

Glocalisation

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Glocalisation. What is it?

It is simply the application of globalisation and global best practices to local needs. For example, a developing country like India could do with taking the benefits of globalisation and adapting the best practices of developed countries to the needs of Indian people.

The same can be said of sub-Saharan Africa and other under-developed parts of the world. Precisely, because these parts of the world are under-developed, they need to globalise and examine the best practices of developed countries to see what are the specific things that made developed countries successful. Then, the under-developed countries need to apply those specific things to their own countries to accelerate their own development but adapting the specific things to meet the requirements of their own people. This is basically globalisation with a local flavour. This is glocalisation.

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