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To Mr/Ms Dr. Shashi Meshra

From the Department of Sociology

Designation Associate Professor

Towards participation fees in National Multidisciplinary conference on Sustainable Development on 7th March 2022


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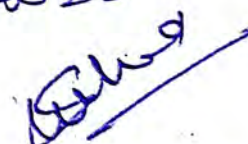
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Changing Role of Family, Increase in Hustle Culture and its Impact on Social Relations of the Young Adults of India

Dr. Shashi A. Mishra

Associate Professor, Head dept. of Sociology

Ramniranjan Jhunjhunwala college of Arts Science and Commerce, Autonomous

Ghatkopar (w), Mumbai- 400086

Abstract:

Family is the first and the most important institution of the society. It is a social unit of two or more persons related by blood, marriage or adoption and having a shared commitment to the mutual relationship. Hence it is the most important agency of socialization. It is responsible for providing family members with love, care, affection, support and attention. Family also teaches norms, values, customs, manners and supports future decisions by the young generation. Personality development of the young generation of society takes place through the family. Recently, family patterns are changing due to industrialization and urbanization which is caused by tremendous increase in the participation of family members in the hustle culture.

Hustle Culture is a toxic environment that pressurizes people into working constantly and makes them feel that they are not allowed to rest or take a break. It makes people devote themselves to an idea that success is achieved only by those who work every single hour of the day. This is not normal and should not even be an expectation.

Weakening of the family ties during the Covid 19 Pandemic, the young adults of India showed an increase in their participation in hustle culture. One possible explanation for this sudden hike in participation is to avoid and suppress negative emotions experienced during the pandemic by constantly staying productive. This research paper attempts to answer the changing role of family and participation in hustle culture, its impacts on the mental health and social relations of the young adults of India.

This study is to make the youth aware of the harmful implications of being a part of the Hustle Culture along with understanding its impact on various psychological and social aspects due to lack of family ties and changing social relations at the time of pandemic.

Key words- Family, Hustle Culture, Young Adults, Mental Health, Social Relation

Introduction:

Family is the smallest and most basic social unit and the most important primary group found in any society. Family is the most stable group, which has tremendous influence on the life of an individual, from birth until death, it creates the most permanent social relationships in society. Thus, when On March 20, 2020, a nationwide lockdown was declared in India in light of the corona virus pandemic and young adults were trapped in their homes. During this lockdown, the young adults of India spent majority of their time on the internet away from their families. Family is the group of persons, whose relations to one another are based upon consanguinity and who are therefore kin to one another. Kins are the source of moral support and strength to young adults at the time of crisis. Kinship relationships and bonds are very strong in India. At the time of difficult situations family ties still plays a very important role in bringing unity and safeguarding the traditional bonds of staying together. Increase in hustle culture and its impact on mental health and social relation are product of changing family ties during pandemic and growing urbanization trend in India.

The purpose of this research study is to highlight the toxic productivity culture practiced by the young adults of India and its impact on various aspects of their lives. The research attempts to investigate whether the young adults practice the act of being constantly productive in order to suppress negative emotions. The study has also examined the effect of participating in hustle culture on behavior toward close ones. Given that the hustle culture promotes a 'you versus them' mentality, another interesting question the research will attempt to answer is if the young adults of



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