

Mind of Man, An Animal Farm!



**Useful to anyone dealing
with a diverse and a large
number of people in any
society. such as
NGO, Political & Business
Leaders, Teachers**

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MIND OF MAN

AN ANIMAL FARM.

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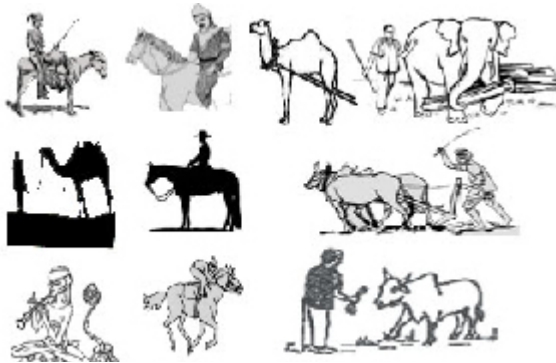
Stories are Great help!

Stories are great help for remembering important concepts. You will find stories in every book that I write.

Introduction

Man had always a quest to control every life and material to exploit them for his own comfort and pleasure. To a great extent they succeeded too.

Our ancestors studied the **behavior** of most animals so that they can control and domesticate them. They succeeded in it.



They discovered that every one life form, such as animals, has an **unique behavior**. For example, the horses in India behave the way as every another horse anywhere in the world behaved.

What determined behavior or animals & human?

It is the **mind**, that is said, to be responsible for the behavior of any life.

No one has an idea as how the **mind** looks like and

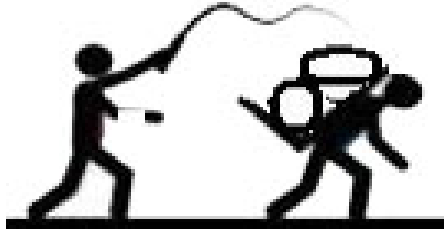
where it lies. But we understand it in the way, incomplete and vague, the proverbial blind men perceiving an elephant.



Not one of those blind persons gets a complete idea about how the elephant looks like. But, together they can make out some form distantly resembling an elephant.

Several generation of humans just use the knowledge which was passed on by the ancestors. Surprisingly, they are valid today. May be it would remain the same for a foreseeable time in future.

**Man wants to understand Man!
to control him.**



But there is a problem!

What is true of animals are not true of Man! The behavior of **Man** is not unchanging like animals.

Behavior of every man changes with the society in which he is born.

His behavior changes with **time too**, Also his reactions **Changes** depending on the **situation** also.

Thus, unlike animals the **human behavior is unpredictable**. Every one has his own **behavioral** pattern differing appreciably from another.

So, we can safely conclude that the behavior of humans is quite complex. That makes it difficult to predict.

Unpredictability of behavior of a man makes it very difficult for others to be control him.

But yet, the man has a quest to understand and predict so as to enslave humans like what he did with animals. to some extent.

The new approach

It is not that there was no study on human beings in the past. The earlier attempts was, no doubt, partially successful.

Sadly, the previous learning served a limited purpose of exploiting common man for commercial exploitation.

Thus information was used to exploit the majority who are poor and deprived.

The Present attempt has nobler intentions. This would help understanding the entire humanity. Then explore ways to prevent or minimizing exploitation of lesser mortals.

The entertainment Industry, for example, with the knowledge they got from the study of human mind found which pockets of population will pay for a given entertainment product.

Then figured out the combinations of a entertainment product that will help maximizing profits.

My attempt to understand human mind is entirely different.

My mission is to find out what really makes an individual to think differently that results in different **behavior** from the rest of others in a given society.

Why some people are **extremely rich** and majority of them in **extreme poverty**?

What takes one to **enslave** others in the society and the same way why the bulk of the people **vulnerable** to be enslaved and exploited?

Is it possible to fill any gaps by **training the mind** of the poor in some way that they are not enslaved and impoverished, some time in future.

I must say, I have achieved my goal of understanding the human mind, to achieve my set goals, reasonably.

Now it is for the reader to go through the following pages and react.

I believe that the results of my study and a possible remedy when implemented would change not only the individuals but the entire society's fortune as well.

Chapter 1

Entertainment industry succeeded, In Learning human behavior



Learning the human mind better than before, holds the key to future success for entertainment, politics, trade and other enterprises including right education and Crime control.

Two most group of people in India succeeded in reasonably predicting and controlling "man".

Entertainment Industry in India Understood people like most political leaders did.

- Both the industries divided the people into de-

mographic groups.

- Both created products that are **unreal**. That is, **illusions** or **Falsehood**.
- Both packaged their products, to **four different groups** of people spread across a large geographical area.
- Both did not look for **100% success**.
- Both targeted profit maximization for whatever the money they invest.

Need to know changing minds

Human minds are changing with time.

Any Industry, including the politics and entertainment need to invent newer products every time to cope-up with changing behavior of man to remain in the chosen business.

It would be interesting to learn how entertainment Industry benefited by understanding people.

Four divisions.

Entertainment Industry understood that there was a correlation between the demography and entertainment flavors. The cities would have a small but reasonable number of audience for fine arts such as Bharat Natyam, Classical music and fine arts.

They have deep pockets and would spend on such entertainment liberally. These programs will not have takers in rural India in any reasonable number.

On the other hand, a dance programs with minimum clad girls dancing to Bollywood numbers, unbelievable and impossible stunt and fighting sequences would be a big hit among rural population.

The entire society was divided into four consumer bases depending on their **knowledge**, that determined their taste for entertainment.

We list below what the entertainment Industry found in each of the four pockets. Knowledge and tastes for entertainment are found to have strong correlation.

People from A Centre:

"**A Centre**" is places where a sizable population of well educated with sizable income can be found. These **people** have a high levels of **understanding** and **appreciation** for fine arts.

Such people are found concentrated in pockets of urban area.

The remaining population in cities has people gradually reducing extent of A centre abilities and

tastes.

How the entertainment Industry see them?

These few people do not relish Cheap comedy with double meaning or the slapstick variety.

Jokes based on current **political scene**, **pun**, **satire** are best enjoyed by these people.

They have **deep pockets** to spend. They will spend liberally to enjoy a good movie that tell a good story including the one called **art movies**. They have their eyes and ears for classical music and other art forms.

These people can be described as highly **rational** people. They cannot be drawn into caste, communal conflicts. Neither they hurt others or get hurt by others.

They are known to have no affinity or love for their Caste, Religion, Linguistic or ethnicity.

Typically they live beyond these narrow divisions among people. Normally the **political leaders** exploit people using such sentiments for furthering their ambitions of power and position.

More importantly, they do not have **leaders** to follow. Political leaders do not look at this class of people to support them at hustings.

These people are in sizable number in big cities. Such places where you find such people in large number were called by entertainment industry as **A Centre**.

People of D Centre

In sharp contrast, there live people, especially in large number in rural India who are the other extreme.

The quality of education that they receive is too poor just as their economic conditions are for several centuries.

Vast majority of people in this region are **poor**. Very few among them have **low** to slightly higher **ability to understand** (knowledge) what is going on around them in the society.

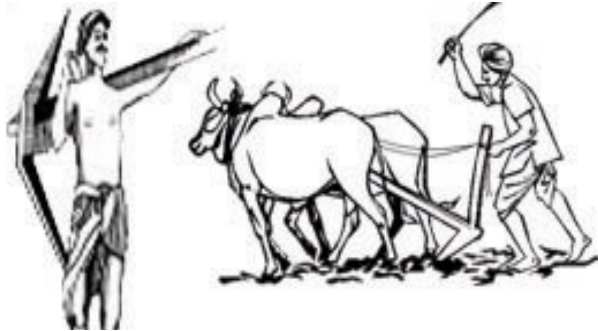
They have several **leaders** at various levels.

They worship film Hero as their *God*. They do not understand that what one see in the movie are illusions. These people are primarily responsible for the Political Leaders emerging from cinema Industry.

They live and die on hopes.

They are too happy with leaders emphasizing with them problem. Promises made to them need not be

kept up. In fact they are not equipped with the ability to remember anything told to them, for long.



One packet of country liquor, a packet of food and a couple of hundred rupees to their hand, they are ready to join a **procession** or a **rally**.

Ready for violence, nearly for no-reason.

They make enthusiastic crowds who clap whenever some one else clap in the political meetings,

Movies are taken specially to attract this crowd. Ideally there would be no stories. A hero is a **pro-poor**, play the role of a poor such as a farmer, auto driver, porter. Hero need not be young but should dance with beautiful young heroin.

There should be fight sequences that should impracticable in real life. Song and dance sequences

with absolute minimum dress on the Hero. The story, if at all any revolves around a hero, who is pro-poor, savior, plays roles like farmer, rickshaw puller, porter. Even actors in their seventies were accepted as their hero.

They love to see their hero as their ministers in government so that they will do good to them from Government.

People of B & C Centres

People who are grouped on B centres, are closer to people A Centre in terms of number and extent of their ability to understand.

The same way, the people in C centre are marginally higher level of knowledge than their counterparts in D centre.

Entertainment Industry choose such a story and other contents to maximize attracting maximum number of audience,

Chapter 2

Four types of Citizen

We saw the division of people in a society with four different tastes for entertainment, based on the individual's knowledge levels.

People can be broadly divided into four different groups according to their **roles** and **needs** in the society.

What makes the people in each group happy is different. Their dreams and aspirations of each are **unique**. The **Goals** they set for themselves are varied.

Thus, as belonging to a class, each understand their environment and reacted differently in any given situation.

The four groups of people, in fact, are derived from two classes people, namely, those **who rule** and the other is those **who are ruled**.

1. Rulers:

Now we have elected **leaders** in Independent **India**.

The mandate to them is, to protect citizen's interest and distribute the wealth to citizen, equitably.

Indian subcontinent was ruled by aggressors such as **Arabs, Turks and European** for over 1000 years.

Leaders emerged from the freed nations, Sadly, the leaders **inherited** the **aggressor's** attitude towards their fellow citizen. The leaders continue to rule how the aggressors did in the past 1000 years.

Like aggressors, the leaders Created **wealth** and moved it out of the nation's **frontiers**.

2. Elite : Can be thought of a sub-class of rulers in society. In colonial societies they played **second - fiddle** to the rulers. In modern Governments, the role of elite got reversed. The rulers of the play second-fiddle to **Corporate business** leaders which are the **Elite** in the modern society.

The common man, any day, possessed very little to no ability to understand his environment and act to his benefit. They out number several thousand times, the rulers but yet, powerless.

So the kings or rulers in any form need a small team of people who are **highly knowledgeable** and trust worthy.

They should also be capable of **creating the wealth** for the rulers using the **natural resources** and by paying very little compensation to the common man engaged as laborers.

The ruler assigned the nation's natural resources to that elite group. In colonial times, they were popularly known as Land-lords or **Zamindars**. They had the status of ruler of a small regions within the country. The common man labored to produce wealth and was compensated by wages.

Aggressors have gone. The nations are ruled by people from their own soil. But everything else remain the same.

In the new dispensation, the **business and Industry leaders** were created to play the role the **Zamindars** of the colonial era.

Unlike, the colonial era the rulers held power uninterrupted. The rulers in democratic government **do not** hold their **political power** continuously.

But, in a sharp contrast, the elite in democratic societies do hold their **economic power** always.

This has lead to reversal of role. The elite became the **masters** and the leaders became their **subordinates** to elite.

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