

10/9/24

Social Class:

Social class:

A group of individuals who occupy a similar position in the economic system of production.

Type of social class:

→ upper class → elite

(They have many resources)

→ upper middle class

All these are based on Economic resources
Bn: wealth & income.

→ lower middle class

From County to County

→ working class

(who earn less than 219 rupees per day)

→ poor

(less than 100 rupees per day)

When we talk about Social class - we can't avoid the debate of Karl Marx

• Karl Marx (1818-1883) ⇒ He says Capitalism bad - Socialism is good
(when he proposed theory) → There is lot of industrialization going. There is strong division of people, who own ^{ed} industries (production) are called Capitalists. They had control over means of production and there are workers. And Marx believe the workers are Petty Bourgeoisie Proletariat.
Proletarian → had nothing other than (they are work)
they don't have much say.

Capitalist → few in number. (who has their fraternity)

when there are huge supply of labour → amount of work limited
then Capitalist can hire. (And labour have any bargaining power).
the Capitalist Exploit workers.

There were 2 great classes - the owners of the means of production

• There were 2 great classes - the owners of the means of production
(Capitalist) and workers.

→ Have (Bourgeois) and Have nots (proletariate)

• Based on money they have -

- (Why labour are at pity? position)
 - There are lot of fertility in proletariat
 - He said they should union.
 - Since resources limited of the population means they can't bargain

⇒ He considered only 2 classes: (Capitalist, proletariat)

He was had extreme vision toward class But in real life
 (at doesn't have)

nuanced
nuanced
most nuaged
nuanced

- Max Weber (1864 - 1920)
 - * Not who owns means of production.
 - * who has the purchasing capacity
 - * Importance of the market
 - * Technical division of labour (middle) class

⇒ There also group of people in middle class which decides the purchasing power in market.

New Middle Class:

Specific phenomena in developing Country

- Originated in opposition to the official Marxist theories.
- Gans Gustav Schmoller (prior to 1933) coined the term new middle class.
- (generally) Salaried workers as members of new middle class.
 - subgroup: new middle class

for sure, Gustav (work in middle) there is certain group of people → they have lot of wealth and get education.

Expansion of the Service Sector (post-industrial period)

Blue collar → Industries

when the service sector → expands

all the workers → are salaried persons
 White collar → they have regular salary

- Need to describe this new set of people with distinct professions

Characteristic

- Creation of post-industrial Society (foot lope character
any wheeler wello)
- Transition from Manufacturing to Services.
- Not mere Occupational shift rather Cultural differentiation between group of people.

So, the question is, who is the part of these services?

New middle class → they do have certain qualifications
→ they are like semi-skilled (know to talk, while collar

- Consumption is the channel that establishes various classes. (what did they consume, NCR - In India)
 - try to distinguish class in India → 1st is (1) Agro people
 - new middle class in India is → "Neuro Riche" (middle class, who all are)
they have acquired new position. Earlier they are not part of market, there are lot of disposable income. After liberalisation, they got greater purchasing power
- The major function of country's economy is to promote consumption

NCR - says In India we have 5 classes

NCAER - Clarkfelter
(National Council of Applied Economic Resources)

(1) upper class

(2) consuming class

(3) climbers → lower middle class (new middle class)

(4) aspirants → possess certain skills

(5) destitutes → (poor ones) below poverty line

emerged

They can be termed as

climbers

aspirants

destitutes

This is done based on income they get per annum.

• Caste has influence on caste

Caste is based on division of labour

upper class → doing certain work → They have knowledge → Sanskriti don
(They got jobs Babu, in service sector, in health system)

lower caste → They don't have people education. In all these people have no work in service

Does Caste has no relation with class?



famous socialist - Mukherjee he says In India we have

Class in caste and Caste in class

(It doesn't mean all upper caste is upper class
and lower caste → lower class)

[Middle caste people → form New middle class]
India is unique
we can't say class in India depends caste system.
Because of "new middle class"

• New middle class are the new heroes of consumer culture.

→ David Harvey in ways in which technological advancement and

Capitalism have changed our perception of time and space.

In globalized world, the rapid movement of information, goods and
people has effects "Compressed distances", making it possible to
connect across vast geographical areas almost instantaneously

→ Globalisation, Social Implications,

* → Technological Impact,

Other Effects

Marshall McLuhan refers to the idea that advancement
in communication and technology have transformed the

world into a closely interconnected community. In the

village, people from different castes and backgrounds

can interact and share information

breaking down geographical barriers

→ media at extension of self

Sanskritization: is a social process on which lower caste groups change.
They to improve their status by adopting the customs and practices of higher castes, especially those of Brahmins. This include changing their food, clothing, religious practices. goal is to gain respect and more up in the social hierarchy. This shows how caste and social identity works in India.

Nation State: → nation and state are aligned, meaning political boundaries of the state coincide with the cultural boundaries of the country, creating sense of shared identity and political entity.

on 21st → filled Questionnaire (to be submitted)
22nd, 24th, 26th → presentation
Tues F CHI
50% → draw
Thursday

50% marks

= ominator (per participant)
= writer (1000 to 1500 words)
word doc to be submitted
→ features about institution
cohort you conducted
student strength
→ demographic
Enquiry and education
Health
→ Connection they have:

Vol 10/29

(17/18/19) class
will update on

Social class

Maro

Weber

Impact of globalisation on social class

New middle class → The unique characteristic is they belong to service sector
They know the needs of consumers

Consumption:

(Basically it is utility, like globalisation, Consumption is not uniform)

- Economics - primarily economic activity.
(The Economist says Ex: Buy online → you pay for it)
to consume you have to use your resources. How much people consume and not consume depend on their economic standards)
- Social activity - as a social activity
(most Ex: if you want to belong to a group, that gets consumption is social activity. Ex: Marriage)
Many things are consumed. What will you consume depend on from what community you come from. Ex: Dowry.
why people willing do give dowry? Because of social activity

- Economics - Socialist say, so we can't restrict to economic activity

Anthropologist and Psychologists: highlight the social benefits
(Construct Identity)

(Ex: when you wear any branded clothes why we want to
become Social Status. Because you want to create yourself. Identity
how you want others to have about you). There are various
ways to construct identity. Major through Consumption. It is
Narrative to Construct Identity. Major through Consumption. It is
of not so significant others. (field work, when you want to
meet other (mobile, watch, dress after meeting they have
perception)).

Geographers: Spatial aspects of consumption (Shopping mall)

(It's not about products, it's about consumption of space
why you go malls instead of street shops. (actual reason
ambience [heat and clean space])

(B) Because of nice ambience [heat and clean space] movie.

{ ticket [movie in mall] when touch at 1870 }

Bat Netflix → Bat mall → Because of Atmosphere

[it teaching room NO 502 teacher]

a) Space Matters

Consumption is social and cultural process (youth vs old culture)
Economic utilitarian process.
Signs and symbols and not what we want

Consumption based on desire.

(It is created through different means, desire

Can be very basic. If you miss breakfast = desire You hungry → where you want

→ motivation

→ How much price

Based on desire

Conspicuous Consumption

(Desire more than need)

(you want to eat, but where you want to eat)

(which is different from normal consumption)

(we basically talk about not on what need it fulfill, but to create social status)

- Mason (1983) - Motivated by a desire to impress others with the ability to pay particular high prices for prestige products, it is a form of consumption which is inspired by the social rather than by economic or physiological utility of product.

(weaving smart watch to impress others, with a kind of consumption to impress others, why people go for private schools, Better cocircular, Infrastructure, Status, why IIT \rightarrow IIT is a Brand \rightarrow it's a consumption of education).

(It's not utility that matters. Most of conspicuous consumption is more leaned to create Identity)

- Veblen (1899): The theory of the leisure class.

Conspicuous consumption mainly done by rich people who has lot of disposable extra amount. It's the characteristic of Elite class. There are lot of price difference. who has

- Effect of utility of Conspicuous Consumption can be Categorized as:

→ ① **Bandwagon effect** - to consume because others are consuming the products.

(you want to have things because other has)

→ ② **Snob effect**: Status Value decreases because everyone else is consuming it

(you want to have a different brand because you can afford. e.g. middle class has cars → Maruti Suzuki, you want to show better than what others have),

→ ③ **Velchen effect**: Demand for consumer good increases because it bears a high price.

(it says people do consume, so you want to have it because it has high price).

These are not necessities rather "status goods" or "positional goods".
(and all of us are part of it, most of our consumption is)

The purpose of these goods are as means of communication
identity and mark status.

do Express Only the rich and wealthy class.

• Earlier this was applicable only to rich and wealthy class.

• Now, ^{still is a} dominant feature of new middle class who try to

(now conscious consumption become much easier. There are so many EMIs having iPhone.)

Scheme Bazaar Supermarket
Globalization Created desire

and facilitated made easy.

This

desire full → through Instalment

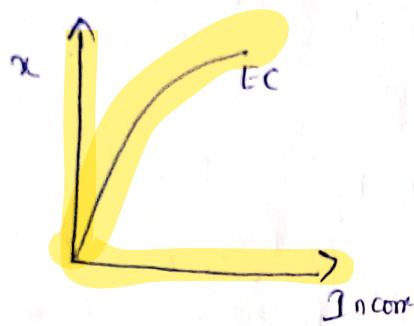
→ end up paying more

why middle class people doing

→ Because they have steady income

Income of Consumers has Impact on Consumption

Engel's Curve (1857)

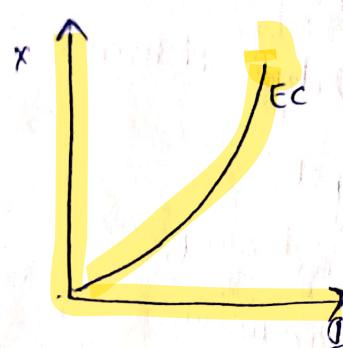


x is necessity good

Purchased quantity of the good increase slowly than income of consumer.

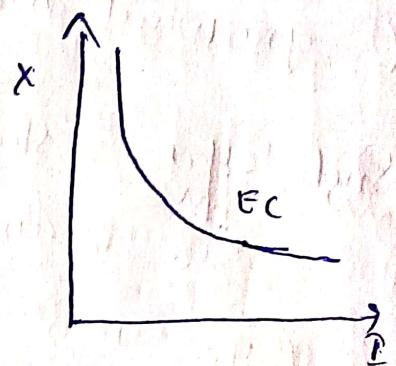
(the consumption is

just utility.
10% of household
on health care →
not hospital,
medicines, supplements
main things)



x is luxury good

Purchased quantity of the good increase fast than income of consumer



x is an inferior good

Purchased quantity of the good decrease with the income growth.

(there we are talking about proportional income $\rightarrow \frac{10\%}{10\%}$ of change not absolute value).

(inferior good means luxury)

(after a panic or
time, recent
good is
stable price)

(As income of people the spend on inferior good decreases
and luxury good increase).

11/10/24
Thursday

Identity: Sense of self as you want others to see you

Identity can be constructed on various basis

• **Fluidity** is very fluid. It doesn't stay same.

In Identity some parameters keep on adding, some are fixed.

Name → fixed
fluid → Gender
you can change over time.

There is no difference b/w Role and Identity?

→ As when a child you know by your parents -
when you are introduced as a daughter ⇒ you have some role
The Expected Behaviour.

Role is related with Identity.

→ Identity ⇒ name, Gender, Qualities → These are parameters and fluid. Actually we can create. Some parameters are fixed like Caste, Religion, we born to, the family we born. Some parts of identity we don't have control. (the caste, Religion, we born to, the family we born. Some parts of identity we don't have control. Conscious Consumption)

Some of them can construct

Scholar Bourdieu

Identity actually

dwells in images we see around.

• Advertisements play important role in creating identity.
It allows you to visualize yourself with that group people whom you belong to.

There are lot of advertisements on lifestyle.

11. what you are eating, where you are eating,

Insurance Advertisements → on people who has senior citizens population "parents".

advertisment of school \Rightarrow target population
men and women

Beauty Saloon \Rightarrow Both men and women

Beauty Saloon → Identity all young people.
It mostly the people target at Adolescents create the identity. Ch

mostly the people target at adolescents
at this stage, young people Create the identity, They
transition had created Identity they

At this stage, young people transition had created identity. old people are already middle.

don't want to change.
Freedom to develop your identity

~~\$P~~ You have certain feelings
— friends

others = family, friends

others = family, friends

you want others to perceive you as significant

W^hat you → not too significant others

11. $\frac{u}{a}$ und $\frac{u}{b}$ \Rightarrow $\frac{u}{a} + \frac{u}{b} = C$

Mainly further theorems connected with

Is there a Provenance Corruption Identity?

For: TV Shows

① It changed over globalization.

the reference group become

Obstruction. See Obstruction.

global Desi → global Marketing

Change Gender

when you want in up to 10 persons

Digitized by srujanika@gmail.com

10. *Leucosia* *leucostoma* (Fabricius) (Fig. 10)

A horizontal strip of colorful, textured material, likely a book cover or endpaper, showing a vibrant gradient from red to yellow.



- ① By person choice
 ② By Conspicuous Consumption

A
 products services

place, price, quality, Mktg. tongue
 not fixed (parameters)

Water production

Waste: Something which is not useful

- Things / products which has no use.

family \Rightarrow is the first point of socialisation.

Waste is not a chromog snore.

- Nature of waste produced has changed.
It is related to Our Everyday plaster. No plaster wastage
earlier. Our culture is very sustainable.
and doesn't need any special treatment

⇒ Biodegradable waste.

Biodegradable waste: Those days we do it goes back to nature. Diversely Om Prakash

→ most important

most common Biodegradable waste
(And mineralization)

⇒ More Complex (Industrialization)

⇒ More Complex (Industrialization)
(due to Industrialization man production of goods and
based on preserved things, cooking

people consumption increased on the
utensil, machines, any commodity. The nature of waste became

Complex by Industrialization).

⇒ Increased Consumption has led to exponential rise in waste.

(Consumption) Increased many fold. Because of Globalization

Globalisation led to Consumption
 Steffected trade → new middle class → Disposability, consumption, growth
 (Emissions, Climate Change)

Increasing Consumption

think about packaging it come with.

- In developing Country waste production is due to 2 factors:
 - 1) High rate of population growth. (5 & 750 people went to shop for snacks create lots of waste)
 - 2) Rapid urbanisation (Bhaktapur is very unique example)
 - urban areas grow, not geographical area
 - more buildings, more no. of complexities
 - people increase. we built multi storied buildings. there's amount of waste increasing getting multiplied.
- Sophisticated forms of Consumption (just part of Conspicuous Consumption)
 - 1) Frozen items (they come up with different taste)
 - 2) Ready-to-eat food (no geographical specific)
- On average a resident in developing country produces up to 0.76 kg of waste per capita per day.

141,0.76
 $\frac{1}{1} \frac{4}{4} \frac{1}{1} \frac{0}{0} \frac{.7}{.7} \frac{6}{6}$
 2) Allocate Some of wastes
 in the area

- ① Industrial Waste: different kind of chemicals, metals
 noise pollution, smoke
 - ② Construction Waste: Debris, rods, sheets, Bricks, stones, cement
 - ③ Biomedical : Complex waste, organs, needles,
 some specific wastes, blood samples, blood transfusion
 - ④ Municipal Solid wastes from households, hostels, restaurants, etc
- Household is primary source of waste generation



• Developing Countries contribute 35% of total world waste production

Biomedical waste in the world.

According to Biomedical waste (management and Handling) Rules, 1998 of India "Any waste which is generated during the diagnosis, treatment & immunization of human beings & animals ^{in research} activities pertaining to threats or in the production or testing of biological"

E-Waste:

A term "e-waste" is loosely applied to consumer and business electronic equipment that is discarded at the end of its useful life. There is no clear definition for e-waste; for instance whether or not items like microwave ovens and other similar "appliances" should be grouped into the category has not been established.

Harmful Health Effect of e-waste:

Nausea, fatigue, headache, lung cancer, abdominal pain, vomiting, diarrhea, muscular pain - appendicitis.

Sleeplessness.

Solid Waste

19/11/24

Waste $\xrightarrow{\text{can be}}$ liquid, solid, gaseous
 \rightarrow We restrict to solid waste

Municipal Solid Waste (MSW) defined as the unwanted & useless solid materials generated from combined residential industrial and commercial activities in municipal notified area.

- New generations are result of practices of everyday life
- Family is the primary unit of socialisation
- Learning what are wastes
- Dietary practices (Banana leafs used to food items)
- Preparation and Consumption of food. (Potato pile, greenchilli as vegetable, Rajasthani)
- leisure activities (e-waste, painting)
- Customs (Bursting crackers, ashura, custom of throwing away refuse)
- Mango → ripen → Jam mango → chat pujar → throw it
- Rituals
- Hobbies - (leisure activities, rafting, paragliding)
- Other lifestyle choices (smoking, gutkas, Kainey)

Waste composition and production are related to

- Culture.
- Climate. (Hot → Biodegradable waste degrades fast whereas)
- State of development. (Everywhere being clean waste)
 - (In west there are designated spots to keep unused things.)
 - In Japan → It is crime of wasting food)

Waste Production in Patna:

- Kanpur most polluted in India
Delhi 2nd
- ① Patna is declared as "Garbage City"
- ② given by High Court of Patna
- ③ waste production in Patna is affected by 3 interconnected factors:
 - ① population growth
 - ② urbanization
 - ③ increased consumption.

Category of waste produced (Survey of 500 people at Pateliputtra)

- Food
 - vegetables (packing organic vegetable)
 - eating out (Home delivery)
 - Road side eaters (Craving, Gharba, the break lot of scope of food business
Young people consume food to make friends
most of them used chemicals non biodegradable)
- Electrical Appliances and gadgets (E-waste)
 - Toys
 - personal care items (Hair straightener, deodorants)
 - Entertainment and Educational products (unused, USB, chargers, Batteries, Adapters)
 - Household Appliances (Washing Machine, Heater, Air Conditioner, bath, synthetic diapers)
- Personal care products and Sanitary items.
 - (Diaper (Sanitary napkins) → the way they dispose)
- Real estate
- Personal vehicles

Learn to refuse

Discard studies
in India
of care of
paper, daily life

Chennai 2019

Ques. Is why? Answer is attitude of people

to the Question