

# Neoliberal Tactics: An Analysis of Aravind Adiga and Mohsin Hamid's Novels

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## Abstract

*Neoliberalism is a theory of the political and financial system, and it is also known as modern capitalism. It multiplies the wealth of the affluent but affects people with low incomes badly. The oppressed are getting in the worst position due to neoliberal policies. The current research examines *The White Tiger* and *How to Get Filthy Rich in Rising Asia* from the particular perspective of privatization, which is thought to be the most significant feature of neoliberalism. The study has considered the concerns about neoliberalism raised by left-wing thinkers Chomsky and Krishna. The study employs qualitative textual analysis and neoliberal criticism as a theoretical framework. The novels highlight the difficulty of both protagonists doing jobs, particularly in private businesses. When they join private businesses, they pick up fraudulent methods and use them to make money. They use their connections with bureaucrats and commit crimes to enrich themselves in their own companies. According to the study, private organizations disproportionately impact the poor, while the rich receive more advantages in such inequality. Neoliberal policies are beneficial for the wealthy but detrimental to the poor.*

**Keywords:** Neoliberalism, Capitalism, Privatization, Inequality, Textual Analysis.

## Introduction

Steger and Roy (2010) shed light on the background of neoliberalism. A group of economists from Latin America adopted *neoliberalism* in the 1970s as part of their pro-market model. But by the early 1990s, left-wing opponents of market reform in the global South had given the term "neoliberalism" a bad reputation linked to the "Washington Consensus," a collection of policies and institutions that the US was said to have created to export American capitalism and the culture that goes along with it. Others have disregarded "neoliberalism" as a vague term coined by revolutionary intellectuals or conservative economic nationalists to undermine the contributions of neoclassical economists like the recipients of the Nobel Prize, Friedrich von Hayek and Milton Friedman, because neoclassicists strongly disagreed with the policies of neoliberalism and placed a high value on government participation in the market system as well as market regulation. Neoliberalism is perceived as a postmodern edition bearing charming "laissez-faire talk" of the eighteenth century, which promoted the virtues of free enterprise, self-interest, and unrestricted and uncontrolled competition. It also advocated minimal government interference in the economy. However, the public's perception of neoliberalism has endured harsh criticism. These days, the headlines of the most significant publications in the world mention it practically every day. In the

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last 25 years, a variety of political leaders have been linked to "neoliberalism," including John Howard, Margaret Thatcher, Ronald Reagan, Bill Clinton, Tony Blair, Augusto Pinochet, Boris Yeltsin, Jiang Zemin, Manmohan Singh, Junichiro Koizumi, and George W. Bush. Despite their shared support for "neoliberal" policies that seek the deregulation of national economies, liberalization of international trade, and creation of a single global market, none of these political figures have ever officially adopted this economic system.

Neo-liberalism is a movement that has gained significant ground worldwide, especially since the mid-1980s. It is characterized by beliefs and practices emphasizing the free market, labor market flexibility, and reorganizing governmental social programs (Watts 1994; Pickles & Smith 1998; Tickell & Peck 2003; Harvey 2005; Saad-Filho & Johnston 2005; England & Ward 2007; Smith et al., 2008). The global North, global South, and former 'communist' East have all seen a rise in the neo-liberalization of daily life due to neoliberalism's alleged 'rolling-out' in response to the perceived shortcomings of Keynesian or state socialist projects. According to Giroux (2004), cited in Smith et al. (2008), the assumption that the market should be the organizing basis for all political, social, and economic choices drives neoliberalism's constant attack on democracy, public goods, and noncommodified values.

Watts (1994) opines that the rise of neo-liberalization has significantly impacted social justice because the 'privatization of everything' creates a world where there are winners and losers and gives rise to various social justice movements that oppose and navigate this 'revolution.' Smith et al. (2008) suggested that neoliberalism, a body of beliefs and methods focusing on a more significant role for the free market, greater flexibility in labor markets, and the privatization of state welfare programs, has gained popularity worldwide, especially since the middle of the 1980s. Practices of neoliberalism are extremely observable and have frequently violent consequences even though they do not form an organized or uniform ideology.

Nofal (2023) argues that neoliberalism has achieved unprecedented power and dominance, penetrating all spheres of life. He suggested that neoliberal policies are responsible for various problems, including economic crises, inequality, populism, climate change, and mishandling of the COVID-19 pandemic. Embedded liberalism, a system that supported social welfare by combining government involvement with free markets, started to decline by the late 1960s. This collapse happened both on a global scale and in the economies of specific nations.

There were obvious signs of a severe issue with capital accumulation that gave rise to the so-called capital accumulation crisis. Globally, inflation and unemployment were increasing, resulting in "stagflation," a state of affairs that lasted for most of the 1970s.

According to Krishna (2009), development has always benefited a small number of individuals under neoliberal policies while negatively affecting many others under the unchecked neoliberal economy. The disparity in wealth impacts not just citizens of different nations but also people worldwide. Neoliberalism causes the globe to become "sharply divided into the haves and have-nots" because it advances the interests of corporate elites and rich Western nations that prey on the world's peripheries and less developed nations. (Walonen, 2016, p. 94). Neoliberal policies have created two distinct social classes in society: those who lack access to the necessities of existence and those who experience complete bliss.

### **Problem Statement**

The present study investigates two novels: *How to Get Filthy Rich in Rising Asia* by Mohsin Hamid and *The White Tiger* by Aravind Adiga. Both books show neoliberal aspects through the main characters, facing numerous problems due to the prevailing elements of neoliberalism.

Neoliberalism, an economic theory, has been discussed throughout the ages and faces harsh criticism due to its drawbacks. The characters in the selected novels manifest resistance to neoliberal policies, and current research investigates aspects of neoliberalism that have engulfed the happiness of oppressed people. Though neoliberal policies have some positive outcomes, the negative results are numerous; hence, the current research highlights the adverse effects of neoliberalism.

### Study Significance

Though Western writers have written a lot about neoliberalism in South Asian countries, including Pakistan and India, it is not explored to a great extent. The research will provide valuable insight as far as the potential drawbacks of neoliberalism are concerned, and it will also highlight the negative consequences of neoliberalism. Since the majority of South Asian nations are still in the process of growing and facing challenges, this research will offer a detailed knowledge of economic liberalization and privatization as well as the adverse impacts they have had on the financial system.

### Literature Review

Neoliberalism is explored by many writers and they have tried their best to show the consequences of neoliberal policies. Klein (2007), in "*The Shock Doctrine: The Rise of Disaster Capitalism*," highlights neoliberalism with its results. The idea of disaster capitalism, which claims that certain people and businesses take advantage of crises like natural catastrophes, wars, or political upheavals to drive through undesirable economic policies and make money from them, is introduced in the book. The book emphasizes how catastrophes are frequently exploited as justifications for deregulating businesses, privatizing public services, and minimizing government involvement in the economy. Large corporations often promote this agenda.

Regarding the chosen works, several researchers tried to address different points that Hamid and Adiga emphasized in their novels. In her research paper, Poon (2017) examines how Mohsin Hamid's self-help book *How to Get Filthy Rich in Rising Asia* criticizes the "neoliberal self." She emphasizes that self-help books instruct readers on resolving problems and improving themselves. Reading these books aims to bring about personal growth and transformation through the guidance they provide (Page 4). *How to Get Filthy Rich in Rising Asia* by Hamid is a self-help book that satirically compares neoliberalism to deception. It teaches readers how to get rich in the neoliberal era by using only dishonest methods and deceitful tactics. Thus, the story cruelly mocks the neoliberal idea of acquiring riches through dubious and dirty ways as a self-help genre.

Many writers studied *How to Become Filthy Rich in Rising Asia* from different perspectives, i.e., Pakistani literature and cultural studies, as well as sociopolitical aspects such as urbanization, class dynamics, and globalization.

Qadeer et al. (2022) researched the novel *How to Get Filthy Rich in Rising Asia* to examine social issues, religious beliefs, cultural ethics, and political realities. Their work pinpoints the components of social satire present in Pakistani culture. The study concentrated on social issues with significant textual backing, such as health, business, education, and bureaucracy. These sectors represent the backbone of every nation since they are essential to its growth. Given Pakistan's multiple socioeconomic issues, the researcher additionally emphasized the prevalence and character of evils like nepotism, corruption, insecurity, and terrorism using textual evidence. The factors that have affected people's living standards, access to healthcare, and education are unequal wealth distribution, poor resource utilization, and population growth. Mehmood & Janjua

(2016) explore feminism in the novel *How to Get Filthy Rich in Rising Asia*. According to Hamid, a respectable woman's life consists of her domestic life.

The second novel that was taken for analysis under neoliberalism is *The White Tiger* by Aravind Adiga. This novel also deals with economic issues, corruption, and poverty resulting from neoliberalism.

Dar (2018) explored the novel, namely Aravind Adiga's *The White Tiger: Voice of Downtrodden, their Struggle, Exploitation and Search for Social Justice*. The research shows that the economic boom of the twenty-first century caused the impoverished to become more invisible than before, leading to increased economic inequality in society. Armed rebellions are becoming more common in many parts of India in the middle of the economic boom, proving their involvement in criminal activity. *The White Tiger* is the powerful voice of the underclass, representing marginal farmers, landless laborers, unemployed young, the needy, chauffeurs and taxi drivers, domestic workers, prostitutes, beggars, and the underprivileged.

In his research article, Class Struggle in Adiga's Novel *The White Tiger*, Sarji (2018) looks into *The White Tiger* from a class struggle perspective. The novel paints a gloomy portrait of India's class conflict in an increasingly interconnected globe. *The White Tiger* transports readers to a suspenseful environment deep within India. The novel deals with caste, poverty, corruption, religion, and loyalty in India. As per Adiga, "*The White Tiger*" was necessary to convey the unsaid voices of those living in the impoverished rural districts of India, often known as "The Darkness." The information provided above indicates that while the novels cover a wide range of subjects, there needs to be more analysis of these novels regarding opposing neoliberal practices.

## Methodology

The research utilizes qualitative textual analysis to examine the novels. The study's first section lists neoliberalism's main characteristics and drawbacks, which its critics have identified. The study analyses and interprets the text's contents to emphasize the novel's critique and resistance to neoliberalism in the analysis section. It does this by citing the critic's description of one specific aspect of neoliberalism. Close textual and content analysis is thus the subset of the analysis approach.

## Theoretical Framework

The current study examines the novels' criticism and opposition to neoliberalism's economic principles. The research examines the financial aspects of neoliberalism, such as the precarious circumstances of the South Asian working class, the lack of job insecurity in private organizations, the marginalization of unskilled workers and their downsizing, the extreme inequality under neoliberalism, and so on. The current research investigates neoliberal policies from the perspectives of left-wing writers Sankaran Krishna (2009) and Noam Chomsky (1998). As a more modern form of capitalism, the selected theorists believe that neoliberalism serves the interests of corporate elites and core nations at the expense of the working class and the periphery. According to them, the poor are becoming poorer while the affluent are becoming more prosperous because neoliberalism has destroyed the poor and promoted the rich.

## Delimitation

Neoliberalism deals with many issues and covers both economic and political aspects. The current study is not limited to the financial problem, including privatization and its effects on the masses, and both novels have been selected for analysis.

### **Analysis of *How to Get Filthy Rich in Rising Asia***

Welohf (2008) argues that one of the main aspects of neoliberalism is privatization, which has affected the masses badly while increasing the wealth of the wealthy, and it is harmful to the interests of workers but is encouraged and adopted by neoliberal policies. Private companies provide the fewest benefits, employ the fewest number of people, and remove surplus workers. Neoliberalism thus prioritizes corporate interests over social welfare and worker job security. Makawana (2006) (as cited in Shah & Sheeraz) argues that most workers and professionals live in poor circumstances under neoliberal states since there is little social protection and unfavorable working conditions due to privatization. Harvey (2005) states that because of the neoliberal "world of flexible labour markets and contractual employment on short terms, economic anxiety due to job insecurity, social security, and often painful labour," workers in the modern day are reduced to replaceable status.

*How to Get Filthy Rich in Rising Asia* is a satire. It uses an unusual style to convey the narrative of an anonymous narrator; it is written in the second person and appears to be a self-help book but develops in novelistic prose. Each chapter begins with a brief talk from the narrator on various subjects, such as self-help, memoir, debt, or reading and producing literature. The narrator, the novel's protagonist, is one of the three brothers and sisters and the only member of his family who has completed college and achieved financial success. He is fascinated by a character in the opening chapter who is referred to as "the pretty girl," even when he reunites with her decades later when they are in their 80s. The ambitious model-looking girl and the narrator frequently cross paths at significant points in their lives. After finishing his studies, he started working as a salesperson for a business that deals with neighborhood sellers. The man makes a profit by buying cheap expired food, repackaging it with new dates, and reselling it. Years later, the narrator launches a water bottling company using the relationships he made along those journeys. Thanks to this enterprise, he eventually becomes a water mogul and a wealthy guy. Later, he married his accountant's sister and had a son. After some years, his wife abandons him, and his brother-in-law steals his money, leaving him bankrupt.

*How to Get Filthy Rich in Rising Asia* presents neoliberal aspects, and it holds almost all the characteristics of neoliberalism. Still, privatization and deregulation will be dealt with in the present research.

Boss (2023) opines that the novel *How to Get Filthy Rich in Rising Asia* serves as a microcosm of the anthropocentric society we live in today, fueled by neoliberal policies and capitalist globalization. The capitalists in Asia's growing nations hoard riches at the expense of people with low incomes, who depend mainly on natural resources. Aside from many other drawbacks of the economic system, the poor residents of the nameless city depicted in the book intentionally consume filthy water since they cannot afford to buy filtered bottled water.

Mobie (2008) argues that since the 1980s, wealthy nations and the organizations they control, such as the International Monetary Fund (IMF), the World Bank (WB), and the World Trade Organization (WTO), have compelled developing nations to implement laws and sign agreements that are harmful to their development (such as privatizing public resources like water). Privatization of water supply is making the overall situation of poor people worse. People cannot pay for this necessary service because of its history of rising rates, poor water quality, declining service, etc. Since water is needed for life, people experiencing poverty cannot afford to drink water. People become more prone to illness and other harmful impacts when no clean water access exists. The novel *How to Get Filthy Rich in Rising Asia* depicts a shortage of water from the very beginning, as water resources are owned privately by landlords who earn money. The site



author discusses the situation of the protagonist's city where water is not available, "it is evening by the time you reach home. You wash your body with soap, using a plastic bucket to gather water from an almost impossibly unforthcoming tap" (Hamid, 2013, p. 45).

Krishna, (2009) complains about the privatization of public services like water and education, which can increase costs and restrict access for the underprivileged. In an interview, Krishna (2021) said that long-standing institutions are being "privatized" by crony-capitalist organizations, and the level of inequality is sharply increasing in a nation that already hosts the greatest number of impoverished people worldwide. The brother of the protagonist works as an assistant of a painter, but he has to do many other hard works as mentioned "your brother began by unloading a set of custom-made, built-in bookshelves, still unpainted and yet to be built in, from a tiny flatbed truck" (Hamid, 2013, p. 20).

The laborers have to crush themselves under private work for a little amount and still they do not see good days. The novel presents an excerpt that illustrates how the protagonist's elder brother struggles to survive and gets paid a meager amount, which is not enough to cover his sister's public school tuition. The expression "like a robot" highlights the obedience and devotion of the boy who is working privately, but all he gets is little compensation that barely gets him by (p. 20). While working privately, the protagonist's brother has to face difficult times there. The term 'feeling of weightlessness' symbolically means that though he works more than his capacity he is treated just like an inhuman and worthless object who is just used to get benefit (p. 20).

*The pretty girl is an assistant in a beauty salon, where she carries towels, handles chemicals, brings tea, sweeps hair off the floor, and massages the heads, backs, buttocks, thighs, and feet of women of all ages who are either wealthy or wish to appear wealthy. She also provides soft drinks to men waiting in cars for their wives and mistresses (Hamid, 2013, p. 24).*

The phrases, 'massages the head, backs, buttocks, feet and sweeps' show that though the girl is an assistant, she is doing every type of work. She is providing every service to women of every age, and in this way, private owners take benefits from poor workers. She is forced to demean herself by obliging those who pay her.

*In exchange, the marketing manager demands physical favors. Initially these were kisses and permission to fondle her body. Then oral sex was required. This was followed by anal sex, which she believed, much to his surprise and delight, would allow her to preserve her virginity. But as the months passed, she came to doubt this logic, and eventually she permitted vaginal sex as well (Hamid, 2013, p. 29).*

People with low incomes are exploited in every way. The marketing manager and the working girl are shown in the text as a significant power imbalance. The manager uses his power to compel her to do physical favors for him. It also indicates sexual harassment, misuse of power, inappropriate demands by the owner, internal conflict of mind of the poor worker, and psychological pressure. The novel reminds us of the decline of morals and ethics as the characters suffer from self-decimation.

The novel *How to Get Filthy Rich in Rising Asia* depicts that water resources are privatized, and entrepreneurs benefit from doing many illegal ways because of deregulation in their country. He says that the protagonist learns that there are many distinct markets that the industry needs doesn't adequately serve while working for a brilliant man who resells expired canned goods after changing the [expiration] dates on them to make them appear as if they have yet to expire haven't. The water crisis is now affecting a large portion of the planet. There needs to be more clean water around as our hero decides to enter the water industry. His first move towards accomplishing this

is to start boiling tap water, place it in mineral water bottles, seal it, and then sell it to unsuspecting restaurants and wealthy individuals (Hamid, 2013, p. 50). The term 'tap water' shows another act of deregulation in private works where the protagonist fills ordinary water and mineral water bottles. He is not checked anywhere, and he does all this intentionally to get filthy rich.

Sewpaul 2008, as cited in Pavelich (2017) argues that in impoverished nations, women frequently do tasks requiring water availability, fetching water from wells far away and caring for the ill. These duties become more challenging to do when unpolluted water resources are limited. Women are compelled to fetch water from long-distance and often dangerous places and lose many hours of their days, thus diminishing household income and leading to missed economic opportunities, making them more vulnerable to security risks. Water is difficult to access in the suburbs of mileage, and clean water is considered a luxury. In his novel, Hamid discusses the same situation "your aunts next leave the compound, bearing clay pots on their heads for water and carrying clothes and soap for cleaning" (Hamid, 2013, p. 10). The selected lines depict that due to the privatization of water resources in the twenty-first century, women face numerous problems and are compelled to bring water for family members.

Bose (2023) opines that water as a private business is enough to make a successful entrepreneur by hook or crook. The following lines exemplify one of the numerous deceptive strategies business people use to fulfill their greedy desire to acquire wealth at any cost. Hamid (2013) in his novel provides different instances of fraud and deceitful techniques to get money as mentioned "a pile of used but well-preserved mineral-water bottles recovered from restaurants, and, finally, a pair of simple machines that affix tamper-resistant caps and transparent safety wrapping atop your fraudulent product" (Hamid, 2013, p. 100).

Since mineral water is considered pure and clean, the example of "a pile of used but well preserved mineral water" demonstrates deregulation in a private working environment. The novel shows that mineral water has already been used, and now the owner of the Water Company will reuse it. After working in the business world for some time, the protagonist of *How to Get Filthy Rich in Rising Asia* aims to launch a new company, water bottling, with the assistance of business people and entrepreneurs. His early struggles and experiences in this metropolis of private businesses aid him in discovering a second false route that leads to success in the water industry (Bose, 2023, p. 4). The writer advises the protagonist to be ready to succeed as an entrepreneur, but he must be efficient in different techniques to become filthy rich.

*.....the most reliable path to becoming filthy rich is to activate your faster-than-light marketing drive and leap into business nebulas as remote as possible from the state's imperial economic grip. But you would be wrong. Entrepreneurship in the barbaric wastes furthest from state power is a fraught endeavor, a constant battle, a case of kill or be killed, with little guarantee of success (Hamid, 2013, p. 140).*

"Entrepreneurship in the barbaric wastes" implies that one must pick an underdeveloped, lawless place to run a successful private enterprise. The general public is affected by private enterprise in this way. The following term, 'business nebulas as remote as possible from the state's imperial economic grip', suggests that for a successful business, one must choose markets or industries not subject to regulation or other government control. These might be unexplored areas in which the government may not interfere, and hence, there will be more chances to flourish. .. "Kill or to be killed" alludes to additional requirements that must be met in private enterprise. It implies that the author advises the protagonist to be prepared to kill or be killed if he wants to become 'filthy' rich.

Bose (2023) suggests that the novel *How to Get Filthy Rich in Rising Asia* explores how capitalism has risen to new heights while exploiting natural resources in a rising nation in Asia. In this

anthropocentric period, humans dominate natural resources and begin to view them as commodities to be misused to satisfy human lust, which causes everlasting environmental imbalances and disasters like global warming and climate change. The main character and many other business people with the same attitude want materialistic profit by turning fresh water into an asset.

*You have used the contacts with retailers you forged during your years as a no-expired labeled expired-goods salesman to enter the bottled-water trade. Your city's neglected pipes are cracking, the contents of underground water mains and sewers mingling, with the result that taps in locales rich and poor alike disgorge liquids that, while for the most part clear and often odorless, reliably contain trace levels of feces and microorganisms capable of causing diarrhea, hepatitis, dysentery, and typhoid (Hamid, 2023, p. 53).*

Lawlessness is pictured in the quoted text. The protagonist is involved in fraudulent activity while expanding his private business. Besides, the city is neglected in terms of its different systems. The poor sewage system is causing diseases in people. The primarily poor suffer because they live in areas where deregulation has affected the whole region.

Held et al. 1999, as cited in Yaqoob (2017) suggest that in *How to Get Filthy Rich in Rising Asia*, the main character first works for a small company that sells products that have expired by "erasing dates of expiration from the packaging, and reprinting a later date instead" (Hamid, 2013, p. 50). Then, he starts his own water bottle company by accepting bribes through personal relationships and other illegal methods. It is evident that he has got his education in getting money through his previous job, and all employees learn such illicit skills. Then, such employees work like a group in a deregulated system, constantly adding their group members who work in society for their benefit.

### **Analysis of *The White Tiger***

*The White Tiger* is the story of Balram Halwai's journey to success as a self-described "self-made entrepreneur": a rickshaw driver's son who expertly ascended India's social ladder to become a chauffeur and a wealthy businessman. Balram writes Premier Wen Jiabao a letter detailing his life experiences to inform him about business in India. Neoliberalism is a broad phenomenon that has engulfed almost all countries, including Europe and Asia. Some of its aspects are present in the novel *The White Tiger*.

According to Sanghavi (2018), the effects of neoliberal globalization on the lives of the poor and ordinary people are shown in modern Indian literature in a variety of ways. Several Indian books represent the effects of globalization on the underprivileged as favorable. *The White Tiger* is an epistolary work with post-liberalized India as its setting. Balram Halwai, the main character, works as Ashok's chauffeur and faces much suffering due to his family's dire financial situation. He ends up stealing the money and succeeding as an entrepreneur.

In the novel *The White Tiger*, through the main character, the writer Adiga criticizes the upper class, caste system, and economic system based on privatization. Privatization is responsible for creating unequal situations among the masses.

*You should have seen me that day- what a performance of wails and kisses and tears! You'd think I'd been born into a caste of performing actors! And all the time, while clutching the Stork's feet, I was staring at his huge, dirty, uncut toenails, and thinking... Why isn't he back home, screwing poor fishermen of their money and humping their daughters? (Adiga, 2008, p.51).*



The lines depict that the guy is obediently performing tasks, that are not even part of his job description. The lines also highlight that the workers are required to perform every type of work when they are working privately. The protagonist is sarcastic in his letter because of this situation. He is required to do his master Ashok's and his father's, Stork's, tasks who are wealthy businessmen and gain much money by exploiting the disadvantaged laborers in the village of Laxmangarh. Although they are aware of the harsh working conditions, but still pay little to the poor employees and argue that they are giving the poor access to employment and prospects, "what I mean is that anytime I was not driving the car, I had to sweep the floor of the courtyard, make tea, clean cobwebs with a long broom, or chase a cow out of the compound" (Adiga, 2008, p.68).

These lines show how he is being treated. Adiga has unveiled the corrupt system of privatization whether it includes business or a master servant relationship. Though he is hired as a driver, he is forced to do many other domestic works, like cooking, massaging, washing clothes, and taking care of their dogs. This is how laborers in private works are forced to do out of the assigned duties.

*Every day, on the roads of Delhi, some chauffer is driving an empty car with a black suitcase sitting on the backseat. Inside the suitcase is a million, two million rupees; more money than the chauffer will see in his lifetime. If he took the money he could go to America, Australia, anywhere, and start a new life .... Yet he takes that suitcase where his master wants (Adiga, 2008, p.174).*

The workers in private companies are meant to serve through thick and thin, but benefits will go to the master only. These lines illustrate that Indian people are honest, but in return, they do not get what they deserve. The same unbalanced situation is discussed by Chomsky (1999). According to Chomsky, (1999) neoliberal policies are those that allow a small number of private interests to have complete control over society in order to boost their own financial advantage. The protagonist refers to such private business owners as "half baked" and claims that well-educated individuals have to work for these owners while the advantages are only intended for the owners. These educated labourers frequently endure cruel treatment. Similarly, it is very difficult and demands great exertion to get jobs in private companies and industries. One has to kill self-respect while doing work in private firms, "if you wanted to work on those lands, you had to bow down to his feet and touch the dust under his slipper and agree to swallow his day wages" (Adiga, 2008, P.25). Getting job in private companies and firms one has to be selfless, work day and night for a little amount as Balram is seen in *The White Tiger*.

Tiwari, (2020) has highlighted the effects of privatization in his article. Since the last several decades, the private sector has had tremendous expansion in terms of employment, and anybody working in it now must deal with a great deal of stress due to the inclusion of numerous programs at both the urban and rural levels. In order to meet these demands, employees are required to put in longer hours at work, which throws off their work-life balance and causes symptoms like burnout, depression, and sleeplessness. Adiga himself tells us in the novel that the owner of the shop beats his workers with a ladle when he finds them sitting idle, he abuses them and calls them 'thugs' (p. 52).

*Everyone!" he shouted. "Take off your shirts! I've got to see a man's nipples before I give him a job!" He looked at my chest; he squeezed the nipples—slapped my butt—glared into my eyes—and then poked the stick against my thigh: "Too thin! Fuck off! (Adiga, 2008, p.55).*

The lines above demonstrate that the owner of coal mines under private employment selects employees like animals rather than people. When the laborers get job they are forced to work under severe circumstance. Lanza, (1995) argues that the privatization process incorporates a number of

aspects that are largely not visible, making its political economy both highly questionable and intensely controversial for many communities in developing countries. He argues that increased production efficiency and equal ownership involvement are two characteristics that privatization should have in its ideal form as a tool for the government.

*Every day furniture is delivered to people's homes by this man—the deliveryman. A bed costs five thousand rupees, maybe six thousand. Add the chairs, and a coffee table, and it's ten or fifteen thousand. A man comes on a cycle-cart, bringing you this bed, table, and chairs, a poor man who may make five hundred rupees a month. (Adiga, p. 85).*

The lines above have pointed out that this delivery man moves all of the stuff for people, and they hand him a large wad of cash the size of a brick in payment. Without touching a single rupee of it, he stuffs it into his pocket, shirt or pants, cycles back to his boss, and hands it over. *The White Tiger* presents an accurate depiction of the distressed condition of drivers in private companies. "A driver is good till he's fifty or fifty-five. Then the eyes go bad, and they kick you out, right?" (Adiga, 2008, p. 98). This line illustrates that when a person is in dire need of money, he is forced to leave his job because he is in private work and cannot have a pension or any other facility. Dagamseh (2013) argues that privatization is one part of India's growth, leading to unequal regional development. In this regard, Adiga, in *The White Tiger*, uses juxtaposition to eliminate the idea of development, which is manifested, for instance, in the privatization of publicly held institutions, the lowering of import tariffs, and the construction of enormous high-tech stores, office buildings, and malls in major cities. The comparison shows how the global economic system's inherent inequalities in spatial growth worsened caste and class separation in India after independence. "I haven't been back to see the Ganga since then: I'm leaving that river for the American tourists!" (p. 18). This statement implies that the protagonist is frustrated with neoliberal aspects like privatization. Some private companies own public places, which they use for their private businesses like hotels, restaurants, etc.

## Conclusion

Neoliberal practices, especially privatization, lead to injustice, inequality, and deregulation. It provides wealth to only some of the affluent, while people experiencing poverty must endure hardships. Infrastructure, education, and other vital public services may be lost or degraded as a result of privatization. When these services are driven by economic interests, quality, accessibility, and prices may all suffer, especially for the most vulnerable. The practices of privatization lead to the deterioration of the social welfare system, including education, hospitals, lack of drinking water, poor condition of roads, and other necessities of life. When public services are privatized, private company owners focus on getting more money; hence, cost-cutting measures affect the quality of services, especially in marginalized communities. Private company owners are unaccountable; they abuse their workers, make them work hard, and pay them less in exchange.

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