

Other side of  
outsourcing by:  
thomas friedman



Other side of outsourcing” by: Thomas Friedman The impact outsourcing had to united States was for some Americans bad. They claim the Jobs they loose and the disadvantages that Americans were facing due to this radical change. While In the united States some people were disgusted, In the other side of the world, the young people were very thankful. This change made a revolution on their culture; the new Indian generations were entering to a whole new world, making a big change between Indian generations.

This documented was made by Thomas Friedman, a New York Times columnist in 2004, he had written a lot of articles about globalize. He starts interviewing the employees of a call center located In India. The experience he had was from talking to the supervisors and asking them about the impact they think that outsourcing had in their country. The supervisors show him the whole process of selection of employees.

There are many youth Indians that apply dally for these Jobs, Nanny, a supervisor, tells Friedman that the difference n the youths is that they want the job so much that they don't fear to try and deal with angry American customers on the phone. They start with an interview directly with the managers of the call center. After the selection, the new employees are trained. This training consists on practicing accents, they are trained to imitate Americans accent. The trainer shows them the differences between American and English accent. Freidman Is seen participating on this training.

Then two young girls are interviewed by Friedman. Sophia and Cynthia are two young Indian women who org in a call center. They live the change that outsourcing has brought to their country. They say Is a good change because

they can be a little more like Americans, they are adapting new ways of living. They go shopping, they know brand names, they go out at night with friends and also they are living with another friend in an apartment. So basically they become more Independent, thanks to the money they are making. Friedman also has a chat with the girl's parent's.

They conclude with the huge difference that is being live between the two generations. But what they reflect is the importance that the Indian culture gives to the family, they say that the family is very important and whether they young folks are entering to a new world they still keep their roots with them. Friedman also talks with the members of the IRS, a nationalist organization that promotes Hindu supremacy throughout India. They discuss all the changes that globalization has brought to their culture, for example valentine's day.

Then He visits "Jaded Works" an animation company that is outsourcing the animation of some cartoons in the United States. The entire visual artists that work in here are based on traditional Indian art. They said is a way to use what they already have and transform it into something new. The artists are trained for 6 months before starting to animate, because some of them haven't even used a computer before. Friedman also interviews an enthusiastic manager from this company that declares that India is going to be the work force of the future. With tense we see Tanat Animals are taking very seriously tenet new role into globalization.

As a consequence many American jobs are being loosed. Then Friedman discuss with an Indian entrepreneur the impact of outsourcing on America

and the way he view globalization as a two way traffic, where not only one nation is affected by this change. Then he talks to another organization of women's rights where he discusses the role of the poor sector of India. They talk about the life of villagers and how they are being badly affected by globalization. At the end Friedman visits a school funded by an Indian entrepreneur that had success in America.

He establishes the school to give opportunities to kids that had born in poor villages. They learn with American software like all windows. In my opinion the globalization in India is having a positive impact, because their economy is becoming more competitive at a global level. In the other side I think that the Hindu government should take more care about the vulnerable areas of the country, to protect their people from globalization. The villages have to be supported more by the government so that all Hindu social segments grow together and not only some layers of it.