

शुद्धात्म जैन, "भीलवाड़ा"

विषय: Translation, Simplification and Modern way of presentation

• जैन समाज में दो धारार :-

एक तरफ समाज में पंचकल्याणकों के माध्यम से समाज के हर एक व्यक्ति का भोजन-पान करना।

दूसरी तरफ जैन समाज का बालक एक सामाजिक मंच पर आकर ये कहता है, कि 'माँसाहार करने में, NON-VEGETARIANISM को 'FOLLOW' करने में, खाने में क्या दिक्कत है, 'करना' चाहिए, खाने में कैसा 'DISCRIMINATION'।

- ये इस बात को दर्शाता है, कि जब हमारे Financial Resources जहाँ खर्च होने चाहिए वहाँ खर्च न होकर कहीं और खर्च होमे, तो परिणामों (RESULT) हमें ऐसे ही मिलेंगे।

• The Question that arises while doing something or 'Anything', to turn our society into a 'MODERN' society, is that, for whom we are taking such initiative? For whom this will be more effective?

Then 4 types of personas comes into our mind:

i) Children

iii) Adult

ii) Teenager

iv) Old people

Now, by analyzing how much budget our Jain society has and statistically analyzing how much financial resource we spent or invest for the first two categories, which are - Children

and Teenagers, which can absolutely tell us about how much work and effort needs to be implemented for the following.

So thereby, Measurement of our Time, Effort, Work and INTENTIONS needed to be done, so we can 'CONTROL' the results. Because without measurement, we would not be able to hold much control and therefore, results will be catastrophic and disastrous.

↓ (CONTEXT समझ में आना चाहिए।)

• We are living in an environment where Competition has taken so much hold onto a child's mind, that he can't even spend the time for himself or his family.

- धार्मिक संस्थानों में वातावरण अनुकूल होने से यह प्रतीत होता है कि जो धर्म करेगा, प्रोत्साहन उसे ज्यादा मिलेगा।
परंतु जब विद्यार्थी संस्थानों से बाहर निकल जाते हैं, तो MOTIVATION उन्हीं विद्यार्थियों को मिल पाता है, जो लौकिक क्षेत्र में आगे रहते हैं। जो धार्मिक क्षेत्र में अगर आगे बढ़ता भी हो, तो या तो समाज आगे आती ही नहीं है और यदि प्रोत्साहित करती भी है, तो मात्र ऊपरी सतह पर।

(NARRATIVE को भी समझने की आवश्यकता है)

↓

• We also need to understand that which people are OUR COMPETITORS. Is people of other societies are our competitors or the people who do not follow JAINISM (or people who are not MUMUKSHU) or OURSELVES?

But if we think BIG, are biggest competitors are not the people who are mentioned in above paragraph, but the BIG MNC's, LARGE ENTERPRISES and so called renowned BRANDS / CORPORATES. They invest their Thousand of crores and millions of their

money only on MARKETING - to attract people and show people - how to lead them on the verge of incontinency (असंयम).

The way organizations propagates incontinence such that it looks very subtle and impinges on the mind of innocent children.

We need to understand the environment in which children live.

The definition of MODERN is 'Something that reaches your life easily' and if we can find a way to implement it in the mindset of common people ('IT' being the principles of JAINISM, core values of it). That way would be called as MODERN way of REPRESENTATION.

Our primary segments: children and teenagers, are mostly influenced by these 4 things:

FRIENDS

(4) FAMILY

DIGITAL DEVICES

SCHOOLS

We need to penetrate around these 4 things, their basic lifestyle, to implement our modern techniques to incite them with our core values.

i FAMILY

→ First we take family on our account.

In Business platform, when buyer buys something for the first time, it is called the 'MOMENT OF TRUTH', such that / likewise, when child understand the presence of our culture for the first time, it would be a most important time for him to get himself inspired to the cause, to get a impression of our JAIN CULTURE.

If child believes that he/she has to follow the principles just because of the fear of their parents / or (they told him/her), then we are already defeated.

So first we need to empower the family member to how to tackle

the questions of their child smartly and logically.

ii DIGITAL DEVICES

Most of our time is being spared or used up in digital devices. Do we have content or created any or advertized any, which can influence people at virtual platform, or social platform in their language, so they can easily understand or digest it (in English or in Scientific manner through PPT's, modals or videos).

iii) FRIENDS

This factor can be improved if we reorganize and stratetize the way our 'PATHSHALAS' works. This spectre would not create much problem. Children can befriend people (or child) of our our JAIN community likewise.

iv SCHOOLS

We can reopen our JAIN SCHOOLS, where they can be taught by

our ways and gets a sheer idea of our community. It's better than our child studying in convent schools

- We need to analyze the journey of the people for whom we are making transitions, for whom we are 'CREATING' something

For example, we want to influence a life of a child, we should possess the daily routine of the same and pinpoint the places where we can instill our teachings or integrate our JAIN ethics into his/her life or understand the gist of our JAIN PRINCIPLES.

Like: Tuitions and Coaching, nowadays have become very frequent, and are the biggest hurdle which plays main part for consuming children's time and energy. They have to read same material twice, that takes away their ability to

comprehend anything themselves.

- Novels / stories based on the personalities of our JAIN IDOLS can be a interesting way to reach the mind of young generation, because 'Stories are the way that reaches into the heart', and similarly, we are also the product of the stories that we have read and listened or passed by generations to generations throughout history.

Self help books are also one of the way to aware people of our understanding.

Creating content on social media can also influence people

- One another important point is that by always taking help of science to prove Jain concepts to children, we should also take care that children do not start thinking Supremacy of Science over religion.

- To present something in a modern way. Organizations like JINSWARA, Young Jain Study Group ~~and~~ will become influential tools in future.

Bigger enterprises like MANGALAYAN, TODARMAL SMARAK, can help in a big way to improve startups like JINSWARA, YJSP, etc.