

IT'S NOT EDUCATION SYSTEM IT'S RHETORIC

The first season of the 'Kota Factory' web-series (2019), launched on online platform, was rising board of advertisements for un-Academy online classes, but still there was something that it caught on. Most of those who were watching were due to competitive examinations. Whatever may be the result, whether they have studied in Kota or not, but along with their schooling, they have also endured the stress of these examinations. That's why when Season 2 of 'Kota Factory' came. How the first season proved to be a profitable game that the name of Un-Academy also disappeared and the season was released directly on 'Netflix'. 'Kota Factory' has started the talk on the issue which is in dire need of thinking today. After all, what is to be gained from such examinations and self-depressing studies? As Maheshwarisar says in the series that only 0.004 percent of the people will get a chance to go to IIT and the one who doesn't win is not a man.

Isn't this the thinking of society, parents, who are sending children away from their homes to study in fifteen-sixteen years, because they feel that if the child does not study in a reputed college, then their life is wasted! There is another series on 'Netflix' itself 'Alma Matters' This documentary series is made on the students studying in IIT and the students who have passed out from there. The heart breaking thing about this series is that even after going to IIT, most of them do not know what they have to achieve from IIT. Actually, this is the best example of education system and sheep. The first Prime Minister of India was the birth of taking the country forward. His thinking was that the country could progress only with the help of science and that is why he started not only dams and power plants, but also started the Indian Institute of Technology in the same period to teach science to children across the country. It was a matter of pride to study in these institutes. The one, who went to IIT once, got attached to IIT for life. Today there are twenty three IITs across the country and lakhs of children knock on its doors every year, the only difficulty is that the doors open only to a few people. Those who have given any professional education exam in the country know that there are few people who will get a chance to be happy even after so much hard work. Of those who passed the examination and entered it, how many of them are there, who would understand by going across the door, if he. Even if you didn't, you wouldn't have to be wrong. Those who remain on this side of the door, they feel sorry for life that I wish! We could go that way too. This complete system is a dreamland game. Such dreams, which are like fantasy to heaven, just once you reach College, see it. While explaining in 'Kota Factory', Jeetu Bhaiya says 'Don't dream, make them M and then it will be easy to achieve', but while saying this, forgets about those people who risk their lives on such a test. Yes, they have only one purpose to pass. When such people were not selected, was it their fault? It was only a matter of two days ago, when giving birth to a child in Rajasthan, the girl reached the very next day to take the exam. If his result turned out to be less than expected, would his lack of goal achievement be a reason? Otherwise, IIT, IIM, no medical or engineering college or any such examination can decide the betterment of life. If this were the case, then why are people coming out of IIT's and IIM's appearing everywhere today, from comedy to acting, because the reason is that neither the result of the examination nor the college studies nor the jobs after that are able to give comfort, inside it is not in the hands of the failures to fill that void. It doesn't mean that studies are useless. Such colleges and institutions are necessary for those who have a clear and strong reason to go there, be it IIT or medical college, but those who want to go there just because everyone is doing the same, then there is a need to open new colleges. From space to the ocean and from performing arts to music and art, refine these paths and see that millions of children will not crowd the doors of IIT.

OFF 'D' CUFF

'The journey to Self-realisation'

The Mahabharata, written by Ved Vyasa in the fourth century BCE, is an epic that contains two lakh verses in Sanskrit. Not only is the Mahabharata one of the longest and the most detailed epics ever written in the world, it has universal lessons on relationships and emotions that affect us deeply.

After the manifestation of mula maya, primordial energy, everything was differentiated into quality, colour and shape. Thus began the basic instinct for self-preservation and survival, giving rise to swartha, selfishness.

In the Mahabharata, all characters from Duryodhana to Draupadi, Drona and Shakuni are motivated to avenge perceived slights and further their selfish interests all the time, thus dwelling in the swartha mode. Krishna, while giving the Bhagavad Gita, is primarily asking Arjuna to do purushartha, that is, to do what is right in the prevailing circumstances.

Refined View

Thus the Mahabharata and the Gita are not only about individuals who were blinded in selfish pursuit but they are guides that lead us on a journey from swartha to purushartha to Paramartha, ultimate Being. Seeing all in one and one in all is the pursuit worth following.

A fourth aspect often forgotten is darshanartha, refined view. After one has been through the process mentioned above, one will have a viewpoint that will be in sync with nature and society, enriching and transforming everything around through an elevated thought process.

PK Royal Mehrishi

Impact of modern sensitive marketing

VIJAY GARG

Modern market places, sounds and smells are very rare accidents. Most likely, they are the tools of an advanced psychological marketing strategy, called 'sensory marketing' that is designed to win your loyalty and, most importantly, your dollars.

Brief History of Sensory Marketing: The area of psychological marketing known as 'sensory marketing' is an advertising strategy that seeks to hear, smell, taste, and touch to create an emotional connection to particular product or brand. Wants to appeal to one or all of the five human desires. A successful sensory branding strategy measures certain beliefs, feelings, ideas and memories to create a brand image in the mind of the customer. For example, if the smell of cacao spiced in October makes you think of Starbucks, it's no accident. While the first retailers of humanity knew that the brain operated the key to the pocketbook, sensory branding dates back to the 1940s, when the market began to look at the perspective of advertising. Printed posters and billboards are the main forms of visual advertising, focusing on the effects of different colors and traps in their research. As television began to find its way into almost every American home, advertisements began to adapt to consumer sentiment. The first TV to recognize a catch 'jingle'. The commercial is believed to be an advertisement for Colgate-Palmolive's Axax Schuscher, which aired in 1948. Noting the growing popularity of aromatherapy and its association with color therapy, the market began exploring the use of odors in advertising and brand development in 1970s. They found that carefully selected apples could make their products more appealing to consumers. Recently, retailers have noticed that putting a few cents in all their stores can increase sales and increase the popularity of multi-sensory marketing.

How Sensitive Marketing Works: By engaging with people in a more personal way, sensory marketing is able to influence people in a way that traditional public marketing cannot. Classical public marketing works on the belief that people - such as consumers - will behave 'rationally' when faced with a purchase decision. Traditional marketing assumes that consumers have considered solid product factors such as price, features, and usability in a systematic way. Sensitive marketing, on the other hand, seeks to exploit the user's life experience and emotions. These are recognizable sensory, emotional, cognitive and practical aspects of life experiences. Sensitive marketing assumes that people, such as consumers, act according to their own emotional feelings, only from their own impartial reasoning. In this way, as a result of an effective sensory marketing effort, consumers can choose to purchase a specific product rather than an equal but less expensive option. Sensitive marketing pioneer Ardhana Krishna wrote in the Howard

Business Review in March 2015. In the past, communicating with customers was fundamental - companies only talked to 'customers'. They are now becoming a multi-faceted conversation, giving their voices to the products and their explanations and advance responses to consumers.

Sensitive marketing efforts to ensure sustainable product success: Identifying, measuring and understanding users' emotions. Identifying and capitalizing on new markets and ensuring first and repeat purchases (brand loyalty). According to Jehoun Gong, a professor at Iowa State University, consumers call different brands 'the most memorable experiences' - 'good and bad behaviors driven by storytelling and emotion.' In this way, sensory marketers work to build emotional relationships that connect the customer to the brand. According to marketing experts, consumers have tried to apply human-recognized-preferred individuals to brands, with the expectation of closeness and brand, lasting loyalty. Most brands are considered 'honest' or 'interesting' people. 'Well-wishers' brands such as IBM, Mercedes-Benz and New York Life are considered conservative, established and healthy, while 'interesting' brands like Apple, Abercrombie & Fitch and Ferrari are seen as imaginative, bold and trendy. Settings In general, consumers form longer lasting relationships than promotional brands.

Looks and colors in marketing: Of course, before they got into the advertising industry, people were choosing their assets based on what they saw. With the eyes, which make up two-thirds of all the sensory cells in a person's body, sight is considered to be the most important of all the human senses. Sensitive marketing looks at the scene to create a brand identity and create a memorable 'visual experience' for consumers. This visual experience extends from product design to packaging, in-store and printed advertising. The design of a product makes its mark. A brand's design can reflect trend-setting innovation, such as Apple or a trusted tradition, such as IBM. The development of Virtual Reality (VR) devices is now allowing experienced marketers to create better user experiences. For example, Marriott Hotels has launched a 'new' teleporter 'VR'. The glasses allow potential guests to see and 'experience' sightseeing and sounds before traveling. Any aspect of product design is now missing the point, especially colour research shows that up to 90 per cent of all purchasing decisions depend on the colors of the brands or the branding alone. Other studies have shown that brand acceptance largely depends on the compatibility of the colors associated with the brand - does this color 'fit' the product? Over time, special colors are usually associated with special qualities. For example, brown with restlessness, red with excitement, and blue with certainty and reliability. However, the

purpose of modern sensory marketing is to choose colors that reflect the brand's preferred personal personality rather than dealing with such sharp color outfitts.

Sound in marketing: Together with sight, 99 per cent of the radio and television inventions offered to consumers can be used more extensively in marketing, increasing the awareness of sound music as human beings establish and express their identities. Today, the brand spends a huge amount of money and time choosing music, jingles and spoken words that will engage consumers with their products. For example, large retail stores such as Gap, Bed Bath & Beyond and Outdoor World use custom star music programs to appeal to their pre-existing customer experience. Abercrombie & Fitch knows, for example, that their smaller customers spend more money playing big dance music in-store. As Emily Anthes of Psychology Today writes, 'Shoppers make more sensible purchases when they are over-stimulated. Loud noise leads to sensory overload, which impairs self-regulation.' According to the Harvard Business Review, the well-known Intel 'Bong' is played anywhere in the world once every five minutes. The simple five-note tone, and the memorable slogan - 'Intel Inside' - have helped make Intel one of the world's most recognized brands.

Smell in marketing: Researchers believe that there is a strong sense of smell associated with the sense of smell, which affects more than 75 per cent of our emotions caused by illusions. Today's fragrance industry focuses on perfecting perfumes for the brain, in particular the brains of consumers.

According to Harold Vogt, co-founder of the Accent Marketing Institute in Scarsdale, New York, at least 20 suicide-marketing companies around the world are developing skepticism and aroma for companies to increase their marketing and brand recognition with customers. Over the years, the Fragrance Foundation says the consumer fragrance industry has grown into a billion-dollar business. The list of fragrance products they offer ranges from sanitizing agents and toilet paper to toothpicks and toothbrushes. In addition, the trade publication Drug and Cosmetic Industry reports that the perfume industry is also moving into the indoor environment using aromatherapy infusion techniques. Natural and chemical substances are released into the air to improve feelings of well-being and enhance human performance. Second conditioning systems are now found in homes, hotels, resorts, healthcare institutions and retail stores. Guests at the Magic House at the Epicenter in Walt Disney World, Florida, are comforted by the smell of freshly baked chocolate chip cookies. Customers with in-house bakeries and seated kitchens such as Starbucks, Dickinney's Donuts and Fields Cookies recognize the importance of freshly brewed coffee to attract customers. Does the work smell? Andret marketing researchers say

the delicious flavors of lavender, basil, cinnamon and citrus are relaxing, while peppermint, thyme, and rosemary are powerful. Ginger, alcohol, coconut, and chocolate promote romantic feelings, while roses promote positivity and happiness. Another recent study found that the smell of oranges was drawn to calm the fears of dental patients waiting for the main procedure.

Stephen Floridian Waters is in the spotlight at the Singapore Airlines Sensitive Marketing Hall for its patent accent. Stephen Floridian Waters, now a registered trademark of the airline is used in perfumes used by flight attendants, mixed in hotel towels next to Totef and spread across the cabins of all Singapore Airlines companies.

Taste in marketing: Taste is considered to be the closest to the senses, mainly because it cannot be tasted from a distance. Taste is considered to be the most difficult to understand, as it is much wider than each other individually. Researchers have found that 78 per cent depend on our genes. This has been tried despite the difficulties of creating a public 'taste appeal'. In 2007, Swedish food retail chain City Gauss launched Cruiser Bag, which distributes beds, beverages, sandwich spreads and fruit directly to customers' homes. As a result, Citi Gross customers felt a more intimate and memorable relationship with branded products, which use more traditional marketing strategies, such as coupons and discounts.

Touch in marketing: The first rule of the retailer is 'get the customer to place the product.' As an important aspect of sensory marketing, engagement enhances customer engagement with branded products. According to the Harvard Business Review, products that contain physical substances can create a sense of ownership, 'must have'.

With a sense of taste, tactical marketing cannot be done at a distance. It is therefore essential that the customer interact directly with the brand, usually through the store experience. This has led many retailers to display non-boxed products on open shelves rather than in closed cases. Large consumer electronics retailers such as Best Buy and the Apple Store are known to motivate shoppers to handle high-end items. In addition, research published by Harvard Business Review shows that genuine interpersonal contact, such as hand-to-hand selection or a lighter belly on the shoulder, leads people to feel safer and spend more money. For example, studies have shown that waitresses who touch diners are serving those who earn more in tips.

Multi-syndicated marketing success: Today, the most sensitive marketing campaigns appeal to many senses. The more lists are appealing, the more effective branding and advertising will be. Two major brands are mentioned for multi-sensitive marketing campaigns such as Apple and Starbucks.

Duggar Ke Shahidi Smarak

MAHADEEP SINGH JAMWAL

In anomaly, I have been observing, since last many years after my retirement and fascination towards the literary world, is that number of writers have consummated tremendous literary works by publicizing their compendiums, but their work has remained within the four walls of group of few literary persons present at the launching of such valuable books. Whereas it is their moralistic obligation to resonate such books in civic territory, to refer in their write-ups and newspaper editorials regarding the utility of such doctorate books so that the society in general could accrue benefits of such literary travelliques not only to enrich about their history, culture, but also feel proud of their brave contributors in the society. Having this pain, when I encountered with the book 'Duggar ke Shahidi Smarak', a compendium of Dogra martyrdom memorials by 'Padamshri' Shiv Nirmohi, that were lying in oblivion since long and brought to forefront, it highly enriched me about statues and idols of those sons of soil who were proud soldiers to be worshipped by everyone claiming himself to be Dogra. It is my fourth attempt to resonate such books of public importance through Newspaper Editorials. Earlier it was 'Origin, Rise and Growth of Gujjars' by Sarwar Chauhan Retired SSP, 'Red Wood Jungle' by Dr. Adarsh Prakash, 'Udhampur Sanskriti aur Vratisat' by Padam Shri Shiv Nirmohi. In the present compendium under analysis, the author

has briefly discussed Duggar's war heroes, victorious mighty warriors, defenders of the country's borders, immortal fighters; soldiers who sacrificed their lives for internal security, innocent civilians killed by intruder's bullets, war memorials and tribute sites. This all contributed in making this compendium as a reference book about martyrs' memorials in the annals of Dogra history. The Dogras have an exceptional position in the battlefield. History is a witness when there is a crisis in the country. Dogra have sacrificed their lives. The history of Duggar has been famous due to wars, ethnic conflicts and mutual conflicts. Many wars took place in this region since the Naga period. Among them, the Duggar community, who was a casualty in the battlefield for their rights, gave them the status of martyrs. Duggar remained famous around the world due to his valor. The army of Jammu and Kashmir participated in the First World War. On the invitation of the British Government, in 1914, the Lieutenant Colonel Raghubir Singh and the Lieutenant Colonel Durga Singh with the Contingent of 1174 soldiers reached Egypt and to take on German soldiers reached East Africa. Likewise Dogras have registered their prints in the Second World War also.

The initial pages of the book takes us to the valor of Dogra, when Arab invaded Kabul, and Dogra ruler Suraj Dev of Babbapur came to the rescue of Raja Kamal Burman, the ruler of Kabul and

fighting against Arab forces attained martyrdom. Likewise the Jammu Raja Bhoj Dev fighting against the forces of invader Nasir-Ud-Din-Subukdin, Parhlad Dev son of Raja Jammu fighting against the forces of Mohammad Gaznavi and attaining martyrdom are living examples of Dogras bravery. The presence of memorials of Dogra soldiers at 'Saldhar' near 'Mahore' (District Reasi) and at 'Ghoda Gali' near 'Gool' (District Ramtan) reminds of valor of Dogras in war between 'Tughlak' army and Dogra battle soldiers. Even today, the folk society has kept the memories of these Dogra brave soldiers preserved in their statues and idolatries. In the inaugural chapter, the writer has discussed only those martyrs, who are folk heroes and still reflected in the folk psyche of the Dogras. This is the model of Dogra's bravery. There is appraisal of the Monuments of great Dogra warriors of pre Independence such as: Monuments of 'Bir Banda Bahadur', Raja Brij Dev, 'Manuk Doda', 'Mian Dido', 'General Zorawar Singh', 'Shahid Uttam Palivari', 'Shahid Barkhurdar Malik', 'General Baz Singh', 'Captain Kashmir Singh', 'Captain Gandharab Singh' etc. The detail description of monuments and concise description of deeds of brave Dogra soldiers decorated with 'Mahavir Chakra', 'Param Vir Chakra', 'Vir Chakra', 'Shorya Chakar', and those attaining martyrdom during Indo-Pak war of 1947-48, 1965, 1971 and Kargil conflict of 1999, and War of 1962 make us proud of Dogra bravery who sacrificed towards preserving the honor of

their mother land. Writer has not bound himself to the memorial of the martyrs of Dogra fighting on the borders only but has also detailed the monuments and deeds of all those who have sacrificed to maintain the Internal Security of the nation.

The concluding chapter of the book discusses the monuments that are collectively considered in the memory of the civilians and security forces martyred in the war and are spread over the entire Jammu Duggar region in the districts of Jammu, Udhampur, Rajouri, Samba, Kathua, Doda. These monuments are witness to the glorious history of our brave Duggar citizens and soldiers. In these monuments, the tales of the sacrifices of our young citizens and soldiers are inseparable, and these monuments are also a symbol of our pride. Very exertive data about martyrs from across the entire districts of Jammu region forming part of the book is a one stop to get details of martyrs with their address and date of martyrdom. This one stop has the detailing of 181 martyrs from Samba district, Rajouri-88, Poonch-33, Reasi-28, Doda-24, Jammu-21, Kishtwar-13 and Ramtan-2, till the publication of book in the year 2018. Books have the power to transport us to new worlds and different times, but they can also take us back to the important moments and memories that make us proud of our ancestry and the book under review can easily be classified for this category.

YOUR COLUMN
Save girl child

Dear Editor,

The existence of human life on the earth is impossible without the equal participation of both women and men. They are equally responsible for the survival of the human race on the earth. They are also liable for the development and growth of a nation. However, the existence of the woman is for more important than men, because without her we cannot think about our existence. So, to save humans from extinction we have to take measures to save girl child.

It's a common practice in India where people abort or kill girl child on birth. But, they should be saved given equal opportunity, and respect and opportunity to go ahead in life. Apart from that, the fate of civilization lies in their hand as they are the root of our creation.

There are various evils in our society; one of which happens to be the desire to have a boy. In Indian society, everyone wants an ideal mother, sister, wife, and daughter.

But they never want that girl to be his blood relative. Besides, there are other social evils in society that forces many parents to avoid having a girl child. These other social evils are dowry deaths, female feticide, and some others.

Although girls are ahead of boys in many fields but still people prefer a boy child. Girls have proven themselves better in every field than boys.

And due to their hard work and dedication, they have been to space also.

They are more talented, obedient, hardworking, and responsible for the family and their life. Besides, girls are more caring and loving towards their parents. Above all, they give 100 per cent in every work.

For saving girl child the government has taken many initiatives and launched many campaigns to save them.

Beti Bachao, Beti Padhao (Save the girl child) is the most recent initiative started by the government to actively encourage people to save the girl. Apart from that, many NGOs, companies, corporate groups, human rights commission run various campaign to save girl child. The crime against women is a big barrier to the development and growth of the country.

However, the government takes this problem seriously and for stopping female feticide they have banned the sex determination ultrasound, amniocentesis, and scan tests in the hospitals and labs. The government takes all these steps aware society that girls are a gift of God and not a burden.

For saving girl the first step starts with our own home. We should encourage our family members, neighbor, friends, and relative to save them and make other people aware of it. Also, we should cheer our members on having a girl child rather than a boy.

Ragini Sharma,
Greater Kailash.