Backdrop

Folks learn and work for their happiness foremost.

Their passion and dedication is foremost to their individual happiness.

The current day social media has brought forth a rather vexing scenario involving all the students and that includes us as well, where we use the mobile screen for between 4.5-6 hours daily. (refer: Screen time app on your own phones). Most of it is useless or unproductive. This **'consumption'** of random content severely and adversely impacts the **'creation'** of content. That is the reason India with 4 times the population of America is still 1/8th the size of GDP that America produces. Our students need to learn to 'create' more than they 'consume.'. Their consumption must therefore be channelized.

The concept of mind share was studied in US. It emanates from the mind that is neuroplastic. Mind is always seeking and has a pace of its own and slips down a street that is more colorful and exciting seeking more colorful imagery through our visual and auditory senses.

In the process we get strung on several disjointed, disconnected, and sliced timelines. These timelines are further slashing, tossing and reducing our emotions to emoticons. Viz; on the same timeline we post in quick succession: Wow > R.I.P > looking good > Congratulations> LOL>>>, without meaning any of these. We also tend to forget what we post, like or state within the next minute, thus making the mind more fragile.

This impacts our endocrinal system and leads to impotency and infertility of emotions, thought, mind and even body. This is fracturing our attention spans and also our emotions thereby leading to life style diseases and other physical maladies.

Our minds remain embroiled and immersed with different imageries compounding the issue of mindlessness brought about by this slicing, tossing and dicing mind-shares, mind-maps and varying degrees of 'happiness' that remain confused with 'pleasures'.

Pleasures lead to heightened levels of dopamine or Dope and this becomes a toxic cycle. It then causes withdrawal symptoms and hence the need for the constant rush of dopamine or dope.

In order to restore potency, productivity and correct that balance, the neuroplasticity needs to be attended and addressed.

Happiness and YOL-YourOneLife

Happiness is different from pleasure. Pleasures are visceral and exhaust and crave for their

replenishment. Pleasure induces dopamine. Happiness leads to a healthy mind and body as it creates confident personalities with stronger immunities as opposed to dope or dopamine induced or consuming personalities. It also brings into the student a balance and poise and helps stabilize her/his mindmap and mindshare.

YOL-YourOneLife is an app that helps calibrate the mind of the user.
This also reduces stress and replaces disputes in the mind. (**collision with coalescence**)
The app further becomes a lifelong and sustained learning tool and companion for the student.it was on the basis of these values and metrics generated by the app that this has been approved by AICTE.

The app shall be introduced as a foundation course and granted credits for its usage across all semesters as It is felt that happiness is a constant process of self-discovery and self-assessment not limited to semesters alone.

The app improves the IQ and EQ of the user. It is offered as a self-study app that does not require any faculty support. The assessment and calibration of happiness is also done by the backend of the app.

NATIONAL HAPPINESS GRID
You shall be appointed as the regional member of the national happiness grid. A Separate note on the Campus Ambassador Program will soon be shared.

WE are also looking to start a **happiness channel** with support from **Jio** with an outreach of 430 mn. You can directly integrate the feed from your institutions in there. To guide and encourage the nesting of the other colleges under this initiative you may also build a wall of happiness in your campus, involving a video wall that continues to display and run happiness videos that we shall be happy to supply to you.

This will largely address the issue of student stress. We can jointly host happiness fests, round tables and conferences on your campus.

Having been part of the leadership team at Microsoft, allow me to reassure you that even when hiring students from Harvard and MIT etc, the criterion for students were:
1. Appetite to create Vs. appetite to consume.
2. EQ and IQ and
3.   a mind that can remain focused for 5 minutes, is elastic and withstands stress.
That we would assess from our interview questions and the body language of the student. The app at hand therefore delivers that.

Students that don't relate to their **emotional** aspects and their **rational** aspects show up the

gaps in the questioning rounds. We would not hire them because of their unawareness about themselves foremost. Thus when asked trick questions, the students trip. Here's what happens. Their unawareness leads them to perceive a threat. That leads them to stress. Their stress hormones rise and stay there, their executive function in the prefrontal cortex decline.

That means their memory, their judgment, their impulse control deteriorate, and the brain areas for anger and anxiety are activated. Work by Dr. Robert Sapolsky https://www.robertsapolskyrocks.com/ shows that individuals who cannot differentiate threat from non-threat and react to everything with the same response have double the level of stress hormones. Which is why foremost reinforcement that students require is about their own life.

YOL-YourOneLife has tokenised their experience on a blockchain and this announcement will soon be made within the upcoming fortnight. This gamifies the entire app and its usage enabling students to earn tokens. It is pertinent to mention here that facebook is a 1 Trn USD enterprise with 2.5 Bn users. That in turn means that each user is worth 400 USD to facebook, while the users get nothing from using it. In effect they surrender their mindshare to facebook for it to exploit and profit from.

YOL on the contrast is a platform that hosts the student's life and grows with it organically. On it by tokenisimg happiness through each post update by the user, the platform will enable students to claim value for the tokens earned.

NATIONAL HAPPINESS YATRA
We are looking to start with a **National Happiness Yatra** and look forward to see you**.** The Yatra shall be flagged off by Prof Anil D. Sahasrabudhe together with Prof Manas K. Mandal and Prof. J.P. Saini, Eminent Vice Chancellor NSUT, on the 4th October 2022 from New Delhi.

The purpose of creating this as a course, the objective is to drive an initiative into the domain of happiness and carving out a Mind-share, Mind-map and a new happiness index of the existing and fresh students. This will unleash their creativity.

The syllabus, pedagogy and curriculum has been designed in accordance with the NEP and in consultation with the finest faculty from *WHF. It fire-starts a new subject and pedagogy supported by the app to enable students to rise out of their mind-fog and step into the classroom out of the digital deluge that they are doused in outside the classroom in any case.

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Yogi is a celebrity happiness savant with 30 years of corporate experience. He has been part of leadership@MICROSOFT and is on the board of the *WHF (world happiness foundation) alongside some of the finest luminaries of the world.
https://worldhappiness.foundation/who-we-are/

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