

Modern Values, Cultural Change and Role of Pakistani Women in Economic Development

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Abstract: Present world is emerging as a global village. Globalization is creating various changes in socio-cultural and economic scenario of the world. Globalization has three aspects; the transformationalist, the skeptics and the hyperglobalists. Pakistani society is a multicultural society and rich in values. Modern values are prevailing in Pakistani society, which have both negative and positive impacts. In traditional society, women are restricted only to the homes. However, at present due to modern values women are participated in both public and private sphere of life and playing a vital role in the development process. They are accepting the both positive and negative aspects of modern values, which are based upon Western ideology. Present study was conducted in district Faisalabad to investigate the role of women in economic development under modern values. A sample of 300 respondents was selected through multistage sampling technique. Analysis of the data shows that women are playing a vital role in economic development but they are also following Western culture blindly.

Key words: Modern Values • Pakistani Society • Economic Development • Women • Western Ideology

INTRODUCTION

Values are the standard of right and wrong represent at collective and individual level. Values are formed preferences and choices and not confused with personal traits, needs, norms and attitudes. Values are the concrete basis of social structure, self-identity and actual behavior. Development means an improvement in the standard of life. Improvement brings progress in economic and non-economic field of life such as culture and individual freedom. It is a multidimensional process which involves changes in the social, economic and cultural structure of the society and as well as eradication of poverty, reducing structural inequality and expand freedom of choices [1].

Development is the result of social change and modernity from social patterns of industrialization. Modernization as a pattern of social change has influenced every aspect of life. It has its early roots in industrial revolution started in Great Britain in 17th and 18th century and later on the process begun in America, France and Japan [2].

Present world is emerging as a global world in which people have become materialistic. Materialism is creating deviant behavior among people in the adoption of their cultural values [3].

Pakistan's Perspective: Socio-economic development is considered the key feature of modern value system. Pakistan is developing country and has a multicultural society. Further, it is an Islamic republic state and religious fundamentalism is an important factor in Pakistani society. Fundamentalist movements are the main barriers in the development process in Pakistan. On the other hand, at some places in Pakistan, tremendous economic and social development occurs due to positive role of social and religious scholars. Fundamentalist or conservative movements are not only limited to the Muslim countries but also found in developed countries. In Pakistan poverty and structure inequality increasing day by day due to injustice and nepotism. On the other hand, if we analyze the economic development of Pakistan and adoption of new value system in every sphere of life,

then we are laggards. Economic development according to Islam is a system of equality and sustainable development can be achieved when cultural lag between material and non-material aspects reduce according to the teaching of Islam. In other words, development is a multidimensional process, which involves improvement in human being life through acknowledgement and reorientation of entire social system and advancement according to the values and norms of Islam [4].

Pakistan is an agriculture country and majority of the population are living in rural areas belong to the agricultural professions. Industries have great importance in the economic development of any country. All developed nations started their development process both from agriculture and from industrial sector. Industries depend upon for raw material on agriculture. Agriculture provides raw material for industrial sector in Pakistan like as sugar cane for sugar industry and cotton for textile industry. To introduce modern technologies and hybrid seeds in agriculture, per acre production has been increased in Pakistan. In agriculture and industrial sector, modern values are playing a vibrant role for development process [5].

Modern value system has both negative and positive such as the decline in religion and the growth of industries. Poverty and structural inequality are increasing day by day in Pakistan due to nepotism and injustice. On the other side of the reality, if we analyze the socio-economic development of Pakistan, then we are laggards. According to the religion of Islam, economic development is a system of equality and sustainable development can be achieved through reducing the cultural lag between material and non-material culture. Global Culture is influencing the leisure activities of youth, community, family interactions and career choices [6].

MATERIALS AND METHODS

The major objective of methodology is to explain various tools and techniques employed for the collection, analysis and interpretation of data relating to research problem under investigation. [7] Social research is the systematic method of discovering new facts, or verifying old facts, their sequences, interrelationship, causal explanations and the natural laws, which govern them.

Sample Size: In present study, 300 respondents were selected through multistage sampling technique. This study was being conducted in district Faisalabad

consist upon eight towns and initial stage of sampling, two towns were selected randomly named as Madina town and Summandari town. In the second stage, two union councils from each town were selected randomly. In the last stage, 75 respondents from each union council were selected through convenient sampling technique.

Tools of Data Collection: A well-designed questionnaire was used as a tool for data collection.

Statistical Techniques: Collected data were analyzed through appropriate statistical techniques.

RESULTS AND DISCUSSIONS

Analysis of data and interpretation of results are the most important steps in scientific research. Without these steps generalization and prediction cannot be achieved, which is the target of scientific research. Generalization and conclusion are drawn based on characteristics and attitudes of the respondents. Uni-variate statistical analysis was performed.

Women Can Play a Vital Role in Economic Development:

Table 1 reveals that, a significant majority, i.e. 91.0% of the respondents, had opinion that women can play a vital role in economic development, while only 9.0% of them were replied negatively [8]. Said that females are educated and aware about their rights. They want to participate in paid labor activities in order to improve their standard of living. In Pakistan, trend towards female education is increasing day by day. In agriculture sector feminization have been occurred because females have great contribution in agricultural development. Due to modern values, after getting education women are participating in those activities, which are helpful in economic development. Education trend has been increase among females and are participating in all white and blue-collar jobs.

Role of Women in Economic Development Under Modern Values:

Table 2 represents the role of women in economic development. About one-third i.e. 33.7% of the respondents were strongly agreed and 39.3% were agreed with the statement "gender equity" is a factor for economic development, while 8.0% of the respondents had no opinion about this statement, whereas 4.7% of them were disagreed and 5.3% of them were strongly disagreed with this opinion.

Table 1: Distribution of the respondents according to their thinking that women can play a vital role in economic development

Respondents' thinking that women can play a vital role in economic development	Frequency	Percentage
Yes.	273	91.0.
No.	27	9.0.
Total	300	100.0.

Table 2: Distribution of the respondents according to their thinking about the extent of women role in economic development

Statements	Strongly agree		Agree		No Opinion		Disagree		Strongly disagree		NA		Mean	Std. Dev.	Rank order
	F.	%	F.	%	F.	%	F.	%	F.	%	F.	%			
Gender equity	101	33.7	118	39.3	24	8.0	14	4.7	16	5.3	27	9.0	4.30	.71	1
University education	111	37.0	143	47.7	13	4.3	3	1.0	3	1.0	27	9.0	4.15	.75	2
Participation in public life	86	28.7	155	51.7	23	7.7	6	2.0	3	1.0	27	9.0	4.14	.71	3
Employment in paid job	81	27.0	159	53.0	24	8.0	9	3.0	0	0.0	27	9.0	4.12	.79	4
Adoption of small family norms	50	16.7	178	59.3	34	11.3	9	3.0	2	0.7	27	9.0	4.08	.87	5
By taking part in decision making of family affairs	80	26.7	139	46.3	35	11.7	16	5.3	3	1.0	27	9.0	4.03	.90	6
Provide technical and vocational training	93	31.0	132	44.0	26	8.7	22	7.3	0	0.0	27	9.0	4.01	.87	7
Agriculture development	89	29.7	143	47.7	26	8.7	15	5.0	0	0.0	27	9.0	4.00	1.09	8
Equal distribution of resources	89	29.7	108	36.0	48	16.0	22	7.3	6	2.0	27	9.0	3.97	.71	9
Participation in politics	89	29.7	127	42.3	37	12.3	17	5.7	3	1.0	27	9.0	3.92	1.01	10

Scale: 1 = Strongly disagree, 2 = Disagree, 3 = No opinion, 4 = Agree, 5 = Strongly agree

More than one-third i.e. 37.0% of the respondents were strongly agreed and 47.7% were agreed with the statement “university education” of women is a factor of economic development, while 4.3% of the respondents had no opinion about this statement, whereas 1.0% of them were disagreed and another 1.0% of them were strongly disagreed with this opinion. More than one-fourth i.e. 28.7% of the respondents were strongly agreed and 51.7% were agreed with the statement “Participation in public life” of women is a factor of economic development, while 7.7% of the respondents had no opinion about this statement, whereas 2.0% of them were disagreed and another 1.0% of them were strongly disagreed with this opinion. More than one-fourth i.e. 27.0% of the respondents were strongly agreed and 53.0% were agreed with the statement “employment in paid job” of women is a factor of economic development, while 8.0% of the respondents had no opinion about this statement, whereas 3.0% of them were disagreed with this opinion. About 16.7% of the respondents were strongly agreed and majorities i.e. 59.3% were agreed with the statement “Adoption of small family norms” by the women is a factor of economic development, while 11.3% of the respondents had no opinion about this statement, whereas 3.0% of them were disagreed and 0.7% of them were strongly disagreed with this opinion. About one fourth i.e. 26.7% of the respondents were strongly agreed and 46.3% were agreed with the statement “By taking part in decision making of family affairs” by the women is a factor of economic development, while 11.7% of the

respondents had no opinion about this statement, whereas 5.3% of them were disagreed and 1.0% of them were strongly disagreed with this opinion. Little less than one-third i.e. 31.0% of the respondents were strongly agreed and 44.0% were agreed with the statement “Provide technical and vocational training” to the women is a factor of economic development, while 8.7% of the respondents had no opinion about this statement, whereas 7.3% of them were disagreed with this opinion. About 29.7% of the respondent’s were strongly agreed and 47.7% were agreed with the statement “agriculture development” is a factor of economic development, while 8.7% of the respondents had no opinion about this statement, whereas 5.0% of them were disagreed with this opinion [9]. Supported above results and said that with the development of agriculture any nation of the world become economically strong. High yield of crops in agriculture has become possible due to technological advancement. Mechanical inventions such as cotton gin, plow, tractor along with the application of new scientific methods drastically increased production. About 29.7% of the respondents were strongly agreed and 36.0% were agreed with the statement “Equal distribution of resources” is a factor of economic development, while 16.0% of the respondents had no opinion about this statement, whereas 7.3% of them were disagreed and 2.0% of them were strongly disagreed with this opinion. More than one-fourth i.e. 29.7% of the respondents were strongly agreed and 42.3% were agreed with the statement “participation in politics” by the women is a factor of

Table 3: Distribution of the respondents according to their opinion about the extent of modern values affect the norms and values of Pakistan's culture
N = 300

Statements	Strongly agree		Agree		No Opinion		Disagree		Strongly disagree		Total		Std. Dev.	Rank Order	
	F.	%	F.	%	F.	%	F.	%	F.	%	F.	%			Mean
It changes life style	113	37.7	128	42.7	5	1.7	1	0.3	0	0.0	53	17.7	.70	.70	1
It vanished the respect and tolerance	97	32.3	119	39.7	31	10.3	0	0.0	0	0.0	53	17.7	.56	.56	2
Decline of moral values	102	34.0	114	38.0	31	10.3	0	0.0	0	0.0	53	17.7	.78	.78	3
Loss of veil (Purdah)	99	33.0	105	35.0	30	10.0	9	3.0	4	1.3	53	17.7	.70	.70	4
Loss of respect of elders	127	42.3	88	29.3	20	6.7	12	4.0	0	0.0	53	17.7	.71	.71	5
It caused inferiority complex in families	104	34.7	110	36.7	32	10.7	1	0.3	0	0.0	53	17.7	.82	.82	6
Loss of patriotism	81	27.0	110	36.7	48	16.0	5	1.7	3	1.0	53	17.7	.82	.82	7
It increased divorce rate	111	37.0	97	32.3	30	10.0	6	2.0	3	1.0	53	17.7	.68	.68	8
It caused pre-marital relationship between opposite sex	105	35.0	101	33.7	32	10.7	9	3.0	0	0.0	53	17.7	.70	.70	9
It creates role conflict	87	29.0	120	40.0	36	12.0	3	1.0	1	0.3	53	17.7	.67	.67	10
It increase the ratio of elopements in society	85	28.3	113	37.7	41	13.7	4	1.3	4	1.3	53	17.7	.88	.88	11
It increased the expenses on marriages	125	41.7	74	24.7	36	12.0	12	4.0	0	0.0	53	17.7	.85	.85	12
Use of western dresses such as jeans especially in female	130	43.3	79	26.3	30	10.0	8	2.7	0	0.0	53	17.7	.86	.86	13
Importance of English over Urdu	122	40.7	98	32.7	24	8.0	3	1.0	0	0.0	53	17.7	.85	.85	14
Increase in use of abusive words	111	37.0	99	33.0	31	10.3	6	2.0	0	0.0	53	17.7	.81	.81	15
Change the food habits	141	47.0	72	24.0	27	9.0	7	2.3	0	0.0	53	17.7	.75	.75	16
Promoting body showing habit/ vulgarity among female	135	45.0	81	27.0	31	10.3	0	0.0	0	0.0	53	17.7	.89	.89	17
Increasing use of cosmetics	118	39.3	85	28.3	38	12.7	3	1.0	3	1.0	53	17.7	.85	.85	18
Increasing use of mobile phones	144	48.0	73	24.3	30	10.0	0	0.0	0	0.0	53	17.7	.84	.84	19

Scale: 1 = Strongly disagree, 2 = Disagree, 3 = No opinion, 4 = Agree, 5 = Strongly agree

economic development, while 12.3% of the respondents had no opinion about this statement, whereas 5.7% of them were disagreed and 1.0% of them were strongly disagreed with this opinion.

Modern Values Affect the Norms and Values of Pakistan's Culture: Table 3 represents the respondents' opinion about the modern values affect the norms and values of Pakistan's culture. More than one-third i.e. 37.7% of the respondents were strongly and 42.7% of them were agreed that "modern values changes life style", whereas 1.7% of them had no opinion and one respondent was disagreed with this opinion. About one-third i.e. 32.3% of the respondents were strongly and 39.7% of them were agreed that "modern values are vanished the respect and tolerance", whereas 10.3% of them had no opinion about this statement. About one-third i.e. 34.0% of the respondents were strongly and 38.0% of them were agreed that "decline of moral values" due to modern values, whereas 10.3% of them had no opinion about this statement. About one-third i.e. 33.0% of the respondents were strongly and 35.0% of them were agreed that "loss of veil (Purdah)" due to modern values, whereas 10.0% of them had no opinion about this statement, 3.0% of them were disagreed and 1.3% were strongly disagreed with this opinion. A major proportion i.e. 42.3% of the respondents were strongly and 29.3% of them were

agreed that "loss of respect of elders" due to modern values, whereas 6.7% of them had no opinion about this statement, 4.0% of them were disagreed with this opinion. About 34.7% of the respondents were strongly and 36.7% of them were agreed that "it caused inferiority complex in families" due to modern values, whereas 10.7% of them had no opinion about this statement, 0.3% of them were disagreed with this opinion. About 27.0% of the respondents were strongly and 36.7% of them were agreed that "loss of patriotism" due to modern values, whereas 16.0% of them had no opinion about this statement, 1.7% of them were disagreed and one percent of them were strongly disagreed with this opinion. About 37.0% of the respondents were strongly and 32.3% of them were agreed that "modern values were increased divorce rate", whereas 10.0% of them had no opinion about this statement, 2.0% of them were disagreed and one percent of them were strongly disagreed with this opinion. About 35.0% of the respondents were strongly and 33.7% of them were agreed that "it caused pre-marital relationship between opposite sex", whereas 10.7% of them had no opinion about this statement, 3.0% of them were disagreed with this opinion. About 29.0% of the respondents were strongly and 40.0% of them were agreed with the statement "it creates role conflict", whereas 12.0% of them had no opinion about this statement, 1.0% of them were disagreed with this opinion.

About 28.3% of the respondents were strongly and 37.7% of them were agreed with the statement “it increases the ratio of elopements in society”, whereas 13.7% of them had no opinion about this statement, 1.3% of them were disagreed and another 1.3% of them were strongly disagreed with this opinion. About 41.7% of the respondents were strongly and 24.7% of them were agreed with the statement “it increased the expenses on marriages”, whereas 12.0% of them had no opinion about this statement and 4.0% of them were disagreed with this opinion. About 43.3% of the respondents were strongly and 26.3% of them were agreed with the statement “Use of western dresses such as jeans especially in female”, whereas 10.0% of them had no opinion about this statement and 2.7% of them were disagreed with this opinion. About 40.7% of the respondents were strongly and 32.7% of them were agreed with the statement “importance of English over Urdu” effected the values and norms of Pakistani culture, whereas 8.0% of them had no opinion about this statement and 1.0% of them were disagreed with this opinion. About 37.0% of the respondents were strongly and 33.0% of them were agreed with the statement “increase in use of abusive words” affected the values and norms of Pakistani culture, whereas 10.3% of them had no opinion about this statement and 2.0% of them were disagreed with this opinion. About 47.0% of the respondents were strongly and 24.0% of them were agreed with the statement “change the food habits” affected the values and norms of Pakistani culture, whereas 9.0% of them had no opinion about this statement and 2.3% of them were disagreed with this opinion. As [10] Stated that, several changes have been occurred in the style of living due to modernization. In its true sense it is an attempt on the part of people who usually are the staunch practitioners of their respective cultural, moral and. ethical ideals adapting the modernity. Modernization is creating changes in ideas, preferences, values, dress habits, tastes, habits of food and recreational activities. About 45.0% of the respondents were strongly and 27.0% of them were agreed with the statement “Promoting body showing habit/ vulgarity among female” affected the values and norms of Pakistani culture, whereas 10.3% of them had no opinion about this statement. About 39.3% of the respondents were strongly and 28.3% of them were agreed with the statement “increasing use of cosmetics” affected the values and norms of Pakistani culture, whereas 12.7% of them had no opinion about this statement and 1.0% of them were disagreed and another one percent of them were strongly

disagreed with this opinion. Above results supported by [11] who argued that this type of dressing is unacceptable, provocative and improper which has been found among singles (unmarried women). This phenomenon shows moral and religious decline of the society as it can also be seen in Pakistani society. About 48.0% of the respondents were strongly and 24.3% of them were agreed with the statement “increasing use of mobile phones” affected the values and norms of Pakistani culture, whereas 10.0% of them had no opinion about this statement. [12] Said that every culture has its dressing code and it varies from one culture to another culture. Religion of Islam is a complete code of life and it gives a very clear code of dressing both for male and female. However, in Pakistan, young females are ignoring Islamic code of dressing and adopting Western code of dressing which promoting vulgarity and sexual delinquency among females.

CONCLUSIONS

At present, due to modern value system and education women are participated in all spheres of life, which shows their positive attitude towards socio-economic development in shape of women education, involvement in paid jobs, participation in politics and freedom of opinion. If all resources among males and females are distributed based on equity then women play a vital role in the development. Modern value system encouraging women to get technical and vocational education and work in public and private spheres of life without any socio-cultural barrier and discrimination. In present scenario, women are enjoying more liberties than past because of modern values and feminists movement in all over the world. Modernization is a sword, which has both negative and positive impacts and modern values have negative impacts on female especially in our society. Pakistan is an Islamic republic country and our ideology based upon Islamic teachings. Pakistani females are adopting Western lifestyle such as pre-marital relationship before marriage, use of short dressing styles, fashionable hairstyle without scarf and loss of veil and body showing/vulgarity promotion habits in shape of skintight wearing clothes, which clearly make visible their body postures. Religion Islam is a complete code of life and provides equal rights to men and women. Islam also provides code of dressing for males and females. However, Pakistani young females are blindly follow Western lifestyle and ignoring Islamic teachings. Females should abide by Islamic code of dressing not blindly

adopt Westernization. Westernization and secularization are creating religious and moral downfall in our society, which have negative impact in shape of social disorganization, delinquency and increasing crime rate and devalue of indigenous culture.

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