



E-ISSN: 2958-5996  
P-ISSN: 2958-5988  
<https://journal-of-social-education.org/index.php/Jorunal/issue/archive>



### BRICS as a Platform for the Global South: A Critical Analysis

**Dr. Adnan Nawaz<sup>1\*</sup>**

**Shakeel Ahmed<sup>2</sup>**

**Muhammad Bakhsh Lolai<sup>3</sup>**

<sup>1</sup>Assistant Professor, Department of International Relations, Government College University Faisalabad, Pakistan.  
Corresponding Author Email: [adnannawaz@gcuf.edu.pk](mailto:adnannawaz@gcuf.edu.pk)

<sup>2</sup>MPhil Scholar, Department of International Relations, Government College University, Faisalabad.

<sup>3</sup>Lecturer, People's Nursing School, LUMHS. Jamshoro.  
Email: [muhammad.bakhsh@lumhs.edu.pk](mailto:muhammad.bakhsh@lumhs.edu.pk)

## Abstract

BRICS, an acronym representing Brazil, Russia, India, China, and South Africa, has emerged as a large platform for the Global South to collectively address its challenges and aspirations on the worldwide level. The grouping, which became mounted in 2009, has due to the fact that increased to include six new contributors - Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates - further solidifying its position as a voice for growing countries. One of the primary motives for BRICS' enchantment amongst nations inside the Global South is its commitment to selling a more equitable and inclusive worldwide order. The bloc has constantly encouraged for reforms in global establishments, which includes the United Nations

# Physical Education, Health and Social Sciences

## VOL-2, ISSUE -4, Oct-Dec-2024

Security Council and the World Bank, to better replicate the pursuits and views of growing nations

Key Words: BRICS, China, Global South, Global Politics, Global North

### INTRODUCTION

BRICS has actively sought to undertake the dominance of the West in global affairs. By promoting alternative frameworks for monetary cooperation and improvement, which includes the New Development Bank (NDB) and the Contingent Reserve Arrangement (CRA), BRICS aims to offer growing international locations with more options and leverage inside the international financial system. . This stance resonates with many nations in the Global South, which have long felt underrepresented and marginalized in international decision-making tactics (Yaroslav, 2024).

This approach has been especially appealing to countries within the Global South, which have frequently felt restricted by the conditionality's and regulations of Western-dominated establishments just like the International Monetary Fund (IMF) and the World Bank. Its political and financial timetable, BRICS, has also served as a platform for cultural and people-to-human beings exchanges among its member states (Alissa, 2022). Through projects consisting of the BRICS Cultural Festival and the BRICS Games, the grouping has sought to foster a sense of shared identity and solidarity among the various peoples of the Global South. This cultural international relations has helped to reinforce ties and information amongst BRICS nations, which often have various histories, cultures, and political structures (Ncwadi, BRICS economic integration: Prospects and challenges, 2024).

BRICS' fulfillment as a platform for the Global South has no longer been without its demanding situations. The bloc has confronted grievance for its loss of concrete achievements and its incapability to translate its rhetoric into tangible effects. Some have additionally questioned the coherence and unity of BRICS, given the divergent pastimes and priorities of its member states.

Despite these challenges, BRICS stays a vast pressure in international affairs, especially for international locations within the Global South. The bloc's enlargement in 2024 to encompass six new participants has further amplified its voice and have an effect on, and has

## **Physical Education, Health and Social Sciences**

### **VOL-2, ISSUE -4, Oct-Dec-2024**

dispatched a sturdy signal that growing countries are an increasing number of assertive in pursuing their personal hobbies and agendas on the global degree. The expansion has bolstered the organization's ability to draw overseas direct investment (FDI). In 2022, the BRICS international locations accounted for 25% of global FDI inflows, discern that is predicted to upward thrust with the addition of new individuals. This inflow of capital can fuel infrastructure improvement, industrialization, and the diversification of BRICS+ economies, in the long run enhancing their competitiveness and resilience. Another mission is the fantastically low degree of trade integration among the BRICS+ participants. Despite their combined financial may, intra-BRICS change money owed for handiest a small fraction in their total trade volumes. Strengthening nearby cost chains and promoting greater pass-border investment and cooperation can be important for the organization to leverage its monetary weight and have an impact on global trade styles. In the face of these challenges, the BRICS+ countries have taken steps to expand opportunity economic and financial mechanisms that would steadily erode the dominance of Western-led institutions and the USA dollar-based worldwide economic gadget. Initiatives together with the New Development Bank, the BRICS Contingent Reserve Arrangement, and the proposed BRICS basket reserve foreign money are geared toward providing the organization with greater autonomy and resilience within the international economic system (Regina, 2024).

As the sector grapples with complicated demanding situations which encompass weather exchange, global health crises, and economic inequality, the want for powerful structures for global cooperation has never been greater. BRICS, with its popularity on South-South cooperation and its determination to a extra really and equitable global order, has the capacity to play a essential position in addressing those demanding situations and shaping the future of the Global South. However, for BRICS to completely apprehend its capability, its member states should paintings to triumph over their differences and discover not unusual floor on critical issues. They have to additionally try and be extra outstanding apparent and accountable in their desire-making strategies, and to have interaction with a broader type of stakeholders, which consist of civil society companies and marginalized groups (Garcia, 2015).

BRICS ought to keep to innovate and adapt to the converting worldwide panorama. As new challenges and possibilities emerge, the bloc have to be willing to adapt and to explore new avenues for cooperation and collaboration. This may additionally moreover encompass forging partnerships with one of a kind nearby and international businesses or exploring new regions of cooperation, along with virtual era, renewable power, and sustainable development. The achievement of BRICS as a platform for the Global South will rely on its functionality to deliver tangible advantages to its member states and to the broader community of developing international locations. By championing the interests of the Global South, promoting South-South cooperation, and running toward a extra simply and equitable worldwide order, BRICS has the capability to make an huge contribution to the improvement and prosperity of the sector's most prone and marginalized populations (David, 2023).

### **POLITICAL DYNAMICS WITHIN BRICS**

The BRICS grouping, comprising Brazil, Russia, India, China, and South Africa, has emerged as a awesome participant in worldwide politics, characterized via a complicated interplay of cooperation and opposition among its member states. These dynamics are shaped via a myriad of things, which includes ancient legacies, monetary pastimes, and geopolitical aspirations. As a coalition of fundamental growing economies, BRICS seeks to provide an alternative to the Western-ruled worldwide order, advocating for a multipolar global where the voices of growing international locations are amplified (Amal, 2023). This financial disaster delves into the political dynamics inside BRICS, exploring the mechanisms of cooperation, the annoying conditions of internal variety, and the broader implications for worldwide governance. BRICS turned into installation to foster collaboration amongst its contributors on severa fronts, which includes monetary improvement, political coordination, and cultural exchange. The first summit in 2009 marked a pivotal 2d, as leaders sought to create a platform for conversation and cooperation that could go beyond conventional strength systems. The next inclusion of South Africa in 2010 similarly diverse the institution, adding an crucial African mind-set to the coalition. This boom became no longer simply symbolic; it underscored BRICS' dedication to

## **Physical Education, Health and Social Sciences**

### **VOL-2, ISSUE -4, Oct-Dec-2024**

representing the Global South's pastimes, a traditionally marginalized demographic in worldwide forums (Fedaa, 2024).

One of the defining capabilities of BRICS is its emphasis on collective decision-making and consensus creation. The member states have engaged in a series of summits and meetings to align their positions on key international problems, such as climate change, exchange, and safety. The New Development Bank (NDB) fame quo in 2014 exemplifies this cooperative spirit, imparting an opportunity financing mechanism for infrastructure and sustainable development tasks in member international locations and beyond. The NDB has been instrumental in addressing the investment gaps that often keep away from development efforts in emerging economies, therefore improving BRICS' role as a catalyst for financial boom (Biju, 2023). The political dynamics within BRICS nations do no longer exist without demanding conditions. The member states showcase full-size range in phrases of political systems, monetary structures, and strategic interests. For instance, whilst China and India are each raising powers, their bilateral relations have been marked by means of tension and opposition, specially over territorial disputes and nearby effect. Similarly, Brazil and Russia have historically aligned on various geopolitical troubles, yet their monetary priorities and home politics can diverge extensively. This inner variety poses worrying conditions for BRICS to maintain a cohesive time table and attain a consensus on crucial issues (Papa, 2023).

The geopolitical landscape in which BRICS operates is also evolving rapidly. The upward thrust of populism and nationalism in diverse member states has encouraged their overseas coverage orientations, regularly primary to a further assertive stance on the worldwide degree. For instance, India's modern overseas policy underneath Prime Minister Narendra Modi has emphasized a more unbiased and proactive method, seeking to balance its members of the family with both Western powers and its BRICS partners. This shift displays a broader trend amongst BRICS countries to mention their hobbies in a multipolar global, in which conventional alliances are being redefined. Moreover, the increasing competition amongst main powers, specifically between America and China, has implications for BRICS' political dynamics (Andrew, 2022). As the U.S. Seeks to counter China's developing have an effect on, BRICS nations discover themselves navigating complicated geopolitical



surroundings. While the institution collectively advocates for a multipolar worldwide, the divergent pursuits of its individuals can complicate their potential to offer a unified front. This is apparent in discussions surrounding global alternate, wherein differing financial priorities can lead to friction rather than cooperation (Lohani, 2024).

The concept of club international relations has emerged as a key element of BRICS' political dynamics. This term refers back to the casual networks and relationships that expand amongst member states, facilitating speak and cooperation out of doors of formal institutional frameworks. Club international relations allows BRICS nations to interact in strategic partnerships and collaborations on precise troubles, consisting of counter-terrorism, weather alternate and sustainable improvement (Hooijmaaijers,2021). However, it also increases questions about the inclusivity and transparency of choice-making strategies in the agency, as informal networks might also marginalize smaller or lots much less influential member states. BRICS faces outdoor pressures from special worldwide powers and local groups. The rise of opportunity coalitions, which consist of the G7 and the Quad (comprising the U.S. India, Japan, and Australia), poses disturbing situations for BRICS in phrases of maintaining its relevance and have an effect on. These competing frameworks often are seeking to counterbalance BRICS' developing prominence, primary to a complicated interplay of cooperation and rivalry inside the international arena (Chen, 2020).

BRICS has made full-size strides in positioning itself as a legitimate opportunity to the prevailing worldwide governance structures. The corporation's emphasis on reforming international institutions, along with the United Nations and the World Bank, reflects its dedication to developing a more equitable and consultant international order. BRICS advocates for a shift a ways far from the hierarchical structures which have historically preferred Western powers, calling for additional example of developing countries in preference-making strategies. The political dynamics inside BRICS nations also are normal by the growing emphasis on South-South cooperation. This method highlights the significance of collaboration among developing international locations to address shared demanding situations, poverty, inequality, and weather exchange. By fostering partnerships and knowledge-sharing among

# **Physical Education, Health and Social Sciences**

## **VOL-2, ISSUE -4, Oct-Dec-2024**

member states, BRICS objectives to beautify its collective capacity to tackle those problems and sell sustainable development (Ncwadi, 2024).

The political dynamics inside BRICS are characterized through a complex interplay of cooperation and opposition among its member states. While the corporation has made massive development in setting up itself as a platform for the Global South, it faces challenges related to inner variety, geopolitical competition, and outside pressures. The capability of BRICS to navigate the ones dynamics can be critical in determining its destiny position in global governance and its effectiveness in advocating for the interests of developing nations. As the arena keeps to evolve, BRICS have to continue to be adaptable and contemporary in its strategies to worldwide members of the family, cooperation, and collective motion, making sure that it remains a applicable and influential player in the worldwide area.

### **CULTURAL INFLUENCE**

The BRICS international locations (Brazil, Russia, India, China, and South Africa) have had a vast cultural affect globally, although the search consequences do now not immediately address this subject matter. Here are some key factors about the cultural have an impact on of BRICS. The BRICS nations constitute numerous cultures, languages, and traditions that have turn out to be extra prominent on the worldwide level as their financial and political have an impact on has grown. India's Bollywood movie enterprise has grown to be a chief cultural export, with its films, track, and dance patterns gaining popularity worldwide. China's historical civilizational background, which includes its philosophy, art, literature, and cuisine, has attracted developing global hobby and appreciation. Brazil is famed for its vibrant cultural expressions like carnival, samba, and capoeira that have spread the world over. Russia's rich cultural legacy in areas like classical track, ballet, literature, and visible arts maintains to captivate global audiences. South Africa's numerous cultures, from indigenous traditions to the legacy of apartheid, have observed expression thru tune, art, and literature that resonate globally. The enlargement of BRICS to include new individuals like Argentina, Egypt, and Iran further diversifies the cultural tapestry represented by means of the grouping. As BRICS countries benefit extra worldwide prominence, their cultural tender power is likewise growing, letting them task their values and worldviews at the worldwide level (Pecly, 2020).

# Physical Education, Health and Social Sciences

## VOL-2, ISSUE -4, Oct-Dec-2024

In recent years, BRICS has sought to increase its effect by inviting other nations to participate in its activities and initiatives. BRICS announced that it might formally invite six new contributors to enroll in the institution by January 2024 (Jeremy, 2024) Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates. This expansion has been visible by means of some as a challenge to the prevailing global order and a sign of the developing have an effect on of the BRICS nations in international affairs. BRICS remains a crucial discussion board for cooperation among major emerging economies. As the worldwide balance of strength maintains to shift, the BRICS international locations are probably to play an increasing number of crucial role in shaping the global device in the coming a long time (Falkenberg & Macsai, 2024).

BRICS is an intergovernmental organization comprising Brazil, Russia, India, China, South Africa, Iran, Egypt, Ethiopia, and the United Arab Emirates. Originally recognized to highlight investment opportunities, the grouping developed into an real geopolitical bloc, with their governments meeting yearly at formal summits and coordinating multilateral policies considering. The founding countries of Brazil, Russia, India, and China held the first summit in Yekaterinburg in 2009, with South Africa becoming a member of the block 12 months later. Iran, Egypt, Ethiopia, and the United Arab Emirates joined the corporation on 1 January 2024. Combined, the BRICS individuals embody about 30% of the sector's land floor and 45% of the global population (Fedaa, 2024).

BRICS is an important grouping bringing together the most important emerging economies from the arena, comprising 41% of the arena population, having 24% of the arena GDP and over 16% percentage in the global trade. BRICS nations have been the principle engines of global monetary growth over time. The BRICS international locations are taken into consideration the most geopolitical rival to the G7 block of leading advanced economies, imposing competing projects such as the New Development Bank, the BRICS Contingent Reserve Arrangement, the BRICS pay, the BRICS Joint Statistical Publication and the BRICS basket reserve currency (Kondratov., 2020).

### **BRICS EXPANSION**

The expansion of BRICS to encompass Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the UAE marks a vast shift in the international balance of electricity. With the addition of those new members, BRICS now



# **Physical Education, Health and Social Sciences**

## **VOL-2, ISSUE -4, Oct-Dec-2024**

represents about 42% of the world's populace and 36% of worldwide GDP (Suresh, 2023). This extended bloc, called BRICS+, trails a divergent route from traditional electricity structures like the G7, representing developed nations. The BRICS+ alliance boasts mind-blowing economic and resource benefits over the G7. It bills for 45% of the worldwide populace compared to the G7's nine.7%, and controls 36% of the sector's land vicinity versus the G7's sixteen.1% (Yousefi., 2023). Regarding critical resources, BRICS+ dominates with 48.7% of world wheat production, 44 % of oil reserves, and a sizeable proportion of other uncooked substances. This monetary heft and useful resource abundance deliver BRICS+ big leverage in shaping international alternatives and the worldwide financial system (Falkenberg & Macsai, 2024).

### **CONCLUSION**

The expansion also highlights the growing attraction of an alternative global gadget to the Western-led liberal economic order. Over forty international locations have expressed interest in joining BRICS+, signaling sizable dissatisfaction with the present day worldwide governance structures. As the balance of power shifts, it is going to be an increasing number of tough for the G7 to impose its ideological and financial imaginative and prescient at the rest of the arena. BRICS+ enlargement isn't without demanding situations. The heterogeneity of its individuals, with various political, economic, and ideological hobbies, may restriction the group's ability to behave cohesively. The low stage of trade integration amongst BRICS+ nations ought to avert it's have an effect on global change and the international financial system (Evgeny, 2021). This could cause a more complex and potentially risky global system. BRICS+ expansion the potential for extended tensions and conflicts between the institution and the traditional Western powers. As BRICS+ seeks to say its have an impact on and assignment the present order, it may come into direct disagreement with the G7 and other Western-led establishments. This ought to show up in regions which include trade, funding, and geopolitical opposition. The growth of BRICS represents a substantial improvement in the international balance of electricity. While it does not right now threaten the present liberal international order, it serves as a be-careful call for the West to conform to the changing geopolitical panorama and address the concerns of emerging economies and the Global South. One of the important thing

# Physical Education, Health and Social Sciences

## VOL-2, ISSUE -4, Oct-Dec-2024

implications of the BRICS+ growth is the capability for a multipolar international order, in which strength is greater lightly disbursed among numerous essential players, in preference to being dominated by a single hegemon.

### REFERENCES

- Alissa, W. (2022). China's Leadership in BRICS Governance. *International Organisations Research Journal*, 17(2), 5085-85. doi:10.17323/1996-7845-2022-02-03
- Amal, H. (2023). Economic Future of BRICS Countries. *Гуманитарные науки*, 13(5), 33-38. doi:10.26794/2226-7867
- Andrew, C. (2022). Reframing the Debate over BRICS Beyond its Conceptual Origins. *International Organisations Research Journal*, 17, 31-49. doi:10.17323/1996-7845-
- Biju, D. (2023, february). A STUDY ON MULTILATERAL TRADE AND INVESTMENTS AMONG BRICS COUNTRIES. *International Journal of Engineering Technology and Management Sciences*, no.7. doi:10.46647/ijetms.2023.v07i01.041
- Chen, C. C. (2020). *The BRICS in the new international legal order on investment* (Vol. 4). Retrieved from [https://www.google.com/search?q=The+BRICS+in+the+new+international+legal+order+on+investment&oq=The+BRICS+in+the+new+international+legal+order+on+investment&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg90gEIMTM4N2owajeoAgCwAgA&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=The+BRICS+in+the+new+international+legal+order+on+investment&oq=The+BRICS+in+the+new+international+legal+order+on+investment&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg90gEIMTM4N2owajeoAgCwAgA&sourceid=chrome&ie=UTF-8)
- David, M. B. (2023). BRICS and Industry . *Journal: UPRAVLENIE / MANAGEMENT*, 11(4), 17. doi:10.1007/978-3-030-62765-2\_12

# Physical Education, Health and Social Sciences

## VOL-2, ISSUE -4, Oct-Dec-2024

- Falkenberg, M. J., & Macsai, G. b. (2024). Expansion of BRICS: A quest for greater global influence? *EPRS | European Parliamentary Research Service*. Retrieved from [https://www.google.com/search?q=Expansion+of+BRICS%3A+A+quest+for+greater+global+influence%3F&rlz=1C1CHBF\\_enPK1116PK1116&oq=Expansion+of+BRICS%3A+A+quest+for+greater+global+influence%3F&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOdIBCDEzODJqMGo3qAIAAsAIA&sourceid=chrome&](https://www.google.com/search?q=Expansion+of+BRICS%3A+A+quest+for+greater+global+influence%3F&rlz=1C1CHBF_enPK1116PK1116&oq=Expansion+of+BRICS%3A+A+quest+for+greater+global+influence%3F&gs_lcrp=EgZjaHJvbWUyBggAEEUYOdIBCDEzODJqMGo3qAIAAsAIA&sourceid=chrome&)
- Garcia, P. B. (2015). *BRICS An Anti-Capitalist Critiqu*. Retrieved from [https://www.google.com/search?q=BRICS+An+Anti-Capitalist+Critiqu&oq=BRICS+An+Anti-Capitalist+Critiqu&gs\\_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRiPAtlBCDEyMjdqMGo3qAIAAsAIA&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=BRICS+An+Anti-Capitalist+Critiqu&oq=BRICS+An+Anti-Capitalist+Critiqu&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRiPAtlBCDEyMjdqMGo3qAIAAsAIA&sourceid=chrome&ie=UTF-8)
- Hooijmaaijers. (2021). China, the BRICS, and the limitations of reshaping global economic governance. *Pacific Review*, 34(1), 29-55. doi:10.1080/09512748.2019.1649298
- Jeremy, C. (2024). Brics+ in the Context of a Struggle for a New Global Order. *Theory & Struggle*, 125(1). doi:10.3828/theory.2024.5
- Kondratov. (2020). Internationalization of the Currencies of BRICS Countries. *Herald of the Russian Academy of Sciences*. Retrieved from [https://www.google.com/search?q=Internationalization+of+the+Currencies+of+BRICS+Countries&rlz=1C1CHBF\\_enPK111](https://www.google.com/search?q=Internationalization+of+the+Currencies+of+BRICS+Countries&rlz=1C1CHBF_enPK111)

# Physical Education, Health and Social Sciences

## VOL-2, ISSUE -4, Oct-Dec-2024

6PK1116&oq=Internationalization+of+the+Currencies+of+B  
RICS+Countries&gs\_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAE  
QRRg8MgYIAhBFGDzSAQgxNTA3ajBqN6gCALACAA&so

Pecly, P. A. (2020). Entrepreneurship in the BRICS and cultural dimensions.

*Journal of Operations & Production Management*, 17.

Retrieved from

<https://www.google.com/search?q=Entrepreneurship+in+the>

+BRICS+and+cultural+dimensions&rlz=1C1CHBF\_enPK1116

PK1116&oq=Entrepreneurship+in+the+BRICS+and+cultural

+dimensions&gs\_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQI

RigATIHCAIQIRigAdIBCDE1NTdqMGo3qAIAAsAIA&sourceid

Regina, N. W. (2024). Foreign Direct Investment (FDI), Computer information Technology, Corruption Perceptions, Economic Growth, and TradeOpenness in BRICS Countries. *KnE Social Sciences*, 712-720. doi:10.18502/kss.v9i21.16778

Suresh, L. (2023). The BRICS Countries: Trends of Demographic and Economic Development. *International journal of science and research*, 12(4), 702-710. doi:10.21275/sr23410201331

Yaroslav, L. (2024). BRICS expansion: new geographies. *JOURNAL OF ECONOMICS*, 1-12. doi:<https://doi.org/10.3897/brics-econ.5.e120071>

Yousefi., A. A. (2023). BRICS or G7? Current and future assessment of energy and environment performance using multi-criteria and time series analyzes. *Energy Strategy Reviews*, 4(2). doi:10.1016/j.esr.2023.101164