

## **Influence of Rural Women's Social Network on Attitude toward Water Conservation: Case Study of a Village in West Bengal, India**

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Sustainable community natural resources include an inherent problem. In poor rural villages in West Bengal, India, public water pipe stands are being installed to supply safe water. On the other hand, another problem occurred: residents' lowered awareness of ponds along with the relatively newly installed public pipe stands. These ponds are regarded as residents' loose common water resources that represent neither private nor public. In most of those rural areas, adequate sewerage systems are not provided, causing drainage failure problems. In this sense, the water supply using technologies like pipeline projects has inextricable links to the water conservation.

The goal of this study is to seek a norm determines residents' awareness of water conservation. Additionally, the author examines strengths of rural women's connections and the tendency of homophily to conserve ponds.

As the results, the study found the norm causing the difference in rural women's individual senses of ponds was a traditional ritual and their individual voluntary behavior. Besides, even in a same ethnic, social network, there were different strengths of rural women's connections and various affections of individuals' attributes between social groups, which were interacted with homophily and social network structure.

In conclusion, a tacit norm and individuals' water environmental voluntary behavior were the key to prevent water resources. It can be suggested that before installing supply safe water systems, it is imperative to grasp some of the patterns causing the differences in residents' intimate interactions not to fall into local water resource depletion.