

## **IMPACT OF WESTERNIZATION AMONG UNSKILLED MIGRANTS IN LUDHIANA**

Pavitar Parkash Singh<sup>1</sup>

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The migrants have been coming to the city of Ludhiana since a very long period of time. This migration process not only improved the economic condition but also the socio-cultural part of their life. Nevertheless, to what extent their socio-cultural aspect of life was transformed is unknown. It is also important to know the change that migrants have gone through the time period from the place of native residence to the present place of residence. Against this background the study examine the impact of westernization process among the unskilled migrants in Ludhiana city. To analyze the impact 160 migrants were selected by using convenient sampling method proportionately from four different work groups like construction labor, technical work, own business and trading work. Interview schedule were used to collect data from the respondents those who are residing in Ludhiana city for the past three years continuously. The study found that major transformation among the migrants in terms of westernized life style, children education, usage of modern equipments like mobile, television, fast food culture.

### **INTRODUCTION**

Westernization is a complex, wide and multi-layered process, including the acceptance of western technology and modern science education, political and legal system, social institutions, western literature and philosophy which was embedded in Indian society through British rule. (Srinivas, 1962). This process was highly visible among the higher strata and urbanized part of the Indian Society. Those who are migrate to the urban centers automatically catch-up with the westernization process. However, the absorption process differs from the region to region. In the case of Punjab, western influences had started coming into the Punjab even before the British conquest in 1852 (Dev Raj, 1961). However, the process started in right earnest in the last quarter of the ninetieth century and has continued since then, experiencing ups and downs. The great level of western influence found among the educated class belongs to the rich and middle-class of Punjab seems to be abreast of all developments and it reacts quickly to every change. In the meantime the process of industrialization also penetrated in the state of Punjab. During this process large amount of population started migrating into the state on availability of employment opportunities at semi-skilled and unskilled level (Sidhu and Grewal, 1984).

Industrialization also widens the gap between rural and urban areas, inducing a shift of workforce towards industrializing areas. There is extensive debate on the factors that cause populations to shift, from those that emphasize individual

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<sup>1</sup> Associate Professor and Head, School of Arts and Languages, Lovely Professional University, Punjab, India, *E-mail: pavitar.19476@lpu.co.in*

rationality and household behavior to those that cite the structural logic of capitalist development. Moreover, numerous studies show that the process of migration is influenced by social, cultural and economic factors and outcomes can be vastly different for men and women, for different groups and different locations (Kundu and Gupta, 1996; Breman, 1996; Rogaly, *et al.* 2001). Punjab attracts huge influx of people from the various states of India. The changes in living condition are more significant and migrant inflows from Bihar were the highest (Kainth, 2009).

While a large number of empirical studies on migration have been conducted on the basis of field surveys in urban destinations, the focus of researches is primarily on migrants and in some studies non-migrants are added for the sake of comparison. Further, the studies investigated factors related to the livelihoods of migrants, such as urban labour market and living conditions are investigated with the scope of individual researches. However, how far this migrants influenced by the socio-cultural aspects of the destination place are not analyzed per se although some of the important empirical studies on socio-cultural difference among women migrants and non-women migrants in larger cities were conducted (Kaur, 2006; Chattopadhyay, 2005; Neetha, 2004).

The sources of early migration flows were primarily agro – ecological, related to population expansion to new settlements or to conquests. Demand for labor rose internally with the growth of tea, coffee and rubber plantations, coal mines and, later, modern industry. Most of this labor was procured through some form of organized mediation and some portion of it remained circulatory and retained strong links with the areas of origin. But as it settled down, it provided a bridgehead to other migrants, whose number grew to satisfy colonial demand. Urban pockets like Kolkata and Mumbai attracted rural laborers mainly from labor catchment areas like Bihar, Uttar Pradesh and Orissa in the east and Andhra Pradesh, Tamil Nadu and parts of Kerala and Karnataka in the south. The historical pattern of the flow of laborers persisted even after independence.

In 2011, India's total population reached 1.21 billion. Internal migrants in India constitute a large population, almost 30 percent of the population as per the 2011 census and by more recent estimates 326 million or 28.5 percent of the population (NSSO, 2007-08). Further, between 1951 and 2011, the proportion of population living in urban areas rose from 17.3 percent to 32.8 percent. Of the total workforce, 68 percent remained in rural areas. In a country of India's size regional disparity should not come as a surprise. The scale and growth of these disparities is, however, of concern. The rural poor has gradually concentrated in eastern India and rainfed parts of western and central India, which continue to have low productivity agriculture. Generally India's poor have meagre physical assets and human capital and belong largely to socially deprived groups. Women share an extraordinary share of deprivation within households. The poor rely on different types of work to construct a livelihood; wage labor and cultivation are

the most important. Earlier studies have shown that poor households participate extensively in migration, more recent studies have reconfirmed that migration is a significant livelihood for poor households in several regions of India (Ravi Srivastava and Sasikumar, 2005).

### **METHODOLOGY**

The study is descriptive in nature; as it describes the changes that take place in the life of the migrants in Ludhiana. By using the questionnaire method the primary information was collected from the migrants who have been migrated to the city before three years. By applying the stratified convenience sampling method 160 migrants (40 each from construction labor, technical work; own business and trading work) were selected for the empirical analysis.

### **RESULTS AND DISCUSSION**

Out of the total 160 respondent 48% belonged to the state of Bihar and the next highest belonged to the state of Uttar Pradesh, so it is clear that these two states contribute the most to the migrant population of Ludhiana. The study also reveals that most number of the migrants are married and had come with their respective spouses to Ludhiana, and of the married ones most of them have three children, which states a fact about them that they are now understanding the value of family planning. Most of the respondents have been living for a long period of time in the city which illustrates their satisfaction level towards some aspects of the city. The people that might be the relatives or friends or in any way associated with the migrants play an important influencing role to bring other migrants to the city, and the major factor or the major push factor of migration is the indebtedness of the migrants at their native place, it has been found out from the research that the push factor has forced more migration than the pull factor of people influence.

The major form of work done by the migrants at their place is that of farming whether it is on their farms or as laborers on the farms of others, but in the city of Ludhiana they are indulged in each and every form of work, the basic ones being, trading work, own business, technical work and construction labor work, which shows that they are not restricted to any kind of field but open to all kinds of work. There has been a considerable increase in the amount of money earned by the migrants earlier at their native place and now in Ludhiana; most of the migrants or the maximum proportion of the migrants earned a meagre sum of Rs. 500 – 1000 per month at their respective native places, but after coming to Ludhiana there income has multiplied seven times from an average of Rs. 500 per month to Rs. 3500 per month, some of them even earn above Rs. 4000 per month. This clearly depicts a drastic change in their earnings and also depicts the reason that brings a huge number of migrants to the city. The education level of migrants has remained the same over the period of time they have come to Ludhiana, most of them are

illiterate but still quite a number of them have learnt to read and write, only 18 out of the total 160 had taken additional training/course that too simple machine training to facilitate the work. But the training had not brought about any mentionable increase in their level of income. It shows that the migrants do not feel that further education can be of any good to them now, but still for their children they feel education is very important.

The level of purchase preference of the migrants has changed a lot towards certain amenities but towards some it has remained the same over the period of time, the electric iron was and still not on their preference list; the cycle was the most preferred amenity by the migrants at their native place which shifted to Television when they came to Ludhiana, and now it has drastically moved towards the mobile phone, it signifies the change in the way they look at the amenities of life, now they have become more materialistic. Most of the migrants have the basic needs of life, all of them own a cycle for the transportation purposes, some of them also have a scooter/motorcycle, 108 of them have a mobile phone which are mostly black and white, 65 of them have TV sets and quite a few of them also have fridge and electric iron, this completely signifies the transformation in their standard of living.

The migration has helped lot of migrants in many other ways as well, these ways depict that the style of living of migrants has changed a lot over the period of time, from their native place till now, they have opened up their accounts in the bank, but the inclination is only towards the public sector banks, their children go to school, that too to public schools, they have trust upon the public institutions only. Many of them have also changed the place of their living in Ludhiana and moved towards areas and houses with good living conditions, migrants have also done the marriage of their near ones, purchased immovable property and cleared off the debts which signifies that they earn a good amount of money to save and to do these tasks as well. The local culture has had a great amount of impact on the migrants, their food habits have completely changed, from rice it is now chapattis, the dress sense has also been impacted a lot, from saris it has moved to suits, their language has also changed a lot, most of the migrants converse in Punjabi, the impact on the entertainment and the festival celebration has not been that much when compared with others, the migrants feel that they have to do so to match up with the local people and also in order to get accepted, it is a policy for survival. And also over the period of time the culture does take over you.

The change in the behavior of people towards the migrants has been considerably changed at the native place of the migrants, but in Ludhiana the behavior of people is almost the same as it was earlier, the people at native place get inspired by them, make them involve in decision making etc., but in Ludhiana they are still treated as outriders and as inferior people, people of Ludhiana have still not accepted them. The awareness level of migrants towards different factors

has increased a lot, especially towards different factors like education, family planning and drinking/eating habits, but still they are not very much aware about their individual rights because of which they are exploited. The city has taught them a lot of things over the period of time; different organizations have also played a very important part in increasing their awareness.

### CONCLUSION

The study concludes that there is a great amount of change in the migrants as a result of migration to Ludhiana, they have become more materialistic, they have started to own things like Televisions and mobile phones. Their standard of living has completely changed. The migrants unlike earlier have started to opt for urban jobs rather than doing agricultural work, they work in factories and operate machines. Their income level has increased to a great extent, they have learnt to read and write. They have not only altered their lifestyle in a positive way but also of their families, their children go to schools, their families back home live a good life, they are now of the strength to happily marry their near ones. Their problems have been reduced to some extent and their habits have completely changed and become like the local people. Their awareness level towards a lot of things has increased. This change among the migrants reflects the westernization process which was strongly embedded among the migrants. However, in certain cases expecting beyond their capacity makes them indulge in illegal way of acquiring wealth and status is a critical one where legal system needs to have check on it.

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