

# Socio-Cultural Environment

Socio-cultural environment refers to a set of beliefs, customs, practices and behavior that exists within a population of a community. The rich culture and tradition of Bhutan has always remained intact over the years which is included in the constitution of Bhutan which plays a vital role. To explain the socio-cultural environment in Bhutan the issues revolve around these three are:

1. Negative influence of Media.
2. Increase in generation gap.
3. Increase in Rural-Urban migration leads to loss of community vitality.

We also explained about the issues which were mentioned in the NYP, 2011 and the concerned issues which needed to be emphasized. In the NYP, 2011 most of the concern issues were covered in the critical issues but it was not mentioned in the policy statements. Also the issues that were not mentioned are excess use of social media leads to less involvement in real time and excess use of television leads to shaping the young minds.

In the background section under the culture identity and critical issue of the NYP there is mention of the negative impact of the social media but we feel like we need to mention the medium where the youths are consuming the information.

## RECOMMENDATIONS:

1. Negative influence of Media.

Increase of media literacy among the youths, so that youths are aware of what they are consuming and consume selectively.

Provide fundings to multimedia organizations and the local film industry to encourage them in promoting our traditions. The influence of Hollywood, Bollywood, and Korean Drama is very strong among the youths, we need to invest in our local medium to make our youths be interested in our local entertainment that reflects our tradition and culture.

We expect Gyelsung to cover Driglam Namzha courses if not we recommend it to do so.

## 2. Increase in generation gap.

With modernization, the balance between work and family time is becoming tough to balance. In addition to that, social life is also becoming a major part of people's lives. All of this widens the gap between parents and their children. Furthermore, the difference in attitude and values adopted by the two generations is further wedging the differences between the two generations. Parents do not share their feelings with the youths making it more and more difficult for youths to find reasons to think their parents are right as they grow older. Media has also played a big role in widening the gap. Gone are the days of storytelling and passing on of traditional stories and beliefs.

As times change, academic performance is becoming less important than individual skills and interests but this mentality is not understood by the older generation as they did not have to go through the rapid change of requirements in their days. This and other realities like the need for acceptance and self esteem in youths are all putting a lot of pressure on youths which sometimes lead to difficulty in coping up. Mental health, aggressive behavior and drug abuse then comes into the limelight.

The NYP has covered most of the issues that have been discussed. Promotion of family values, developing understanding between generations and promoting media literacy are some of the things that may help in bridging the gap between the two generations. To those, we have a few suggestions to be added to. Firstly, initiating programs for parents and children which allows them to communicate, listen actively and be involved in activities will allow free communication between parents and children. While the discussions need not be confined to opening up, talking about politics and the environment among others can provide perspective to each other. To top up, we suggest such programs to be broadcasted through the media. Lastly, involving the community's older generation in storytelling in schools.

## 3. Increase in Rural-Urban migration leads to loss of community vitality.

The third core issue we have is increase in Rural-Urban migration leads to loss of community vitality. In Bhutanese context Community vitality consists of trust among our neighbors, labour mobility and exchange of goods and services. In a Bhutanese community we are tightly bonded because we depend on each other in times of need. Due to rural-urban migration people in the community are migrating towards the city and leaving their lands and leaving their neighbors, resulting in loss of community vitality. Comparing the GNH survey from 2011 and 2015 it

shows the community vitality has decreased from 11%-10%. It might seem like a drop of just one percent of community vitality but in the future it can drop by bigger numbers.

In the background section of social environment it is mentioned rural urban migration is caused by the generation gap but as times have changed we believe there are more causes that leads to rural urban migration, such as poor livelihood in rural areas, there are less opportunities/jobs in the rural area, parents sending their children to urban areas for better living and there are less facilities and in fractures in rural areas.

Due to that they have framed the policy surrounding the generation gap. We recommend considering other major causes and revise the policy.

The suggestions are

1. Encourage youths in rural areas to initiate programs, activities and events,
2. Respected dzongkhags should initiate community services for the youths.

## VISION

“To empower culturally conscious and socially vibrant youth through integrated, holistic and sustainable development to build a democratic Bhutan who recognize and develop their responsibilities to build a better future”.