

Waves of Social Change

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Earlier, Brahmins were the custodians of knowledge, as they were the only ones who knew Sanskrit, and literatures were written down in Sanskrit. Hence, they became a powerful caste as people believed that since they had divine intervention, they could lead people in the right way. Their sense of cleanness was also very religious. They consumed only veg as they were associated with complete purity.

Overtime, the lower castes wanted (aspired) to be like the upper caste people. This desire came about due to the want of procuring higher knowledge and power through divine association. This reference (aspiration) was coined as "Sanskritization".

M.N. Srinivas.

→ as Brahmins were mostly linked to knowledge of Sanskrit to wield higher power.

But overtime, the caste system which was invented to help smooth functioning of society, became distorted crudely as people of higher power (caste) started exploiting the lower castes as they were the ones who were deciding the split of power and resources in the society and that they were the holders of knowledge.

This inspired many lower castes to "sanskritize" (transform) into upper castes.

Reference group
Brahmins
if
Britishers

With the onset of British rule, the Brahmins found themselves under someone else's rule. Thus, they started becoming more modern (western) in order to match (equal) themselves to the Britishers. Thus they started dressing like Britishers and started discarding Sanskrit for English. They were the ones who also became (Babus) Government officers with higher power.

Westernization

Slowly, this became a social status/symbol where people saw these upper caste people as being economically richer, having a richer lifestyle, change in taste in music and food and being associated to a higher class of people in the social strata.

But this shift Sanskritization → Westernization was highly opposed in the Indian society.

Even after the Britishers left India, the reference level were still the Britishers for the Indian society. Prof. Dipankar Gupta calls this third wave as

"Westification"

following westerns blindly in every aspect (dress, food, less of culture). (Addition)

comes about as a result of Globalization

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This is the same as virtual colonization except that this time around, it is happening through mutual consent.

Caste v/s Class

Caste is based on a social classification. You are born into a particular caste. It does not permit free vertical mobility (only women can change caste by virtue of marriage and that too limited). Yet there can be little horizontal movement (b/w diff sub castes of a caste).

Class is an economic/monetary marker that distinguishes people based on physical possessions of resources such as land, money, jewellery, other assets.

How were these assets procured?

Wealth

Could have been inherited. May not require any effort at all.

Income earned through wages, salary, interest etc. Based on ability to work.

Yet, the border between wealth and income is very flimsy.

wealth Income

We can have wealth derived income wherein say house rent is involved as a land lord. But wealth can also be accumulated by income.
=> Income derived wealth.

land generates income as rent.
(wealth)

Borrowing of money generates income as interest on loan
(wealth)

A higher class of people are those who own significant portions of wealth along with a handsome income. On the contrary, those with only an income are not seen to belong to the highest class.

In earlier times, an upper caste meant an upper class, simply due to better access to information and resources. This synonymity b/w caste and class meant that upper castes/class were at an even better position to exploit lower castes.

After independence, the government introduced reservation policies in order to break the nexus

between caste and class, simply because, an uncontrollable factor (caste) cannot be allowed to influence an economic classification. There were attempts to break the idea that class and caste were rooted into each other.

Yet, we have reached the point where reservation has been biased towards even those castes that have managed to establish better economic condition via reservation. The question arises as to whether reservation must be done on the basis of economic status now.

Power :- Ability to get your work done. Possession of large amount of resources (wealth + income and sometimes also human resource) leads to higher power in the society. E.g.: - Mukhiyas and zamindars, etc.

Power is important for the channelization of the resources. It many times also leads to misuse of resources in order for further resource accumulation and hence rise up in the social strata of class. Poor people, that is why, often end up without power.

Authority :- ability to control, particularly in the face of resistance. (At a more formal level)

Ex:- Asmir Khan in Lagaan had power, but it was the Britishers who held authority.

<u>Power</u>	<u>Authority</u>
- Ability/potential of an individual to influence others and control their actions.	- Legal/formal right to give orders and commands and take decisions.
- It is a personal trait that has to be acquired.	- It is a formal/legal right given to high officials.
- Knowledge and expertise leads to gain of power.	- On the basis of position and office.
- Power does not follow hierarchy.	- Authority follows the hierarchy.
- Held by person.	- Held by designation.
- Not legitimate.	- legitimate.

Power held by a person may vanish, it is very temporary in nature, but the authority held by a designation (director, P.M., etc.) is permanent. * but they could be anyone, keeps changing. Many a times, powerful people have vested interests (personal interests) which leads to misuse of power.

It may also happen that people in authority gain power illegally and then misuse it for personal gains.

For eg:- Political leaders are meant to be in authority and not necessarily power. (If they have power, it must be for good use only). When they misuse it, it turns illegal.

Power is often associated with tricks and tactics. Nobody is born with power. It is gained by virtue of the knowledge we have. It could be put to good use or bad use. Anyone is hence free to procure power. But, Authority is a formal right. Again, nobody is free to become an authoritarian, it has to be usually contested for. There is only a fine line b/w power and authority, theoretically. Yet they are practically interdependent.

Power flows in any direction (up, down, cross or diagonal, lateral, etc.) but authority flows only downward (superior to subordinate).

Social class:-

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

Types of social class:-

- Upper class (elite) :- most amount of income resources wealth
- Upper middle class (upwardly mobile middle class) have typically more resources than the middle class average.
- Lower middle class (Abiting class) :- they are not poverty stricken, but are not rich either. They constitute the bunch of the population.
- Working class :- Typically those sustaining on a daily income/wage with very low job security. But they can manage two square meals a day. They are also not in poverty, they can just about manage survival.

Poor:-

Do not have much resources (very scanty in nature)

BPLC earn less than 1 \$ per day.

Concept of social classes was first propounded by Karl Marx (1819 - 1883).

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He said that there were only two broad categories, the ~~owners~~ owners of the means of production (the capitalists)

and other the workers.

They were also known as the Haves (bourgeois)

and have-nots (proletariate).

He said that the proletariates were always greater in number, yet the bourgeois exploited the proletariat and they did not protest as they were afraid of becoming even poorer.

He also said that when there is population expansion, it usually lead to increase in no. of proletariat which further reduced their wages due to increase in labour supply.

Marx's classification was simply based on who had more money. He did not take into factor parameters such as technology, migration, etc.

He also said that the proletariat did not have any power at all, yet they did have labour unions, etc. Hence the marxian theory is quite criticized.

Max Weber (1864 - 1920)

He said that it is not who owns more means

of production, rather it is who has more purchasing capacity. Who can spend more. He gives importance to the market and who has more purchasing share in the market.

He also introduced the technical division of labour (who we now call the middle class). These class of people were the ones who had significantly larger purchasing capacity in the market, but were not bourgeois.

* Social impact of globalization:-

- Globalization has generated significant employment in a no. of Asian countries.

- This has lead to the rise of the new urban middle class.

new middle class
as growth
and development was concentrated only in urban areas.

It also characteristically includes those class of people who have managed to enter middle class lifestyle via employment through globalization.

- Defining the concept of middle class has been problematic. Standard of living affects the

Eg.: - Bombay → Patna.

definition of middle class, and the standard of living changes from place to place.

Hence it was just not to be classified on the basis of income, but also on the social status and occupation.

Hence, a mechanic with even greater income than an engineer would not be considered to belong to the upper middle class.

* The new middle class:-

- It originated in opposition to marxist theories. It was first coined by Gustav Schmoller (193).

- It takes in only salaried workers as part of the new middle class. Hence those people with large wealth, but almost no incomes (rural land lords) would not come under this classification.

The growth in service sector jobs in the post industrial period has led to growth of this new middle class.

Eg.: occupations like: counsellor, event planner, gym trainer, beauticians, etc.

this leads to a fundamental differentiation b/w the old middle class (Weber and Schmeller) and the new (urban) middle class.

It is not just an occupational difference but also a cultural shift b/w groups of people.

In today's social classification, consumption has become the main channel to differentiate b/w various classes. So, the major economy booster of any country is to promote consumption, as that would increase production.

The new middle class, according to scholar Featherstone, are the new heroes of consumer culture, because they are the ones with a steady salary.

* Consumption:-

- It is primarily an economic activity, as people will only consume as much as they can pay for. It leads to flow of money in the market.
- It's also a social symbol (marker) as it establishes a certain social status.
- Anthropologists and psychologists say that we

perform consumption in order to construct an identity for ourselves.

Geographers emphasize on the spatial aspects of consumption (shopping mall). They say that it is not just ~~about~~ what you consume, but where you consume. In malls, we don't consume only the products, we also consume the ambience. The choice of mall and branded products again provide a social status and identity.

The price paid in malls and high-end restaurants is not just for the commodity (product) but also for ambience and other services (such as space).

In summary, consumption is a social and cultural process involving cultural signs and symbols and not just an economic utilitarian process.

Consumption is based on desire. The advertisements for various products lure our desire into buying the product even if we may not require it.

* Conspicuous consumption:-

Mason (1983): - consumption that is motivated by a desire to impress others with the ability to pay higher prices for prestige products; it is a form of consumption which is inspired by the social setting

and utility
then by economic or necessity of the product.

It is believed that most of the new urban middle class engages in conspicuous consumption.

- Veblen (1899): In his book, The theory of leisure class, he said that conspicuous consumption was not new and that the leisure class (ultra-rich people) have always heavily been engaging in conspicuous consumption. But it was limited to the rich class back then, now it has spread to the middle class because they can afford it due to steady income.

- Effects of utility of conspicuous consumption:-

* Bandwagon effect :- To consume because others are consuming the product e.g.: latest versions of android phones.

* Snob effect :- status value decreases because everyone else is consuming it.

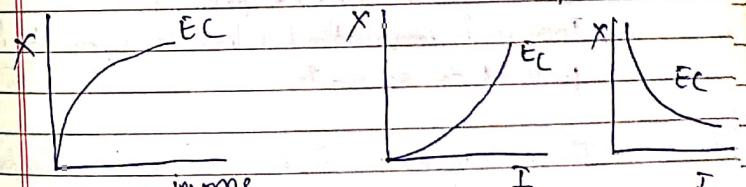
* Veblen effect :- demand for consumer good increases because it bears a higher price.

These effects have deep co-existing interplay with one leading to another.

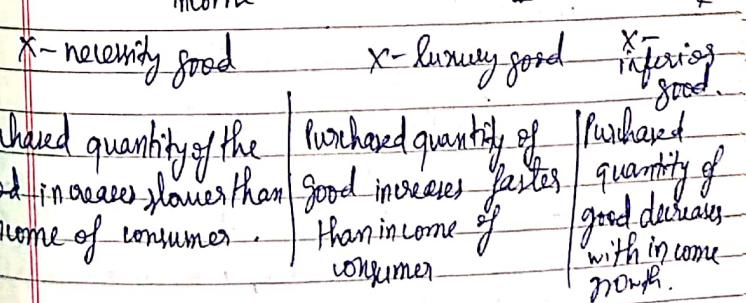
Hence, goods consumed on a conspicuous basis are status/positional goods rather than necessities. The purpose these goods is to establish identity, image and status.

- The middle class is now made to believe that they do have the capacity to spend on these status goods, these are based on consumer manipulation techniques.

* Engels curve (1857):- Income has an effect on conspicuous consumption.



X - necessity good



X - luxury good

Purchased quantity of the good increases slower than income of consumer.

Purchased quantity of good increases faster than income of consumer.

Purchased quantity of good decreases with income growth.

With increasing income, choice of goods become luxurious rather than necessity ones and an attitude of shunning inferior ones. This is because of presence of increasing disposable income.

Disposable income — you can afford to spend this on luxurious items.

* Waste production:-

- What is waste?
- Things / products which are no longer of any use / utility
- **Csolid generation** :- largely biodegradable until only time started to get modernized (particularly with industrial revolution), the waste produced was in more complex patterns.
Increased consumption has led to exponential production of waste.
- In developing countries, we have three factors of waste production,
 - High rate of population growth
 - Rapid urbanization
 - Development of a sophisticated form of consumption (e.g. whenever buy a fragile food, it comes with extravagant packaging which is thrown away, whenever give gift, we use gift wrapping → unnecessary).
- On average a resident in developed countries produces c. 7 kg of waste / capita / day.

1. Sources of waste:-

- Industrial → comprising of hazardous chemicals, e.g. Kanpur gave, etc.

• Construction waste → debris of raw materials, unused rods, metal pieces, glass pieces, etc.
e.g. T.T.T. Papha.

- Biomedical → used cotton swabs, etc. anything related with medical procedures.
It can be quite hazardous, if not managed properly as it can lead to spread of diseases.

• M.S.W (municipal solid waste):-

households, hotel, restaurants, etc.

- Developing countries contribute to around 35% of the total waste production in the world.

- M.S.W: Municipal, solid wastes are defined as the unwanted or useless solid materials generated from combined residential, industrial and commercial activities in municipal notified area. These are a result of practices of

everyday life.
Family is the primary unit of socialization and hence they teach us about what waste is, what isn't.
The secondary education comes from school.

- The type of solid waste generated is a result of
 - Dietary practices (what part of the vegetable is eaten and what is thrown away).
 - Preparation and consumption of food (whether we prepare it on a chulha (early age combustion), gas stove or electric stove, etc.)
 - Leisure activities
 - Customs and cultural practices (e.g. waste generated from marriages)
 - Rituals (these wastes get higher respect, e.g. flowers offered to god)
 - Hobbies
 - Other lifestyle choices (e.g. drinking coffee in plastic/paper cups and throwing away).
- We cannot do away with consumption. But we do need to consume responsibly by managing the segregated wastes.
- Waste composition and production are related to :-
 - culture
 - climate
 - State of development (if the offenders are taken to a place where nobody else offends, then they

also stop offending.)

* Waste production in Patna:-

- Patna has been declared as "Garbage City".
- Waste production in Patna is affected by three interconnected factors :-
- Population growth
- Urbanisation
- Increased consumption

* Categories of waste produced:-

- Food
- vegetables

Rather than buying from farmer vendors who directly sell the vegetables (fresh), people prefer to buy packaged (wrapped) vegetables from supermarkets since that is considered as a status symbol. But that packaging is a waste.

* Eating out

number high Students in coaching classes prefer eating out during snacks break, etc. The problem here is not in eating out, rather in the aluminium foils, plates and small plastic spoons that come along with it. Same is the case with eating out in malls with useless flyers and papers in

- the shopping day.
- that most families do not find it difficult to go shopping in supermarket.
- the survey in paper available in the supermarket offered 3 items a week.
- the survey found out that most people prefer to buy fruits and vegetables (E-waste).
- we cannot eat food because of self-consuming life.
- that we have to consume superfluously. One useful offset of this is to save the packaging of the products.
- we need a behaviour change. This was evident in the chart put up by the council community services.
- source paper is very much known by the local community institutions.
- the waste cycle :-
- household appliances (refrigerators are quite useful)
 - household items (CFL bulbs; soft toys)
 - Willing to change waste reuse full small and useful for garbage free process.
 - forward cars products and family links.
 - studies in Bangalore have shown that most students in Bangalore have shown that most swimming lessons.
 - using these devices, sometimes leads to more.
- MSW
- (increasing population) causes pollution because of dumping in landfills.
- local legislature → law → meaningful gases (CO₂ + C₂)
- garbage dumpsites have shown that most students in Bangalore have shown that most swimming lessons.
- using these devices, sometimes leads to more.

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* Impact of MSW on population and public health:-

- Rag pickers health
- People living near landfills/in-cinerators
- Increased levels of smog in the city.

Society :- Diarrhoea, Dysentery, Acute respiratory infection, Cardiac disorders, dermatitis, poor reproductive health, lesser new born baby weight, increased levels of eosinophils, etc.

have all increased over the past few years.

* Identity :-

A unique fluid set of characteristics that define us in many ways. For e.g. Name, parental lineage, Roll number. Identity is very fluid (not fixed) and it has many aspects to it. Which aspect we choose to use depends on the context. Some are by birth, and some can be acquired as well.

(Consumption builds our identity. For e.g. when we choose to wear specific branded clothes. These are mostly conspicuous consumption which help in defining us.)

Identity is multi-faceted. Using some aspects of the identity does not negate or deny the other aspects at a time.

On the other hand, roles are relatively fixed. They are very structured and not fluid. They are predefined (maybe by some institutions and societies) and have to be executed in the same manner. Eg. A student can't be a teacher at the same time. A father-son relationship is always fixed. We have certain roles to execute at home (society) and some at work place (institution). A person may keep changing roles, but the nature of the role itself is fixed, unlike our identity.

Identity is formed along multiple lines (Gender, caste, class, place of living, lifestyle, language, nationality, occupation, personal traits, etc.). We always form identities based on reference groups. We identify with a like-minded set of people and try to be like them.

Creation of identities leads to development of a social perception (image) → the way we want to portray ourselves to the outside world. So, naturally it keeps changing with time.

But, execution of a role does not create an image. We execute a role because we have to, not necessarily because we like it (this is not the case with identity).

Identity changes with time, when we are a child, the reference group is to be among those people

who are the best in academics / sports, fascination with toys. A little later, when we enter into school, which school we are from and so on. Then which company we are placed in and so on.

In modern life, conspicuous consumption leads to development of many traits which forms part of our identity.

Conspicuous consumption is a result of the crave / need of man to portray themselves better in the society. Globalization has capitalized on this and turned the process of identity building into a market: Eg. drink bournvita and win the race, use some pen and obtain full marks.

Development is always related to positive growth. The conventional school of thought

defined growth parameter as only economic conditions. But this does not necessarily lead to positive change in the life of a person.

In the modern context,

Development

Economic Health Education
empowers us to make informed choices

Indicators of education:
enrollment rates,
drop out rates

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thus, the government policies have also been focused on boosting enrollment rates and also lessening the dropout rates. e.g., Mukhyamantri Kanya Yojna, mid-day meal scheme, etc.

A poor health leads to more expenditure on healthcare services, so, even if a family is earning above the poverty line, they are still stuck in a debt cycle.

MF:
still birth
death

JMR:

infant
unable to
survive till
1st birthday.

Indicators of health:- MMR (maternal mortality rate), IMR (infant mortality rate)

→ Thus, prof. Amartya Sen puts forward his capability approach towards

development, where he says that we must make the community capable enough to overcome any sudden hazardous situations that they find themselves in. The government policies provide immediate economic support to those in need. But if we do not focus on health and education, then the society will not be able to 'sustain' the economic gains.

→ Andre Gunder Frank's theory of "development of underdevelopment" says that by focussing only on economic development of the community, we are actually

Fill after foundation, etc.
for foundation, etc.

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~~IN 10~~ In terms of the funds donated by international NGOs, US stands first with an aid contribution of around 3 billion \$, then comes UK and Germany with 1 billion \$.

Yet, because of aid handling through middlemen procedures due to corruption, the huge aid trickles down to hardly anything when it reaches the poor and underdeveloped.

In Bihar, most NGOs are located in Patna, Gaya and Muzaffarpur. These are relatively more developed than other districts in Bihar. South Bihar is more developed whereas, North Bihar is underdeveloped, yet there are very few NGOs in North Bihar area.

→ What decides the location of NGOs in practice?

- Project location - decided by funding person

~~but if~~ Donors prefer Patna, Gaya and Muzaffarpur because of tourism advantages and ease of accessibility. This way the NGO gets more outreach as compared to when it is actually located in underdeveloped areas.

→ Areas of development by NGOs in Bihar:-

21% - health

14% - education

21% - both health and education focus on only these issues.

→ Four of NGOs in public health sector :-

- Maternal health :-

- Antenatal care and post partum care during pregnancy after child birth.

- Institutional delivery:- Active awareness towards preventing usage of home remedies/unsterilized local tools for childbirth. Going to a hospital for childbirth can reduce MMR.

- Nutrition:- What the mother can eat and how her diet must be shaped.

- Child health:-

- Immunization - Nutrition

→ Various interventions by NGOs.

NGOs aim for social interventions that actually have a tangible output (a physical solution for problems of the poor.)

In Bihar, the popular schemes are :-

- VCR (verbal care review):

Recording of the doctor patient conversation so that it can be analysed later to ensure that proper care is ensured.

But this has been a massive failure because

- due to huge electronic resource requirements → expenditure too high

- Nobody wants anyone to record their personal conversations with a doctor. So people stopped going to doctors.

$$L(e^{at} f(f)) = F(s-a)$$

$$L(e^{2t} f(f)) = \frac{1}{s^2}$$

$$L(e^{2t} f(f)) = \frac{1}{(s-2)^2}$$

This lead to another problem in itself as people had stopped availing health care facilities.

* Mobile Kunji/kilkari savings.

This was an intervention funded directly by the BBC action media and Bill gates-Melinda Gates foundation. It involved the manufacturing and dissemination of pregnancy and child birth knowledge through a set of plastic cards (information cards that are attractive). These cards were supposed to be taken by Asha/Anganwadi workers to the underdeveloped areas (pregnant women) and talk to them about it. These cards had a toll free number which would be answered by an IVR, providing information. Yet, this was also a huge failure.

despite spending billions of dollars, the Asha/Anganwadi workers never took the mobile Kunji along with them as it weighed almost 2 kg in itself. These workers had to travel for long distances in order to reach the rural areas, so they did not want to carry something so heavy. So, they instead just chit-chatted with the mother-in-law and returned. Moreover, the findings did not match as the women were doing the household chores at that time.

* Continuum of care services:-

CARE NGOs
Something similar to mobile Kunji, focussing on health and education services.

Yet, this was also a failure.

* Ground level situation:-

- NGOs are more accountable to their donors than to their recipient communities.
- Work in controlled environment.
- NGOs create restricted development which are not sustainable.
- Reinforces inequality by obscuring social differences.

* Gaps and lacunas in NGOs

- Developing tools that are socially and culturally unacceptable.

- Clients perspectives neglected

any person who uses a certain service. Here, it is meant for the entire community.

foreg. Motech (NGO) implemented the mobile phone based healthcare scheme in Ghana. It was very successful there as it was sponsored by some rich companies, so poor people did not have to pay out of their pocket. But in India, it was failure as the poor had to pay on their own. Hence the perspectives of the poor was ignored.

- Excessive quantification.

NGOs always aim for a tangible output.

this is because the donor wants to see a tangible output. So, even if an NGO is doing beneficial activity without a tangible output it will be shut down as the donor will feel that he does not have anything to show to the world.

for this reason NGOs aim to quantify everything and portray the situation as upliftment of the down trodden. But in reality, they may not have solved any problem at all.

- Lack of accountability :-

The NGOs are not accountable to the common people. They answer only to the donor. So, when the donor decides to shift a particular project out of a location, the people there cannot question the decision.

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Andre
Grund
Janki

- NGOs as vendors of underdevelopment :-

If the down trodden people get uplifted, then the NGOs will run out of jobs. Then they will not be able to enjoy tax exemption and other benefits, etc. Hence, NGOs have started to focus on plans where there is masked underdevelopment, where the poor man is not allowed to achieve ^{ment} self sufficiency.

* Development tourism :-

Donors involved in NGO funding make visits to underdeveloped areas to survey the results of the NGO policy implementation or to decide the area of further investment. This is called development tourism and it eventually leads to growth of the foreign exchanges.

* NGOs are effectively making decisions for the poor and underdeveloped on their behalf, without taking into consideration their needs and perspectives. For e.g. NGOs supplying educational

deceiving for them without asking their opinions

tablets for children, rather than sending them to school. So, M.K Gandhi says "why insult the naked by giving them clothes free of cost, rather give them jobs so that they can earn for themselves through labour".

or

now = 16

* Youth

- Period of transition from childhood to adulthood.
These are the people who are most likely to be affected by the effects of globalisation. The old are resistant to global and social changes, whereas the children are not concerned so much with global developments.

- WHO divides (defines) youth as the age group b/w 10 to 19.

The age group 10-34 are also called the adolescents.

10-17 15-24 25-34
early middle late
adolescence

- The youth experiences various changes as it is their age of development. Hence,
- They are the ones most vulnerable to change.
- Thus, they are the greatest consumers in the economy.
- Scholar Kelly defines the youth in most Asian (developing) countries as peripheral youth as they try to mimic and behave like the western youth (core youth). Hence, the core youth act as the reference group for these peripheral youth.