Society & Social Justice · GS - I

How is the growth of Tier 2 cities related to the rise of a new middle class with an emphasis on the culture of consumption?

EXAM YEAR	PAPER	SUBJECT
2022	GS - I	Society & Social Justice

MARKS	WORD LIMIT
10	~150 words

Answer Hint

The growth of Tier 2 cities reflects the decentralisation of economic opportunities, expanding education, digital connectivity and improved infrastructure. These changes have created a new middle class whose rising incomes, aspirations and exposure to global lifestyles promote consumerism and reshape urban social relations.

Model Answer

Introduction

Tier 2 cities such as Jaipur, Indore and Lucknow are emerging as centres of economic growth. Their expansion is closely associated with the rise of a new middle class and changing consumption patterns.

Body

Relationship with the New Middle Class

1. Employment Opportunities: Growth in services, education, healthcare, retail and information technology has increased incomes and created new professional groups.

2. Aspirational Lifestyles: Greater exposure to global brands, social media and digital advertising has encouraged demand for branded clothing, electronics, automobiles and modern housing.

3. Expansion of Consumer Markets: Shopping malls, multiplexes, restaurants, e-commerce and organised retail have made consumption more accessible.

4. Changing Social Values: Consumer goods increasingly signify status, identity and social mobility, particularly among younger urban populations.

5. Real Estate and Infrastructure: Improved connectivity and residential development attract businesses and middle-class households, reinforcing urban growth.

Challenges

Consumerism can increase indebtedness, material aspirations, waste generation and inequalities between income groups.

Conclusion

The growth of Tier 2 cities and the new middle class reinforce each other. Balanced urban planning, sustainable consumption and inclusive economic opportunities are necessary to ensure that this transformation benefits society broadly.

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