

3C Consciousness, Cognition, Causality

Be Lonely Be Your Best

 Empowering Consciousness For
Life-Living Wellness & Personal Excellence

Santosh Jha



Be Lonely Be Your Best

By Santosh Jha

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A Big Thanks... You have already enjoyed 25 of my eBooks. They all, be it fiction or non-fiction, have been my humble endeavour to empower your consciousness for life-living wellness and personal excellence. This 26th eBook is also aimed at continuing to write on the core issues of 3Cs – *Consciousness, Cognition and Causality*, as I stick to my belief that holistic, integrative and assimilative knowledge of the 3Cs alone can open the doors of wellness and excellence in a world of chaos, conflict and confusion, we live in. There is nothing better than living a self-aware life with poise of purpose...

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Accept my gratitude

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...For Finality Of Fruition

It is not that people await good times, the good times also await good people to come and hoist the potential seeded in the soil of future. Good words also wish for good readers, to be in reception of and be in linearity of the innocent intent, which ride on the shoulders of the words, for the finality of their fruition...

**

... Beyond Populist And Culturally Suited Ideas

Confusion and conflict is something built-in mechanism of our 'self'. Modern science says, 'We don't see things as they are; we see them as we are'. In other words, we usually do not see what is there to be seen but what we think must be there to be seen. Often, this instinctive subjective predisposition restricts objective realism. Be open, be liberal; do kindly accept holistic, assimilative and integrative perspectives to accept some idea or realism, which stands beyond populist and culturally suited ideas and idealisms...

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... Unlearning Existing Hypotheses

Often, there is a *hypothesis*, which is the foundation of all *theories* (standpoint/choice/priority) we accept as true and right. We all usually pick up some personal *hypotheses*, accept them to be *true* and then go on to construct a *theory* on the basis of these hypotheses. Often, these hypotheses are populist and culturally prevalent. Understand and accept each of the hypotheses we admit very consciously,

as our life and living choices. This can be done by a difficult process of *learning and unlearning* going on simultaneously and at times in good competition. Unlearning is as important as learning. We all need to check and re-check all our existing hypotheses in the light of ever-evolving modern human wisdom...

**

At The Very Outset

Dare To Prove Yourself Wrong... The Best Thing You Can Do For Yourself... Why!

All wisdoms say – humans are designed to live in state of *oblivion*, a state of instinctive semi-consciousness nothingness, a state of blissful inertia, a *status quoist* comfort zone. To jolt oneself out of this, to eject out of this *nothingness* to full and absolute *everythingness*, one must challenge itself, something humanity has done since four million years. This is the doorway to common sense; evolution confirms it. It is better to challenge ourselves, as it feels bad when others point out mistakes in us. Moreover, others may not have the perseverance to keep telling us that we need to change. My humble, affectionate and compassionate attempt is to put in the ideas here for readers to internalize, so that elemental and seed-level changes could be understood and initiated within oneself. Internalizing needs you to drop your narcissism that you 'know it right'. You may already; however, it is always ideal to stretch the horizon of your righteousness, as this evolution empowers your consciousness and leads to enhanced life-living wellness and personal excellence. We are definitely talking about this here. Dare to prove yourself wrong. If you do not, you are right on your own right. Then, so are others! There has to be a sense, which is common and it comes out of the assimilation of one's subjective consciousness to objective higher consciousness.

Do Let This Sink In, It Shall Stay...!

**

Seeking Something Precious From You

I share a true story with you. My father had a doctor friend and he was very respected and valued. He would always prescribe at least seven drugs to his patients. So once my father asked him why he loaded so much pressure of cost on his poor patients.

He replied, ‘I prescribe first set of three drugs for the cure or treatment of the disease and another set of four drugs to counter the side-effects of the first three drugs...’

He also added, as most of his patients were poor, they had deprived nourishment levels and a few supplements he had to prescribe so that the drugs could not disturb their already fragile body-system...

I need to say it very humbly that I find myself in similar position to this doctor, when I write. Even when a doctor has not manufactured the drug, a good doctor always owns the onus of the *side-effects* or *disturbance* which it can cause to a person in need of a remedy or cure, especially if the end-user does not have the required nourishment levels. Similar are the destiny of words, which we use. Their utility and worth always is at the end of the receiver but still, we, the speaker have to own the onus of its effects on others.

Being a good human is tough, as we have to be very responsible over what we deliver. For all good human and good-intentioned people, life cannot be easy. Therefore, we should do what this doctor did. When we deliver words, we need to design the whole package in such a way that there are a set of words, which communicates what we wish to convey. And then, in the same writing, we need to add another set of words, which backs up the first set of words, ensuring that it has little side-effect or destabilizing impact on an average reader.

This artistry of fruition in writing is very tough task.

I don't say that I have this, yet I very humbly request you to accept that while one writes, you may at times feel, he or she is writing uselessly so many words. The idea is, most words we use, are so full of diverse meanings and shades of interpretations. Moreover, every single person is in different shade of consciousness. This difference in consciousness engenders different meaning of the same word or set of words to different people.

Therefore, I very humbly request you to magnanimously extend me your compassion and affection. As a writer, what I mean to say is not at my side. It is at your side and that is why,

your compassionate heart for my words are the prerequisite for the fruition of my humble endeavour and enterprise.

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Thanks For Your Magnanimity, The First Chapter Begins...



Pull Yourself Aside The Mainstream Of Pop Culture And Be Your True Self

PEOPLE THINK, THINGS are destined and everything in life happens, as and when they have to, with humans being mere role player. This sure is a near true reality for most average people as they are in drift, being just in reactionary consciousness, not aware and in any meaningful control of elements of life and living.

Destinies of course can be changed and some real people always do it, by knowing and accepting that whatever happens in life is a product of the *Causality* – function of factors, which shape up a cause-effect chain of happenings and their cyclic spin offs. So, to change destiny, we need to change this causality.

There is a mechanism of all patterns of life-living factors, which prevail around us and involve us in some role play, which we often fail to recognize and be in control of. Therefore, the next important thing in shaping up your destiny is *Cognition* – the way we see, feel and accept things in the space of ambient realism. This causality is very powerful and the cognition is often not very conducive for individual perception, as cognition is often backed by and driven by strong collective sense of realism.

That is why; the ultimate thing in shaping up and changing destiny to one's own suitability and utility is *Consciousness* – this ephemeral sense of 'I', the self, this sense of 'me', in the midst of the cacophony of billions of 'I', who constantly vie for shaping destinies for their respective individualistic as well as collective suitability and utility.

If you feel, this description is too complex and this explanation of Consciousness, Causality and Cognition is some vague idealism, not amenable to practical utility, I appeal to you to never feel bothered. In the lines to come, we shall have very clear understanding of these terms and their practical benefits for real profitability.

Life is all about the **3Cs** – *Consciousness, Cognition and Causality*. Destinies, which we all accept as some external chain of happenings, are all about the causality of cognition of consciousness. This consciousness, this sense of a definitive and over-encompassing 'I', or the self, is usually very localized and in a drift or flux. This drifting and diminutive 'I' loses all control of life and living factors and elements and that is why it becomes an attachment to a pre-ordered destiny, especially the crowd destiny, led by *Crowd Consciousness*.

This 'I' has to be empowered, this consciousness has to be empowered for life-living wellness and personal excellence. Then, this evolved consciousness, this higher consciousness becomes the chief protagonist of the theatre of life and living, scripting its own play of life, its lyrics and choreograph the dance of destiny. This drift and flux has to be pruned, so that the 'I' is in full self-awareness and self-control, scripting its own individual destiny, distinct from the collective destiny of the crowd of people.

For this to be achieved, we have to come out of the drift of life and living, pull ourselves aside the forceful mainstream of pop culture of collective stupidities and be our true selves.

Therefore, The Primary Intelligence, In The Mêlée Of Millions, Is To Be Lonely... It is a precursor to quality leisure, which you need for yourself, to be friends with factors and elements of life, to be the master of the 3Cs – Consciousness, Cognition and Causality, which then opens up the doors of all good things to you, for you to attain your best potentials...

This book is all about accepting loneliness as some positive and very beneficial happening for us, as it is truly empowering, leading us to overall life-living wellness and personal excellence. The book is also about how inappropriately most of us perceive and accept

loneliness as. It is also about what exactly the appropriate and true realism of loneliness is for us and how best it can benefit us, especially in contemporary popular culture of clutter.

That is why, at the very start of the book, I have outlined the importance of consciousness as it is this higher consciousness, which makes the very fine difference in accepting a life-living situation as something very beneficial, as against the popular perception of it being a sad and bad thing. It is all about shift of cognition – redefining, reshaping and redesigning our perception, which makes this change possible for us.

This shift of cognition comes through empowerment of consciousness. It is so simple to understand. If not, then we are going to make it simple for you in this book, with the help of multiple perspectives.

So many people, over the ages and even in contemporary culture, have understood the difference between *loneliness* and *solitude*. Loneliness and solitude are just two faces of the same coin. When we feel sad and bad about being alone and lonely, it is a depressing feeling and it becomes identified as a debilitating realism called loneliness.

However, when being alone and lonely makes us happy, feel good about being in exclusive audience with self, feel empowered being in retrospections about finer things of life, this becomes a very satisfying and rewarding emotion.

What exactly is the difference between loneliness and solitude? The former is bad and later is good. How? The difference is in our cognition. Two persons can be equally lonely but the emotions may vary if their cognition varies – one accepting it as good for his or her wellness and another taking it as bad for his or her wellness. This difference in perception makes all the difference how we accept the realism of lonely emotions.

The cognition plays the core and cardinal role in our wellness as it changes the causality – the way we accept cause and effect of a particular situation. And, this happens because the two persons are in different consciousnesses. An empowered consciousness accepts even a seemingly tough situation as rewarding, whereas, an affected consciousness sees even a rewarding experience as a threatening situation.

In this book, we are talking about all the aspects of loneliness, with the help of the perspective of 3Cs, so that we could see and accept loneliness in its true and right cognition. At the end of these talks in this book, it shall be established with a holistic viewpoint – involving both

scientific knowledge and spiritual wisdom, that being alone is our best opportunity to become an empowered consciousness.

This shall open all doors of life-living wellness and personal excellence. We shall finally find and enjoy the *Happiness of Loneliness!* Being lonely is about being our best selves!

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We All Have The First Right To Be Lonely To Ruminare About Life-Living Wellness

There is a facility among cattle and many other hoofed mammals, which is so very beneficial for their survival and it is called – *Rumination*. There is a word called *Regurgitation*, which means, taking the swallowed food back into the mouth. Then rumination happens, which means, the animals chew again the consumed food slowly and nicely, so that it could be digested well and its beneficial micronutrients could be extracted.

We all understand why evolution endowed this facility of rumination to the hoofed mammals. These animals are always the prime preys of the predator animals, who survive on their flesh. Therefore the hoofed animals are always in a hurry and devour their food in the open, as fast as possible, so that they could not fall prey to predators. However, the food they swallow without chewing cannot be digested and nutritional elements cannot be extracted that fast and that wholly. That is why evolution engendered this unique endowment of providing them with four stomachs and this facility of moving their food back from the stomach to the mouth again, which they chew in leisure and assured peace at a safe place.

For humans, there are loads of things happening all around us and in our drift and fast-paced life; we are just consuming everything, like those hoofed animals. We all need to be empowered to evolve a facility of mental or intellectual *Regurgitation* and *Rumination*. Like

the hoofed mammals, we humans are also in a fast-paced drift – focusing solely on consumption and possession of life attainments, not ever bothering to *chew* them well, before stacking them in our life-living time-space *stomach*.

We all need to either slow down the process of swallowing, chewing them right then and there, which seems almost impossible in our contemporary cultures. Or, settle in a leisure and assured space of lonely being, where we could regurgitate the happenings of the day or the week, and then ruminate mentally and intellectually to *chew* them to a *digestible* and healthy state of things.

So many things keep happening around us, which impact us so badly and critically. Still, we seldom understand how and why things happened and what energized this chain of happenings. As we talked earlier, destiny is a causality, which may have many random elements, still it has good many factors, which we can bring in our self-control, thus aligning our destiny the way wish it to be. Being in happy self-awareness and self-control to understand the elements in our ambient milieus, to design a causality of our own liking and shape is empowerment. This empowerment has to be inculcated and nurtured.

This option to avail the facility of being lonely and having a qualitative leisure time for ourselves, gives us this opportunity to sit back, regurgitate the factsheet of happenings to the conscious mind and then ruminate over things in conscious correlation. Evolution has definitively provided us with this facility of conscious rumination in the form of the emotion of desire for solitude. It is our mind's cultural confusion and conflict that we label this empowering facility as some wrong thing by labelling it as loneliness.

Humanity has already understood the futility of so many populist perceptions we have. The scientists have been warning us that we all have developed a wrong notion of this desirability to be happy all the time. They insist that nobody can be happy all the time and this desire itself is a psychological dysfunction. This obsession to be happy and thrilled all the time leads us to two dangerous situations.

- First, we start to assign ourselves to multitasking, to maximize the joy and thrill in our lives. This is based on the populist notion that more action means more fun.
- Secondly, we go on a drive of extreme consumption, without examining the long-term value, worth and utility of the consumption.

Science confirms; the brain cannot handle more than two tasks at a time. Naturally, we become more drifted and conflicted. Also, we tend to clutter our brains and mind consciousnesses more and more, each day we live.

That is why, we all need to stop, pull the car of our lives off the fast-lane expressway drive of populist contemporary culture of overdrive of consumption and mad multitasking. As we stop, move out, find quality leisure time for our *self*, we begin to understand the 3Cs of life and their importance in our wellness and excellence.

We have a brilliant example of how drift and flux of our lives in contemporary clutter culture is taking a huge toll on our wellness and personal excellence and how we can stop that by just being lonely and sparing time for us to ruminate over things intelligently. The current data over millions of divorce, all over the globe, especially in developed and highly liberalized cultures brings out two very critical points for rumination. The data says, two top reasons for growing cases of divorces are –

1. Even just before marriage, so many people are not sure, why exactly they are marrying. In many cases, even when the rings and vows are being exchanged, either one of the partners or both already have doubts about the real and true ‘utility and worth’ of the union taking place. They are confused as what exactly they want out of the marriage.
2. Many people actually are not sure what they want out of their lives. In that state of flux, they enter the institution of marriage and they are naturally not sure, what they wish out of the marriage.

It has to be accepted that the data may not be truthfully representing the state of mind consciousnesses of so many people involved in marriages, across different cultures and geographical areas, as generalizing such deep and intense emotions and feelings of so many people involved in divorce in different circumstances may not be that precise to be quantified in such singular bracket.

Still, it is accepted by most analysts and psychologists that not only in marriages, in other key aspects of life too, like family relationships, friendships, jobs, careers, sex, passion, etc, people show this gradually rising tendency of wavering and general attitudinal volatility. This surely is the drift, which the contemporary culture of modernism is engendering. We do loads

of things, as probably everyone is doing, or it is just pop thing to do. Yet, we are not definitively sure, why exactly we are doing what we are doing!

That is the crucial point of conscious rumination. As we talked earlier, destiny is a mix of random elements of happenings as well as conscious and self-controlled efforts of an individual. If this mix loses its judicious poise, if random and uncontrolled elements outbalance the mix, all causalities go out of our hands and we land ourselves in the deep ocean of flux and drift.

It is a growing realism that often, even in core life-living choices like – marriage, choice of food, lifestyle priorities, sex, intimacy, careers, growing number of people are either very casual, while making choices or they are not categorically decisive. A survey shows, one third Americans accept that it is tougher to know what is the right food to eat than file their complex tax returns. This lack of exactness and definitiveness in so many important life-living choices adds to the drift and flux of consciousness. Naturally, this leads to affected cognition and causality about righteousness and appropriateness of life-living realism.

Psychologists say that this casual approach or indecisiveness should never be judged as some dysfunctional behaviour or psychosis. There are so many reasons for such a state of drift in life, which is growingly being accepted as normal. The troubles unfold here.

Some believe, this is an attitudinal issue as many people in liberal modern cultures never stop for a moment to ponder over the issue of *appropriateness* or *rightness* of an action or behaviour. Usually, people are scared of being lonely and alone. Everyone loves to be part of the crowd – inseparable part of the crowd behaviour of the *collective consciousness*, which feels happy and thrilled in doing whatever the celebrities do or what the markets and media portray as the whole world as doing.

It is always easy knowledge to know what others are doing than knowing what exactly the right thing to do is!

May be, there is this revolting attitude towards all things in cultures, which have traditionally been labelled as *appropriate*. This contemporary celebrity culture also adds to this trend as the pop belief is – being a celebrity means not doing things the way all do but doing those things and that way, which is definitively not appropriate and commonplace. So, a girl or a boy may never blink an eye, before dressing up in a way, not even thinking about *appropriateness* of the dress. This everything is *okay* and not worth *thinking* twice, has

become a habit and part of subconscious mind. Rather, more inappropriate it sounds, more chic it becomes in celebrity driven pop culture.

There can be so many reasons. But the reality is that most of us are not even stopping a moment, not willing to be lonely enough to let our higher consciousness question and check the utility, worth and value of whatever we are doing. It is rather very clichéd and unceremonially boring to stop and ruminate. Going with the wind and being with the drift suits fine to average people in the contemporary pop culture.

Maybe, we are not very lucky like the hoofed mammals, who have this rumination facility biologically, still important it is that we use this idea of rumination for our wellness. We need to do it, at least mentally and ideationally. We have this intellectual faculty and facility to regurgitate and ruminate about the trends happening all around us and the precious data available to chew in leisure about what we can do to be a better person in future. Thanks to technology, we live in a world, where knowledge is where you sit, just a click away!

It is a humble wish, not only for every individual but for the societies across the world. Let us be wise, let us regurgitate and then ruminate. We need it. We all are better off when we stop and move off the mad mainstream of populist culture and accept the utility of being lonely. If there is something, which empowers us, we should not let it go unused.

This facility is with all humans – we all have the first right to be lonely, to be in a happy individualistic space of ‘I’ alone, and to be in the sanity of solitude, to understand the mechanism and process of 3Cs to empower our consciousnesses for life living wellness and personal excellence.

Yes, no doubt, most of us have this culturally wrong notion about the true meaning and sense of loneliness, which makes us run away from it and accept it as some sort of dysfunctional trait or state of things.

We shall talk about the true meaning and utility of being lonely later.

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Populist Collective Consciousness Denying Us This Golden Liberty To Be Lonely

Somehow, most may not like to accept it, yet, the fact remains that those in drift and those rooted well, can never have a singular worldview. A person on a moving train never has the right feel and acceptance of the true speed of the train, even though those stationed at a platform may see the train as well as the moving passenger differently.

Majority of people in fast moving lifestyle and cultural train of life, land themselves in a drift that takes away the realism and its true situational perspectives from them. They shall not usually accept some realism, which the rooted people keep saying. Rather, being in the drift is such a powerful expression of modern, liberal, consumerist culture and its associative worldview of instant-self-gratification and populist benchmarks of success and self-worth that very few actually think it as right choice to be anything but be in perpetual drift... being rooted surely stands out as a position of a duffer – a certain loser...

Somehow, in populist cultural perceptions, which definitely is the collective or crowd consciousness of the contemporary cognition; being lonely and not being part or the usual drift of constant self-gratification and mad multitasking is considered a sure sign of failure. Nobody wants to be a loser and that is why, being lonely becomes a bad word. Consequently, loneliness has over the years become a word, which signifies a psychological syndrome of dysfunctional personality. We all live in a populist culture, where an illogical, unscientific and populist shade of psychology has come to stay as the core element of populist cognition, thereby affecting our consciousnesses in a wrong way.

It is this deep-seated populist collective consciousness of denying ourselves this golden right and liberty to be lonely, which makes most of us keep a constant date with the drift. This has brought about a bizarre situation for huge numbers of humanity. This drift makes people go crazy over consumption and instant self-gratification at all costs and this also becomes the populist benchmark of success and self-worth. More we consume, more we possess for

sustained and unfettered consumption, more successful we are; in the eyes of society, markets and mass media.

This in turn makes clutter a fashionable realism in lives of more and more people. The more and more we have, more items are there in our limited spaces – both in our home and our lives. Naturally, more clutter we have in our home and life. This clutter unconsciously fills in into our subconscious minds and starts to adversely affect the very process of our cognition and causality. The golden poise of the 3Cs in our lives goes for a toss.

The success benchmark in contemporary populist culture is – more cluttered your life-living situations, more successful and self-worthy you are. This wrong and dysfunctional causality, leads to this calamitous cognition that being lonely is disastrous and a bad sign. The golden shine of solitude becomes a scary scenario for most of us. Surely, a conflated cognition!

However, this is only one face of the bizarre life-living situation of the modern culture. A group of concerned socio-economic leadership is warning us that the more and more we consume, more we possess, yet *we have into turned pleasure-starved societies*. This liberal consumerist culture is based on the notion that consumption in all shapes and sizes actually enhances joys, thrills and happiness. The sane voices assert that this is the ideology and blind hypothesis of a culture and society in perpetual drift. The reality is; the developed high consuming cultures have become the graveyards of pleasure-starved, cluttered-consciousness, drifted people. We talk about the scientific logic of this hypothesis later.

So, we consume blindly, almost anything, which the markets, media and celebrities endorse to us as *must have*. And we all consume in loads as we say to ourselves – everyone is doing the same and if I do not follow the same, I shall be left lonely, isolated and out of the mainstream. This nobody wants to do as nobody wishes to be labelled a loser. Majority of people being in drift and flux, is what suits markets, media and celebrities. We keep piling up the clutter in our lives and they love it. *Often, in contemporary world, trade is tainted, business bewilders and markets manipulate!*

Surely, being lonely is the first step towards personal empowerment and this empowerment means; we have this liberty and resolve to say a conscious and definitive *no* to the drift. Living in a true liberal world and having our golden rights to freedom means, we have all the choices for our wellness. But in reality, the freedom is limited to having limited consumerist choices. This is truly suffocating.

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