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BRICS VS. G7: A COMPARATIVE ANALYSIS OF ECONOMIC AND POLITICAL EFFICIENCY IN SHAPING GLOBAL ORDER

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Abstract

The global distribution of power is increasingly shaped by the competing influences of two major blocs: BRICS (Brazil, Russia, India, China, and South Africa) and the G7 (Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States). This paper investigates how BRICS and the G7 shape the emerging multipolar global order. Using comparative analysis of key indicators: GDP, trade flows, investment patterns, diplomatic engagement, and strategic alliances. The paper examines each bloc's structure and internal cohesion. The analysis underscores the G7's historical supremacy, which stems from its economic strength and political unity, in contrast to BRICS' rising role as a representative for the Global South and a platform for alternative governance models. Important metrics include trade flows, investment trends, diplomatic efforts, and strategic alliances. The research also assesses the internal dynamics within each bloc, including challenges to cohesion and the effectiveness of decision-making. By comparing the advantages and drawbacks of BRICS and G7, this paper provides insights into their respective functions in a multipolar world order, evaluating their ability to promote transformative global agendas. Lastly, the paper concludes that both alliances embody divergent approaches to global governance, reflecting deeper shifts in international collaboration, competition, and the balance of power.

Keywords

Power-Dynamics, Efficiency, Geopolitical, Comparison, Multipolar.

Resumo

A distribuição global do poder é cada vez mais moldada pelas influências concorrentes de dois grandes blocos: os BRICS (Brasil, Rússia, Índia, China e África do Sul) e o G7 (Canadá, França, Alemanha, Itália, Japão, Reino Unido e Estados Unidos). Este artigo analisa a forma como o BRICS e o G7 moldam a ordem global multipolar emergente. Para tal, utiliza uma análise comparativa de indicadores-chave, nomeadamente o PIB, os fluxos comerciais, os padrões de investimento, o envolvimento diplomático e as alianças estratégicas. O artigo examina a estrutura e a coesão interna de cada bloco. A análise sublinha a supremacia histórica do G7, que decorre da sua força económica e unidade política, em contraste com o papel crescente dos BRICS como representantes do Sul Global e plataforma para modelos alternativos de governação. Entre os indicadores importantes estão os fluxos comerciais, as tendências de investimento, os esforços diplomáticos e as alianças estratégicas. A pesquisa também avalia a dinâmica interna de cada bloco, incluindo os desafios à coesão e a eficácia da tomada de decisões. Ao comparar as vantagens e desvantagens dos BRICS e do G7, este artigo fornece visões sobre as respetivas funções numa ordem mundial multipolar, avaliando a sua capacidade de promover agendas globais transformadoras. Por fim, o artigo conclui que ambas as alianças incorporam abordagens divergentes à governança global, refletindo mudanças mais profundas na colaboração internacional, na concorrência e no equilíbrio de poder.

Palavras-chave

Dinâmica de poder, Eficiência, Geopolítica, Comparação, Multipolar.

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Introduction

In two influential corners of the globe, two blocs chart competing visions for global governance. One, the G7, rooted in the legacy of post-war prosperity and Western liberal order, gathers the world's most industrialised nations - Canada, France, Germany, Italy, Japan, the UK, and the USA. The other, BRICS, comprises Brazil, Russia, India, China, and South Africa. It represents emerging powers once sidelined by colonialism and global inequities, now advocating for a multipolar world.

Formed in the 1970s, the G7 has long dominated international financial systems, promoting democratic governance and market liberalism. In contrast, BRICS, emerging in the early 2000s, challenges this dominance by offering alternative frameworks through institutions like the New Development Bank and emphasising equitable development and regional partnerships. However, both blocs face internal and external challenges, ranging from slowing economic growth in the G7 to political and ideological divergences within BRICS.

As global power dynamics shift in the 21st century, understanding the strategic visions, structural strengths, and limitations of these two groups becomes vital to analysing the future of international cooperation and competition.

Research Objective, Scope, and Methodology

This research aims to conduct a comparative analysis of BRICS and G7. It focuses on their economic and political efficiency in shaping the global order. It seeks to understand how these two blocs influence the globe and to evaluate their effectiveness in addressing major global challenges.

This study adopts a qualitative and interdisciplinary analytical methodology to conduct a comparative analysis of BRICS and G7 in shaping the global order. The research primarily relies on secondary data drawn from peer-reviewed academic literature, policy documents and institutional reports from the IMF, World Bank, WTO, UN, etc. Coding categories were developed iteratively to ensure that both convergences and divergences in rhetoric and implementation strategies were captured effectively.

This research examines both the economic and political dimensions of BRICS and G7. On the economic front. The study measures their contributions to global GDP, trade, financial stability, and responses to major economic crises. The paper investigates their political leadership roles in global governance institutions and diplomatic alliances. Additionally, the research adopts an interdisciplinary perspective, exploring the impact of technology, cultural values, historical legacies, etc.

The scope of the study is confined to evaluating these factors in the context of key global events from the early 2000s to the present, including the 2008 financial crisis and the COVID-19 pandemic. It doesn't go deeply into bilateral relations or domestic policies unless they have a direct bearing on global influence. These events serve as "critical junctures" that tested the leadership and coordination capacities of both BRICS and G7, respectively.

While other crises (e.g., the Russia-Ukraine war, the Eurozone crisis) could have been included, these two events were selected because they involved direct engagement by both blocs and offered sufficient data for comparative review across political and economic dimensions.

The study remains cognizant of limitations inherent in case selection and includes triangulation through cross-referencing other relevant global developments to validate conclusions where appropriate.

Historical Perspective

Historical legacies often influence and interfere with current global perspectives. The G7 nations largely emerged from colonial powers with a legacy of industrial dominance and global influence. These countries built their wealth and power through colonial trade networks and resource exploitation, which continue to affect their leadership in international institutions. For example, nations like the United Kingdom and France leverage historical ties to maintain influence in former colonies through diplomatic and economic partnerships.

In contrast, BRICS nations are shaped by histories of colonisation, semi-colonization, or imperial domination. These experiences foster a collective memory of resistance to foreign control and a strong emphasis on sovereignty and development. BRICS countries advocate for decolonial frameworks in global governance, which prioritize equitable representation and challenge Western-dominated institutions. Examples include South-South cooperation initiatives, which seek to promote mutual development without dependency on traditional powers, and calls for reform of the UN Security Council to include voices from the Global South.

While the G7 often defends the stability of existing institutions, BRICS pushes for a restructuring of global power to reflect the realities of a multipolar world. This divergence shapes ongoing debates about justice, equity, and legitimacy in global decision-making processes. The G7 and BRICS represent two discrete blocks. The formation of the G7 was rooted in the need for cooperation among leading industrialised nations to stabilise the global economy following the devastation of World War II. In contrast, BRICS emerged in the early 21st century as a coalition of major emerging economies seeking to challenge the existing Western-centric world order and provide a voice for developing nations.

The G7's historical evolution can be traced back to the 1970s when the world faced multiple economic crises. It includes the collapse of the Bretton Woods system and the oil shocks of the decade. Recognising the need for coordinated action, the leaders of six major economies -USA, UK, Germany, Japan, France, and Italy - convened for discussions on global economic stability. Canada joined shortly afterwards, forming the Group of Seven (G7). The G7 became a platform for these countries to discuss and coordinate policies on international trade, finance, and security, exerting significant influence over global economic institutions such as the International Monetary Fund (IMF) and the World Bank.

On the other hand, BRICS emerged as a response to the growing economic and political influence of countries outside the traditional Western sphere. The term "BRIC" was first coined by economist Jim O'Neill in 2001 to highlight the rising economic potential of Brazil, Russia, India, and China. South Africa was added in 2010, completing the BRICS grouping. Unlike the G7, which was primarily formed by developed economies, BRICS consists of emerging economies from diverse regions. These nations recognised the need to create an alternative framework for global cooperation, emphasising multipolarity, development finance, etc. BRICS countries collectively account for a noteworthy portion of the world's population, GDP growth, and trade, positioning themselves as a counterbalance to the G7's influence (Economist Intelligence Unit, 2021).

The structure and decision-making processes of the G7 and BRICS reflect their different origins and objectives. The G7 operates as an informal forum with no permanent secretariat or formal treaty. Decisions are typically reached through consensus. The meetings focus on key global issues like economic policy, security, and climate change. Despite its informal structure, the G7 has maintained significant influence through its coordination with global institutions like the IMF, the World Bank, and the World Trade Organization (WTO). However, critics argue that the G7's membership is limited and does not reflect the diverse realities of the global economy.

In comparison, BRICS has sought to institutionalise its cooperation by establishing formal structures, including the BRICS Summit and the New Development Bank (NDB). Decision-making within BRICS is also based on consensus, but the bloc emphasises equal partnership among its members, regardless of their differing economic sizes and political systems. This approach highlights BRICS' commitment to promoting inclusivity and reducing the dominance of any single nation within the group. However, the bloc faces internal challenges, such as balancing the competing interests of its members, which range from authoritarian to democratic governments and from resource-exporting to technology-driven economies.

The objectives and missions of the G7 and BRICS further explain their differing priorities in global governance. The G7's core mission has been to promote economic stability, liberal democracy and the rule of law. Over the decades, the G7 has focused on addressing global challenges such as financial crises, terrorism, and climate change. Its influence extends to shaping global financial regulations, promoting free trade, and providing development assistance to poorer nations.

Table 1. Detailed Timeline of G7 and BRICS Milestones

Year	Bloc	Milestone
1975	G7	G7 founded (originally G6) at Rambouillet Summit
1976	G7	Canada joins, making it G7
1997	G7/G8	Russia invited, becoming G8
2001	BRICS	BRIC term coined by Goldman Sachs economist Jim O'Neill
2006	BRICS	First formal BRIC foreign ministers' meeting
2008	BRICS	Global Financial Crisis; BRICS gains visibility
2009	BRICS	First BRIC Summit held in Yekaterinburg, Russia
2011	BRICS	South Africa joins; BRIC becomes BRICS
2014	BRICS	BRICS establishes the New Development Bank (NDB)
2014	G7	Russia suspended from G8 due to Crimea; G8 returns to G7
2015	G7	G7 commits to full decarbonization by 2100
2017	BRICS	BRICS Summit in Xiamen; Digital economy cooperation initiated
2020	Both	G7 and BRICS respond to COVID-19 crisis
2021	G7	G7 launches Build Back Better World (B3W) to rival BRI
2023	BRICS	BRICS expands, inviting six new countries (Argentina, Egypt, etc.)

Source: Authorship

BRICS, on the other hand, emphasises the importance of economic development, South-South cooperation, and a more equitable global order. The bloc's mission is to foster economic growth and infrastructure development in its member states and other developing countries. BRICS aims to provide alternatives to financial assistance through initiatives like the New Development Bank (NDB) and the Contingent Reserve Arrangement (CRA). BRICS also advocates for reforms in global governance institutions to provide further representation and voice to emerging economies.

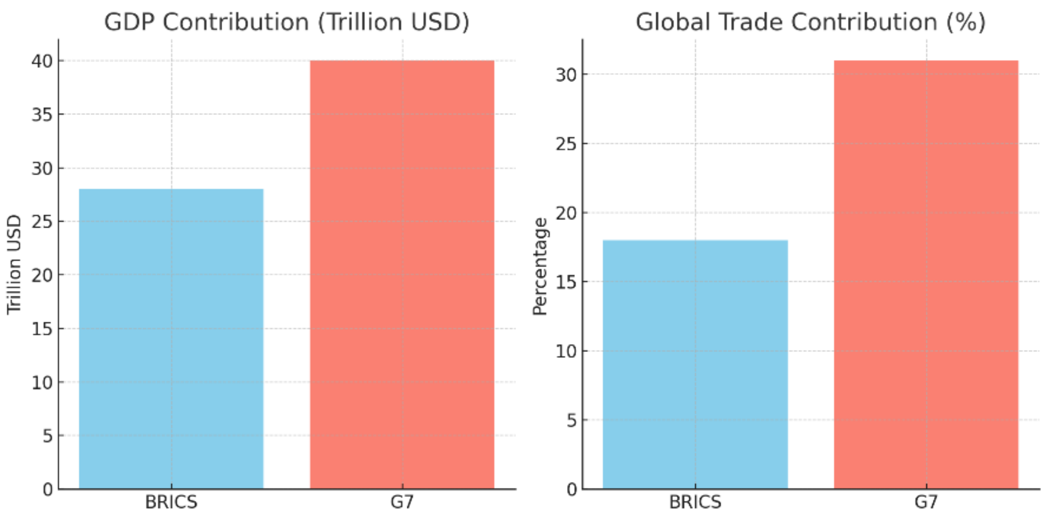
The G7 and BRICS have evolved from different historical contexts to serve distinct purposes in the global order. The G7, representing established industrial powers, focuses on maintaining stability and leadership within a liberal international framework. BRICS, representing a coalition of emerging economies, seeks to create a multipolar world that promotes inclusive development and equitable governance. Despite their differences, both blocs continue to play critical roles in shaping the economic and political landscape of the 21st century.

Economic Perspectives: A Comparative Analysis

A] GDP & Global Trade:

BRICS and G7 have contrasting roles in shaping the global economy through their contributions to global GDP and trade. BRICS, comprising major emerging markets, has been a significant driver of global economic growth in recent years. Collectively, BRICS nations contribute approximately $28 trillion to the global GDP (UNCTAD, 2022). It is driven by rapid industrialisation, expanding consumer markets and infrastructural development. Their economies, especially China and India, have experienced sustained growth due to high investment rates and increasing integration into global supply chains.

Figure 1. Global Trade Contribution (in % terms)



Source: WB Report & UNCTAD

Conversely, the G7 nations collectively contribute around $40 trillion to global GDP (World Bank, 2023). These economies include technological dominance, advanced financial markets, and established infrastructure. Despite slower growth rates compared to BRICS, G7 countries maintain leadership in global trade (Eichengreen, 2011: 58), contributing about 31% of the total trade. Their strength lies in high-value exports, technological innovation, and strong intellectual property rights frameworks.

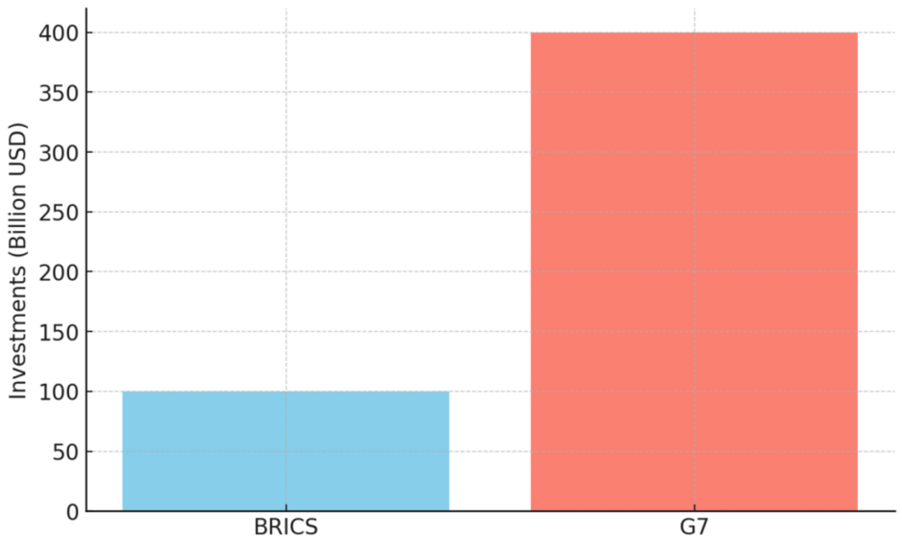
In terms of trade, BRICS nations account for approximately 18% of global trade, with a focus on commodities, manufacturing, and digital services. While BRICS drives the growth of emerging markets, the G7 sustains global economic stability. G7 is able to do it through financial leadership and technological innovation. This underscores the complementary yet competitive roles of the two blocs.

B] Strategy and Policy Impact:

BRICS and G7 employ separate economic strategies that influence their global roles. BRICS emphasises regional cooperation and the establishment of alternative financial institutions, for instance, the New Development Bank (NDB). The NDB focuses on infrastructure development and provides funding to reduce member nations' dependency on Western-led institutions like the IMF and World Bank. This strategy enhances regional economic integration and allows BRICS members to exercise greater autonomy in their financial policies.

In contrast, the G7 relies on coordination through long-established global institutions such as the IMF and the World Bank. These institutions play a pivotal role in maintaining global financial stability. It offers crisis response mechanisms, development assistance, and financial oversight. The G7's strategies prioritise economic resilience through policy coordination, debt management and fiscal incentives during crises. It benefits both developed and developing countries under its influence (Global Finance Magazine, 2022).

Figure 2. Major Economic Investments by BRICS & G7 (in Billion USD)



Source: IMF, World Bank, and NDB reports

In terms of investment, G7 countries have contributed approximately $400 billion to global development through these institutions. This significantly beats and outpaces the $100 billion investment managed by BRICS initiatives like the NDB. This highlights the scale of G7's financial capacity but also underscores BRICS' growing importance in providing alternative funding sources to emerging economies.

Table 2. BRICS' NDP vs G7's Bretton Woods Institutions

Institution	**BRICS New Development Bank (NDB)**	**G7 Bretton Woods Institutions (IMF & World Bank)**
Purpose	Provide alternative financing for infrastructure in emerging economies and developed countries without rigorous conditions.	Debt restructuring programs, financial aid during global crises to both developing and developed countries.
Challenges	Limited global reach Potential challenges in funding and governance coordination.	Perceived dominance by Western nations. Conditionalities impacting recipient nations' sovereignty (Austerity Measures)

Source: Authorship

While the NDB seeks to address these criticisms by promoting equitable partnerships, it faces challenges related to limited funding capacity and coordination among its diverse member states. In contrast, the Bretton Woods Institutions maintain extensive global reach but must address perceptions of Western bias and conditionality-driven policies. Both models reflect competing visions of global economic governance.

C] Resilience & Response to Economic Crisis:

Both BRICS and G7 have demonstrated varying degrees of resilience during major global crises, with their responses shaped by their respective economic priorities and institutional strengths.

Table 3. BRICS vs G7 – Comparative responses to Global Crises

Global Crisis	**BRICS**	**G7**
Financial Crisis (2008)	Expansion of trade agreements, Financial support through NDB	Massive financial incentives, Coordinated central bank interventions
Oil Price Shock (2014)	Economic diversification efforts, Support for domestic industries	Support for global oil supply stability, Cooperation with OPEC
COVID-19 Pandemic (2019)	Regional aid packages, Increased healthcare funding, Debt relief proposals	Large-scale fiscal packages, Global vaccine distribution programs
Ukraine Conflict (2022)	Neutral diplomatic stance, Efforts to maintain commodity trade flows	Sanctions on Russia, Financial aid to Ukraine, Defence spending increased

Source: Authorship

During the 2008 financial crisis, the G7 led global recovery efforts through large-scale financial incentives and coordinated interventions by central banks. These measures aimed to stabilise financial markets and restore economic confidence. BRICS nations, less impacted due to their relatively low exposure to Western financial markets, focused on expanding regional trade agreements and supporting growth through infrastructure investments (BBC News, 2023).

In the COVID-19 pandemic, G7 countries implemented extensive fiscal packages and organised global initiatives like the COVAX program to distribute vaccines. BRICS nations, on the other hand, prioritised regional cooperation, providing healthcare funding and proposing debt relief for developing nations. Despite resource limitations, BRICS countries emphasised self-reliance and alternative supply chains to mitigate the crisis's economic impact.

Other crucial crises, such as the 2014 oil price shock and the Ukraine conflict in 2022, further highlight differences in strategies. BRICS emphasises economic diversification and maintaining commodity trade flows. In contrast, the G7 implemented policies like sanctions and increased defence spending (Reuters, 2022). The comparison underscores how G7 focuses on financial stability and global leadership, while BRICS emphasises regional solidarity and alternative development strategies.

D] Economic disparities:

Both BRICS and G7 nations face substantial internal challenges stemming from economic disparities and inequalities.

In BRICS, income inequality is a persistent concern, mainly in Brazil and South Africa, where large segments of the population remain excluded from economic growth. Additionally, BRICS nations struggle with uneven development levels; for instance, India has significant rural poverty despite high economic growth, while Russia faces economic volatility due to dependency on oil exports (Leininger, 2018: 126).

The G7, while generally wealthier, also deals with structural issues like ageing populations, mainly in Japan and Italy. It put tremendous economic pressure on healthcare and pension systems. Economic stagnation in parts of Europe and the United States has contributed to rising inequality and social unrest. These nations also face challenges related to wealth concentration and limited upward mobility in lower-income groups. Both blocs are implementing strategies to address these disparities (Chossudovsky, 2003: 62).

BRICS has invested in infrastructure and education to promote inclusive growth, while the G7 emphasises social safety nets, healthcare reform, and job creation. However, the effectiveness of these measures varies due to political and institutional differences. It means the complexity of achieving equitable development in both emerging and developed economies.

E] Technology and Digital Economy:

Technological innovation and the digital economy are crucial drivers of growth and influence for both BRICS and G7 nations. But their focus areas and strategies differ. G7 countries lead in advanced research and high-tech industries, with a strong emphasis on artificial intelligence (AI), data privacy and global digital governance. The United States and Japan, for instance, are pioneers in AI research, while the European Union has established stringent regulations on data protection through the General Data Protection Regulation (GDPR) (Matthews, 2020). These countries dominate global markets for high-tech products and services, shaping digital norms and standards worldwide.

In contrast, BRICS nations are focusing on expanding digital infrastructure and leveraging technology for socio-economic development. China has emerged as a leader in AI with platforms like Deep Seek and Fintech with platforms like Alipay, WeChat Pay etc., revolutionizing digital payments (Brooks, 2021). India has developed one of the world's largest digital payment ecosystems through initiatives such as the Unified Payments Interface (UPI). UPI has enhanced financial inclusion and supports economic growth in third world countries at a phenomenal level. These innovations have helped BRICS countries address challenges such as limited banking access and digital inequality (OECD Observer, 2019).

While the G7 emphasizes maintaining leadership through technological exports and global standards, BRICS is creating alternative digital frameworks that cater to the needs of developing economies.

Political Perspectives: A Comparative Analysis

A] Leadership in International Governance and Multilateral Institutes:

BRICS and G7 have discrete approaches to leadership and influence in major international governance institutions like the UN, WTO, IMF and WHO.

Table 4. BRICS vs G7 – Comparison of Influences in Multilateral Organizations

Organisation	**BRICS Influence**	**G7 Influence**
United Nations (UN)	Push for reform of Security Council to increase representation for emerging economies.	Dominant influence in decision-making and peacekeeping operations
World Trade Organization (WTO)	Advocacy for fairer trade rules and support for developing nations	Leadership in setting trade policies and dispute-resolution mechanisms
International Monetary Fund (IMF)	Establishment of New Development Bank as an alternative financial institution	Control of financial policy frameworks and loan conditions
World Health Organization (WHO)	Support for global health initiatives through regional collaborations	Major contributors to global health funding and pandemic response strategies

Source: Autorship

BRICS nations advocate for reforms to increase representation and fairness for emerging economies. For example, they have called for restructuring the UN Security Council to include permanent seats for countries from the Global South. In the WTO, BRICS members push for equitable trade policies that protect the interests of developing nations. BRICS perspective challenges the dominance of Western economies (Dupont, 2020: 47) & (Thakur, 2016: 22).

Conversely, the G7 exerts significant control over global governance structures. In the UN, G7 nations are key players in peacekeeping operations and international security initiatives. The G7 also leads in setting global financial frameworks through the IMF. They influence loan conditions and policy recommendations. Additionally, the G7's role in the WTO involves shaping trade rules and resolving disputes to maintain economic stability (Allison, 2017: 80).

Both blocs are active in global health governance, with the G7 contributing large-scale funding to initiatives like pandemic preparedness. BRICS, on the other hand, emphasises regional health partnerships and alternative funding mechanisms. The ongoing competition between the two blocs shapes global norms and decision-making processes in multilateral organisations.

B] Soft Power, Alliances and Diplomacy:

BRICS and G7 leverage unique diplomatic alliances and soft power strategies to expand their global influence. BRICS emphasises South-South cooperation. It supports the solidarity among developing nations. BRICS members frequently advocate for non-Western narratives, challenging the dominance of the Western-led liberal order. For instance, partnerships with African and Latin American countries and China's Belt and Road Initiative. It seeks to enhance global infrastructure connectivity. Additionally, BRICS nations promote cultural exchange and investment in developing regions. BRICS emphasises respect for national sovereignty and non-interference in domestic affairs (Smith, 2018: A4).

On the other hand, the G7 trusts a well-established network of strategic alliances, for instance, NATO (North Atlantic Treaty Organisation) to maintain global security and promote the liberal democratic order. G7 supports the Marshall Plan, which helped rebuild Europe after World War II and continues to lead in international aid programs. The G7 also wields significant soft power through its dominance in global media, higher education, and arts, reinforcing the appeal of Western values and governance models.

C] Approach towards Global Challenges:

BRICS and G7 vary in their approaches to addressing global challenges such as climate change, cybersecurity, human rights, etc.

Table 5. BRICS vs G7 – Comparative Approaches to Global Challenges

Global Challenge	**BRICS Approach**	**G7 Approach**
Climate Change	Support for differentiated responsibilities, emphasis on development-focused green policies	Leading global climate agreements (e.g., Paris Agreement) focus on carbon reduction targets.
Cybersecurity	Promotion of digital sovereignty, focus on national cybersecurity measures	International cooperation on cybersecurity standards, emphasis on collective defence
Human Rights	Emphasis on non-interference in domestic affairs, advocating for socio-economic rights & human rights	Promotion of liberal democratic values, emphasis on political and civil rights

Source: Authorship

Environmental sustainability is a critical priority for both BRICS and G7. It is one the convergence where a majority of them agree with future sustainability goal. It is only the process that creates a stiff objection. Both BRICS and G7 are contributing to and strategizing for the achievement of Sustainable Development Goals (SDGs). The G7 takes a leading role in global climate initiatives, emphasising Carbon Neutrality and renewable energy transitions. The European Union's Green Deal and the United States' recommitment to the Paris Agreement demonstrate these efforts. Investments in Wind, Solar and Hydrogen energy aim to reduce the carbon footprint of G7 economies. It is easier said than done because industrial legacies face challenges in achieving complete carbon neutrality (Smith, 2018: A4).

BRICS nations, however, must balance rapid economic growth with environmental sustainability. These countries emphasise climate justice, advocating that developed nations bear greater responsibility for global emissions reductions. China leads the world in solar energy capacity, while India's National Solar Mission has significantly expanded access to renewable energy. Brazil faces the dual challenge of economic development and conserving the Amazon rainforest, which is crucial for global carbon sequestration (Climate Policy Journal, 2021).

G7 countries grapple with industrial emissions and political resistance to strict environmental policies, while BRICS nations contend with developmental priorities and dependence on fossil fuels. Despite these hurdles, both blocs invest in green technologies, signalling a global shift towards sustainable development pathways. Yet, differences are there.

BRICS nations emphasise differentiated responsibilities in climate policy. They claim that developed countries should bear a larger share of the burden. Their strategies focus on balancing economic development with green policies. For instance, the BRICS Climate Action Plan – A sustainable infrastructure plan in developing regions. BRICS also raises partnerships with the Global South to share green technologies and investments.

Nevertheless, the G7 plays a leading role in global climate agreements like the Paris Agreement. It supports rigorous & stringent carbon reduction targets and investments in renewable energy. The G7's approach emphasises global cooperation on climate issues, with significant funding for climate adaptation and technology transfers to developing countries.

Regarding cybersecurity, BRICS promotes digital sovereignty and national cybersecurity measures. It battles with the efforts to impose global regulations they perceive as biased towards Western interests. Meanwhile, G7 nations prioritise international cooperation and collective defence against cyber threats, with frameworks on transparency and standard cybersecurity protocols. (Lee, 2024: 60)

In human rights, BRICS advocates for non-interference, emphasising socio-economic rights and national development. Conversely, the G7 stresses the protection of political and civil liberties. They often criticise authoritarian governance models.

D] Response to Geopolitical Tensions:

BRICS and the G7 response reflect their contrasting ideologies and strategic priorities. The G7 aligns closely with NATO and Western democratic values. G7 often uses military and economic alliances to enforce global norms. A notable example is the G7's unified response to the Russia-Ukraine conflict. It involved imposing severe sanctions on Russia and providing military support to Ukraine. G7 remains active in the Indo-Pacific region, countering China's influence by strengthening defence partnerships with Japan and Australia. This reinforces commitment of G7 to a Western-led global order but also intensifies geopolitical rivalries.

In contrast, BRICS underlines a counter-hegemonic stance, advocating for a multipolar world where no single bloc dominates. BRICS nations often criticize Western interventions and advocate for respecting national sovereignty. For example, BRICS countries have expressed discontent with unilateral sanctions, arguing that such measures undermine the International Law. Shanghai Cooperation Organization (SCO) demonstrate the BRICS' commitment to fostering regional stability and security cooperation (O'Brien, 2010: 51), especially in Asia. Furthermore, BRICS supports peacebuilding and development projects in Africa, giving an alternative to Western-led military and economic interventions.

BRICS & G7 are deeply entangled in areas of global tension. For the G7, key challenges include managing strained relations with Russia and China, notably over trade, human rights, and security in the Indo-Pacific. For BRICS, tensions arise from criticism of Western interventionism and the need to maintain solidarity among members with differing geopolitical interests.

E] Political Sociology Dimension:

The G7 is rooted in cultural values that emphasise individualism, liberal democracy, and human rights. These values are reflected in policies that promote free markets and civil liberties. For instance, the USA's healthcare reforms, the EU's privacy laws, etc. It prioritises individual rights and market competitiveness. These cultural underpinnings also influence the G7's efforts to promote Western governance models through international institutions like the IMF and WTO.

BRICS, on the other hand, underlines collectivism and national sovereignty. These nations often advocate for alternative approaches to governance. They resist what they perceive as Western dominance. Examples include China's Belt and Road Initiative, which focuses on state-led infrastructure development, and India's Rural Development & Agriculture Support programs aimed at improving livelihoods through government intervention. BRICS countries promote cultural diversity and multipolar cooperation. They challenge the imposition of universal political and economic norms. (Al Jazeera, 2023) & (Kumar and Mendes, 2024: 38).

Conclusion

BRICS and G7 both face internal challenges and opportunities as they navigate an increasingly complex global landscape. These factors impact their internal cohesion, unity and future scenarios. It is crucial to understand this because multipolarity and technological advancements are redefining influence and power.

BRICS faces significant challenges in maintaining internal cohesion due to economic disparities and political divergences among its members. China's economic and technological dominance creates an imbalance within the group. It also hampers equitable cooperation. Smaller economies like South Africa often struggle to match the scale of China. Additionally, political tensions, such as the long-standing border disputes between India and China, the Sino-Russian ideological conflicts, etc., pose risks to strategic alignment. These factors complicate decision-making and the ability to present a unified front in international governance (Cooper & Antkiewicz, 2008: 110).

G7 faces ageing populations and economic stagnation in the majority of the states. Japan and several European countries are managing on the brink with declining birth rates and increased pressure on social welfare systems. Furthermore, G7 nations have seen their global influence wane in the face of rising economic powers like China and India. This limits the G7's ability to sustain its leadership role in a world that is shifting toward multipolarity.

Despite internal challenges, both blocs have opportunities to strengthen their global influence. BRICS can leverage its growing partnerships with the Global South to expand its role in global governance. Belt and Road Initiative and South-South cooperation programs have increased BRICS' strategic importance to emerging economies. Additionally, BRICS countries, particularly China and India, are becoming leaders in artificial intelligence (AI) development. BRICS has potential opportunities to drive innovation and influence future global technological norms.

For the G7, prospects lie in strengthening alliances and shaping global standards in AI ethics, Cybersecurity and Sustainable Development. The G7 has already made robust steps in AI research and regulation. Furthermore, G7 nations are expanding their geopolitical alliances in the Indo-Pacific, where partnerships with Australia, Japan and India, i.e., QUAD Alliance, are helping counterbalance China’s growing influence. QUAD is, ironically, a threat to BRICS.

A central challenge for BRICS is balancing economic development with political alignment. While projects like the New Development Bank (NDB) have encouraged infrastructure development, achieving consensus on broader policy issues remains difficult. Divergent geopolitical interests, such as Russia's focus on military power versus Brazil’s environmental priorities, hamper long-term cooperation. Similarly, G7 countries face criticisms for their perceived dominance over global financial institutions, which has strained relations with developing nations.

However, both groups have opportunities to lead in global issues. BRICS can expand its influence by promoting alternative frameworks for economic development and digital governance. Its emphasis on regional partnerships could allow it to become a central player in addressing the needs of developing nations. On the other hand, the G7 can maintain relevance by investing in technological innovation and forging stronger ties with emerging economies. Efforts to lead on climate change, digital security, and economic recovery will be crucial to the G7's long-term influence.

The internal challenges of BRICS and G7 highlight the difficulties and complexities of maintaining unity within each bloc. However, both groups also have significant opportunities to shape the future of global governance. Rising multipolarity and technological advancements are reshaping the nature of influence and power, offering both blocs a chance to redefine their roles worldwide. Through innovation, partnerships, and effective leadership, BRICS and G7 can continue to compete and collaborate in shaping the world’s political and economic landscape. (Singh, 2023: 115)

In conclusion, BRICS and G7 could find common ground in areas like climate change and global health, where cooperation benefits everyone. Both blocs face shared risks from rising temperatures, pandemics, and resource shortages. Working together on clean energy, vaccine distribution, or early warning systems is possible, especially through international platforms like the G20. Middle powers such as Indonesia could help bridge differences. These countries are not strongly aligned with either bloc, making them good mediators. They can promote dialogue and cooperation by focusing on common goals like sustainable development and global stability, helping reduce tensions and encouraging more inclusive global leadership.

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