



Values & Goals of Women in Indian culture Reference to Changing Pattern

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Abstract : In the present paper an attempt has been made to explain the various values and goals pertaining to Indian culture. There are different factors which affect human values in the life of an individual and the society. Values are generally loaded with affective thoughts about ideas, objects, behavior etc. When we think of values, we think of what is important to us in our lives e.g. security, independence, wisdom, success, kindness, and pleasure etc. Each of us holds numerous values with varying degrees of importance. A particular value may be very important to one person, but unimportant to another. The importance of human values is seen right from the childhood of a person. Preschool is the first stage or period that lays the foundation of information on human values. Because information about the values of life is a continuous process found in the society. However, the first information not only gains in earlier period that begin and end in the period to adolescence but also continues personality. From now on, there can be changes on these values, but basic values have been developed. Changing child's wrong behavior is more difficult than trying to develop a new behavior. It is critical to develop the child's personality in a planned and systematic process in order to prevent the wrong development of values education.

Keywords: Values, goals, culture, humanity

I. Introduction

Among all the creatures living on earth, man is differentiated by his power of thinking and that too good and bad thinking. The capacity of judgement in men is due to their traditional association with values, which govern the society. This doesn't mean that all people consider only good values. There are a few who resort in wrong paths of life. But in the social context the one who follows the path of good values is always considered as righteous person. Man organizes his value in a structure of relative importance a hierarchy of values. There are many benefits of following the righteous path of values because values and their relative importance establish human wants and goals and at the same time it determines their behavior. Many behavioral patterns like high regards for others, being in service of mankind, being humble towards others, keeping the self-esteem, following the principles of democracy and so on justify man's association with values. These values are sometimes symbolically represented in the form of the house in which we live, the neighborhood in which we serve, the music what we listen, the books we read and many others.

In fact values help to decide the goals of life and accordingly help us to lead a creative life. We get order and stability in social life due to the values. Thus we can say that values work as a mechanism for social control. Because of this controlling status, violation of social value is punished. Thus we can detect an important link between the social environment and individual's psychological being. They serve as a strong motivation for decision-making and relative action. The impact of home and family, mass media, work experiences, friends, school, nationality and

countless others appears obvious. One's value pattern gains vitality as it functions for him. Values are not static. They are modified by internal pressure and external circumstances and we should be flexible in accepting or rejecting them.

II. Concept of Values

The word 'Value' originates from Latin word 'Valere'. Its meaning is ability, utility, superiority or significance. The term value and vague and subjective but used enough to attain goal in everyday living. They are generalized concepts, which are important to the individual, such as happiness, health, beauty and knowledge etc. A value is always important to the person who holds it. It is desirable and satisfying. It has the ability to develop in a self creative way, and it tends to endure. It is a concept of the desirable explicit or implicit, which governs a choice of methods, modes or goals of action.

The values held by persons may be either relative or absolute in nature. Absolute value remains independent of surrounding conditions, while relative value depends on their context for interpretation. Individual and group values are more responsive to a new situation, if they are more relative than absolute, because relative values are open to new alternatives. However, relative values are difficult to identify and clarify. The more relative a person to the value, the broader will be his managerial potential using more alternatives. The person who maintains absolute values reduces alternatives and narrows managerial potential. Absolute values also simplify responses to many demands. Some individuals and group choose simplified life styles through high commitment to certain absolute values. Values are the ways behind an action and the basis for setting goals. Our decisions are based on values and our values give meaning to life and form the basis for one's philosophy of life.

Characteristics of Values

- Values will reflect personal attitudes and judgments, decisions and choices, behaviour and relationship.
- Values influence our thoughts, behaviour and actions.
- A value is always important to the person who holds it.
- It has the ability to develop in a self-creative way.
- Value gives direction to our life.
- Values have a diffused desire.
- Value is desirable and satisfying.
- Values influence the selection from available modes and of action.
- Values are fixed or unstable.
- Reason and feeling eye both contained in the word value.
- Values can be both positives and negatives.
- Values are related according to its importance.
- It tends to endure.
- Value is a disposition like an attitude but more basic because it often underlines an attitude.

III. Concept of Goals

Goals are more specific than values because they are to be accomplished. They are tangible things, objects, ends or purposes. Most of us normally seek happiness and a satisfying pattern of personal living. Many goals are set expectation that reaching them will bring a satisfaction in life. Some of these goals are quite definite than others. A goal setting is a continuous process. Throughout life each family is constantly weighing values and changing attitudes about attainments and acquisitions. As a result, activities are directed towards seeking new methods of reaching established goals.

Goals are related to both values and standards. When a family is strongly motivated by standards, especially social standards, the achievement in itself becomes a goal. A well- understood pattern of values helps both families and individuals to define their goals and decide things of greatest importance to them.

Characteristics of Goals

According to Shiva Khera goals must be *SMART*.

- **S-Specific:** It must be specific e.g. I want to lose weight. This is wishful thinking. It becomes a goal when I pin myself down to, "I will lose 5 kg. Weight in 5 months.
- **M-Measurable:** Must be measurable. If we cannot measure it. We cannot accomplish it. Measurement is a way of monitoring our progress.
- **A- Achievable:** Must be achievable. So that, it should not be out of reach enough to challenging but should not be out of sight, otherwise it becomes disheartening.
- **R – Realistic:** It must be realistic. A person who wants to lose 5 kg. In 1 month is being unrealistic.
- **T– Time bound:** There should be a starting date and finishing date.

Other characteristics of goals are as follow: -

- **Goals are comparative:** There are several types of goals and satisfaction derived from them varies to a great extent. Some goals require a great quantity of resources while others require few. A person should have goal in order of their preference. The goals that are very important and require resources, which are available at our disposal, should be ranked first and then these should be achieved. Goals are competitive in the sense that some goals are given more importance than others.
- **Goals are generally in bundles:** Everyone has got a number of goals. This is because the human being is enthusiastic by nature. So there is competition between them, which goal is to be achieved first and which to be achieved later. If this characteristic is not realistic a person will leave the goal in between and have another goal. When the goals go together they finally form bundles.
- **Goals go together:** Previously it is seen that the person has many goals and these are comparative, even though goals go together. This means that, the person tries to achieve the goals simultaneously. But some goals may be achieved in one year while other may take four years. Though some goals are achieved earlier and some after a long time but any one tries to work for it simultaneously when one goal is attained he thinks of achieving another goal because human being is not satisfied only by achieving one or two goals but he tries and works for more simultaneously.
- **There are many routes to follow:** Even if a person wants to achieve a single goal, there are many ways with which he can achieve that goal and hence the way which is less energizing is selected by that person. So out of those ways that route should be selected through which person can reach the goal easily, quickly, personally and with lesser consumption of resources.
- **Goals require means to achieve:** If a person wants to achieve any goal, it requires some means as recourses to achieve them. Without resources no one can achieve any goal. Resources may be human or non- human. Wisdom lies in using these resources to its maximum when they are plenty and minimum when they are scanty.

IV. Types of Values and Goals

Types of Values

Individually, values can be classified in different ways. In exploring the various classifications of values, it must be remembered that a single value may well be classified in a number of different ways at given point of time. Each person is different and unique. Therefore the determinant factors in classifying a value is dependent upon the individuality of the person, the given situation and relationship of one value to another. Values may be classified as intrinsic or extrinsic. An intrinsic value is one that is important and desirable simply for its own sake. One's life style or one's set of goals was not advocated a 'best' for all people. This reasoning is based on a predominant value in home management – human dignity, the optimum development of the individuality. An instrumental value is a means of attaining higher level values. McKee has categorized efficiency and order value as two of the instrumental values in Home management. These values are sought as means rather than as ends.

Some values possess both intrinsic and instrumental worth; in some measure they are means to other values. Comfort, health, ambition, love, knowledge, play, art, religion can be both intrinsic and instrumental. Values are

interdependent, intimately related and provide guidance in individual and family behavior. Following is the general classification of Values

Basically values are divided into 3 main parts which are further categorized into sub-parts.

1. Instrumental Values- These include 3 types of values:

- **Bodily Value:** this includes hunger, and mating relationship,
- **Economic Value:** this includes money,
- **Value of Recreation:** this includes amusement.

2. Partly Instrumental and Intrinsic Values- These include

2 types of values

- **Value of Association**
- **Value of Character:** it includes courage, temperance, and justice.

3. Intrinsic Values- These include 3 types of values:

- **Aesthetic Values:** these include poetry, painting, music, architecture, and sculpture,
- **Intellectual Values:** these include reasoning, thinking, and knowledge,
- **Religious Value:** it includes love for God.

De- Bois classified values according to scope of influence. She ranked them on the basis of increasing level of their binding qualities. At the personal level i.e. what seems desirable and undesirable, the most freedom is allowed, to accept or reject a value. Values may be classified according to the field or profession in which they are especially operative. Home management values in America, largely selected from typical American values, have been variously listed. One such selection includes health, comfort, education, prestige, beauty, pleasure, security and privacy.

Gupta classified the values as traditional and functional. According to him, some of the traditional values, which might have been very significant in past, may not be useful and relevant to the present time because some morals are subject to change from time to time and place to place. Every individual may be an economist, poet, saint, teacher, social worker or a doctor has certain cherished values. Almost in all profession, except a few undesirable ones prescribed certain rules of conduct, popularly known as 'code'. In "Charaksamhita" a famous treatise on ancient Indian system of medicines, Charaka has described in details the ethical mandate to be followed by all the physicians. In several scriptures, there is distinct code of ethics for saint, teachers as well as students.

Keeping in view the nature of professional requirements Gupta classified the values into various categories such as *Economic values, Modern values, Aesthetic values and Religious values etc.* Explicit values are those values, which cannot be expressed because they are concerned with the inner world, e.g. love, pleasure, friendship, religion etc. Implicit values are those values, which are implied though not plainly expressed. These values can be stated in detail.

Types of Goals

Goals are of various types. They are as given below:

- Short term and long- term goals
- Individual and group goals
- Monetary and non-monetary goals
- Instrumental goals
- Ultimate goals
- Intermediate goals
- Incidental goals
- Definite and indefinite goals

1. Short-term and Long-term Goals: Goals are both long term and short term. The long-term goals are closely related to one's philosophy of life and the values he holds. These goals are given a priority and importance and they also determine other short time goals e.g. If maintaining good health is a part of one's values. Then getting a good rest at night and taking balanced diet everyday may be the short term goal. In other words, we can also say that many of these goals are immediately attainable. Some are held in view for attainable in the near future and some over a long period of time and consequently are always present. After long-term goals are determined, equally important intermediate ones should be set up. Early success in intermediate goals provides a foundation for success.

The immediate and short term goals that individual seeks throughout each day are numberless. Not all of these are equally important and many are used only as a means for achieving other goals. e.g. – when a young home maker is developing special skills, such as in cooking or efficient work habits, when she together with her husband is setting reasonable and desirable standards of housekeeping and food service, she is working to attain both short and long term goals. Her immediate aim is the mustering herself in her work environment while her long-term goals may be to develop the ability to prepare nourishing and attractive meals.

2. Individual and Group Goals: The individual goal is both a separate objective and a means of achieving the goals of wellrounded development of the individual and the relationship. It is closely related to tolerance, which is a value in itself. The other goal in home management is developing satisfying relationship within the family or the group. Life begins for every individual in a group situation, usually the family and throughout the life individuals come together as group when they have some uniting purpose or common goal.

As a group, it is unique because of the ranges of ages, interest, abilities and dependencies of its members. These differences means that the roles of family members are more clearly defined and more sharply limited, that may be true for other group. e.g. – the family educates the children for their own benefits as well as the benefit of the child, which is the main goal of the family because later on in life the family will be supported by the child's education and services. Another example can be illustrated showing the individual's goal. A student's goal is to study hard to score good marks in the examination. In this situation only, the student is benefited with knowledge.

3. Monetary and non-monetary Goals: Monetary goal which is achieved through purchases. In other words, we can also say that, these are the goals, which are obtained through exchanged e.g. in the setting up of a home, purchasing of furniture, refrigerator, radio, television etc. are exchanged through money. Non-monetary goals are those goals, which are not purchased through money. It is rather a gift or a present obtained from others. These goals are without an exchanged of money e.g. good physique is a goal of a person. He keeps his physique in a good and healthy condition through daily exercise.

4. Instrumental Goals: This particular goal acts as the medium to achieve some other goal. It is not an end in itself, but helps in achieving other goals. In other words, we can also say that, it is the medium through which ultimate goals like good health and physique and longer life can be achieved which are really the ultimate goals.

5. Ultimate Goals: It is an end in itself. After achieving it or one ultimate goal you may have a new or another goal in its place e.g. all-round development of the family members, is an ultimate goal. Another example of an ultimate goal is that, families go through other goals, to achieve the ultimate goals of happiness and satisfaction of the family.

6. Intermediate Goals: They are step stones to reach further goals. Families often have long term goals, which are difficult to achieve without some short term planning, therefore, families often get intermediate goals or short term goals for themselves, as a means for achieving long term goals. These intermediate goals are more definite than long-term goals and it is easier to form a clear-cut picture of them. They frequently involve decision or choices made, often unconsciously form several alternatives because it seems that, they will prove the best means of achieving certain of the long-term goals e.g. when a woman wished to keep her home attractive, she sets an intermediate goals for herself. To achieve this goal, she sweeps, dusts, cleans the floor, and arranges the furniture. By combining these activities, she achieves her intermediate goals. Thus these goals motivate the person to go ahead and help him to reach long-term goals.

7. Incidental Goals: These goals are formed due to some incident good or bad e.g. Head of the family dies or becomes disabled, then incidental goal may occur and the family be renting some portion of the house and may get money.

8. Definite and Indefinite Goals: Definite goals are those goals, which are specific. In this case a person knows perfectly what we have to achieve and what type of goal is that. Indefinite goals are not specific. In this case, person does not know exactly what to do and what he has to achieve.

IV. Interlinking of Values and Goals

Value produces goals. One has to establish standards also. Without standards one has no way of assessing neither the progress towards goal attainment nor the one knows specifically if he/she has achieved the goal or not. Standards are used not only to measure progress and attainment, but also to indicate how successful one is in achieving goal.

Standards are a set of criteria by which one judges and succeeds in various endeavors. Standards are also used to determine the satisfaction one gets. Value, standards and goals are closely interlinked. Your values are the foundation of your management. Without values there would have no goals. Each of these separately and collectively is sources of input upon decision making and the management process. As decisions are made in order to maximize resources utilization, value, goals and standards become valuable impute source. The same concepts are a vital part of management process. Because they are so closely linked it is difficult to separate one from the other. Assume for a moment you are trying to determine which of two cars you will purchase, each has several options and attributes, you want, but neither has both. As you make the final choice, can you totally separate individual values, goals and standards in these decisions? The same is true for other decisions made during use of management process.

Value, standard, goals because of their close interrelationship also tend to act as a check and balance system upon one another. In setting your goals, you are indirectly examining, reinforcing and strengthening your values. At the same time, you are assessing the validity of standards you have established.

The combination of these three also enables you to assess the probability and the extent of any risk factors in yours actions. Upon assessing the risk factor, values, goals, and standards in combination will assist you in determining whatever you to desire to undertake or maintain the action. Values, goals and standards are separate concepts. Yet they are so closely linked that one cannot exist without the other. Each in its own way has been a source of input upon you. Separately and collectively their input has enabled you to become a unique person. Throughout your life their input will motivate, guide and direct your management.

V. Crisis of Values in Present Time

A crisis is any event that is expected to lead on, an unstable & dangerous situation affecting an individual, group, community, or whole society. Crisis are deemed to be negative changes in the security, economic, political, societal, or environmental affairs, especially when they occur abruptly, with little or no warning. More loosely, it is a term meaning a testing time or “an emergency event”.

Values are one of the burning problems in our daily life. Some people violate social norms, morality and ethics, penal code, constitutional & legal norms and people very often utilize freedom in the ultimate sense, consequence upon which we are facing problem in the society. Everybody is going to fulfill his on her need by utilizing ultimate freedom. He or she forgets the responsibility to society and tries to enjoy freedom in the ultimate sense. This is really serious value crisis being faced by the present society.

Problems tend to be explicit, whereas values tend to be implicit. But both are artifacts of human mind. Despite being treated as concrete, problems as such (like values) cannot be photographed. People interpret certain conditions as problematic. But the future will recognize other problems in photographs of conditions today, which may now appear problem free. It may be arranged that awareness of a problem value polarity is borne of exposure to certain conditions that cause some form of suffering.

India is passing through a phase of transition and so we have started witnessing the revolutionary changes in the entire life pattern due to the process of globalization and relative growth of materialism. Our old value system is

getting seriously threatened by the new, modern but confused social structure. The social life is marred with ever mounting tensions, conflicts and violence. The supportive bond between old and new generation is breaking off. The young generation is lacking proper guidelines and so worship of false values and false heroes have become the order of the day. The double standards in moral issues also are proving to be an unhealthy setting for the young generation. This state of value crisis and uncertainty has led to high incidence of stress and weakening of moral and human values, which in turn is creating many serious conflicts, social and ethical. This is high time, when we should think about the ways and means to check this deterioration of moral and human values.

When we say that, values are passing through the process of modernization, we mean that they are changing, some values are consistent, some are deteriorating and some of them are changing completely. The reasons behind this are various. Everyday newspapers are flooded with hair-raising news. There is a mad pursuit for accumulating wealth and power and acquiring superior status even at the cost of humanity in us. Cases of embezzlement of public funds, rape of minor children, gang rape of girls/ women, eve teasing, youngsters humiliating their elders, killing of brides for dowry are on the increase. Justice Rangnath Misra mentioned that, *“All of us are experiencing to our horror degrading human behaviour in society every day. The deterioration is gradually becoming sharper and unless this fall is immediately arrested and a remedial measure found out and enforced, the situation would not improve”*

We agree that the modern age is marked by an unbelievable progress due to scientific knowledge and technological revolution. But modern living has created innumerable problems. Some of the pressing problems of modern life are: the race between the green revolution and population explosion, the widening gap between the haves and have not, the consequent poverty and frustration, the disparities between education and employment, the appalling extent of illiteracy and ignorance, the growing menace of slums, the expanding evils of environment pollution, the enormous wastage in all spheres, rapidly changing social values, the rebellion youth, the degeneration of social character and increasing materialism, the disappearance of moral and spiritual values and emergence of forces against national integration. Since ‘family’ is the basic unit of the society, all these problems are felt and experienced even within the four walls of the house and that is the reason why solutions of these problems are in better living.

In a nutshell, the home and the family reflect the progress of the country. Good citizenship, mutual respect, contentment, health, co-operation, a wholesome personality and efficiency in work are all derived from happy home. By catering to the physical, emotional, and spiritual needs of the members, the home gives meaning to life, provides a suitable environment for growth of children and cultivates and refines the life of citizens. It builds character and ensures happiness and directs the individual and the community towards better living. In Indian society, it is the mother who first instills such qualities as self-sacrifice, brotherhood, love, charity, patience and good human relationship in children. Indian mothers and wives have made the home a stable factor throughout the country. It is because of their integrity that Indian culture has been preserved in spite of inventions, famines, wars and poverty.

Values are the foundation of house from which we derive our goals or the walls of the house. We use values to identify our desired quality of life or the roof of our house. The supporting walls of our house, which hold the home up and add strength to the walls, are standards. Each of these are depend upon other. When one part of the house is missing the house cannot stand nor can it withstand the winds and storms of life. The same is true for us even if the family under the four walls is joint unit like yesterday or a nuclear unit like today. While progressing along with the economy and the society, the “Indian family” accepted and tried to solve the problems, which cropped up all along the way. In the process, the homemaker has also to assume the role of the co-bread earner of the family. She either started working for somebody or become self-employed.

The home is the base of nation and qualities grown in home life are imprinted upon the ideal of the nation. If there is peace within the home, there will be peace and harmony throughout the society. Love for country, love for the world can have its foundation only in love for each other, which is nurtured in one’s own family.

The goal of world peace can only be achieved if we follow the fundamentals of real family living. Love, sympathy, and care for all are earnestly cultivated at the home and peace and harmony exist at the bottom of home life. But our values still identify our desired quality of life. They still determine the goals, which we have set for ourselves. We firmly believe that without goals our life has no direction and with lacking values we cannot set goals.

VI. Conclusion

To conclude, it can be said that modern phenomenon like globalization and the contraction of the world because of modern means of communication, the values are changing fast. The values, which were highly admired in past, today, are losing their importance. The modern world is passing through some such conditions, which were never there before. Indian culture is extremely rich with values. It is high time when we may resurrect the age old value system and add a contribution to the nation.

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