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### Effect of liberalization, privatization and globalization (LPG) on management of the families

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#### Abstract

Liberalization, Privatization and Globalization (LPG) are the three keys of the 21st Century. These keys open the door of the Asian countries and Asian culture towards the Western Culture. This affected the lifestyle, family relation, women empowerment, self-employment and many other socio-cultural events. The families are badly facing intra-family challenges. These challenges are generation gaps in information, communications, cultural, social, spiritual, understandings and behavior. Information and communication technology (I. C. T.) is making all together changes in each and every field of human being. Unlimited use or misuse of technology makes difference between two persons and makes them self-centered.

Rapid growth in all the above mentioned things badly affects the values and ethics of the society. Elderly citizens, children, girls, physically challenged people and mentally retarded persons all are taken for granted, neglected, treated as useless, burden or liabilities on the shoulders of the youth and adults. Home science covers this entire field. Home scientists should give familiar touch to all multiculturalism trend of the society. Home scientists have vital scope in research work on the intra-family problems.

**Keywords:** Liberalization, privatization, globalization, management, families

#### Introduction

Liberalization in India refers to economic liberalization, initiated in 1991, of the country's economic policies, with the goal of making the economy more market and service oriented and expanding the role of private and foreign investment.

Privatization is the process of transferring an enterprise or industry from the public sector to private sector.

Globalization in this context is economic globalization in which countries are coming together as one big global economy, making international trade easier.

Intra-family Challenges are:

1. Competitions.
2. Fast Developments.
3. Rapid changes in public utility services like banks, post offices etc.
4. Blind imitation.
5. Increasing Price of the Commodities.
6. Money matters.
7. Changes in the ethics and values.

Home makers of Middle Age have to mould themselves to keep balance between their past and future generations which means between Grandmother/ Grandfather Generation and the youngsters and teenagers in their family.

Keys for effective management of intra-family challenges in the families are:

1. Proper Management of human and non-human resources.
2. Effective and proper use of information and communication technology.
3. Proper selection of communication method.
4. Counseling is the best way for effective handling of intra-family challenges.
5. Various counseling therapies like behavior therapy, reality therapy, postmodern approaches therapy and psycho-analytical therapy can be used.
6. Orientation to religious and spirituals issues so as to understand each other.
7. Family meet for future plans, share ideas etc.
8. Get together for recreation

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### Objectives

1. To know how effectively the families in three different socio economic statuses can manage three intra-family challenges.

### Methodology

1. Data is collected by using random sampling method.
2. Questionnaire and interview schedules are used.
3. Total 50 families are studied as sample size.

### Findings

**INCOME GROUP:** It is divided into low monthly income (L.M.I.), medium monthly income (M.M.I.) and high monthly income (H.M.I.).

Income group	L.M.I. Group	M.M.I. Group	H.M.I. Group
Income	Up to 50 thousand	50 to 80 thousand	Above 80 thousand
Families	16	30	4

### Education

Education	Primary Education	High school education	Higher education
Families	20% (10)	50% (25)	30% (15)

**Occupation:** Major occupation of all families is Agriculture, but many of the young people in the family are in government service, private sector jobs etc. so many of them live in other cities and send some part of their income to home.

Occupation	Agriculture	Private sector job	Government job
Families	28% (14)	48% (24)	24% (12)

### No. of family members

Income group	L.M.I Group	M.M.I Group	H.M.I Group
Income	Up to 50 thousand	50 to 80 thousand	Above 80 thousand
Families Member	12	9	8

### Use of Modern Technology

Age group	Elders	Middle Age	Youth
Daily use in Percentage	10%	40%	60%

### Results

1. Persons of Middle age have to perform a vital role of mediator in their family.
2. Women are slow in accepting the changes.

### Conclusions

With some modifications, Ashram Vyavastha in Ancient Indian Culture is the ideal model for effective management of intra-family challenges in families.

### Suggestions

Proper management of Human and Non Human resources by family leaders.

1. Counseling and orientation to both past and future generation might help.

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