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CENTRE FOR HUMAN EXCELLENCE JAMAL MOHAMED COLLEGE (Autonomous) College with Potential for Excellence

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FOREWORD

Ethics is the foundation on which character is built, which can significantly affect and guide an individual's actions in all spheres of life. Ethics, ethical behaviour and ethical values are life oriented education which form the back bone of trust-worthy people, organizations and a good society.

The twelve lessons in this book are prepared with diligence and concern for inculcating strong ethical values for life in students, the future leaders and citizens with social commitment. The contents will enable students develop skills competencies and moral value required for their personal life, professional skills and career advancement.

I acknowledge with gratitude the admirable work undertaken and accomplished by Dr. I Joseph A. Jerald, the Co-ordinator of Moral Education and Associate Professor of Zoology, Dr. M. Purushothaman and Dr. K. Loganathan, Assistant Professors of Chemistry, and Dr. S. Rajeshwari, Assistant Professor of Social Work and all the contributors in the preparation of this booklet. I congratulate the professors handling Moral and Ethics classes and the entire Department of Moral Education for the focus on the oriented education and value systems needed in the present day scenario.

I wish and congratulate the faculty members and students of Jamal Mohamed College a continued and purposeful learning of moral values to miracle mankind.

17.06.2019

Dr. S. ISMAIL MOHIDEEN PRINCIPAL

SYLLABUS

MORAL EDUCATION AND ETHICS - I

Objectives

To inculcate the knowledge of ethics and morals among students

To impart values and enable students imbibe virtue to attain excellence in character

To enable students become socially responsible and spiritual minded

- Lesson 1 : Introduction to moral education and social Ethics – Importance of learning moral and ethics – Need for moral values and ethics.
- Lesson 2: Concept of God Concept of worship Values of different religion – Religious pluralism and unit of religion – Secularism – Unity in diversity – Virtue of piety – Concept of death and after death – Characteristics of a new world.
- Lesson 3 : Value system Steps to mental well being Ethics and loyalty Kinds of values Reverence to parents, Teachers and elders.
- Lesson 4 : Integrity in public and private life Good manners Disciplining the mind – Tolerance – Truthfulness – When to lie? Evils of bad habits – Helping attitude.
- Lesson 5 : Gender awareness Equality in gender Women empowerment - Counseling for adolescents – Responsible parenthood.
- Lesson 6 : Culture and habits Dress code Cleanliness, table manners -Fair living - Amidst other.
- Lesson 7 : Social awareness Sensitivity Time management relationship / Friendship with others Humility Maintaining calm in stress / tension.

- Lesson 8 : Spirituality Socialization Social responsibility Social deviance(Antisocial behavior) Social transformation Living a meaningful life Life with aim Planned life Principle, Purpose of life being purposeful.
- Lesson 9: Self-awareness Attitude Fear Self-confidence Selfacceptance - Self-esteem – Developing a new world within you - Leadership development.
- Lesson 10: The rewards of hard work Evils of slothfulness (laziness) – Not being ignorant / negligence – Being informed – Perseverance – Principles for life.
- Lesson 11: Love and compassion Compassion of God towards mankind Service mindedness.
- Lesson 12 : Cyber crime Use of cell phone Upright and just use of Internet and social media.

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LESSON-1

MORALS AND ETHICS - AN INTRODUCTION

Introduction of Moral education has always been a perennial aim of education. It is widely believed that the ultimate function of schools and colleges is not merely to make people smart and intelligent but to enable them to be socially worthwhile and morally sound.

The sense of morality is a gift of God and it is a guide to the human race to develop their culture. Human beings are bestowed with the ability to differentiate the moral and immoral deeds with their special sense called the Sixth sense. Morality alone guides the society otherwise it will lead to anarchy. Moral acts are vital acts that flow from intelligence and their meaning should be understood by those who perform the acts. Ethics is based on reasons while moral guidance is based on conscience. Moral actions depends on their conformity with the rule of right conduct and conscience guide our every act. Conscience utters the moral goodness or the moral correctness of our actions by way of certain virtues. The virtues are prudence, justice, temperance, faith, hope, charity, chastity and cooperation. These moral virtues are exhibited in the form of the ethical values and the higher degree of ethics is morality.

Ethics is a necessary code of conduct for leading a harmonious life with integrity. Human beings are rational and we have a reason for our each and every action. Our actions express our beliefs, attitude and customs. All of us have our own value systems. The role of value education is to ask question and understand ourselves about our values, beliefs, attitudes and customs. If we acquire the conviction and commitment to our values, then life will be meaningful. Moral Values and Ethics are the ideals which a society expects its members to seek and observe in their daily life. A set of principles or standards of behaviour regarded desirable and important are held in high esteem by a society. The failure to hold them will result in blame, criticism or condemnation.

In the Kothari commission report on education, Dr. Kothari repeatedly emphasized that never before in human history has there been so much knowledge, especially in Science and Technology and yet never before have there been so much violence, hatred, mistrust and greed. In this context of modern era, value education thus becomes primary in every stages of higher education.

What is value education?

- Value education offers vital opportunities for questioning, exploring, understanding our own values, beliefs and attitudes.
- It makes us learn to accept and respect the attitude and behaviour of those who differ from us and have a different value system.
- Value education makes us to ask questions and understand the importance of our values, beliefs, attitudes and customs.

Roots of values

Values come from different sources in life such as family, society, educational institutions, religion, mass media, tradition and specific peer groups etc. Values are rooted in the socio-economic and political conditions of day-to-day life. According to Paulo Freire, Man is a being of relationships; hence man tends to relate himself with supernatural power, nature, individuals, groups (family, society), himself as a person.

Everything in life could be summed up in the gamut of our relationships cited above. Man's life essentially entails these relationships without which he cannot live. For example, the way man clothes or builds his house shows his relationship with nature and the way he renders worship, his relationship with supernatural powers, the way he will establish his family relationships with groups, the way he would consider himself as powerful or weak, contribution to the society shows his self-image and confidence as a way of relating to himself as a person etc.

Characteristics of values

Values are both intellectual and emotional while the norms and principles are restricted to the intellectual sphere. Norms and principles are thus universal and absolute. Norms and principles such as love, justice, peace, brotherhood, sharing etc. are universal and absolute too. Its concrete application and translation into day-to-day life in a particular group will become values.

A strong belief in values is our best defence against the erosion of our moral fibre. In our everyday lives, we find ourselves in situations where our ethical standards are put to test. In such situations, people with weak foundations end up compromising their values which in turn, lowers their selfesteem. Personal values are not different from professional values. Virtue and vice, hard work and idleness, good and evil, integrity and hypocrisy do not go together.

Consistency

Consistency is value-based behaviour. Consistency does not mean repeating the same behaviour all the time. It means behaving in the same way under similar situations. Consistency leads to reliability. If within a ten similar situations, if a person behaves in ten different ways he/she becomes unpredictable and in turn-unreliable. In this erratic behaviour such a person cannot be trusted. Consistency in behaviour reflects one's sense of value which helps us avoid confusion.

Character

Character is about honour. It is the sum total of many qualities which reflect values. It is about integrity, honesty,

ethics, conscience, loyalty, mental toughness, courage and consistency. Character is a composite of qualities, not a commodity.

Integrity

Integrity of a person is not measured by his status or profession but by his conduct. It demands a clear-cut distinction between right and wrong with no grey areas in between. It requires moral courage in the pursuit of an ideal. Integrity combined with enthusiasm and determination makes a honourable living.

Wisdom and integrity combine to give us strength, which enables us to live with honour. Wisdom is a virtue, which helps a person to apply his ability to bring efforts to fruitfulness. Knowledge displayed timely is known as wisdom. Wisdom flows from both the head and heart which gives direction to courage.

Truth

Truth is a pre-condition to justice and trust. Without trust he/she never gets all honourable relationship in business, friendship, marriage etc. Lack of commitment and truthfulness of vows impoverish individuals and society emotionally.

Ethics

Ethics is a commitment to a higher order of moral values and an ability to distinguish right and wrong. People who are ethical are scrupulously honest. Ethical people set standards in behaviour and maintain the trust and respect of those around them, sometimes even at their own expense. They never compromise their ethical standards for material gains. Clear values reflect ethical decisions. The easier decisions in life are between right and wrong. Whenever we go against our values, our conscience gets burdened. Stress level goes up; insecurity comes in and life becomes a real burden.

Loyalty

Loyalty is the hallmark of strong character and its roots. Loyalty calls for readiness to sacrifice. It is the most important quality which everyone seeks from once family, spouse, friends, employers and employees. A sense of loyalty in a relationship generates a sense of belonging. Loyalty is an attitude as well as an action.

Kinds of values

Values could be classified broadly under four headings

- Personal values: The values which a person desires or L cherishes for his welfare include his joys, ambitions, personal possessions and pursuits. Cherishing and possessing these values would enable acquiring given as the following qualities such as 1. the Adaptability, 2. Selflessness, 3. Courage, 4 Cheerfulness, 5. Perfection, 6. Optimism, 7. Initiative, 8. Adventure spirit, 9. Industry, 10. Dignity of labour, 11. Love of freedom, 12. Creativity in decision making. 13. Contentment, 14. Introspection, 15. Self control, 16. Self-confidence, 17. Sportive spirit, 18. Simplicity, 19. Righteousness and 20. Prudence.
- II. Social values: The values which are necessary for healthy relationship with one and others are 1. Sacrifice, 2. Good manners, 3. Sense of humour, 4. Gratitude, 5. Tolerance, 6. Friendship, 7. Magnanimity, 8. Nationalism, 9. Co-operation, 10. Empathy, 11. Civic sense, 12. Secularism, 13. Sympathy, 14. Aspiration for peace and 15. Fraternity.
- III. Moral values: Sound morality based on tradition, culture and religion have been found good from pragmatic point of view: they are 1. Chastity, 2. Dedication, 3. Loyalty, 4. Ahimsa, 5. Truthfulness, 6. Concern for environment, 7. Integrity,

8. Obedience, 9. Sense of duty, 10. Justice, 11. Freedom and equality.

IV. Spiritual values: The highest spiritual value of state is within man himself. Spiritual progress brings 1. Wisdom, 2. Contentment, 3. Peace, 4. Joy, 5. Love, 6. Compassion, 7. Sympathy 8. Mercy, 9. Cleanliness, 10. Sense of order, 11. Detachment, 12. Faith in God, 13. Forgiveness and 14. Renunciation.

OBJECTIVES OF VALUE EDUCATION

Every person has freedom to choose, act and develop his own value system.

1. Value education gives an opportunity to clarify our values and to find out the accepted norms through which we have to analyse the issues and problems ethically.

Moral value makes us understand that real happiness lies all through the world. People have accepted religion as a way of life upon which the real happiness exist.

Value education makes us to understand the historical perspective of human development upto the present day. This historical perspective helps us to understand how our perspective of life changes from a period to period.

Value education enables us to understand and make this world better to live in. Man is a social being. He lives in a society. It makes us understand through mutual concern and understanding thus making this world a peaceful place to live in.

- 2. Value education facilitates a critical thinking and achieves a critical consciousness of reality. We should not merely be passive to things that happen around us.
- 3. Value Education makes students see and judge the matters happening around them and make them analyse rationally.

4. A proper value clarification may help an individual to clearly identify the accepted norms and counter values and to know how far these accepted norms help him/her to live as a better human being.

Accepted norms

Society, religion and laws of a Nation recognize many cultures of human beings as accepted norms which help students to love their family as well as to love the society as a whole.

Counter values

They enable students to analyse social evils and give them the understanding of some crimes such as murder, eve teasing, rape, bribery, adulteration, drug addiction etc. This would eventually make students develop a humanistic attitude and to understand the relevance of ethics. Any problem could be easily solved if we have a humanistic attitude. Only when we undergo this attitudinal change, we transcend narrow walls created by religion, caste, race, etc.

Conclusion: Moral values serve as a vantage point which guides and aids us in our conscious mobility in life. If we were to stay in one place, we would have roots instead of feet. But having certain moral values define us and make us stand apart in a world where it's becoming easy to lose yourself. Moral values ensure that we are accountable to ourselves even if the whole world is against us.

LESSON -2

CONCEPT OF GOD AND WORSHIP IN DIFFERENT RELIGIONS

The ontological meaning of the concept of God – the creator and ruler of the universe and source of all moral authority; the Supreme Being with regard to knowledge (omniscience), power (omnipotence), and extension (omnipresence) – seems to be accepted by all Abrahamic religions. The concepts of God in philosophy and in religion are interwoven. Although the existence of a Supreme Being is widely accepted in philosophy and religion, there are certainly different versions of God throughout history and across religions.

Every religion deals with the principle or the nature of God, cosmology of the science of creation, the soul of man or his real nature and eschatology or the science of life after death. Every Religion recognizes that it should make its followers better and nobler. The moral and ethical code of all religions contain such universal moral sentiments and ethical precepts as truthfulness, purity, temperance, justice, kindness to men and animals, patience, love, charity etc. It teaches men to strive after moral excellence. Religion inculcates the Golden Rule to 'do unto others as we would have others do unto us'. Every religion consists of four parts namely mythology, rituals, philosophy and higher spiritual disciplines.

All the religion tells us that as a result of worship; prayer and other forms of spiritual disciplines, man reaches a plane beyond this world, beyond his mind or intellect and comes face to face, as it were, with certain facts or truths, which he would never have grasped with the senses, nor perceived with the mind or intellect. In other words, he attains what may be called transcendence. What has been

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called revelation or inspiration or God teaching man or speaking to him as to a beloved son, is possible only when man elevates himself to that exalted plane. The phenomenon of transcendence is called 'Moksa' by the Hindus, 'Nirvana' by the Budhist, 'Kaivalya' by the Jains, 'Atonement' by the Jews, 'Salvation' by the Christians and 'Marhamt' by the Muslims. One could also find many other different names for this concept in principle from every form of religion, be it archaic, primitive, ancient or modern.

FAITH IN DIFFERENT RELIGIONS

Islamic Faith

Monotheism, belief in one God, is the most important and foundational concept in Islam. Muslims believe in one God who created the universe and has power over everything within it. He is unique and exalted above everything He creates, and His greatness cannot be compared to His creation. Furthermore, He is the only one deserving of any worship and the ultimate purpose of all creation is to submit to Him. The Islamic understanding of God is distinct from all other religions and beliefs in various respects since it is based on a pure and clear understanding of monotheism.

Muslims often refer to God as Allah. This is a universal name for God and does not refer to an exclusively 'Islamic' God. Interestingly, this name is related to the Aramaic and Hebrew names for God, Allaha and Elohim. Therefore, Allah is simply the Arabic name for God which affirms that He is One singular God with no partners or equals. The name Allah cannot be pluralized or limited to a specific gender, which establishes that God is One and that He is unique from everything He creates. Muslims continue to use this original Arabic name for God (Allah) since it perfectly expresses His unique qualities.

God is the Creator and the Sustainer of the universe who created everything for a reason. Muslims believe that He created humankind with a simple purpose – to worship Him. He sent messengers to guide people in fulfilling this purpose. Some of these messengers include Adam, Noah, Abraham, Moses, Jesus, and Muhammad, peace be upon all of them. They all taught a consistent message about God by affirming His greatness as the Creator and guiding people to worship Him alone. This basic concept has always resonated with people's natural understanding of God.

In Islam, faith (iman) is complete submission to the will of God, which includes belief, profession and the body's performance of deeds, consistent with the commission as vicegerent on Earth, all according to God's will. Iman has two aspects: Recognizing and affirming that there is one Creator of the universe and only to this Creator is worship due.

Christian Faith

Christians believe that there is only one God, whom they call Father as Jesus Christ taught them. Christians recognise Jesus as the Son of God who was sent to save mankind from death and sin. Jesus Christ taught that he was Son of God. His teachings can be summarised, briefly as the love of God and love of one's neighbour. Jesus said that he had come to fulfill God's law rather than teach it.

Christians believe in justification by faith - that through their belief in Jesus as the Son of God, and in his death and resurrection, they can have a right relationship with God whose forgiveness was made once and for all through the death of Jesus Christ. Christians believe in the Trinity - that is, in God as Father, Son and Holy Spirit. Some confuse this and think that Christians believe in three separate gods, which they don't.

Christians believe that God took human form as Jesus Christ and that God is present today through the work of the Holy Spirit and evident in the actions of believers. Christians believe that there is a life after earthly death. While the actual nature of this life is not known, Christians believe that many spiritual experiences in this life help to give them some idea of what eternal life will be like.

These days, the word saint is most commonly used to refer to a Christian who has lived a particularly good and holy life on earth and with whom miracles are claimed to have been associated after their death. The formal title of Saint is conferred by the Roman Catholic and Orthodox Churches through a process called canonisation. Members of these Churches also believe that Saints created in this way can intercede with God on behalf of people who are alive today. This is not accepted by most Protestants.

Jewish Faith

Judaism originated in the Middle East over 3500 years ago. Judaism was founded by Moses, although Jews trace their history back to Abraham. Jews believe that there is only one God with whom they have a covenant. In exchange for all the good that God has done for the Jewish people, Jewish people keep God's laws and try to bring holiness into every aspect of their lives. Judaism has a rich history of religious text, but the central and most important religious document is the Torah. Jewish traditional or oral law, the interpretation of the laws of the Torah, is called Halakhah. Spiritual leaders are called Rabbis. Jews worship in Synagogues.

Jews believe that there is a single God who not only created the universe, but with whom every Jew can have an individual and personal relationship. They believe that God continues to work in the world, affecting everything that people do. The Jewish relationship with God is a covenant relationship. In exchange for the many good deeds that God has done and continues to do for the Jewish People.

The Jews seek to bring holiness into every aspect of their lives. Jews believe that God appointed the Jews to be his

chosen people in order to set an example of holiness and ethical behaviour to the world. Jewish life is very much the life of a community and there are many activities that Jews must do as a community.

Jews also feel part of a global community with a close bonding of Jewish people all over the world. A lot of Jewish religious life is based around the home and family activities.

Hinduism

From interpretations of scriptures such as the Vedas and Upanishads, observation and reflection and meditation and spiritual experiences, different philosophies emerged in this quest to know God. Many Hindus understand God to be Brahman or the Infinite. Brahman is believed to be ever-present, all-powerful, and beyond comprehension. Some Hindus believe that Brahman is formless and without attributes, but manifests in form. Other Hindus believe Brahman has a transcendent form and attributes. This supreme and transcendent form is Vishnu or Krishna for Vaishnavas and Shiva for Shaivites. The world is also seen as a manifestation of Brahman and regarded in some traditions as the body of God.

Hindu understandings of God range from non-dualistic (the universe and the Absolute are not two) to qualified non-dualism (that the universe is different from but dependent on God and inseparable from God) to dualistic (that the universe is both dependent and different from God). These understandings also range from philosophies of pantheism (all of existence is the Absolute) to panentheism (all of existence is within the Absolute), to theism (the Absolute is external to all of existence). Hindu traditions emphasize that God is the cause of existence and God pervades everything. At the same time, God is beyond and not limited by the world. The Divine or its essential nature can be seen

- In oneself and all other human beings
- > In all other beings, including plants and animals
- In the whole universe, including mountains, rivers, trees and other planets.

God in Hinduism is understood as beyond gender although capable of taking on both masculine and feminine qualities and forms. Some examples of different manifestations include Brahma, the Creator; Vishnu, the Preserver; and Shiva, the Destroyer. Female forms include Goddesses such as Lakshmi, the Goddess of Wealth; Saraswati, the Goddess of Knowledge; and Parvati, the Goddess of Strength. Each of these deities offers the Hindu worshipper a different quality or aspect of the divine to focus on. Other forms of God include Ganesh, the Remover of Obstacles, and Hanuman, the Embodiment of Strength and Perfect Devotion.

Because of Hinduism's fundamental reverence of the Divine or its essence in all things, animals are commonly depicted in representations of Brahman. For example, Ganesha is presented as having an elephant head, while Hanuman with some features of a monkey. Trees such as the Ashwattha (Ficus religiosa), plants such as Tulsi (Ocimum tenuiflorum), and rivers such as the Ganges and Yamuna are also given Divine status in Hinduism.

Hindus believe that God can incarnate in human form, as an avatar. For example, God is understood to have taken human form on earth as Rama, the paragon of virtue, or as Krishna, a kingmaker, to eradicate evil from the world at different times in history and establish righteousness. Hindus may also pray to local deities, some of whom were once real people, both men and women, who are believed to have attained such a high level of enlightenment that they are seen as expressions of the divine. Consequently, they may also be seen to be manifestations of other major Gods and Goddesses.

Jainism

Jainism believes that universe and all its substances or entities are eternal. It has no beginning or end with respect to time. Universe runs on its own accord by its own cosmic laws. All the substances change or modify their forms continuously. Nothing can be destroyed or created in the universe. There is no need of someone to create or manage the affairs of the universe. Hence Jainism does not believe in God as a creator, survivor, and destroyer of the universe. However Jainism does believe in God, not as a creator, but as a perfect being. When a person destroys all his karmas, he becomes a liberated soul. He resides in a perfect blissful state in Moksha. He possesses infinite knowledge, infinite vision, infinite power, and infinite bliss. This living being is a God of Jain religion.

Every living being has a potential to become God. Hence Jains do not have one God, but Jain Gods are innumerable and their number is continuously increasing as more living beings attain liberation. Jains believe that since the beginning of the time every living being (soul) because of its ignorance, is associated with karmas. The main purpose of the religion is to remove these karmas which are attached to the soul and become liberated soul.

Buddhism

Buddhism believes in the existence of neither God nor soul in the theistic sense. It is essentially a religion of the mind, which advocates present moment awareness, inner purity, ethical conduct, freedom from the problem of change, impermanence and suffering, and reliance upon one's own experience and discernment on the Eightfold path as the teacher and guide, rather than an external authority other than the Dhamma. One may take guidance from a teacher, but insightful awareness and experiential knowledge of the Dhamma are vital to progress on the path.

Unlike the other major religions of the world, Buddhism is not centered on the concept of God as the upholder and

sum of all or a universal supreme being, who is responsible for the creation and dissolution of the world and the existence of sentient beings. Buddhism does not even support the idea of an eternal and unchanging soul residing in the body. According to Buddhism the whole existence is in a state of flux, and there is nothing that is either permanent or unchanging. Some things may last longer, but never forever.

The Buddhist scriptures do confirm the existence of devas or celestial beings, bodhisattvas or pure beings, heavens and hells and other planes of existence. They may last for eons. However, none of them are permanent entities. They are all subject to change, impermanence and evolution. It is said that the Buddha either remained silent or discouraged when he was asked questions about the existence of God or a Supreme Being.

BASIC VALUES OF DIFFERENT RELIGIONS

The basic values of different religions are Love, Truth, Faith, Trust, Belief, Obedience, Forgiveness, Reconciliation, Simplicity, Humility, Tolerance, Acceptance, Sacrifice, Fasting, Sharing, Charity, Work and Worship.

Religious Pluralism

Religious pluralism is a term used to designate more than just mutual acceptance and peaceful co-existence among different religions. The Pluralist world view is that the major religions of the world probably are, to a large extent, just different ways of looking at the same God. Religious variety can be a wonderful source of cultural stimulus, when religious beliefs are looked at in a comprehensive context which recognizes the differences, but integrates their best attitudes in an inclusive framework.

Secularism

Manifestation of secularism is asserting the right to be free from religious rule and teachings or in a state declared to be neutral on matters of belief, from the imposition by government of religion or religious practices upon its people. Another manifestation of secularism is the view that public activities and decisions, especially political ones, should be uninfluenced by religious beliefs or practices.

Secularism seeks to defend the absolute freedom of religious and other belief and protect the right to manifest religious belief in so far as it does not impinge on the rights and freedoms of others. Secularism ensures that the right of individuals to freedom of religion is always balanced by the right to be free from religion.

Nature of Secularism

Secularism protects both believers and non-believers Secularism seeks to ensure and protect the freedom of religious belief and practice for all citizens. Secularists want freedom of thought and conscience to apply equally to all – believers and non-believers alike. They do not wish to curtail religious freedoms.

Secularism is about democracy and fairness

In a secular democracy all citizens are equal before the law and parliament. No religious or political affiliation gives advantages or disadvantages and religious-believers are citizens with the same rights and obligations as anyone else.

Secularism provides universal human rights above religious demands. It upholds equality before laws that protects women and minorities from religious discrimination and also ensures that non-believers have the same rights as those who identify with a religious or philosophical belief.

Equal access to public services

We all share hospitals, schools, the police and the services of local authorities. It is essential that these public services are secular at the point of use, so none is disadvantaged or denied access on grounds of religious belief (or non-belief). All state-funded schools should be non-religious in character, with children being educated together regardless of their parents' religion. When a public body grants a contract for the provision of services to an organisation affiliated to a particular religion or belief, such services must be delivered neutrally with no attempt to promote the ideas of that faith group.

Secularism is not atheism

Atheism is a lack of belief in gods. Secularism simply provides a framework for a democratic society. Atheists have an obvious interest in supporting secularism, but secularism itself does not seek to challenge the tenets of any particular religion or belief, neither does it seek to impose atheism on anyone. Secularism is simply a framework for ensuring equality throughout society – in politics, education, the law and elsewhere for believers and non-believers alike.

Secularism protects free speech and expression

Religious people have the right to express their religious beliefs publicly. Religious beliefs, ideas and organisations must not enjoy privileged protection from the right to freedom of expression. In a democracy, all ideas and beliefs must be open to discussion. Individuals have rights; ideas do not have. Secularism is the best chance we have to create a society in which people of all religions or none can live together fairly and peacefully.

Unity in diversity

The term "Unity in diversity" refers to the state of togetherness or oneness in-spite of the presence of immense diversity. "Unity in diversity" is based on the concept where the individual or social differences in physical attributes, skin colour, castes, creed, cultural and religious practices, etc. are not looked upon as a conflict; rather these differences are looked upon as varieties that enrich the society and the nation as a whole. Unity in Diversity teaches us that our differences do not need to keep us apart. We can be different to each other whilst still being firm friends with each other, supporting each other and working together for common goals.

India is a place of Re-union of many Religions

In respect of religion in India, there is no end of its range. India is the place of reunion of many religions and languages of the world. People from around the world with different cultures are found living in a peaceful manner. Here, the Hindus, the Muslims, the Sikh, the Christians, the Jews, the Buddhists, the Jains and the Parsees (Parsi community) live abreast of each other. They all celebrate religious festivals with great enthusiasm.

Life after Death - Different religions perspective

Facing death of a close family member or a dear friend is a difficult task for anyone. During such a time often people think about the mysterious aspects of life, and most especially death. There are different types of questions that come to the mind and people start looking for answers. If you wish to understand death, different religious viewpoints can help a lot.

Most of the religions have a strong viewpoint regarding life and death. Nearly all the religions believe in afterlife, reincarnation, heaven and hell, or soul. Religion is a major part of life and death. In fact, the concept of death in different religions differs a lot. For instance, Christianity, Islam, Buddhism, and Hinduism have discrete opinions about death and what comes after.

Views on Death in Christianity

Christian beliefs about the afterlife vary between denominations and individual Christians, but vast majority of Christians believe in some kind of heaven, in which believers enjoy the presence of God. Most of the Christians follow the idea that Jesus died on the cross for the sins (immoral acts) of humanity, so that they could achieve salvation. There are references of heaven and hell in the Bible. It is clearly stated that those who do not follow and believe in Jesus will ultimately end up in hell, while those who do will achieve salvation and end up in heaven. In the Bible it is explained that there is a time to be born, and a time to die.

Initially, most Christians favoured burial of the dead body but today both cremation and burial are practiced by Christians. Whether it is burial or cremation, there are many rituals that Christians practice for the deceased.

Views on Death in Islam

Muslims believe that the present life is only a preparation for the next realm of existence. For them death is merely movement from one world to another. It can be described as a journey through a separate dimension of existence. The Prophet taught that three things can continue to help a person even after death; charity which he had given, knowledge which he had taught and prayers on their behalf by a righteous child.

Upon the death of a Muslim person, the body of the deceased is washed and covered in a clean white cloth and preparation for burial takes place as soon as possible. Muslims gather and prayers are performed for the dead and soon after the prayer the body of the deceased is buried. The body is to be laid on its right side facing the direction of Mekkah. Charity, fasting, prayers, and pilgrimage are often performed by the family members on behalf of the deceased.

Views on Death in Hinduism

Death in Hinduism is very spiritual, and it strongly believes in the rebirth and reincarnation of souls. So according to Hinduism, death is regarded as a natural process in the existence of soul as a separate entity. When a person dies, the soul travels for sometime to another world and finally returns again to the earth to continue its journey. After death, Hindus are not buried, but cremated. According to Hinduism, a human body is made up of five elements. Out of the five elements four elements are fire, earth, water and air. The fifth element is known as ether and it belongs to the domain of the subtle body and does not belong to the Earth. By cremating the body, the elements are rightfully returned to their respective spheres, while the subtle body along with soul returns to the world for the continuation of its afterlife. A lot of rituals are associated with the cremation ceremony.

Views on Death in Buddhism

In Buddhism a lot has been said about the importance of death. It was awareness of death that prompted Lord Buddha to explore the truth behind worldly concerns and pleasures. After a long search, Lord Buddha finally came to the conclusion that death is inevitable for a person who thinks about worldly pleasures and attitudes. Today, Buddhists look at death as taking a break from this materialistic world. Buddhist people do not think death as a continuation of the soul but consider it as an awakening. They believe in reincarnation: once a person dies on this earth, he will be reborn to a new life here and the status of that life depends on the work he did before his previous death.

When a person is close to death, family members and monks recite scriptures and mantras. By doing so, they help the dying person to achieve a peaceful state of mind.

Views of Death in Judaism

The Jewish religion generally emphasizes the current life and not life after death. Although Judaism recognizes that the life of the spirit does not end at the point of bodily death, it is the Jew's responsibility to focus on a meaningful life and not speculate on life after death. The Jewish religious texts state that the actions taken in the present life will reward the righteous and chastise the wicked. It does not specifically address the concept of an afterlife. Even though the Jewish religious texts do not directly address immortality, traditional Jews believe that immortality will bring the resurrection of the body and soul, followed by the judgment of the worth of their lives by God. The Reformed Jew believes that resurrection involves only the soul.

Jews believe they live and die only once. Since there is no discussion, in the Jewish religious texts, of afterlife, there is no official Jewish religious opinion regarding life after death. However, many Jews believe that human souls will be held accountable before God for what has been accomplished in the current life. After death, many Jews believe that they will be reunited with family members in heaven. Their belief in God's caring nature disapproves a sadistic punishment in hell. Entrance into heaven is accomplished by righteous living and repentance. Heaven is considered a place where anxiety and pain is ended.

* * *

LESSON-3

VALUE SYSTEM

Values

'Value' comes from the Latin word 'valere', which means to be of worth, to be strong. The dictionary gives the following meaning: relative worth utility or importance, degree of excellence, something intrinsically valuable. Value literally means something that has price, something precious, dear and worthwhile; hence something one is ready to suffer and sacrifice for; if necessary one is ready to die for it. Values are standards, rules, criteria, attitudes, guidelines, desirable ideas/beliefs and important things, which play a crucial role in shaping the life of individuals. Values give direction and firmness to life. They identify a person, giving him a name, a face and a character. Value means literally something that has a price, something precious, dear, worthwhile and hence something one is ready to suffer and sacrifice for, a reason to live and a reason to die for, if necessary, values give direction and firmness and bring to life the important dimensions of meaning. Hence they bring joy, satisfaction and peace to life.

Values are those standards or codes of conduct, which are conditioned by one's cultural tenants, guided by conscience, according to which one is supposed to conduct himself and shape his life pattern by integrating his beliefs, ideas and attitudes with a view to realize the cherished ideals and aims or life. High values lead to objective, fair and correct decision and action and ensure the welfare of all concerned, while low value do exactly the opposite. Values are essential for the whole persons, recognizing that the individual is comprised of physical, intellectual, emotional and spiritual dimensions. Value is the relation between a person and an environmental situation, which evoke an appreciative response in their individual. The other complimentary function of value is, it should also contribute to the welfare of the larger social unit such as family, the community and the nation of which the individual is member.

Value system contains

- I A set of beliefs about nature of man
- II Rules laying down what ought and what ought not to be done
- III Motives that incline us to choose the right and wrong course.

The most important problem of modern society is the theory of values. Values are more important because every human action is the reflection of individual value and every human institution is an outgrowth of social values. Axiology, a branch of philosophy, deals with the values. Values signify that quality of an individual or thing, which makes that individual or things important, responsible, and useful. Ethical and moral values are predominant in a given society where the right type of educational system is followed. Value is directly related to what one believes in or thinks. In brief we can also say that values deals with the religion, philosophy, ideology and morality of people. Values are not static; they may be changing according to the changes in the society but always they deal with the welfare of humanity. Values play a very important role in understanding others with love and sympathy and without hatred. Value is what an individual desires, likes or prefers. According to Milton Rockeach, "a value is an enduring belief – a specific mode of conduct or end state of existence that is personally or socially preferable". I conceive that the great part of the miseries of mankind is brought upon them by false estimates they have made of the value of things. - Benjamin Franklin

Values can be classified into two broad categories

(1) Individual values

These are the values which are related with the development of human personality or individual norms of recognition and protection of the human personality such as honesty, loyalty, veracity and honour.

(2) Collective values

Values connected with the solidarity of the community or collective norms of equality, justice, solidarity and sociability are known as collective values.

Values can also be categorised from the point of view in hierarchical arrangement.

(3) Intrinsic values

These are the values which are related with goals of life. They are sometimes known as ultimate and transcendent values. They determine the scheme of human rights and duties and of human virtues. In the hierarchy of values, they occupy the highest place and superior to all other values of life.

(4) Instrumental values

These values come after the intrinsic values in the scheme of gradation of values. These values are means to achieve goals (intrinsic values) of life. They are also known as incidental or proximate values.

Importance and functions of values

Values are general principles to regulate our day-to-day behaviour. They not only give direction to our behaviour but are also ideals and objectives in themselves. Values express moral imperatives. They are the expression of the ultimate ends, goals or purposes of social action. Our values are the basis of our judgments about what is desirable, beautiful, proper, correct, important, worthwhile and good as well as what is undesirable, ugly, incorrect, improper and bad. Pioneering sociologist Durkheim emphasised the importance of values (though he used the term 'morals') in controlling disruptive individual passions.

Mental well being

Mental well being is the ability to be happy and composed in adverse as well as favourable circumstances. Feeling happy is a part of mental wellbeing. Feelings of contentment, enjoyment, confidence and engagement with the world-self esteem and self-confidence are all a part of mental wellbeing. So it is a feeling that you can do the things you want to do. Thus you can keep good relationships, which bring joy to you and those around you. Of course, good mental wellbeing does not mean that you never experience feelings or situations that you find difficult but it does mean that you feel you have the resilience to cope when times are tougher than usual. It can help to think about "being well" as something you do, rather than something you are.

"No-one can give wellbeing to you. It's you who have to take action," says Professor Stewart-Brown.

Five steps that may bring mental well being are

- 1. Connect Connect with the people around you, like your family, friends, colleagues and neighbours. Spend time for developing these relationships.
- 2. Be active you don't have to go to the gym. Take a walk, go cycling or play a game of football. Find an activity that you enjoy and make it a part of your life.
- 3. Keep learning Learning new skills can give you a sense of achievement and a new confidence.
- 4. Give to others Even the smallest act can count whether it's a smile, a thank you or a kind word. Larger acts, such as volunteering at your local community centre,

can improve your mental wellbeing and help you build new social networks.

5. Be mindful – Be more aware of the present moment, including your thoughts and feelings, your body and the world around you. Some people call this awareness "mindfulness". It can positively change the way you feel about life and how you approach challenges.

Ethics

Ethics is a system of moral principles. This term is derived from the Greek word ethos which can mean custom, habit, character or disposition. Ethics is concerned with what is good for individuals and society and is also described as a moral philosophy.

Ethics covers the following dilemmas

- How to live a good life?
- Our rights and responsibilities
- The language of right and wrong
- Moral decisions what is good and bad?

Reverence to parents

Parents are the only ones who stand by you when the whole world has gone against you and whether you like it or not they will be the ones, in most of the times, who get you out of trouble. They make sacrifices so much and in so many ways so that your life becomes easier. They can be your free teacher, doctors and sometimes be your banks from where you get money without any bindings to return. We all take it for granted as we think after all they are our parents and it is their duty to give us and support. And all they expect from us is a little love and care and nothing else.

Another good reason to respect your parents is perhaps you are passing those values to your kids as well. There is a story of a kid who was following a father with a spade in his hands when the father was going to hospital to make some Moral Education - I

arrangements for his old and sick dad. When the man asked his kid, son what are you going to do with that spade? The son replied, Dad, grandpa is still alive and you are preparing for his death, so I thought I might start digging your grave as it may be too late when you are old. I do not want to wait that long.

We should also respect our parents for what we are and much more for what they are. They are also human beings with free minds and their own identity. Therefore if our point of views do not match that should not stop us from disrespecting them or getting into unhealthy battles.

Respecting parents does not mean we follow them blindly or must obey them every time. Respect comes from the way we behave with them. Our parents are the first people with whom we come into contact. Our indebtedness to them is very great. Our very body we owe to them. How can we ever repay all the tender love and anxious care with which they watch us in our infancy and raise us in our childhood?

A mother's love is immeasurable and the child can never adequately return it. Every mother is ready to sacrifice herself for the good of her mothering. The parents love is the most unselfish. We should love and respect such people that we should never do anything that would cause pain to such fond hearts? Yet, many boys and girls disregard the commandments of their parents, tell them lies and cause them irreparable grief.

Respecting teachers

Teachers deserve respect from parents, students, the state and the community because they play a critical role in shaping the society. Through them, we gain knowledge and develop skills that make us useful people in the society. We should respect and obey teacher because of the efforts that they put in our making. Your teachers are the reason why you are and what you are today? It is true that you pay school fees; but a teacher's love and blessing can never be measured in terms of money. When we respect and obey teachers, they become motivated to do their duties and help students learn and acquire knowledge.

Respecting and obeying teachers also enhances learning. Students can attentively listen to lectures and understand what is taught in class while teachers are able to be at their best and teach effectively. No good student should ever be disobedient.

Remember, at one time, these teachers have been students themselves. Your difficulties and trials have been theirs. They know what is good for you much better than you know yourselves. The teacher knows well most of your difficulties, when your disobedience is due to laziness, indifference or worse causes such as bad company or vicious habits, he has taken actions that are in your best interest.

The relation of teacher and student is an ancient and eternal relation. Edited and improved with inputs from various contributors. How much great should be our gratitude to those who give us knowledge? The teacher really prepares us for the great battle of life. What we get from him is irreparable by the things of the world.

RESPECTING THE ELDERS

An elder is someone with a degree of seniority and age. Aging is not only a biological process but also a cultural one in many societies. The elders should be treated with respect, dignity and appreciation that they deserve at all times because most of them have life experiences that we should listen to and learn from.

While respecting elders, it would be appreciated to show kindness to youngsters. Being affectionate towards youngsters and respecting their feelings as well is all the more admirable.

LESSON-4

INTEGRITY

Integrity means that you are the same in public as you are in private - Joyce Meyer

Integrity is a personal quality of being honest and having strong moral principles; moral uprightness. It is simply doing things at the right time in the right way when no one is watching.

Integrity is one of the fundamental values that employers seek among the employees that they hire. It is the hallmark of a person who demonstrates sound moral and ethical principles at work. It is the foundation on which coworkers build relationships, trust and effective interpersonal relationships.

Integrity will emphasize the following factors.

- Honesty and trust are central to integrity. Acting with honour and truthfulness are also basic tenets in a person with integrity.
- A person who has integrity lives his or her values in relationships with coworkers, customers and stakeholders.
- People who demonstrate integrity draw others to them because they are trustworthy and dependable.

In ethics, integrity is regarded by many as the honesty and truthfulness or accuracy of one's actions. Integrity can stand in opposition to hypocrisy, in that judging with the standards of integrity involves regarding internal consistency as a virtue and suggests that parties holding within themselves apparently conflicting values should account for the discrepancy or alter their beliefs.

Eight ways to have integrity - in your public and private life

1. Root yourself in a moral foundation.

2. Look for the positive.

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- 3. Resist the temptation to compartmentalize your life.
- 4. Determine to live for others ahead of yourself (Golden rule).
- 5. Participate in an active accountability group.
- 6. Partner with a friend where you need to make progress.
- 7. Keeping secrets (big or small) tends to have an impact on which we are
- 8. Practice the habit of imagining the presence of someone whose opinion your value with others.

GOOD MANNERS

Good manners mean acting in a manner that is socially acceptable and respectful. It can help you to have better relationships with people you know and those you will meet. The basic good manners everybody should follow are

- Practice basic courtesy (say Please, Excuse me and Thank you)
- Greet people (Formal: Friends Hey; Elder Sir / Madam; informal greeting gestures - Hug, Handshake, bow your head)
- Speak politely: Keep the volume of your voice as low as possible
- Give up your seat on public transportation: An elderly person and a pregnant woman
- Groom yourself appropriately: Take a shower everyday and keep your hair, skin, nails and clothing as clean as possible.

DISCIPLINING THE MIND

The human mind is one of the most advanced systems in the universe. Many of us believe that the mind is part of the brain, but the mind is somewhat separate from the brain, because it is a system that is beyond physicality. However, at the energetic level, the mind, brain and body are interconnected.

Even though our mind is somewhat separate from our body, the state in which the mind's energy vibrates will affect our body, because they both are energetically interconnected. Thought is one of the main entities that affect the state of our mind, because it can decrease or increase the vibration rate of our mind.

When the mind is pure, joy follows like a shadow that never leaves – Buddha

To discipline your mind, you need to learn how to control your thoughts and direct them toward positive intentions. A good way to start is by changing your thought patterns to support positive attitudes. A positive attitude affects your thought pattern in a constructive way. Positive thoughts call forth inner peace, while negative thoughts disturb inner peace. The more positive thoughts you have, the more your mind will be at peace, reducing stress and negative emotions. Stress and negative emotions are two of the biggest contributors to disturbing your mind.

In some situations, positive thinking may not permanently solve problems related to stress and emotional problems. In this case, it may be wise to explore your mind more deeply to find the source of the problem. One major misconception we have regarding negative emotions and stress is that we believe the person or thing causing our distress is the source of our problems. Once we understand the root cause of our emotional problems, whenever we experience them again, we will not be upset by them because we will have overcome the underlying cause of our problems.

A great way to find out if you have a disciplined mind or not is to meditate. If you have a hard time of calming your mind during meditation, your mind is not disciplined enough.

One of the main things that prevent your mind from becoming disciplined is distraction. Many of these messages

are designed through TV, computer, mobile, music player, radio, magazine, book and newspaper to distract your mind and reduce the connection between your body, mind and spirit.

Ten daily mind discipline practices

- 1. Set and achieve daily goals.
- 2. Take quality time out every day for the special people in your life.
- 3. Follow through with a well-planned exercise regimen.
- 4. Set and uphold your personal standards and boundaries.
- 5. Eat a healthy, well-planned diet.
- 6. Practice daily prayer and/or meditation.
- 7. Live in integrity.
- 8. Follow the "career" path of your choice.
- 9. Incorporate the Laws of Abundance into your daily life.
- 10. Keep your physical surroundings clean and organized.

TOLERANCE is "recognizing and respecting others' beliefs and practices without sharing in them". It can also be described as "a respect, acceptance and appreciation of the rich diversity of our world's cultures, our forms of expression and ways of being human. Tolerance is harmony in difference". Most people have trouble in being tolerant with others. As a living, breathing society, everyone is constantly learning and adapting to each other. But cultivating a spirit of tolerance can bring healing and meaning to your life in unimaginable ways.

Tolerance makes us human. It allows individuality and diversity while promoting peace and a civil society. It is also the ability to deal with the disagreeable and a capacity to withstand the "yuck" in your life and other people. Sometimes, someone's disagreeable nature can simply be an annoyance, while other times, it may be much more intrusive. The practice of tolerance, however, is more about your relationship with yourself instead of with other people.

Tolerance can be thought of as emotional or mental perseverance

- How long are you able to deal with the disturbances that others cause you?
- Are you able to do it with a spirit of grace and confidence?
- Do you prefer to be indifferent, ignoring the person or situation?
- If the behaviour is unlikely to change, how do you deal with them?

These are questions that take time to consider. When you feel yourself intolerant of someone else, remember the following insights. They can help you deal with yourself and others in order to cultivate the benefits of a life filled with tolerance.

- Own your feelings
- Look within yourself to find the source of your problem (annoyance)
- Calming your spirit (without ego)
- Meditation
- Remember change is imminent
- Use your power to control annoyance affects
- Practice patience

TRUTHFULNESS may refer to:

- Honesty a moral character of a human being, related to telling the truth
- Accuracy the propensity of information to be correct
- Strategy proof a property of a mechanism in gametheory, related to encouraging the participants to act according to their true preferences.
- Truth a concept most often used to mean in accordance with fact or reality.
- Truthiness a quality characterizing a "truth" that a person making an argument or assertion claims to know intuitively.

 Truthlikeness - a philosophical concept that distinguishes between the relative and apparent truth and falsity of assertions and hypotheses.

When to lie?

Thiruvalluvar says

"Even a lie will be placed on par with the truth, if it yields unblemished benefits" Kural : 292

Even falsehood has the nature of truth, if it confers a benefit that is free from fault. Tamil poet, Thiruvalluvar gives us guidelines about lying. He allows us to tell lies if they can bring immense good. We have some anecdotes in Mahabharata in which there was a dilemma to tell the truth or not. In Tamil, there is a proverb that 'one can do a marriage by telling one thousand lies'. We can easily read between the lines. Uniting two people in marriage is a good thing. So ignore minor things. Very often they ask 'Is the boy handsome? The answer we get is 'Yes he is very handsome' Is the girl beautiful? Yes the girl is very beautiful. Beauty is in the eye of the beholder. Beauty in body is different form beauty in behaviour. So what they say is true.

GOOD HABIT

A behaviour that is beneficial to one's physical or mental health, often linked to a high level of discipline and self-control. For instance, regular exercise, balanced diet, meditation, etc.

A bad habit is a negative behaviour pattern. Common examples include: overspending, swearing, picking your nose, smoking cigarettes, nail biting, spending too much time for watching television or using a computer.

Evils of Bad habits

- A bad habit blinds the understanding.
- It hardens the heart.
- It diminishes our strength.

Eight common bad habits you might want to break

You have heard these sayings:

"Old habits are hard to break."

"You can't teach old dog new tricks."

But have you ever thought about what these statements really mean? In other words, is it really impossible to change your habits? Of course it isn't, but it is difficult sometimes. Here are the eight common bad habits.

- 1. Complaining others
- 2. Multi-tasking
- 3. Making excuses for everything
- 4. Being obsessed with your phone
- 5. Not paying attention to what you eat
- 6. Drinking bottled water
- 7. Blaming other people
- 8. Hanging around negative people

Helping behaviour refers to voluntary actions intended to help the others, with reward regarded or disregarded. It is a type of prosocial behaviour (voluntary action intended to help or benefit another individual or group of individuals, such as sharing, comforting, rescuing and helping).

> If you want others to be happy, practice compassion. If you want to be happy, practice compassion."

> > – Dalai Lama

How far that little candle throws his beams! So shines a good deed in a weary world.

– William Shakespeare

LESSON-5

GENDER AWARENESS

Gender equality is the state of equal ease of access to resources and opportunities regardless of gender. It includes economic participation, decision-making and the state of valuing different behaviours, aspirations and needs equally regardless of gender.

Gender equality also known as sexual equality. It entails the concept that all human beings, both men and women, are free to develop their personal abilities. It makes choices without the limitations set by stereotypes, rigid gender roles and prejudices. Gender equality means that the different behaviour, aspirations and needs of women and men are considered, valued and favoured equally. It does not mean that women and men have to become the same. But their rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equity means fairness of treatment for women and men, according to their respective needs.

According to UNICEF, gender equality "means that women and men and girls and boys, enjoy the same rights, resources, opportunities and protections. It does not require that girls and boys or women and men, be the same or that they be treated exactly alike."

On a global scale, achieving gender equality also requires eliminating harmful practices against women and girls, including sex trafficking, femicide, wartime sexual violence and other oppression tactics. UNFPA stated that, "despite many international agreements affirming their human rights, women are still much more likely than men to be poor and illiterate. They have less access to property ownership, credit, training and employment. They are far less likely than men to be politically active and far more likely to be victims of domestic violence."

GENDER INEQUALITY

Sociologically the word gender refers to the sociocultural definition of man and woman, the way societies distinguish men and women and assign them social roles. The distinction between sex and gender was introduced to deal with the general tendency to attribute women's subordination to their anatomy. For ages it was believed that the different characteristics, roles and status accorded to women and men in society are determined by sex, that they are natural and therefore not changeable.

Gender differences- a creation by the society

Gender is seen closely related to the roles and behaviour assigned to women and men based on their sexual differences. As soon as a child is born, families and society begin the process of gendering. The birth of the son is celebrated, the birth of a daughter is felt with pain; sons are showered with love, respect, better food and proper health care. Boys are encouraged to be tough and outgoing but girls are encouraged to be homebound and shy. All these differences are gender differences and they are created by society. Gender inequality is therefore a form of inequality which is distinct from other forms of economic and social inequalities. It dwells not only outside the household but also centrally within it. It stems not only from pre-existing differences in economic endowments between women and men but also from pre-existing gendered social norms and social perceptions.

Adverse impact of gender inequality

Gender inequality has adverse impact on development goals as it reduces economic growth. It hampers the overall well being because blocking women from participation in social, political and economic activities can adversely affect the whole society. Many developing countries including India have displayed gender inequality in education, employment and health. It is common to find girls and women suffering from high mortality rates. There are vast differences in education level of two sexes. India has witnessed gender inequality from its early history due to its socio-economic and religious practices that resulted in a wide gap between the position of men and women in the society.

Gender disparities in rights and opportunities

Any claims and efforts to remove poverty can show results only if they address the issue of gender inequality. In recent decades, there have been large gains, no doubt on comparable levels, in basic rights and opportunities, in life expectancy and enrollment ratios for women. But despite these gains, the stark reality has not changed. There still are large gender disparities in basic human rights, resources and economic opportunity and in political rights the world over.

Clearly, then gender gaps that are widespread in access to basic rights, access to and control of resources, in economic opportunities and also in power and political voice are an impediment to development. The only solution to this is gender equality, which strengthens a country's ability to grow, to reduce poverty and provide its people-men, women and children-a better life. The issue of gender equality then, needs to be at the core of development policies-both in national and international arenas. Just because gender inequality is inextricably linked to societal norms, religion or cultural traditions, it should not be either a deterrent or an excuse to gender sensitive development planning.

GENDER BIAS IN EDUCATION

Education is widely recognized as the gateway to equality and economic security and opportunity- particularly for girls and women.

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World figures in literacy relate a sorry tale. Of the 130 million, 6-11 years old children not in school- a majority-60 percent are girls. The figures only go to show how in most regions of the world, specially the developing societies, gender bias impinges on girls education.

The foremost factor limiting female education is poverty. Economics plays a key role when it comes to coping with directs costs such as tuition fees, cost of textbook, uniforms, transportation and other expenses. Wherever, especially in families with many children, these costs exceed the income of the family, girls are the first to be denied schooling.

All this despite the fact that educating girls are one of the best investments a society can make. An educated woman has the skills, self-confidence and the information she needs to become a better parent, worker and citizen.

Girls lack of access to education isn't always related to scarcity of places in schools. It also emerges from expectations, attitudes and biases in communities and families. Economic costs, social traditions and religious and cultural beliefs limit girls' educational opportunities. Whatever the underlying reason(s), having large number of girls outside the formal schooling system brings developmental challenges to both current and future generations. Individuals, families. communities and nations are affected. Inability to read, write and calculate complicates a girl's efforts to engage in both market-focused production and household activities as effectively and efficiently possible. This affects her family's welfare and diminishes her potential contribution to the development of the household, local and national economy. But this is not all and enough to ensure that women get equal employment opportunities.

Women's Rights

Thanks to the fight for women's rights, increasing participation of women in the job market and to the right to vote, women have emerged from the strictly private sphere to which they were formerly restricted. Women have broken the implicit social contract that for more than hundreds of years confined them to home, child rearing, household tasks and fieldwork, while men worked outside the home.

GENDER STEREOTYPING

This stereotyping continues to prevail in technical and professional fields. Even where women have open access to all professions, they overwhelmingly opt for traditionally female occupations.

Discrimination is still very much in evidence. Education and training policies specially targeting young women are needed to restore a balance. Although young women are increasingly choosing typically 'male' professions, they remain over-represented in traditionally female jobs, such as secretaries, nurses and underrepresented in jobs with responsibility and the professions.

DIMENSIONS OF WOMEN EMPOWERMENT

Women empowerment has multiple interrelated and independent dimensions which has focus in the following sectoral areas.

- 1. At Individual level, women must be made aware of power dynamics at work in the content of their own lives. Empowered women should have an approximate sense of self, her capacities, her self-confidence and the personal courage to undo and challenge her subordination subjugation and oppression. They must gain some reasonable control over their lives.
- 2. At the social level women must be empowered so as to make them able to negotiate and influence the process of decision making at the level of every social relationship, be it family, society or institution etc.
- 3. At the economic level women should not only be made capable of earning and becoming self-dependent

economically but also must develop an idea of how to contribute and plan towards the attainment of economic growth and self dependency of their family along with their husbands.

- 4. At the physical level, women must be empowered to understand, take care and take control of their body. They should become capable of understanding health and nutrition aspects of themselves, their families and their environment so as to be able to take approximate decisions in these alters.
- 5. At the psychological level empowerment process must result in an increase in women's knowledge, capacities, self-confidence and self-awareness. They must begin to understand the structural sources of their powerlessness and fuel the need for change.
- 6. Many challenges and rewards come from counselling adolescents. Teenagers struggle with different issues than younger children and adults such as identity struggles, extreme peer pressure and fitting in. They often feel stuck between wanting independence and still needing guidance. Teens are more likely than adults to make decisions without considering the consequences and feel invincible. Therapists have to understand the developmental challenges of teens to provide effective counselling to them.
- 7. Many times, teens who struggle with mental health disorders such as depression and anxiety experience a lot of negative self-talk, which means that the thoughts they have about themselves are usually negative. Instead of looking at a tough situation as a challenge, they already believe they'll fail. They might see things as hopeless and have a pessimistic outlook on life. One technique you can use when counselling adolescents is helping them change these negative thoughts to positive ones.

Go over the list with him, assisting him in changing all the negative thoughts into positive ones.

THE ISSUE OF TRANSGENDERS

People are those who have a gender identity or gender expression that differs from their assigned sex. Transgender people are sometimes called transsexual if they desire medical assistance to transition from one sex to another. Transgender is also an umbrella term: in addition to including people whose gender identity is the opposite of their assigned sex (trans men and trans women), it may include people who are not exclusively masculine or feminine. Other definitions of transgender also include people who belong to a third gender or else conceptualize transgender people as a third gender. Infrequently, the term transgender is defined very broadly to include cross-dressers, regardless of their gender identity.

Being transgender is independent of sexual orientation: transgender people may identify as heterosexual, homosexual, bisexual and asexual or may decline to label their sexual orientation. The term transgender is also distinguished from intersex, a term that describes people born with physical sex characteristics "that do not fit typical binary notions of male or female bodies". The counterpart of transgender is cisgender, which describes persons whose gender identity or expression matches their assigned sex.

The degree to which individuals feel genuine, authentic and comfortable within their external appearance and accept their genuine identity has been called transgender congruence. Many transgender people experience gender dysphoria and some seek medical treatments such as hormone replacement therapy, sex reassignment surgery or psychotherapy. Not all transgender people desire these treatments and some cannot undergo them for financial or medical reasons. Most transgender people face discrimination in the workplace and in accessing public accommodations and healthcare. In many places they are not legally protected from discrimination.

It is our obligation that as good citizens of the nation, we need to be more considerate in protecting their rights and help them in all ways possible.

In the creation of God, there are only two sexes: males and females. But in due course, because of various reasons and environmental changes, an intermediate sex called Intersex or Transgender was evolved. In ancient days they were termed as Eunuchs. It is no mans fault that such inter-sex came into existence on earth. Though controversies prevail as to their legitimacy as regards to their marriage, homosexuality etc., we are none to pass on judgment. However we are also obligated here to protect their rights and voice for their welfare.

Role of a Parent

A successful parent helps to develop qualities in children such as honesty, empathy, self-control, self-reliance, cooperation, cheerfulness and kindness and instills in them the motivation to achieve. The role of a good parent is also to protect their children from developing psychological problems, such as depression, anxiety and anti-social behaviour, which increases the risk of substance abuse.

Loving and Affectionate: Being loving and affectionate while still providing parental guidance was most important in raising happy kids. Loving parents choose to respect, encourage and nurture their children rather than judging and blaming him. They constantly affirm their love and affection, both verbally and through their behaviour. By using positive reinforcement, they build self-esteem rather than tearing it down with criticism. When their child makes an achievement, they're quick to offer enthusiastic praise. A loving parent might say, "It's great that you cleaned your room without being asked" or "I'm so proud that you made the basketball team."

Skillful Communicators: Parents who are skillful communicators show genuine interest in all areas of their child's life and are always available for him. They demonstrate respect for their child by explaining the reasons behind rules, rather than simply ordering him to "do as you're told." To become a skillful communicator, encourage your child to express his feelings and then listen with understanding. Being an interested listener shows him that his feelings and opinions are appreciated and valued. Instead of belittling his feelings by telling him he's "wrong" to feel a certain way, show empathy by saying, "I can understand why your little sister made you upset" or "I'm sorry your best friend made you so mad."

Ability to Manage Stress: Another essential characteristic of a good parent is the ability to manage their stress and temper, which leads to well-adjusted children. Children often handle stress by mirroring how their parents manage emotions during stressful situations. Parents who come home and complain about their job, boss, use foul language, argue or take out their frustration on their kids, set a poor example for healthy stress management. If parents are unable to cope with stress, it also causes their kids to feel anxious and less secure. If your child watches how you're able to manage your emotions even during heated circumstances, he'll follow your lead and learn how to handle stress himself.

Respectful of Autonomy: Rebellion on occasion is a healthy part of your child's attempt to develop his autonomy. Parents, who value their kid's emerging independence, choose to nurture it rather than attempt to tamp it down. Instead of dictating rules, they ask for their child's input and make setting rules a joint project. Children who are allowed to participate in making decisions become more motivated to carry them out, according to the Kids Health website. If your child refuses to stop playing a video game and go to bed, you might agree to a compromise by saying, "You can play for an extra 15 minutes, but then it's bedtime." Remaining flexible shows you're honouring his needs, but still setting limits.

Positive Role Model: Being a positive role model for appropriate behaviour is more effective than specific disciplinary measures or training in raising your children. Children learn through observation and often mimic the behaviour of their parents. When they watch their parents arguing and losing control, they feel less safe. They might try to resolve conflicts by fighting and arguing, just like their parents do. But parents who are able to work out their conflicts and disagreements through calm discussions rather than heated arguments become healthy role models. Be those traits you hope to develop in your child, such as kindness, compassion, honesty, respectfulness, tolerance, patience, honesty and unconditional love.

Responsible Parenthood: Responsible Parenthood may be defined as the ability of parents to respond to the needs and aspirations of the family and children. It is a shared responsibility of the husband and the wife to determine and achieve the desired number, spacing, and timing of their children according to their own family life aspirations, taking into account psychological preparedness, health status, socio-cultural, and economic concerns.

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LESSON-6

CULTURE AND HABIT

INTRODUCTION

Culture is the way of life of a group of people and includes their shared values, beliefs, customs and accepted behaviours. It provides a distinct identity to members of a group.

Culture is learned and is transmitted from one generation to another. The choice of food, dress, religion, festivals, holidays, family values, etc. is based on culture. Culture influences ethical standards and determines personality and behaviour. Culture is not static and changing with time. Each culture is distinct in nature and distinguishes members of one group from another. Different cultures can exist side by side within a country.

ELEMENTS OF CULTURE

- 1. Values: Values are the culture's standard for what is good and just in a society. They are deeply embedded and are learnt through guidance and observation. Values are dynamic and differ from time to time and from culture to culture. Societies reinforce values through rewards and punishment.
- 2. **Beliefs:** They are the convictions that people hold to be true. Individuals in a society have specific beliefs which guide them in their actions. For instance, many Indians believe in the institution of marriage and the importance of family.
- 3. Aesthetics: It refers to perception regarding beauty expressed through music, art, drama and dancing. Aesthetic differences influence design, colours,

packaging, brand names and media messages.

- 4. **Symbols:** Symbols include gestures, signs, objects, signals and words. Uniforms, logos, trophies, medals are all different forms of symbols. They convey meaning and help people to understand the world. For example the uniform of a police officer is a symbol of authority and of law enforcement.
- 5. Language: Language enables people to communicate and to transmit culture to others and to the next generation. Rules for speaking and writing can vary within cultures or by region. What we call as 'lift' in India is termed as 'elevator' in the US. Language keeps changing and developing as new ideas are created in the society.
- 6. Non-Verbal Communication: It is symbolic communication based on gestures, expressions, body language, tone and modulation. Some gestures have the same meaning in all cultures. For instance crying represents sadness while smile symbolizes happiness. Certain gestures convey different meanings. Thumbs-up indicates victory in the US where as in Russia and Australia, it is an offensive curse.
- 7. **Norms:** They are developed by the society and specify behaviour expected from members. Norms can be either formal or informal. Formal norms are well defined and are strictly enforced such as legal rules. Informal norms specify appropriate behaviour and are learnt through observation.
- 8. **Moral Values:** They are established customs and traditions which influence moral values of the society. They prohibit immoral behaviour.

FUNCTIONS OF CULTURE

The following are the functions of culture:

- 1. It influences how people perceive themselves and the world.
- 2. Culture influences gender roles. In many traditional cultures, women stay at home and take care of family responsibilities. The men folk are responsible for earning income for the family.
- 3. It has a communicative function and is transmitted through language.
- 4. It is a basis for identity and creates a sense of solidarity among members.

Features of Culture

- 1. Culture is learned through observation, interaction, instruction and imitation. Folktales, proverbs, literature, poetry, music and media are the sources for cultural learning
- 2. Each culture passes on its values, beliefs and behaviour to the next generation. If culture is not transmitted, it dies.
- 3. Culture is based on symbols. Symbols are mainly in the form of language but can also be in the form of images and icons.
- 4. Culture is not static and is subject to change. Culture changes due to new technologies, invention, changes in society and influence of other cultures. For instance, in India we find the influence of Western culture in dress, food, family system etc.
- 5. The elements of culture are integrated in nature. Change in one element leads to change in the others.
- 6. Each culture believes that it is superior to other cultures.

Feelings of superiority can be due to geographical spread, number of members, years of existence etc. The feeling of superiority affects inter-cultural communication and may lead to inter cultural clashes.

- 7. Culture survives because of its adaptability. It adapts itself as new changes in technology and social norms. In India, women were suppressed and confined to their homes. Now they enjoy greater freedom and are well educated and employed.
- 8. Culture determines personality and influences the way a person thinks, acts and perceive others.
- 9. Culture has both universally common and distinct elements. People feeling closer to their family and those similar to them, is a universal element. A distinct element is, Americans look at the eye during communication while in some cultures looking at the eye is rude behaviour.
- 10. Culture shapes human values with regard to what is right and what is wrong. It influences beliefs, preferences and lifestyle. For example, in the Indian culture, respect for parents and teachers is an important value. A life style based on moderation, plain living and high thinking is advised.

CULTURAL TRAITS

Cultural traits represent the elements or units of a culture. Traits distinguish one culture from another. A trait considered to be important in one culture may not have any relevance in another culture. Respect for elders, reverence of parents, protection of women, family values etc., are Indian cultural traits. "A repeatedly irreducible unit of learned behaviour pattern or material product there of ".

SOCIO-CULTURAL ENVIRONMENT

It refers to the environment which influences social

preferences, values and behaviour. It comprises of social factors, social attitudes and cultural values which impact business.

Social-cultural environment relates to values systems, beliefs, social norms, customs and practices, ethical standards, languages spoken, festivals celebrated, food consumed etc. It includes social concerns, social attitudes, family system, role of women in society, education and awareness levels.

The socio-cultural environmental factors include:

- 1. Languages Spoken: India has the highest number of languages with a wide variety of regional dialects. That is why mobile phone operators are offering regional language services in India.
- 2. **Type of Dress Worn:** Western style of dressing is increasingly being used in India. Traditional ways of dressing are fading out.
- 3. **Holidays:** In most of the countries, Sunday is the weekly holiday whereas in Jewish countries, Saturday is the weekly holiday and in Arab countries Friday is the weekly Holiday.
- 4. Celebration of Festivals: In India maximum sales of textiles and fire crackers happen during Diwali while sale of cakes peak during Christmas.
- 5. **Customs and Traditions:** Sales of Gold and Jewellery are very high on the Akshya Trithiya day in India because it is believed that such purchases promise prosperity.
- 6. **Religion and Religious Rituals:** Religion helps to understand the behaviour of members belonging to a religious group. Religion influences religious holidays (Friday is the holiday in Islamic Countries), food patterns (Hindus do not consume beef, Muslims do not consume pork etc), role of women and importance of religious institutions. Sensitivity to religious practices and

traditions is important for any custom to be successful.

- 7. **Family system and Values:** In India, we are witnessing breakup of the joint family system and rise in nuclear families. This has increased the demand for play schools and day care centres.
- 8. Food Consumed: In India 48% of the population is vegetarian and majority of the 52% non-vegetarians consume only vegetarian food atleast 3 days in a week. That is the reason KFC has created a separate vegetarian menu only for India. Even its tagline was changed from KFC So Good to KFC So Veg so Good for some time. Dominos has increased the variety of vegetarian pizzas in India after it found that more than 60% of pizzas ordered are vegetarian pizzas. Dunkin Donuts offers many vegetarian donuts.
- 9. **Mindset Towards saving and Loans:** Due to spread of consumerist culture, spending has increased. This is evidenced by the growth of malls and multiplexes across India. Borrowing was avoided by the earlier generations. Today most of the families have bought their houses, cars and home appliances through easily available loans.
- 10. **Influence of Foreign Culture:** Influence of the Western culture is evident in India. food habits have changed and there is an increased consumption of Pizzas, burgers, pasta etc. Celebration of Valentine's Day, Friendship day, Mothers day and Fathers day is evident.

HABIT

Habit is a behavior pattern acquired by frequent repetition or physiologic exposure that shows itself in regularity or increased facility of performance. A habit is a routine of behaviour that is repeated regularly and tends to occur subconsciously. The American Journal of Psychology defines a 'habit, from the standpoint of psychology, (as) a more or less fixed way of thinking, willing or feeling acquired through previous repetition of a mental experience'.

Habit Formation

Habit formation is the process by which behaviour, through regular repetition, becomes automatic or habitual. As habit is forming, it can be analysed by different parts here:

- The cue
- The behaviour and
- The reward.

This could be anything that one's mind associates with that habit and one will automatically let a habit come to surface. The behaviour is the actual habit that one exhibits and the reward, a positive feeling, therefore continues the "habit loop".

Good Habit

A behaviour that is beneficial to one's physical or mental health, often linked to a high level of discipline and self-control. Examples Regular exercise, Balanced diet, Monogamy, etc. A healthy habit is any behaviour that benefits your physical, mental and emotional health. These habits improve your overall well-being and make you feel good. Healthy habits are developed and often require changing your mindset.

How to develop good habits?

- 1. Identify the habit
- 2. Make decision and then the commitment to change
- 3. Discover your triggers and obstacles
- 4. Devise a plan
- 5. Employ visualization and affirmations
- 6. Enlist support from family and friends

7. Find healthy ways to reward yourself.

Good habits for successful life

- ➢ Wake up early and pray to God.
- Practice movement exercise and keep fit.
- Plan out your day the day before.
- Read books to get inspired and be informed.
- > Make your health a priority and eat healthy.
- Set goals and don't get distracted.
- Live each day as if it were the last.
- Improve communication skills and be friendly.
- Honour values; work with sincerity and dedication.
- Always be well prepared to face challenges and convert them as opportunities.
- Manage stress with skill and impress others.
- Successfully maintain discipline and impart goodness.
- > Know how to embrace discomforts and be resilient.
- Go to bed soon(not late night) expecting a fresh rewarding day
- Always hold higher standards in life because you are born to win.

Cleanliness

Cleanliness reflects purity and purity is the very nature of God. It has been rightly said that cleanliness is next to Godliness. Our mother nature has given us so many gifts including food and shelter etc. Hence, to keep our environment clean becomes our moral responsibility also. In a way cleanliness will take us more close to nature / God.

Dress Code

Neatness, modesty and cleanliness are the core attributes promoted by the dress code. Every citizen has to follow a dress code and women especially should make appropriate and modest dress selection and wear full dress to cover them thoroughly. Be Free and live life fully .Live to the fullest on the positive.

Fair Living

Be free and live life fully. Live life to the fullest and focus on the positive.

Table Manners Do's and Don'ts

- \geq Chew with your mouth closed.
- Keep your smart phone off the table and set to silent \geq or vibrate. Wait to check calls and texts until you are finished with the meal and away from the table.
- Don't use your utensils like a shovel or stab your food. \geq
- \geq Don't pick your teeth at the table.
- Remember to use your napkin. \geq
- \triangleright Wait until you're done chewing to sip or swallow a drink. (Choking is clearly an exception.)
- Cut only one piece of food at a time. \geq
- Avoid slouching and don't place your elbows on the \geq table while eating (though it is okay to prop your elbows on the table while conversing.
- Instead of reaching across the table for something, ask \geq for it to be passed to you.

* * *

Take part in the dinner conversation. \geq

LESSON-7

SOCIAL AWARENESS

Social awareness is a crucial component of appropriate social behaviour. It contributes to an environment conducive to ethical living. It increases our ability to successfully navigate the world of social communication. We need social communication skills when we are seeking information, requesting assistance, desiring emotional connection, wanting to be playful or creative with another, expressing an idea or insight, sharing an experience or needing comfort.

Sensitivity

The word sensitivity means quick to detect or response to slight changes, signals or influences. Sensitiveness is the tendency or disposition to be easily affected by external objects, events or conditions. Sensitive person is keenly susceptible to external influences or impressions. He/She is easily affected or moved by outward circumstances. He responds quickly to very slight change of condition. Though so often misunderstood and condemned, it is one of man's greatest blessings.

The art of gentle living means being sensitive to others as one is to oneself. Body language will often give us clues as to what the person is feeling and how one may respond appropriately. If the other person seems to be cowering away from us, we may be coming on too strongly and loudly. The listener who is leaning forward and has an expression of struggle on one's face may be straining to hear because we are speaking too softly. If the person seems impatient or uncomfortable, we may simply ask them what it is that might be bothering them. Perhaps they are in a hurry and would rather communicate at another time. Many people would just say this; but some may be too shy and so we may need to ask. Not interrupting is normally part of courtesy and sensitivity, although in some circumstances one may have a valid reason for interrupting, especially if the person has been speaking for a long time without a break for a response. Interrupting in the middle of a phrase can be disconcerting, but we can be sensitive by being patient and waiting for a pause. We need to be sensitive to our own needs and concerns so that we can communicate them. If the other person is not skilled at communicating wishes, we may want to ask the person directly what they want or perhaps make a tentative suggestion. Being sensitive is often aided by listening to our intuition and our compassion. By communicating gently with respect for others they can feel safer and are easily able to express their true feelings, concerns and desires. As previously mentioned, not judging the person is very important and offering criticism needs to be done with the utmost sensitivity.

We can be sensitive to other people's needs, wishes and choices by being adaptable and respectful. In expressing our own needs, feelings and ideas we can be humble and considerate of others. Insisting that others agree or adapt one's own views or proposals often makes minor or attempting to impose our beliefs and values on another. I believe we have a right to insist on our own rights as long as we are not harming others; but if we insist that others do what we want, they may resist in order to defend their own prerogatives.

Time Management

"Our costliest expenditure is time..." – Theophrastus

Time management is a set of principles, practices, skills, tools and systems working together to help get more value out of the time with the aim of improving the quality of life. It is very closely related to organizing tasks, but with the additional dimension of taking into consideration one's own personality traits and the nature of the tasks at hand in order to maximize the usage of time. It is planning out the activities

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and tasks as specifically as possible in a manner where they will complement each other and will constitute the best use of time. It is the rational way to ensure that limited time is always used effectively.

Time management skills

Time Management plays a very important role not only in organizations but also in our personal lives.

Time Management includes:

- a. Effective Planning
- b. Setting goals and objectives
- c. Setting deadlines
- d. Delegation of responsibilities
- e. Prioritizing activities as per their importance
- f. Spending the right time on the right activity

Effective Planning

Plan your day well in advance. Prepare a To Do List or a "TASK PLAN". High Priority work should come on top followed by those which do not need much of your importance at the moment. Complete pending tasks one by one. Do not begin fresh work unless you have finished your previous task. Tick the ones you have already completed. Ensure you finish the tasks within the stipulated time frame.

Setting goals and objectives: Working without goals and targets in an organization would be similar to a situation where the captain of the ship loses his way in the sea. Yes, you would be lost. Set targets for yourself and make sure they are realistic ones and achievable.

Setting deadlines

Set deadlines for yourself and strive hard to complete tasks ahead of the deadlines. Learn to take ownership of work. One person who can best set the deadlines is you yourself. Ask yourself how much time needs to be devoted to a particular task and for how many days. Use a planner to mark the important dates against the set deadlines.

Delegation of responsibilities

The roles and responsibilities must be delegated as per interest and specialization of employees for them to finish tasks within deadlines. A person who does not have knowledge about something needs more time than someone who knows the work well.

Prioritizing activities as per their importance

Prioritize the tasks as per their importance and urgency. Know the difference between important and urgent work. Identify which tasks should be done within a day, which all should be done within a month and so on. Tasks which are most important should be done earlier.

Spending the right time on the right activity

Develop the habit of doing the right thing at the right time. Work done at the wrong time is not of much use. Don't waste a complete day on something which can be done in an hour or so.

Review and ponder

A good way of getting going is by the end of the day you have to get yourself to re-evaluate all the day's work. Take the time to enjoy the satisfaction of having done your task. Ask yourself questions. Have I achieved the goal for the day? If not, just as long as you learn from this, get back to the unfinished business and make necessary adjustments for tomorrow's to do's. You've got to reflect growths and failures in your knowledge and experience.

Commitment

Once you have decided to learn time management, keeps the process going. Continuously review and update your daily tasks. As time goes by, learning time management skills will surely become your skill. And you will absolutely get the most out of your life.

Time management can be accomplished by planning, prioritizing and organizing your activities. Today time management has been broken down in to a number of categories. The list of people who can benefit from better time management is a long one and includes students, teachers, factory workers, managers, business owners, artists, musicians, contractors, engineers, clergy and countless others. The fact is, nearly everyone can benefit from learning the importance and tips to achieve goals within a short period of time.

HEALTHY RELATIONSHIP

Healthy relationships are enjoyable and respectful and provide opportunities for many positive experiences that affect self-esteem. We can develop healthy relationships with anyone, including family, friends and life partner. It takes time, energy and care to develop positive and healthy relationship. Relationship made during the teenage years can become very special and may form an important part of life. There are also many lessons to be learned from the relationships we have.

Our psychological health and physical well-being depend heavily on our ability to form close relationships. The process of relationship building begins with our families, moves to the formation of friendships and may eventually lead to romantic relationships. All these relationships help us to develop interpersonal skills and provide experiences that assist us in fine-tuning our emotions and feelings.

Our first relationships are with our parents or caregivers. When caregivers feed and nurture children, they provide a sense of security, trust and belonging, thus forming a powerful mutual bond. Children who are benefiting from healthy, loving and nurturing relationships will seek proximity or contact with their caregivers. As adults, these individuals will be more likely to trust other people, feeling secure that they won't be abandoned or rejected. This initial relationship with caregivers has implications on many of the relationships that will follow.

One of the keys to creating a meaningful and special relationship for life is to affect someone positively at an emotional level. Caring about someone, particularly at a time of need, learning to have faith and trust in others and ourselves and sharing ourselves with others are some ways to build healthy relationships and to bring about positive outcomes, which will enrich our lives and the lives of others.

A healthy relationship does exist with an effective communication. Through effective communication we create the characteristics of healthy relationships, such as trust, openness and intimacy, resolve conflicts, solve problems and make decisions that contribute to the strength of a relationship.

BUILDING COMMUNICATION THROUGH TECHNOLOGY

We are living in an age that places great importance on communication. Advances in the way we communicate are being made daily through technology that involves computers, the Internet, satellites and more.

Forming and building relationships by technological means is not without its risks and dangers. Conversing with someone via email or text messaging has left many people wondering exactly how a message was meant and has resulted in critical misunderstandings and conflict. Connecting and building a relationship with someone on the Internet, where anonymity and pretence are pervasive, has led to many unfortunate and life-threatening situations.

The following steps are ways to ensure healthy communication that is open, trusting and reciprocal

1. Have reasonable expectations.

2. Know your own feelings.

- 3. Recognize and correct communication-blocking habits.
- 4. Think before you speak.
- 5. Allow the other person to save face.
- 6. Use assertive communication.
- 7. Decide what is negotiable and what is not.
- 8. Make time for communication.
- 9. Learn to listen. Don't jump to conclusions.
- 10. Give each other compliments and positive comments.

Maintaining Calm in Stress / Tension

Managing stress is all about taking charge: taking charge of your thoughts, emotions, schedule, environment and the way you deal with problems. The ultimate goal is a balanced life, with time for work, relationships, relaxation and fun – plus the resilience to hold up under pressure and meet challenges head on. Stress management starts with identifying the sources of stress in your life. This isn't as easy as it sounds. Your true sources of stress aren't always obvious and it's all too easy to overlook your own stressinducing thoughts, feelings and behaviors. Sure, you may know that you're constantly worried about your deadlines. But may be it's your procrastination, rather than the actual work demands, that leads to deadline stress. To identify your true sources of stress, look closely at your habits, attitude and excuses. Until you accept responsibility for the role you play in creating or maintaining it, your stress level will remain outside vour control.

There are many healthy ways to manage and cope with stress, but they all require change. You can either change the situation or change your reaction. When deciding which option to choose, it's helpful to think of the four A's: Avoid, Alter, Adapt and Accept. Since everyone has a unique response to stress, there is no "one size fits all" solution to managing it. No single method works for everyone or in every situation, so experiment with different techniques and strategies. Focus on what makes you feel calm and in control.

Learn how to say "no" – Know your limits and stick to them. Whether in your personal or professional life, refuse to accept added responsibilities when you're close to reaching them, Avoid people who stress you out, Take control of your environment, Avoid hot-button topics – If you get upset over religion or politics, cross them off your conversation list. If you repeatedly argue about the same subject with the same people, try to stop bringing it up or excuse yourself when it's the topic of discussion and Narrow down your to-do list – Analyze your schedule, responsibilities and daily tasks. If you can't avoid a stressful situation, try to alter it. Figure out what you can do to change things so the problem doesn't present itself in the future. Often, this involves changing the way you communicate and operate in your daily life.

Adapt to the Stressor

If you can't change the stressor, change yourself. You can adapt to stressful situations and regain your sense of control by changing your expectations and attitude. Try to Reframe problems, Look at the big picture, Adjust your standards and Focus on the positive. Some sources of stress are unavoidable. You can't prevent or change stressors such as the death of a loved one, a serious illness or a national recession. In such cases, the best way to cope with stress is to accept things as they are. Acceptance may be difficult, but in the long run, it's easier than railing against a situation you can't change.

Make time for fun and relaxation

By having a take-charge approach and a positive attitude, you can reduce stress in your life by nurturing yourself. If you regularly make time for fun and relaxation, you'll be in a better place to handle life's stressors when they inevitably come. Healthy ways to relax and recharge

- Go for a walk.
- Spend time in nature.
- Call a good friend.
- Sweat out tension with a good workout.
- Write in your journal.
- Take a long bath.
- Light scented candles.
- Serve a warm cup of coffee or tea.
- Play with a pet.
- Work in your garden.
- Get a massage.
- Curl up with a good book.
- Listen to music.
- Watch a comedy.

Implement a Healthy Lifestyle

You can increase your resistance to stress by strengthening your physical health.

- Exercise regularly.
- Eat a healthy diet.
- Reduce caffeine and sugar.
- Avoid alcohol, cigarettes and drugs.
- Get enough sleep. (get between 6 and 8 hours a night)

Humility

Our society places a lot of value on external accomplishments and appearance, which can sometimes make it difficult to stay humble and grateful. It's important to note that humility isn't about being meek or short selling yourself; humility is the understanding of your place and your role, even if that role is at the top. Being humble is the mark of a great leader for many reasons. Other people will find it easier to relate to you if you are more humble and more like them. This, in turn, draws them closer to you and to each other.

How to Be a Humble Leader

It's difficult for some people to understand how to combine humility and leadership. After all, taking charge of a group of people does require a certain amount of confidence and determination. These can help you enjoy the benefits of being humble without sacrificing your capacity to lead.

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LESSON-8

SPIRITUALITY

Spirituality is recognizing and celebrating a power greater than all of us and that our connection to that power is grounded in love and compassion. Practicing spirituality brings a sense of perspective, meaning and purpose to our lives. Many people see spirituality as a great way of seeking solace and peace in their life. It can often be practised alongside things like yoga, which ultimately focus on stress relief and release of emotion. Spirituality is also used as a way of gaining perspective, recognizing that our role in life has a greater value than just what we do every day. It can separate a person from dependence on material things and establish a greater purpose. Some people also see spirituality as a way of coping with change or uncertainty. Spirituality is more of an individual practice and has to do with having a sense of peace and purpose. It also relates to the process of developing beliefs around the meaning of life and connection with others

Spirituality is something that's talked about a lot but is often misunderstood. Many people think that spirituality and religion are the same thing, and so they bring their beliefs and prejudices about religion to discussions about spirituality. Though all religions emphasise spirituality as being part of faith, you can be 'spiritual' without being religious or a member of an organised religion.

There are some pretty clear ways in which religion and spirituality differ. Religion is a specific set of organised beliefs and practices, usually shared by a community or group. Spirituality is more of an individual practice, and has to do with having a sense of peace and purpose. It also relates to the process of developing beliefs around the meaning of life and connection with others. One way to understand the relationship between spirituality and religion is to imagine a game of football. The rules, referees, other players and the field markings help guide you as you play the game in a similar way that religion might guide you to find your spirituality. Kicking the ball around a park, without having to play on the field or with all the rules and regulations, can also give you fulfilment and fun and still expresses the essence of the game, similar to spirituality in life.

You may identify as being any combination of religious and spiritual, but being religious doesn't automatically make you spiritual, or vice versa. Life can be full of ups and downs, good times and bad. Many people see spirituality as a great way to seek comfort and peace in their life. It can often be practised alongside things like yoga, which ultimately focus on stress relief and release of emotion.

Spirituality recognises that your role in life has a greater value than what you do every day. It can relieve you from dependence on material things and help you to understand your life's greater purpose. Spirituality can also be used as a way of coping with change or uncertainty.

SOCIALIZATION

Socialization is defined in the Oxford Dictionary of Sociology (2005), as "the process by which we learn to become members of society, both by internalizing the norms and values of society, and also by learning to perform our social roles". Socialization is a process by which cultural and behavior pattern of a particular society is transmitted from one generation to another for social perpetuation. As a process of internalization, individuals are inducted and absorbed into one's social and physical environment. All human societies have well-defined strategies for social control which includes system of values, beliefs, norms and sanctions. Value system prescribes what is intrinsically worthwhile. It has to do with social conception of what is right and wrong and what 'ought to be'. Values are sole determinants of priorities among people's goals and objectives. It is also the basis for selfapproval or condemnation. Socialization affords the society the privilege to reproduce itself socially and biologically perpetually from one generation to another.

Features of Socialisation

Socialisation not only helps in the maintenance and preservation of social values and norms but it is the process through which these values and norms are transmitted from one generation to another generation.

Features of socialisation may be discussed as under

- 1. **Inculcates basic discipline:** Socialisation inculcates basic discipline. A person learns to control his impulses. He may show a disciplined behaviour to gain social approval.
- 2. Helps to control human behaviour: It helps to control human behaviour. An individual from birth to death undergoes training and his, behaviour is controlled by numerous ways. In order to maintain the social order, there are definite procedures or mechanisms in society. These procedures become part of the man's life and man gets adjusted to the society. Through socialisation, society intends to control the behaviour of its-members unconsciously.
- 3. Socialisation is rapid if there is more humanity among the agencies of socialisation: Socialisation takes place rapidly if the agencies' of socialisation are more unanimous in their ideas and skills. When there is conflict between the ideas, examples and skills transmitted in home and those transmitted by school or peer, socialisation of the individual tends to be slower and ineffective.

- 4. Socialisation takes place formally and informally: Formal socialisation takes place through direct instruction and education in schools and colleges. Family is, however, the primary and the most influential source of education. Children learn their language, customs, norms and values in the family.
- 5. Socialisation is continuous process: Socialisation is a life-long process. As socialisation does not cease when a child becomes an adult, internalisation of culture continues from generation to generation. Society perpetuates itself through the internalisation of culture. Its members transmit culture to the next generation and society continues to exist.

Social Responsibility

Social responsibility involves the ability and disposition to consider the interdependence of people with each other and the natural environment. It also emphasizes how to contribute positively to one's family, community, society and environment. People who are responsible towards the society can resolve problems peacefully, empathize with others, appreciate other's perspectives and create and maintain healthy relationships. Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty and their action must benefit the whole of society.

Social Deviance

Deviance is based on adherence to and violation of norms. Human groups need norms to exist. By making behaviour predictable, norms make social life possible. Consequently, all human groups develop a system of social control, which involves formal and informal means of enforcing norms. Those who violate these norms face the danger of being labeled "deviant." Violators can expect to experience negative sanctions for the violation of norms. Members of society who conform to societal norms, especially those who go above and beyond what is commonly expected, receive positive sanctions. In some societies, such as the Amish, shaming is a common negative sanction that acts strongly as a means of social control, minimizing deviance.

Norms are rules and expectations by which members of society are conventionally guided. Deviance is an absence of conformity to these norms. Social norms differ from culture to culture. For example, a deviant act can be committed in one society that breaks a social norm there, but may be normal for another society. Viewing deviance as a violation of social norms, sociologists have characterized it as any thought, feeling or action that members of a social group judge to be a violation of their values or rules or group conduct, which violates definitions of appropriate and inappropriate conduct shared by the members of a social system.

The departure of certain types of behaviour from the norms of a particular society at a particular time and "violation of certain types of group norms where behaviour is in a disapproved direction and of sufficient degree to exceed the tolerance limit of the community. Social deviance is a concept used in the social sciences to represent all social actions – or in some cases words and images – that transgress socially accepted behavioural norms and ethical standards. Social deviance is a far broader term than crime. The latter is restricted to actions or signs that exist beyond boundaries set by law, whilst the former incorporates crime but also includes any legal action, word or image deemed unacceptable.

Social Transformation

Change is a very broad concept. Though change is all around us, we do not refer to all of it as social change. Thus,

physical growth of a person from year to year or change of seasons does not fall under the concept of social change. Social change refers to an alteration in the social structure of a social group or society. The alteration may occur in norms, values, cultural products and symbols in a society. This alteration in the structure and function of a social system, institutions and patterns of interaction, work, leisure activities, roles and other aspects of society can be altered over the time as a result of the process of social change.

Social change is a continuous and unending process in every society. All societies, traditional and modern are constantly evolving. Social change is a process of alteration with no reference to the quality of change. And changes in society are related to changes in culture. Several factors trigger social change as for instance demographic, political, social, cultural, economic and educational factors.

LIVING A MEANINGFUL LIFE

Life does not come with ready-made meaning; we are not born with pre-packaged purpose. If we want our life to be meaningful, we have to make it so. A purpose is a conscious, intentional goal—a goal chosen and pursued for a desired outcome. A rational purpose is a purpose that promotes one's life-such as getting an education, developing a career, engaging in a hobby, building a romantic relationship or raising one's children. These are the kinds of goals that make life meaningful. The meaning of one's life is determined by the choices one makes and the effort one exerts. Whether one's life is meaningful or meaningless depends on whether or not one chooses to be rational and purposeful.

The purpose of life is a perpetual question that has intrigued mankind since the beginning of human existence. Without purpose, it's easy to wander aimlessly through life instead of following your North Star. Without purpose, it's easy to squander your time instead of waking each morning with an unquenchable thirst to attain your mission. Success in life begins with purpose. When you achieve clarity, you'll gain a new perspective on your life. When you find your purpose, you'll feel good about who you are, what you stand for and where you're heading. When you discover your purpose, an inner peace will replace the need to seek approval from others. And friends and family will begin to sense a new you: someone who is happy, motivated and selfassured - a person with a mission.

Life with Aim

To Aim means to have a sense of discrimination and to know what is essential and what is not essential in our lives. An Aim imparts a sense of incorruptibility of purpose. Focus on your aim without deviating – without being attracted to or deceived by cheaper aims. Remember your aim especially under very difficult circumstances. When your aim is higher, richer will be your life.

Each man is born to do something unique – some purpose that only belongs to him. Our goal in life must be to know ourselves and to find out for what we were uniquely born. To know our Aim – to know how to formulate our goal – is part of knowing ourselves. For the ancient Greeks, the life or death of ordinary men was of no relevance to Gods. Ordinary men belonged to the swarming mass of a collective destiny. Only heroes and demigods were entitled to a fate and to turn their lives into a personal adventure.

With regard to the Aim, mankind divides itself into two species which are psychologically distinct: Dreamers and Non-dreamers. And Dreamers are divided into Full-time and Part-time Dreamers. The Non-dreamers and Part-time ones chase money, fame, power and any material possession. Only Full-time Dreamers know that what is worthwhile in life is not wealth, comfort or appreciation from others; it is to pursue a game which is worth playing. And firmly tied to their dream by a golden thread stronger than a steel cable, they are impeccably pressed toward the greatest achievement in life, the unity of their Being, their completeness.

Living Life with a Purpose

Although everyone is different, there are common threads that bind a life with purpose.

Live by your beliefs and values: People who live a life of purpose have core beliefs and values that influence their decisions, shape their day-to-day actions and determine their short- and long-term priorities. They place significant value on being a person of high integrity and in earning the trust and respect of others. The result is that they live with a clear conscience and spend more time listening to their inner voice than being influenced by others.

Set priorities: People who live a life of purpose identify those activities that matter most to them and spend the majority of their time and effort in those areas. Otherwise, it's too easy to drift away in the currents of life. As Annie Dillard once said, "How we spend our days is, of course, how we spend our lives."

Follow your passion: People who live a life of purpose wake up each morning eager to face the new day. They pursue their dreams with fervour, put their heart into everything they do and feel that they're personally making a difference. As James Dean once said, "Dream as if you'll live forever. Live as if you'll die today."

Achieve balance: People who live a life of purpose put their heart into their career and in building relationships with friends and family. They also reserve adequate time to satisfy their personal needs. Achieving balance means living up to one's potential in all facets of life.

Feel content: People who live a life of purpose have an inner peace. They're satisfied with what they have and who they are. To them, the grass is greener on their own side of the fence. As the saying goes, "The real measure of your wealth is how much you'd be worth if you lost all your money."

Make a difference: People who live a life of purpose make a meaningful difference in someone else's life. They do things for others without expectation of personal gain, serve as exemplary role models and gain as much satisfaction witnessing the success of others as witnessing their own. As the old proverb says, "A candle loses nothing by lighting another candle."

Live in the moment: People who live a life of purpose cherish every moment and seek to live life without regret. They take joy in the experiences that life gives and they don't worry about keeping score. Dr. Seuss may have said it best, "Don't cry because it's over. Smile because it happened."

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LESSON-9

SELF - AWARENESS

Self-Awareness is the thinking skill that focuses on individual's ability to accurately judge their own performance and behaviour and to respond appropriately to different social situations. It helps an individual to tune into their feelings, as well as to the behaviour and feelings of others.

Self-awareness (sometimes also referred to as selfknowledge or introspection) is about understanding your own needs, desires, failings, habits and everything else that makes you tick. The more you know about yourself, the better you are at adapting life changes that suit your needs.

How to develop and increase self-awareness?

1. Look at yourself objectively

When you are able to see yourself objectively, you can learn how to accept yourself and find ways to improve yourself in the future.

2. Keep a journal

Recording your thoughts on paper helps to relieve your mind of those ideas and clears it up to make space for new information and ideas. Take some time each night to write in your journal about the thoughts and feelings and your successes and failures for the day. This will help you to grow and move forward in your achievements.

3. Write down your goals, plans and priorities

Plan out your goals in a worksheet so they turn from ideas into a step-by-step process. Break down your larger goal into mini-goals so it seems less overwhelming and tackle it head on.

4. Perform daily self-reflection

In order to have self-awareness, you must do self-reflection. This requires setting aside some time, hopefully every day, to honestly look at yourself as a person and a leader. Committing to this practice can help you improve.

5. Practice meditation and other mindfulness habits

Meditation is the practice of improving your mindful awareness. Most types of meditation focus on the breath, but not all meditation has to be formal. You can also find greater clarity from regular moments of reflection.

6. Take personality and psychometric tests

Take these personality and psychometric tests to help understand what traits you have. Some popular tests that are aimed at increasing self-awareness include the Myers-Briggs test and the Predictive Index. There are no right or wrong answers to these tests. Instead, they compel respondents to think about a set of traits or characteristics that closely describe them relative to other people.

7. Ask trusted friends to describe you

How are we supposed to know what other people think of us? We have to listen to the feedback of our peers and mentors and let them play the role of an honest mirror. Tell your friends when you are looking for open, honest, critical and objective perspectives. Allow your friends to feel safe while they are giving you an informal yet honest view.

8. Ask for feedback at work

In addition to consulting friends and family, use a more formal process at work to get some feedback. If your company does not provide a structured way to do this, try to implement one. Provided it is constructive and well done, having an option for formalized feedback allows us to selfreflect on our own strengths and weaknesses.

ATTITUDE

Attitudes can be defined as evaluations of ideas, events, objects or people. Attitudes are generally positive or negative, but they can also be uncertain at times. For example, sometimes we have mixed feelings about a particular issue or person. Regardless, attitudes are an important topic of study for social psychologists because they help determine what we do - what we eat, how we vote, what we do with our free time and so on. Attitudes are an important topic of study for social psychologists. In this lesson, we define attitudes and discuss their three components as illustrated by the ABC Model: affective, behavioral and cognitive.

Components of Attitude

Three basic components of attitude.

(i) **Emotional :** Emotional components include the feelings of a person about an object. These feeling could be positive, negative or neutral. While customer service representative displays positive feelings, a police officer or a bill collector would exhibit negative feelings. Similarly while discharging administrative duties public servants are required to show neutral feelings.

(ii) **Informational:** The beliefs and information that the individual has about the object are the informational component of attitude. Here it makes little difference if the information is correct or incorrect.

(iii) **Behavioural:** This component of attitude consist of a tendency of an individual to behave in a particular way towards and object. Only this component of attitude is visible as the other two can only be inferred. A Positive Attitude Leads to Success and Happiness

A positive attitude helps you cope more easily with the daily affairs of life. It brings optimism into your life and makes it easier to avoid worries and negative thinking. If you adopt it as a way of life, it would bring constructive changes into your life and makes you happier, brighter and more successful.

A positive attitude leads to happiness and success and can change your whole life. If you look at the bright side of life, your whole life becomes filled with light. This light affects not only you and the way you look at the world, but it also affects your environment and the people around you.

If this attitude is strong enough, it becomes contagious, as you radiate light around you.

Benefits of a Positive Attitude

This might seem like a repetition of the above, but it helps to make this message clearer.

- It helps you achieve goals and attain success.
- It brings more happiness into your life.
- It produces more energy.
- Positive attitude increases your faith in your abilities and brings hope for a brighter future.
- You are able to inspire and motivate yourself and others.
- You encounter fewer obstacles and difficulties in your daily life.
- You get more respect and love from people.
- Life smiles at you.

Negative attitude says: you cannot achieve success Positive attitude says: you can achieve success

Tips for developing a Positive Attitude

1. Choose to be happy. Yes, it is a matter of choice. When negative thoughts enter your mind, just refuse to look at them, doing your best to substitute them with happy thoughts

- 2. Look at the bright side of life. It's a matter of choice and repeated attempts.
- 3. Choose to be optimistic.
- 4. Find reasons to smile more often. You can find such reasons, if you search for them.
- 5. Have faith in yourself and believe that the Universe can help you.
- 6. Associate yourself with happy people.
- 7. Read inspiring stories and quotes.
- 8. Repeat affirmations that inspire and motivate you.
- 9. Visualize only what you want to happen, not what you don't want.
- 10. Learn to master your thoughts

Following even anyone of the above suggestions, will bring more light into your life!

FEAR (False Evidence Appearing Real)

Fear is a feeling induced by perceived danger or threat that occurs in certain types of organisms, which causes a change in metabolic and organ functions and ultimately a change in behaviour, such as fleeing, hiding or freezing from perceived traumatic events.

Fear in human beings may occur in response to a specific stimulus occurring in the present or in anticipation or expectation of a future threat perceived as a risk to body or life. The fear response arises from the perception of danger leading to confrontation with or escape from the threat (also known as the fight-or-flight response), which in extreme cases of fear (horror and terror) can be a freeze response or paralysis.

In humans and animals, fear is modulated by the process of cognition and learning. Thus fear is judged as rational or appropriate and irrational or inappropriate. An irrational fear is called a phobia.

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Our fears keep us locked in our head and ultimately limit our potential. We cannot be happy when our potential is limited. These are our six basic fears:

- 1. Fear of poverty.
- 2. Fear of criticism.
- 3. Fear of ill health.
- 4. Fear of loss of love or not finding love.
- 5. Fear of old age.
- 6. Fear of death.

Here are some symptoms of having these fears:

Indifference, indecison, doubt, worry, overcaution, procrastination, not fully loving, seeking approval, low motivation, depression.

SELF-CONFIDENCE

The concept of self-confidence is commonly used as selfassurance in one's personal judgment, ability, power, etc. One increases self-confidence from experiences of having mastered particular activities. It is a positive belief that in the future one can generally accomplish what one wishes to do. Self-confidence is not the same as self-esteem, which is an evaluation of one's own worth, whereas self-confidence is more specifically trust in one's ability to achieve some goal, one meta-analysis suggested is similar to generalization of self-efficacy. Self-confidence typically refers to general selfconfidence. Less confidence does not lead to success. To the contrary, it leads to holding back.

It leads to shyness, Inaction and often missed opportunities. Lack of confidence results in inaction and not standing up for oneself. It results in missed chances and setting the bar too low.

Believing in yourself is what allows you to rise up and reach your potential.

TEN reasons that Self-Confidence leads to Success:

- 1. The Drive to Start Things
- 2. The Ability to Stand Up for Oneself
- 3. The Ability to Say No
- 4. The Ability to Say Yes
- 5. Confidence Overcomes Fear
- 6. Believe In Themselves
- 7. Set the Bar High Enough
- 8. Stretch Your Limits
- 9. Confidence Asks Questions

10. Believe In Winning

What is the difference between confidence and over confidence?

Confidence is being comfortable in your own skin and expressing yourself without feeling insecure or nervous. It comes when one knows one's strengths as well as faults and accepts them to improve oneself.

Overconfidence is when a person 'believes' that he/she is right every single time and that there's nothing the others 'need' do, but follow him/her happily.

SELF-ACCEPTANCE

Self-acceptance can be defined as:

- The awareness of one's strengths and weaknesses,
- The realistic (yet subjective) appraisal of one's talents, capabilities and general worth,
- Feelings of satisfaction with one's self despite deficiencies and regardless of past behaviors and choices.

A person who scores high on self-acceptance

- Has a positive self-attitude,
- Acknowledges and accepts all aspects of themselves (including the good and bad),

- Is not self-critical or confused about their identity and,
- Does not wish they were any different from who they already are.

SELF-ESTEEM

In psychology, the term self-esteem is used to describe a person's overall sense of self-worth or personal value. In other words, how much you appreciate and like yourself.

- Self-esteem is often seen as a personality trait, which means that it tends to be stable and enduring.
- Self-esteem can involve a variety of beliefs about yourself, such as the appraisal of your own appearance, beliefs, emotions and behaviors.

Why Self-Esteem is important?

Self-esteem can play a significant role in your motivation and success throughout your life. Low self-esteem may hold you back from succeeding at school or work because you don't believe yourself to be capable of success.

By contrast, having a healthy self-esteem can help you achieve because you navigate life with a positive, assertive attitude and believe you can accomplish your goals.

Factors that can influence Self-Esteem

As you might imagine, there are different factors that can influence self-esteem. Genetic factors that help shape overall personality can play a role, but it is often our experiences that form the basis for overall self-esteem. Those who consistently receive overly critical or negative assessments from caregivers, family members and friends, for example, will likely experience problems with low self-esteem.

Additionally, your inner thinking, age, any potential illnesses, disabilities or physical limitations and your job can affect your self-esteem.

Signs of Healthy Self-Esteem

You probably have a good sense of who you are if you exhibit the following signs:

- Confidence
- Ability to say no
- Positive outlook
- Ability to see overall strengths and weaknesses and accept them
- Negative experiences don't impact overall perspective
- Ability to express your needs

Signs of Low Self-Esteem

You may need to work on how you perceive yourself if you exhibit any of these signs of poor self-esteem:

- Negative outlook
- Lack of confidence
- Inability to express your needs
- Focus on your weaknesses
- Feelings of shame, depression or anxiety
- Belief that others are better than you
- Trouble accepting positive feedback
- Fear of failure
- Lack of confidence

LEADERSHIP DEVELOPMENT

Leadership development refers to activities that improve the skills, abilities and confidence of leaders. Programmes vary massively in complexity, cost and style of teaching. Coaching and mentoring are two forms of development often used to guide and develop leaders. Leadership development is a common process in succession planning, which aims to produce high-calibre leaders to take over senior positions when they become vacant. High-performers are typically identified for these leadership development programmes, which may be longerterm and broader than programmes focusing on tighter endgoals.

The success of leadership development efforts has been linked to three variables:

- 1. Individual learner characteristics.
- 2. Quality and nature of the leadership development program.
- 3. Support for behavioural change from the leader's supervisor.

Leadership development can build on the development of individuals (including followers) to become leaders. In addition, it also needs to focus on the interpersonal linkages in the team.

Developing Leadership Skills

No one is a born leader-everyone can develop leadership skills and everyone can benefit from using them.

- Take time to honestly analyze yourself.
- Identify areas for improvement.
- After analyzing your strengths and weaknesses--take action.
- Communicate effectively
- Encourage enthusiasm and a sense of belonging.
- Keep everyone working toward agreed upon goals:
- Get to know the people around you
- Treat others as individuals
- Accept responsibility for getting things done
- Solving Problem in a step-by-step way

LESSON-10 THE REWARDS OF HARD WORK

All of us have the potential to be successful by giving full expression to our strengths with sincere effort. You need to define your goals and work towards it. You have to be consistent in what you do and putting in effort till you achieve your goals instead of relying on luck which will not guarantee you success, especially when it is random.

Through hard work, you can make yourself great. For most people, work is hard enough without pushing even harder. Those extra steps are so difficult and painful they almost never get done. If success were easy, it would not be rare.

Being lazy, hampers your brain functions and makes you obese. Nothing interests you and you become a pessimistic person. You find it difficult to feel happy. You are in self doubt all the time. There is no clarity in your thoughts. There will be mood swings too. As a result you will be socially ostracized. On a serious note it can lead to depression.

There are many strange and incorrect myths people have about work and the people who do and do not partake in it. One such myth is that wealthy or successful people do not have to work. They like to sleep in till noon and just spend their time sitting around by the pool or are off playing somewhere. Another myth is that the poor are hard working slaves who toil day and night and get nothing in return. For many, when you say lazy they think wealth and work they think poor.

Here is the reality of life. Successful people are hard working. They know that to succeed takes hard work and there is no time to sit around. They have goals and dreams to achieve so they do what is needed to make life work. Many poor do not work at all. Some who have become so dependent on entitlements that they really believe it is unreasonable for others to expect them to work. Life should be given to them and they spend most of their time thinking of schemes and deals to get rich without the work that goes with it.

Hard Work Builds Character

Our character defines who we are. It is honesty, integrity, dependability, loyalty and attitude. The lack of character is revealed in dishonesty, laziness, destructive behavior, abuse and moral decline. For the success-minded person who works hard and has a definite goal in life that they are pursuing, good solid character is a must. They have found that when they are willing to do the hard work in life, to be dependable and always be the best, they will enjoy all the rewards that hard work brings. Some of those rewards include a clear conscience, security and the freedom of having nothing to hide or be ashamed of.

Hard Work Develops Confidence

Success-minded people know that when they believe that they are willing to do any work to move them forward, they also believe they can do any work. To the person who has a solid work ethic and does not run from the challenge of the difficult job, anything is possible. Hard work may be stressful at times, however, when completed and you see that you faced the giant and won the battle, you have a sense of confidence in yourself that you cannot get otherwise. You know that no matter how hard the work may be, you can, will and do get it done.

Hard Work Gives Life Meaning

One of the battles so many people face is that they have done so little for so long that they really believe they have no purpose, and even worse when they don't care. When we work hard to achieve our goals we know that they have meaning. We are not just an ordinary person doing ordinary things, we become ordinary people doing extraordinary things. Success-minded people believe they are here for a purpose, and that purpose is good and right. When they give their time and energy to hard work, they know for certain that they know, they are making a difference in the world.

Hard Work Brings Success

To the person who is willing to work hard and to do what is necessary for as long as necessary, there is no failure. Success comes to those who earn it. It does not happen by chance or luck. Success will not just knock at your door and say, "Here I am!" If you want to achieve greatness you must work for it. If you work for it, you will achieve it. Always remember the words of the legendary coach, Vince Lombardi, "The only place success comes before work is in the dictionary."

Being informed

Being informed about the world allows people to understand the significance of events that occur. Not following the news closes teenagers off from both the wonderful and scary world out there. Young people, detached from important events in life, are absorbed by trivial, ephemeral events. News can change lives, start revolutions and alter the face of the planet. People must follow current events or risk the path of ignorance: seeking out news beyond one's normal sphere of interest creates informed and knowledgeable citizens.

There are many benefits to being an informed citizen and these are some of the most important and probably most influential as to why someone would choose to be an informed citizen. The news provides us with a lot of facts that are important in everyday life. The media has and will always be an important part of everyday life. It will allow citizens to stay informed.

So, one of the things to remember if you want to be wellinformed is to be broaden your interests. Do spend every waking minute in libraries and lectures. Find time to talk to fellow students about books and talks they have attended or go through a magazine to know about recent world events. And while you are there, ask for advice about the most useful publications and online resources available in your subject.

There are newspapers, magazines and websites. It is also worth joining the online discussion group in areas that interest you. Do not forget to twitter or to check what your friends are up to on Facebook, although for a limited time. One danger with information-gathering is that it can become so addictive you never get around to doing anything with it. Remember that no one will realize how well-informed you are if you keep all the information to yourself.

PERSEVERANCE

Perseverance is the quality of continuing with something even though it is difficult. Without perseverance you wouldn't have learned what you needed to learn and that might make the next lesson even harder. If you didn't persevere and do your best work, your teacher might have had made you do the whole thing all over again. Perseverance is important to get you through the challenge and because often spending the time and effort when it's needed keeps you from a more difficult outcome later.

Steps to develop perseverance in life?

- 1. Establish your desire or goal
- 2. Have a clear step-by-step plan
- 3. Before you start your pursuit of a goal, make a commitment to yourself that you will work toward it for a specific period of time and won't give up before that time arrives.
- 4. Identify potential obstacles you could face along the way.
- 5. Seek out help and moral support from family, friends or mentors.
- 6. Self-control is a must when developing perseverance in daily life.
- 7. Establish consistent daily habits.

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LESSON-11

LOVE AND COMPASSION

The sacred energy of love and compassion, the Great Heart of the World, embraces us all, without condition, unifying all of life, unifying the whole creation within the warm spirit of kindness, appreciation and concern. With good fortune, we may meet people in whom this unfettered love shines strongly, allowing all around to bask in its light. The great saints and bodhisattvas, utterly emptied of themselves, transmit such love and compassion. In some instances of communal worship, the substance of this boundless ocean of love may envelop the whole assembly. It may enter a true marriage and may inform the bonds between parents and children. Whenever we look into another person's eyes and recognize the sameness, that that person and I are the same, not really separate, this is love.

Despite appearances to the contrary, Divine love and compassion suffuse every corner of the world, even our own. Divine love stands before the awesome contradictions in our lives: our God-given freedom that offers the promise of profound joy as well as the suffering attendant on living. The Divine heart of compassion celebrates the beauty of the freedom within each person, a celebration made bittersweet by the price of freedom: inevitable suffering.

When we hear of or see another person's misfortune, and we feel the pang of their suffering, and are moved to extend the help that lies within our power, this is compassion. For this we need strength, because suffering lies all around us. The daily news' litany of catastrophes and evil deeds, large and small, could devastate us, were we awake to the whole of it and lack the strength to bear it. But awakening through spiritual practice brings its own strength. And the suffering we see is more balanced by the joy that flows to us along with love, protecting the compassionate from being overwhelmed by the force of suffering.

Universal love lies far beyond its pale imitation in the lower energies, where emotional attachment turns from "love" to hate, jealousy, or despair. Nevertheless, the world is so constructed that it remains within our possibilities to participate in love knowingly. But that can only happen to the degree we empty ourselves of ourselves.

Self-referential motives, self-centeredness, attachment, expectation of something in return, grasping, setting of conditions, partial-heartedness - none of these have any place in love and, in practice, completely block the action of love. Placing ourselves first and at the center forecloses the possibility of love. Yet moments do come even to us, perhaps with our family or our pets or unexpectedly with a stranger, when we are briefly free of egocentric attachment and the true heart of objective love opens within us. In unguarded moments, our natural response to people is friendship, one of the faces of love. To be able to love is a goal lofty and worthy enough to sustain our long journey along the path, drawing us ever forward.

Nature of Love

Love defies definition and description. It is certainly not logical or rational. It eludes reason and analysis. It is perhaps best understood by experience. Love takes many different forms and expressions (romantic, family, religious, love of country, love of nature).

Love is central to human happiness and fulfillment and conscious living. It entails both the giving and receiving of love. Love in action is embodied as empathy, compassion and selfless service. Unconditional love is inseparable from authenticity and inner freedom. It is a law unto itself, a love that is totally proactive and appropriately responsive, not merely blindly reactive. Love creates its own wake, has its own direction, moves according to its own rhythm and make its own music. True love has no sides, boundaries or corners. It is without circumference and beyond inside and out. The heart of limitless love includes everyone and everything, embracing one and all in its warmth. Genuine love is enough in simply being itself. Love finds its own way and creates its own universe. Love-practice combines selflessness, generosity, empathy, meaningful connection, cherishment and oneness.

Love is the motive force of all creation and leads to the direct perception of Truth or God: "Love, whether its immediate object be Divine or human, leads ultimately to the knowledge of God. All earthly beauty is but the reflection of heavenly Beauty.

Love manifests in many forms, but always reveals our inherent oneness. Love's unmistakable hallmark dissolves our veils of isolation and separation, allowing us to become more fully ourselves within the sweet scent of merging. Out of love we are born, and into love we depart. In between, we seek love and love seeks us.

THE CHARACTERISTICS OF LOVE

People have different definitions of what true love is. Some people find it in fairy tales, some in Shakespearean plays, others believe it is merely a phase and true love does not exist in the real world. The truth is true love is extension of our own true nature.

1. **Mutual Respect:** Respect for each other is the most important factor to sustain true love. It comes from giving each other enough space for personal growth and never crossing the line.

2. Acceptance: The positives as well as negatives of a person are naturally accepted where true love exists. It opens up new perspectives that have not yet been experienced by many. True love changes one and how one thinks. It harmonizes all differences. There is no judgment and there is a room open for receiving and accepting love, exactly the way it is.

3. **Trust:** Needless to mention, trust is the most basic foundation of true love. Before trusting others one should trust oneself. True love makes us feel vulnerable without being fearful of defensive. Loyalty in relationships not only brings emotional stability, but also increases intimacy levels. When two countries live with love and unity, there is no fear of getting hurt. In unity, love grows and strengthens with time.

4. **Healing:** Love heals and drives out fear. It makes one feel safe and protected. With loved-ones peace is guaranteed. True love never hurts because there is no ego involved. It only heals pain from the past and gives us the strength to love again.

5. **Growth:** True love always favors personal and spiritual growth. It is a natural process that is essential for happiness and freedom. Everything needs to grow to survive : plants, animals and all living things on this planet. True love is playful and grows together without resistance or fear and it helps with professional success.

6. **Sacred:** True love is sacred. It removes ego, brings joy and brings people closer to the real world. True love frees people of fear and attachment. It is freedom, forgiveness and leads them closer to God.

LOVE AND SPIRITUALITY

Love is both the means and ultimate goal of spiritual development. It dissolves the barrier between self and others, connects us with all of life and opens the heart to compassion and forgiveness. "Love is based on recognizing our fundamental belief. We need each other to become enlightened, because the development of genuine wisdom depends on developing warm-hearted love and compassion. All the happiness and virtue in this world comes from selflessness and generosity, all the sorrow from egoism, selfishness and greed. The highest state of human consciousness is pure love: "The ultimate dimension, in the very depth of being, the supreme dimension of life, is universal consciousness and love.

Spiritual realization reveals that the experience of the Self or Ultimate Reality is synonymous with love. Only if one knows the truth of love, which is the real nature of self, will the strong entangled knot of life be unified. Love is our natural state of pure being and joy. Love is a state of being. Love is not outside; it is deep within. It can never be lost and it cannot leave.

Love transcends our conventional ideas of what true nature is. It is not limited by our nominal conceptions, beliefs and formulations. It embraces the totality of life: Love is not really the experience of beauty or romantic joy alone.

COMPASSION

Compassion is the highest of all virtues. Moreover, charity is the offspring of compassion, which is the bond that knits all things together, high and low and is the symbol of the highest power. Compassion is the great balm of life. She is the twin sister of Love. Compassion is the purest and noblest impulses of the human heart that uplifts one out of perishable dust and rouses the dormant divinity within.

Every noble action in the world has been stimulated by compassion. The worst enemy touched by its divine rays is transformed into a brother of one's blood. The thunder's might can destroy, but cannot sustain. The adamant can break, but cannot unite. The conquest of arms is insignificant when compared with the conquest of love. Compassion is the starting point of culmination. The test of real greatness lies in the extent to which one is prepared to feel others' woe and to share one's joy within. Compassion is the capacity to recognize emotions that are being experienced by another being. One may need to have a certain amount of compassion before being able to experience accurate sympathy for others.

A noble or compassionate heart radiates a selfless love which ultimately transcends simple kindness to others. It is genuine and heartfelt sympathy, a total communion between two human beings built on a foundation of deep spiritual understanding and wisdom. In reality Compassion has nothing particularly to do with being compassionate, in the sense of being charitable or kind to one's neighbours or giving regular donations to refugees or various charitable organizations, although that may also be included. Real charity is fundamental; it amounts to developing warmth within oneself.

THE NATURE OF COMPASSION

True compassion is based on love and a non-dual understanding of life free from any sense of separation and division. It emerges naturally when one's mind and heart are open to whatever arises in experience. Love is a universal force that flows through the mind. When there is oneness there is happiness, there is affection, there is compassion. Compassion has sometimes been called "the language of the heart." The seed of compassion lies in the discovery of the universal nature of human experience which transcends gender, age, race, geographical location and historical time.

The attributes and qualities of compassion

The first attribute and quality of compassion involves making a decision to try to be compassionate. Second, we make an effort to train our minds to become sensitive to our feelings and thoughts. We also need to become sensitive to our needs. Third, compassion requires us to be emotionally open to ours and others' suffering. This means that we are emotionally touched, moved and sympathetic to suffering. Sympathy is an emotional reaction to our and other people's emotions. Fourth, we can only be truly open to feelings if we can tolerate them. The fifth aspect is called empathy and this is about how we come to understand and think about our feelings and our thoughts. Sixth is the important attribute of non-condemning and non-judging. The distressed mind, for example, can be filled with condemning and critical thoughts of our self or others. Giving this up is linked to becoming kind and mindful; we become more aware of thoughts and feelings but from an observational point of view.

Being Service-minded

Service-minded people reveal themselves in many ways. There are the obvious acts of volunteering and charitable works. Then there are the more subtle individual traits such as empathy, awareness and active listening. While it's easy to assess the volunteerism of a candidate based on their list of causes, charitable actions and involvement with philanthropic organizations, it may be more difficult to gauge the more subtle structures of their personality associated with ethical and caring behaviour.

Some of the essential traits exhibited by Service-minded people include listening, empathy, awareness, stewardship, commitment to the growth of people and building community. A person who readily embodies these qualities will lend themselves well to supporting a service-minded culture in your company. While some of these characteristics come quite naturally to some people, the good news is that these behaviors can be adopted and enhanced through learning and practice.

After all many leaders attained fame and glory because of their service to mankind. Lot much can be written in this regard from the life of Helen Keller, Mother Teresa, A.P.J Abdul Kalam and even of our own freedom fighters.

LESSON-12

CYBER CRIME

Cyber crime is defined as a crime in which a computer is the object of the crime or is used as a tool to commit an offense. Cybercriminals may use computer technology to access personal information, business trade secrets or use the Internet for exploitive or malicious purposes. Criminals can also use computers for communication and document or data storage. Criminals who perform these illegal activities are often referred to as hackers. This does not include chat rooms, emails, notice board, Bluetooth, MMS and SMS. Internationally, both governmental and non-state actors engage in cybercrimes, including espionage, financial theft and other cross-border crimes. Activity crossing international borders and involving the interests of at least one nation state is sometimes referred to as cyber warfare.

Cyber Crimes are classified as Internet Fraud, Cyber Terrorism, Cyber Extortion and Sextortion.

Internet Fraud

Internet fraud is the use of Internet services or software with Internet access to defraud victims or to otherwise take advantage of them. Internet fraud includes Business E-mail Compromise, Data Breach, Denial of Service, E-mail Account Compromise, Malware / Scareware, Phishing / Spoofing and Ransomware.

Cyber Terrorism

Cyber terrorism is any premeditated, politically motivated attack against information, computer systems, computer programs and data which results in violence against non-combatant targets by sub-national groups or clandestine agents. Acts of cyber terrorism can be carried out over private computer servers, against devices and networks visible through the public Internet as well as against secured government networks or other restricted networks. Hackers who break into computer systems can introduce viruses to vulnerable networks, deface websites, launch denial-ofservice attacks and/or make terroristic threats electronically.

Cyber terrorism includes i) Global terror networks in disrupting major websites to create public nuisances/ inconveniences or to stop traffic to websites that publish content the hackers disagree with and ii) International cyber terrorists access and disable or modify the signals that control military technology, iii) Advanced persistent threat (APT) users may use sophisticated and concentrated network attacks in which they gain access to a network and stay there undetected for a long period of time with the intention of stealing data, rather than causing damage to the network or organization. APT attacks target organizations in sectors with high-value information, such as national defense, manufacturing and the financial industry and iv) Viruses, computer worms and malware targeting control systems can affect water supplies, transportation systems, power grids, critical infrastructure and military systems and may be used to further cyber terrorist goals.

Cyber Extortion

Cyber extortion is a crime involving an attack or threat of an attack against an enterprise. It is also coupled with a demand or request for money to avert or stop the attack. In cyber security it is very important to protect one's self against cyber extortion. It is using cyber safety rules and basic firewalls and malware protection to keep others out of one's computer system. When many people think of extortion, they think of kidnapping, blackmail with pictures or even plain bullying.

Sextortion

Sextortion is a form of sexual exploitation that employs non-physical forms of coercion to extort sexual favors from the victim. Sextortion refers to the broad category of sexual exploitation in which abuse of power is the means of coercion, as well as to the category of sexual exploitation in which threatened release of sexual images or information is the means of coercion.

As used to describe an abuse of power, sextortion is a form of corruption in which people entrusted with power such as government officials, judges, educators, law enforcement personnel and employers seek to extort sexual favors in exchange for something within their authority to grant or withhold.

Cell Phones

Usage of mobile phone has become mainstream today. Even the baby that is born yesterday is using mobile device today. A decade ago mobile phones were seen as a rare phenomenon. Even if there was a mobile phone there would be only one per house and it was used only for the purpose of communication. Now everybody has one. Well, there is nothing wrong in having one but the question is of its usage. There are lots of useful things that we can do using the technology.

If you have mobile phone with Internet connection, you have the world in your hands. Most of us use mobile phone for trivial things. Of course many of us use it productively too, but how often? We use social media such as Face book, Twitter and WhatsApp but what do we post? We surf on web and YouTube, but what do we see? We post unwanted things in social media. We upload profile pictures to see how much like it gets. We have unwanted trivial conversations in chats. We use you tube to watch movies trailers, songs and funny videos. Social media is also responsible for many clandestine affairs in this society. Many children who do not even reach the age of adolescence are addicted to pornography. It is the biggest evil of the Internet. It spoils the mind of the children and changes their attitude when they grow. Children are also addicted to gaming which is very harmful. Because of this many children lose interest in their studies. Using mobile phones for long time continuously can cause damage to the eyes. Children do not seem to be playing in the street rather they play dangerous games like Blue Whale and Pokeman which is a matter of great concern.

There are physical and mental problems associated with the usage of cell phones. The harmony in the family is disrupted because of the misuse of cell phones. Everybody lives in solitude with a mobile device in his/her hands. Using cell phones in an upright manner is the need of the hour. Games, Music and videos have replaced the lives of youngsters. Addiction to games, music and videos has become a big concern. It is disappointing to learn that in many western countries including the United States of America there are rehabilitation centres set up for cell phone de-addiction. The repeated use of cell phones and its application makes a person addicted to it. The only solution from this cell phone addiction is to reduce the usage of it and deviating ourselves to concentrate on other purposeful activities like sports, exercises and meditation etc., Games, music and videos in a cell phone can be played, listened or watched for a few minutes in order to relax ourselves from heavy workload and stress.

With mobile phones, one can easily organize their schedule with the use of the calendar, notes, phonebook, alarm clock and more. Latest mobile phones today can help travelers gain information about directions in a certain place this is called GPS navigation. You can get information on what road to take, where to turn and even the estimated time to get to the desired location. We can use mobile phone cameras productively. We can use it to capture some auspicious occasions with our friends, family members etc. We can use that to shoot some social unjust events and share it in social media and let people know.

Efficient use of Social Media

The main aim of social media is to connect with people across the globe. We might have lost contact with our friends who had studied with us in our schools, colleges. We might have lost the connection from relations who are settled abroad. We can be in touch with them easily through social media. We can use social media to convey important messages for the society. We can share our thoughts in it and ask the opinion of people. Students can share study materials with friends and create group studies. Any social injustice and thought provoking ideas can be discoursed upon and solutions can be arrived at through the help of social media. Facebook, Twitter, Instagram and website blogs are common forms of social media that reach millions of users every day. Information received from these media is quick and precise. They are timely and local. Any happening under the sun can be shared, viewed, liked and commented in social media. It helps to organize and integrate with people and the society.

Social media has the power to make the world a better place. Here are some ways to do just that.

- 1. Use the social web to develop contacts within similar organizations in order to create awareness and transfer helpful information.
- 2. Share the facts, statistics, research and institutional knowledge as content
- 3. Let the passion for your cause come out and highlight the stories that tug at heartstrings. Use pictures, videos and a narrative to tell the human stories that inspire.
- 4. Use your social presence to create new relationships and strengthen existing ones. Share updates about your

programs, mission and events instead of your daily routines and trivialities.

- 5. Coordinate your social media outreach with your events and promotions.
- 6. Create your campaign and call to action for good causes.
- 7. Connect and develop relationships with social media leaders to further spread your message and have a supportive voice.
- 8. Spread positive messages to gather interest. Sharing positive volunteer experiences might encourage others to learn more about you or share your message.
- 9. Dissect your social media data to find insights that benefit your community/Institution. Use data to uncover areas in need and find ways to get involved.
- 10. Promote your events. Attract a larger following by sharing your message on the social web.
- 11. Share messages about others more than sharing messages about you. Retweet other organizations' posts, share web content that is relevant and post kind words and questions.
- 12. Use social media to uncover the language of your constituents. Use that knowledge to shape the content and messaging you use to communicate.
- 13. Use social media to gather feedback via surveys and polls. Ask questions and crowd source new ideas.
- 14. Get specific with your social media objectives with a time frame. This makes them real and tangible.

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