By availing advantages of globalisation effectively and efficiently Bangladesh can achieve a remarkable success in following sectors:

Outsourced business: With the advent of globalization, more and more jobs are being outsourced to the third world countries. Especially, Business Process Outsourcing (BPO) is now a common phenomenon in the software industry. India yearly earns a significant share of its earning from foreign remittance from this outsourcing, especially in software sector. However, India is in a competitive advantage in this respect, as India has the highest number of high quality software firms consisting of 65% of world's CMM certified firms. Whereas, so far, we have only 5 CMM certified software firms. To achieve success in this field, our young entrepreneurs in this field must work hard to render quality product or service as required by the clients abroad. In this context the education institutes, both public and private, must pay special efforts to produce efficient programmers equipped with state of the art technology.

In BPO, Bangladesh should avail the opportunity of Call Centre business. Fortunately, some entrepreneurs have already initiated this venture. However, in this case the government must work as facilitator for ensuring communication infrastructure with high bandwidth capacity for transferring bulk size data transaction as required.

e-commerce: The prime success factor for e-commerce is innovative selections of selling products or services. e-commerce has opened up new opportunities for business globally. Our young entrepreneurs have to think seriously about this. However, in this case, also the government should work as facilitator to provide appropriate infrastructure.

Export sectors: RMG sector is one of our success factors in our export sector. However, there is a speculation that due to present global recession there will be an adverse impact on this sector. It is quite unfortunate that, apart from RMG sector and to some extent the pharmaceutical sector we have made not any significant progress in export sectors. However, globalisation has opened the window now and only we need to explore the new market opportunities for export-oriented business. Like China we can also think about promoting SME. Especially we can emphasise on our plastic as well as electronic and electrical industries in this context.

Knowledge-based society: Globalisation has given an enormous opportunity for creating a knowledge-based society in the country. The present government's electoral pledge for making a digital Bangladesh is encouraging in this context. e-Governance is the ultimate goal of a knowledge-based society. e-Governance leads to a good governance in a country. However, whether we will move towards e-Governance or not completely depends on the good will of the government in power.

HR development and employment: Our major strength is our human resource. But for success in global labour market we need to produce skilled labourers. Already, remittance sent by NRB shares a lion part of our national income. Unfortunately, in the global employment of our human resource is ranked at the low end jobs as most of them are un-skilled labourers. However, if we want to change the scenario ensuring maximum earning from NRB then we need to train up our human resource as required by the global market. For this, government should initiate special training programme for the prospective job seekers abroad. Our success in the process of globalisation fully depends on our young generation. The members of this generation with their dynamism, innovative ideas and sincere efforts should play as major actors in this context, albeit the older generation should guide them properly. For this, the members of the young generation should equip themselves with appropriate knowledge and technology with a view to leading Bangladesh to the global competitive market. Any discussion on globalisation will be incomplete if we avoid note its adverse impacts on national and indigenous culture. Since, at present, the economy is a major force of globalisation it also affect consumer behaviour and life style. However, especially people's life style is not solely influenced by production and market, but also by cultural globalisation. One of the objectives of the multinational company led globalisation is to promote consumerism (creation of artificial demands for products or services) and for this cultural homogenisation is an essential prerequisite. The process of the cultural homogenisation is going on through satellite TV, Internet and other communication media. Due to the cultural homogenisation, traditional values have been overtaken by Coca Cola and McDonald culture. Empirical studies reveal that globalisation has already resulted in the extinction of 22,000 indigenous cultures in the past decade and speculate that as many as 90% of the world languages will disappear! This is an alarming message indeed!!

In Bangladesh too, adverse impacts of globalisation has initiated. For instance, a research carried out by Dilara Zahid, a young researcher at UODA on youngsters (of both genders) from the families of higher income groups of Dhaka City has revealed that 70% of them like western food, music or dress, 62% support nuclear family, 43% of them approve extra-marital relationship and live-together. Though, this scenario is restricted to upper class youngsters only, it can be speculated this sort of erosion in traditional culture will be traced in the middle class soon if we do not take counter measures.

However, no sensible person can stand against globalisation. Noam Chomsky, an eminent linguistic, philosopher and social thinker of the time has suggested that the globalisation of the present form must be changed and it should be liberated from the grip of multinational companies for the sake of real development of global society. For this, the global young generation should come forward and resist the corporate hegemony in the name of globalisation.

In our context, to combat the cultural aggressions of the present globalisation, we need to chalk out proper policy at the national level. For this, we need to uphold our cultural heritages and traditions in the context of present global fabrics.

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