures, the IT sector has become a major driver of global connectivity, thanks to its skilled workforce, cost advantages, and rapidly improving technological infrastructure. These companies, such as Infosys, TCS, Wipro, and HCL, have become global brands, contributing significantly to the country's GDP, providing millions of jobs, and offering opportunities to work abroad. That's how India became one of the largest hubs for the IT services sector, with a significant share of the global market. The liberalisation policies enabled Indian IT firms to scale up rapidly, positioning India as a stronger backbone in the global IT industry. The expansion of India's global economic chains has been driven by the IT services sector, which plays a significant role in India's GDP, boosting employment and foreign exchange earnings. (Dhoot, 2025)

In the phase of Globalisation 4.0, after the pandemic, people are gaining greater access to international connectivity to expand their small- to medium-scale businesses with minimal or no tariffs. Basically, India's active participation in global forums increases engagement with other nations. In 2024, the G-20 summit was held in India, with the main purpose of promoting Indian culture on the global stage. Through this development and improved connectivity, many multinational companies came to India and helped it regain capital, technology, and managerial expertise. India's rapid infrastructure development in airports, transportation, and, most importantly, enhanced network connectivity with the rest of the world has made India significantly stronger. In a cultural context, not only in India but also in other countries, people share their rich heritage to foster global connections, a movement that has become very important. At the international and grassroots levels, people are informed through communication and technology that countries have different cultures, traditions, and linguistic diversity. People can engage through advanced technology and high-speed networks, for example, in cultural exchange programs, heritage conservation, and international seminars at universities, where they can learn from one another and better understand each other's perspectives. Globalisation in Indian society has been divided into two sectors: urban areas, which have become economic hubs and created job opportunities, and rural areas, where health systems, education, and employment opportunities are limited. It also leads to income inequality. (Globalisation, Meaning, Factors, Significance, Impacts, 2026) As women are a vital part of society, they have experienced both positive and negative impacts through globalisation. Globalisation broke down societal barriers; women are now getting more opportunities in the workplace, large-scale payments, and equal empowerment. Despite

that, in rural areas, they are still bound to do work. (Effects of Globalisation on Indian Society, 2024). But through social media influence, they are creating their own cooking channels and content. They are also earning from this work.

Through the connectivity enabled by globalisation, Western brands and their modernised lifestyle have a significant impact in India. Multinational Corporations (MNCs) emerged in India, and these companies, along with their promotion of global brands such as fast-food chains like Domino's and McDonald's, and various clothing brands such as Louis Vuitton, Chanel, Prada, and Levi's, have become popular in the Indian market. Especially during the period when the web series concept became popular among people. After the pandemic, it's become a trend to watch these series, which are now widely accessible on smart phones in urban and even semi-urban areas. In contemporary India, as the middle class expands, particularly in urban centres, there has been a significant shift towards greater consumption of luxury goods, branded apparel, and technology. They want more high-quality, global standard products, as their purchasing power has driven demand for them, especially in electronics, fashion, and automobiles.

Although Globalisation has brought diverse food chains to India, particularly through fast food chains, international restaurants, and ready-to-eat foods, in the post-pandemic time, with the help of social media influencers and food bloggers, food from small local areas has also reached to foreign countries. These changing habits have led to a shift in diet, especially among the younger population, who are increasingly drawn to global food trends such as pizza, burgers, Korean food, and processed snacks. On the other hand, India's traditional foods have been gaining significant popularity abroad. They usually visit India to explore various food options rooted in the society. Significantly, new e-commerce platforms have grown with the help of internet access and smartphones, such as Amazon, Flipkart, Myntra, and Meesho. The craze for online shopping and access to global products has reshaped consumer behaviour, making it more connected, fast-paced, and influenced by global trends, especially during the pandemic. These platforms helped people cope with the lockdown. Many online food delivery apps, such as Zomato and Swiggy, have been introduced, and many grocery apps, such as Blinkit and BigBasket, have also been created. The youth of the new era, especially in metropolitan cities and in developing rural areas, are more influenced by global brands and trends. Traditional physical connectivity to online engagement that huge transformation has possible because of the wide range advanced technology and enhanced consumerism, which is a key aspects of social and cultural engagement.

Indian Government's Skill Development, Employment Generation Projects, Policies to Enhance Market Value in the Global World:

In the developing phase of the Skill India mission, the Indian government needs a skilled workforce to meet the demands of a globalised economy. They launched the Skill India Mission in 2015. By this program Indian government started to improve job capacity for youths and enhance their own skilled related works from local to global. Another mission is the Make in India initiative, launched in 2014. It focuses on transforming India into a global manufacturing hub by encouraging both domestic and foreign companies to invest in manufacturing. This program aims to create jobs, reduce reliance on imports, and increase exports by making Indian manufacturing globally more competitive.

In the field of globalisation, Indian government also launched some projects for supporting of financial inclusion to increase the trade and economic linkages through their new infrastructure development projects such projects are Bharatmala, Sagarmala etc. These projects help India to expand their connectivity with middle east countries, the neighbouring countries and trough the ocean area they have been developing ports to easily import and export. (Dhoot, The Role of Globalisation In Shaping India's Economic Growth And Development, 2025)

During the Covid-19 pandemic, not only government policies but also the lifestyles of ordinary people were put on hold in all countries. But during the lockdown, India saw a boost in the technology sector. As people

had to stay at home, they continued their work and studies and conducted research online. As all universities and many institutional libraries were closed, students, researchers, and teachers began to rely on online access through digital libraries and other platforms. To continue their classes and work, they focused on online video platforms such as Zoom and Google Meet. But most people in India were unaware of these online platforms, and they faced obstacles when using them. To better understand these obstacles, Indian government launched the Atmanirbhar Bharat Mission, which means 'selfreliant India.' Although restarting empowerment-based work was very difficult, many people found ways to earn through online platforms such as TikTok and YouTube blogs. People's lifestyles have changed after the pandemic; they have come to depend more on digital platforms, which have become their primary sources of income.

In the recent 2026 budget session, the finance minister recommended focusing on content creation and Artificial Intelligence (AI) research. Through their content creation, not only Indian people but also international connections are built up. India's engagement with other countries has enhanced especially after the pandemic. Their political connection with other countries has been enhanced. India's rich heritage culture, diverse society concepts, foods, dance forms, and songs have reached. Through these global platforms, people can inspire people in other countries as well. Despite this positive side, some content is not useful to people and causes major drawbacks. After the pandemic, Indian infrastructure projects were boosted as it's connected with an advanced technology hub. As many infrastructure development projects with other countries have been started, India has been focusing to complete their work. It helps build better international trade and, most importantly, secure their relationships against their foe countries.

Conclusion:

Covid-19 had consequences of disruption of political, social and cultural aspects of globalisation, and it reduced the impacts of less physical communication, lost the impact of global governance and political interactions. Although there were many hurdles in every aspects. There was a positive path where people engaged with each other to better interaction with the high speed internet connections and start using of Artificial intelligence (AI). During the lockdown many countries had political meetings to re-boost each other countries. In India digitalized governance took place especially through digital infrastructure developments to secure border regions, Indo-Pacific region. Government had launched many schemes, policies to improvise their work. They are more connected with other countries with the help of social and cultural impacts through social media. As India is now on a path of rising country in the world but due to tariff barriers from USA and especially due to ongoing middle east war, India is facing crisis. Despite this negative impact, it is hopeful that as India has stable connectivity with other nations crisis would be resolved.

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