
THE RECONCILIATION OF IDEOLOGICAL PERSPECTIVES WITHIN BRICS: EXPLORING GEOPOLITICAL, ECONOMIC, AND CULTURAL THREADS TOWARD A UNIPOLAR WORLD SYSTEM

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Received: January 21, 2025 | **Revised:** March 08, 2025 | **Accepted:** March 31, 2025

DOI: <https://doi.org/10.33445/psssj.2025.6.1.1>

Abstract

This research investigates how the BRICS countries – Brazil, Russia, India, China, and South Africa – have reconciled their disparate ideological viewpoints and how this has affected the existing global power dynamics. It examines how the BRICS bloc interacts with the Western-led international order while operating within distinct political, economic, and cultural frameworks. This study critically explores whether BRICS ultimately strengthens or weakens the prevailing unipolar global system, dominated by the United States and its allies, or contributes to a shift toward a bipolar or multipolar world. The study focuses on how BRICS functions within the parameters of the existing global system while simultaneously advocating for transformation.

Key words: BRICS, Geo-politics, Unipolar, Western, Politics, Bloc, Order.

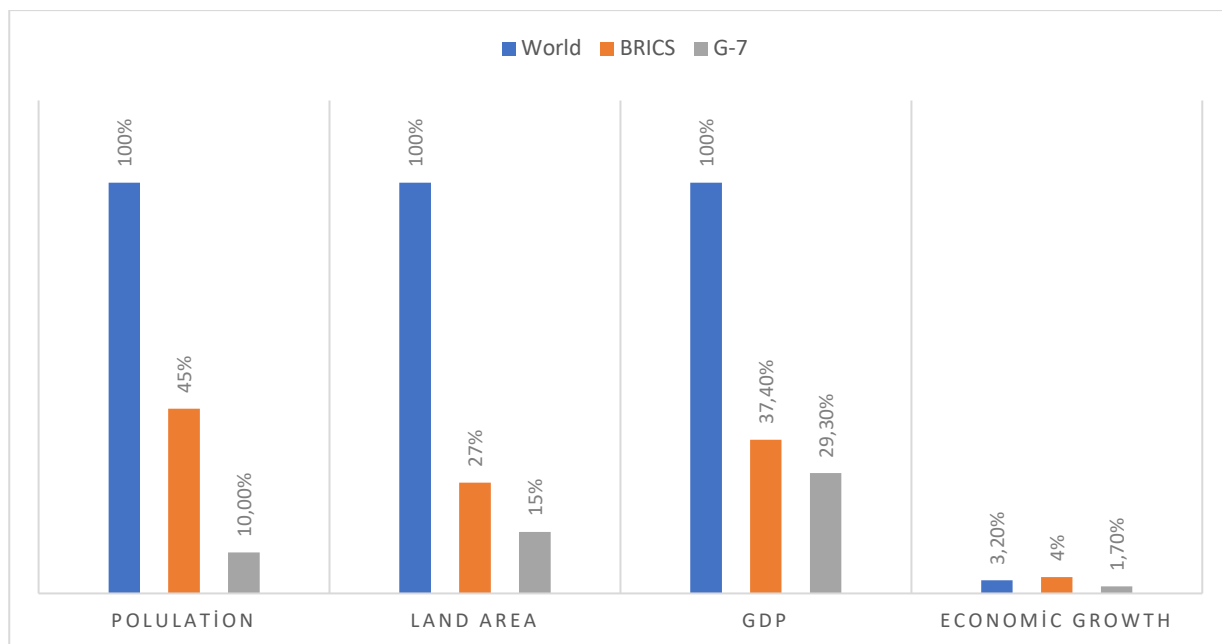
Introduction

The newly emerging strands in the socio-political landscape of the planet have already arrived. Earth experienced a dramatic shift in the balance of power during the Cold War. However, the world's power structure has remained dominated by a single entity. Since then, people from all around the world have made a concerted effort to challenge this dominance. However, none of the plans have been successful. The formation of BRICS initially did not receive significant attention, but things are now shifting drastically. The Western bloc's policies against Chinese commerce, its sanctions on the Russian economy, its meddling in India's foreign policy, and other actions have led to a new anti-West mindset in the political and economic spheres of the global economy. Here, BRICS is leveraging its position to strengthen this mindset and establish robust relations with its member nations. Since BRICS already controls a greater portion of the global economy, geography, trade, and population, its goals are already ingrained in the modern world order. At the same time, the BRICS bloc has had a significant impact on the global order. Already, the BRICS bloc's member nations dominate the global arena. Globally, they have an impact on politics, the economy, and culture. Therefore, the bloc, which exerts a growing influence on the global order, is sufficiently fueled by its collective power. On the other hand, the existing powers will not want to share a platform with any of the BRICS nations if there is no ideological reconciliation. Additionally, this study looks into how BRICS is raising its voice and how its impact serves as a wake-up call for Western powers. Researchers will focus on the current BRICS initiatives and how they may affect global diplomatic norms in the near future.

Result and Discussion

The main objective of creating BRICS

Protiva Kundu claims that in her research paper *“BRICS: Prospects and Challenges”*, she stated that the founding of BRICS was motivated by the member nations’ long-term shared economic goals, which include bolstering international legal norms and principles, promoting complementarities across numerous economic sectors, and reforming the global financial and economic architecture. This includes strengthening international legal standards while fostering complementarities across multiple economic sectors. Its geopolitical goal now incorporates the concept of the “Global South” once again. Global issues such as climate change, environmental sustainability, energy security, health, trade, and commerce have been progressively integrated into BRICS’ goals. Though there are some core areas where this organization wishes to excel, these pragmatic additions showcase its relevance to the rest of the world. Most importantly, when we analyze its global influence alongside its economic and geographical significance, BRICS is already ahead of any other globally influential organizations, such as the G-7.

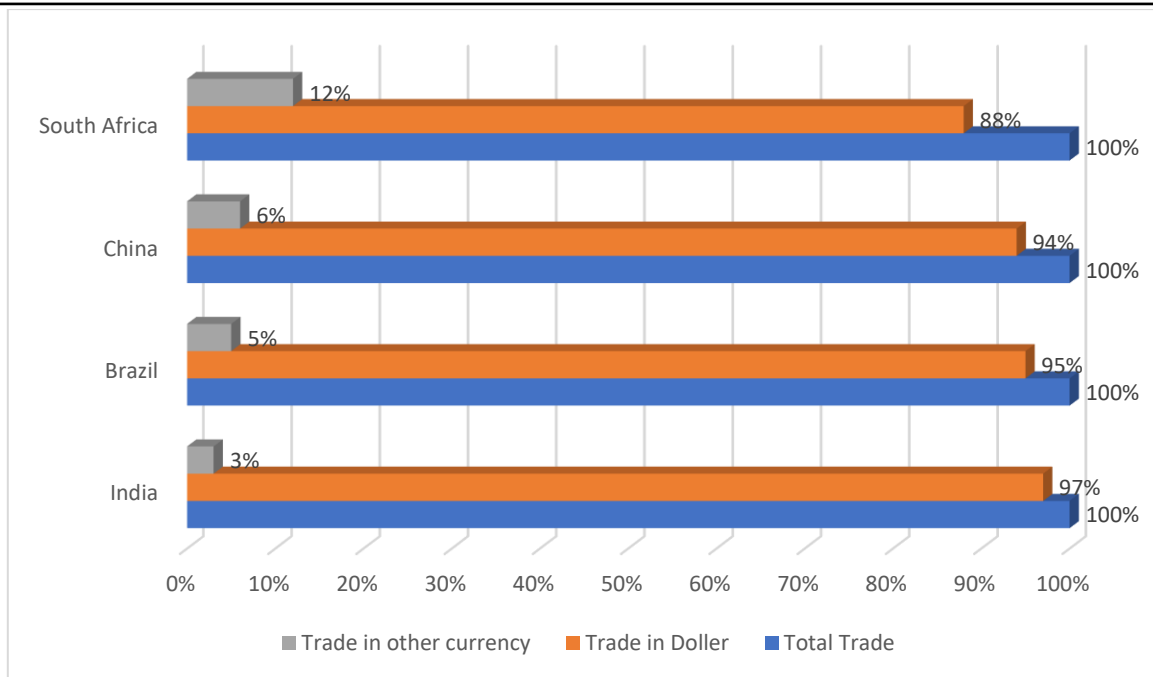


Picture 1. Activities of the BRICS and G-7 organizations.

According to the chart, in all measurements, BRICS members represent a major fraction. So, their voices should be heard more powerfully than the rest. Moreover, their agenda behind recreating the world order aligns closely with the population that has not benefited from the current world order.

De-dollarization

Currency is the most impactful element in the geopolitical order. The US dollar is the key player in this field. BRICS, in its geopolitical interest, seeks de-dollarization in international trade and commerce. They have already encouraged trade among themselves with their respective local currencies. However, their efforts in every possible way to limit the US agenda of imposing economic sanctions on their interests have had little success. Data even shows that in 2022, BRICS-affiliated countries had only a small percentage of trade conducted without dollars. Thus, the dollar still has significant implications for the global economy.



Picture 2. Trade Currencies of BRICS Affiliates

But the situation is changing frequently. India, one of the most important Western allies, is trying to globalize its own currency as a medium of trade. India has started trading in rupees with neighboring countries, including Nepal and Bhutan. The rupee trade mechanism has been initiated to facilitate transactions in the national currency with Russia, while Sri Lanka has included the rupee in its list of designated foreign currencies.

The most influential duo within BRICS — Russia and China — have moved away from using the dollar and entered the era of de-dollarization. At the recent BRICS Summit in 2024, member countries strongly emphasized de-dollarization, as it has already been proven that Western powers use the dollar as a geopolitical tool. As a result, part of the global perspective is shifting, and the world is moving toward a multipolar order.

BRICS has already established the New Development Bank (NDB), which has invested \$33 billion in 50 projects. The goal is clear: they seek to create a comprehensive financial system independent of the Western-dominated framework, offering the world an alternative. Additionally, BRICS has agreed on a \$100 billion reserve fund to combat global currency crises. Their systematic criticism of the IMF is also enhancing their credibility in the eyes of the rest of the world.

Dynamic influence of Kazan summit

The Kazan Declaration from the 16th BRICS Summit holds great significance. This declaration is highly symbolic and delivers strong words against the existing world order. According to Prof. Engr. Zamir Ahmed Awan, in his article “The Kazan Declaration and BRICS: Redefining Global Power Dynamics,” the 16th BRICS Summit, held in Kazan, Russia, marked a turning point in the global order, with the Kazan Declaration serving as a powerful statement against U.S. hegemony, financial coercion, and sanctions-driven diplomacy. The declaration underscored the emergence of BRICS as a formidable bloc that stands united against the misuse of international institutions to further political agendas. It emphasized key points such as de-dollarization, an anti-hegemonic approach to global governance, and the rejection of sanctions used as tools of coercion by the West. The Kazan summit strongly opposed the power dynamics imposed by the Western bloc, including financial, political, and social sanctions. The global political landscape shifted significantly when Palestinian

authorities were invited, and Israel's aggression was openly condemned. This is the voice of a vast portion of the global population. This provides a platform for those who have long been silenced. When Western allies unconditionally support Israeli actions not only in Palestine but also in Lebanon, a new hope emerges within the BRICS summit. Another geopolitical breakthrough occurred when the Prime Minister of India met with the President of China. They discussed the Indo-China border conflict—an encouraging step under the BRICS framework—because the success of BRICS as an emerging bloc depends on strong relations among all its members. If the ongoing tensions between India and China are not resolved, then BRICS cannot function smoothly. The most important socio-political and financial achievement of the Kazan Summit is that BRICS has positioned itself as an alliance of nations resisting Western hegemony. However, BRICS also maintains a policy of engaging leaders from various blocs, including trusted Western allies such as India and the UN Secretary-General. This proves that BRICS and its Kazan summit have asserted a comprehensive global agenda. It has become the voice of the voiceless, a beacon of hope for the marginalized, and a platform for those seeking global representation.

Reconstruction of western ideology on geo-political area

Foreign policies are often aligned with the flow of dominant ideologies. After the Second World War, the USA and its allies took the position of shaping geopolitical narratives. All the events happened and were presented in the limelight of that specific geopolitical structure. We can talk about the failed geopolitical approaches in the Middle East, the destructive war in Afghanistan, and diplomatic ineffectiveness in solving the two-state issue between Palestine and Israel. Those inappropriate approaches taken by the USA and its allies created a vacuum in the geopolitical arena. China, with its gigantic economic power, came forward and systematically joined forces with Russia, creating BRICS, where global powers like India and Brazil were founding members. All the member countries of this bloc, both individually and in partnership, are reshaping geopolitical ideologies. At the Munich Security Conference 2023, Indian Foreign Minister Jaishankar was asked why he believed anyone would help New Delhi in a conflict with China after it did not assist others regarding Ukraine. Then Jaishankar replied, "Somewhere, Europe has to grow out of the mindset that Europe's problems are the world's problems, but the world's problems are not Europe's problems. That if it is you, it's yours; if it is me, it is ours". This was a strong message from a Western ally regarding geopolitical positioning. Even Southeast Asia has developed the mindset of limiting China's footprint in its socio-economic sphere. They have strong ties with China. So, the world is no longer blindly accepting the Western narrative on geopolitical matters. The center no longer holds absolute power. The wind has shifted toward the Global South.

New world Order

Geopolitical conditions worldwide are in a highly critical state nowadays. Newly emerging political narratives have presented difficult choices for countries considered Western allies. The world order has already been disrupted by the Russia-Ukraine conflict. The West has tried to establish a narrative by framing it as Russian occupation, but on the other hand, most countries around the world do not accept this interpretation, especially in the Middle East and India. Even India has been labeled a supporter of Russian occupation due to its financial support in purchasing Russian energy. Especially the members of BRICS and the countries whose intentions are similar to BRICS's foreign policy have not condemned Russia's actions against Ukraine. On the other hand, the long-standing aggression against Palestinians has once again escalated in the Middle East, even in a highly destructive manner. As predicted, the Western allies have supported Israel and justified its actions. But the socio-political climate is not in favor of the Western world order. Many European countries have already shown their disinterest in supporting Israeli aggression in the Middle East. The UN has already addressed Israel's oppression in Gaza and southern Lebanon. BRICS members

stand in opposition to the Western geopolitical order. So everywhere in the world, fundamental geopolitical divisions have emerged. Ordinary people are no longer accepting Western-made political narratives. So, their position somehow aligns with BRICS's stance.

Conclusions

This specific study illustrates the fundamental evolution of the BRICS bloc and its worldwide influence. It has already awakened and formed a challenge to Western domination, from systematic economic meddling to political dominance. The sensible topic chosen for discussion in the study enhances a clearer image of the recent BRICS development. Due to the intricacy of the economic, political, and social distinctions within BRICS, a more thorough examination is somewhat lacking. Additionally, the study focuses more on gathering secondary data from research papers, articles, and expert opinions. The article has already accomplished its main goal, which is to demonstrate how different ideologies within BRICS may coexist peacefully. More importantly, it has showcased key points like currency development, geopolitical enrichment, cultural and social influence, etc. This makes a visual representation of the diplomatic stance on the organization and how it works.

Funding

This study received no specific financial support.

Competing interests

The authors declare that they have no competing interests.

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