

**A STUDY ON GLOBALIZATION AND  
MARKETISATION IN THE CONTEXT OF  
TRIBAL ECONOMY: FOCUS ON  
ANDHRA PRADESH**

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**ABSTRACT**

The tribals in India are ranging from food gathering to market economy at various stages and most of them are in object poverty and high indebtedness. The impact of globalization has brought many changes in their lives. The forces of industrialization and development in agriculture had a major impact upon the consumption style of tribal. A remarkable change in the style and pattern of tribal women's areas has taken place and are attracted by multinational products. The use of cosmetics, soaps and detergents have reached all the sections of population in India including the Primitive tribals. These changes are more remarkable in the lifestyles of youth but the elders are not totally apathic or untouched by these changes. The main purpose of the present paper is to discuss the process of Globalization and Marketisation in the context of tribal economy. The paper tries to find out the socioeconomic characteristics of the sample primitive tribal households. It finds out the impact of maketisation on tribal livelihoods on the basis of the field study. It is based on the primary as well as secondary data and the findings also covered at the end.

**KEYWORDS:** Markatisation, globalisation,tribal,multinational products,life style