



Empowering Today Enriching Tomorrow

SOCIAL MEDIA

The Game Changer

From the CEO's desk



Shri. Prafulla Parakh

Dear Friends,

Even as I speak, million bits of content are being posted on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. It is a virtual revolution out there. Even the founders of Facebook perhaps would not have been able to fully envisage the sway, scope and size of its strength as a social media tool when the networking site took shape. Believe it or not - social media is here to stay.

The immense power of social media is not lost on anyone today. We have seen spectacular social media success stories - whether it was American President Elect Barack Obama's poll campaign that made skillful use of social media to nail an election or closer home, the August Kranti movement that became viral and colossal, thanks to social media. Last month, we witnessed how social media and new high-tech weather monitoring systems helped India avert disaster when Cyclone Phailin-hit Orissa. Unlike in 1999, when a cyclone of similar intensity killed at least 15,000 people in Orissa, this time round timely intervention limited casualties to less than 30 people.

In essence, no individual, organization, civic body or government agency today can afford to play on the sidelines of social media. Social media is no longer being viewed as just a networking site but as a strategic boardroom tool for organizations across the spectrum. Popular research indicates that organizations that have invested early to harness the power of social media have a clear edge over the ones that have joined later. At the same time, those who did not get it right have learnt the hard way how brands and reputations can be built or destroyed overnight on this platform.



Also, irresponsible use of social media sabotages its upside. Nations and organisations have to deal with rogue netizens, defamatory or provocative posts, and opinionated groups. Two months ago, we witnessed how social media misuse contributed to Muzaffarnagar communal flare-up.

With the rise in use of social media, the responsibility of the user increases, too. We need to consciously ensure that the medium is not abused. In particular, young adults and teens - now that Facebook has lowered age bar to allow teens to post publicly - need to be educated about the benefits of responsible use and the consequences of irresponsible use of social media as they could unwittingly put themselves at risk of victimization, bullying, harassment etc.

A possible solution is to create a culture of responsible use, and it starts with training, guidance and adhering to a usage policy. We, at BJS, have laid down a social media policy as we embark on our social media journey to achieve our long-term objectives of creating awareness, educating, sensitizing people in the areas of Education Initiatives, Social Development and Disaster Response.

While we are aware that we may make mistakes as a fair amount of experimentation will be integral to the process, we hope that we will be able tap maximum value from social media and manage the risks by taking a leaf out of some of the learnings and best social media practices. In the next edition, I will share some tips on avoiding social media pitfalls. In the meantime, keep your feedback and comments coming in...

Social Development

Reflections on Contemporary Society...

It is said that the world is ever changing. In fact, the world never changes, it is the most intelligent inhabitant of the world that is ever changing, thereby naming it a constant. The insatiable hunger to know more, the curiosity and the quest to explore even forbidden grounds, the 'hows' and the 'whys' of the planet has slowly but conscientiously lead to, inventions, and then the growth of Technology, which today has acquired unbearable acceleration, so much so that even the human mind finds it extremely difficult to comprehend.

Technology has, indeed, made living more comfortable, the world smaller where spatial boundaries are losing their meaning, has invented the concept of Global economy and inter-dependence of Nations, peoples and societies. As technology grew, the mindset of the people changed, and so began their journey to newer thinking, newer ideas in all walks of life, be education, living patterns and styles, inter-relationships, food habits etc. If the 'why' of anything that did not appeal to the logic, it was questioned and thrown away, whether it was Religion, Value systems, attire, behavior patterns, even communication and language. The age of "Liberalization" had commenced. Everything was questionable; everything could be done in a unique way that suited each individual, so long as it satisfied the ego and pecuniary hunger, wants increased and consumerism set in. This lead to plummeting value systems, tolerance, inter-relationships, faith in brethren and family systems. The desire to amass more wealth, more power, greater comforts also brought in jealousies, secretions, suspicions and a huge divide between the haves and have-nots. Temptations lead to various social crimes, house-breaking, rape, murder, decoy, etc. The human mind became so perverted that age was no consideration and crime was common to all sections of the Society across all age groups. The degradation of the society had started showing its horrible tentacles. As the scriptures say, "Kal-Yug" has stepped in.

The western Societies were the first victims of the negative effects of this advanced Technology leading to such debasing social transformation. Their battle is still going on to reverse the trend or to stem the growth of this cancerous tumor. But the contamination of societies is spreading at break-neck

speed, crossing all physical boundaries, and for the past few decades has infected our Nation too, a Nation that has always claimed to be the epitome of cultural ethos and unshakable value systems. This very fabric is now being destroyed. Our once envied value systems have started the downward trend very steeply. The outcome is for all to see. Rising thefts, murders, blatant show of human body (male / Female) in media and advertisements, unethical display of male-female interaction, westernization of individual's attire (male/female). Live-in relationships, rapes and gang rapes, the list is endless. Like mentioned before, even age has no meaning. The Nation stands aghast not knowing what to do.

The entire family system, for which this Nation was so proud is slowly crumbling under the weight of this horrible monster. Misunderstandings among the family members, intolerance, egoism, greed to name just a few are breaking the bond among the members. Brothers and sisters look at each other with suspicion, father and son do not see eye to eye, so much so that they seem to find solace by breaking away and living separately. Nuclear families have thus become the order of the day and now we are talking of Micro families. The strong family bonds are breaking up slowly. This single basic entity in the society is the nucleus for all growth, it must remain intact.

The time is now ripe for the civil society wake up from its slumber and see the clear writing on the wall. The trend has to be reversed now, or it shall be too late. Our value systems and cultural heritage must be brought back, not in the same traditional way as was in the past, but in a dynamic new manner keeping in tune with the advancements in all walks of life that has changed the mindset of the Gen next.

BJS has been closely watching this changing trend and has been working with a sole purpose to ensure that the identity of the family as a whole remains intact and the bonds are unbreakable. The fight is long and extremely grueling. But we shall not fall back, with determination and courage we move forward never to give up. BJS, calls upon all, who have the right intentions to come and join hands to defeat the evil forces. And like our leader says, "If the purpose is right, the means shall follow."

Lets join hands to empower girls to face the social challenges of the 21st century

► CLASS 8TH UP GIRL GANG RAPED BY 3 VILLAGERS AND BURNT ALIVE!

Times of India (OCT 22, 2013)

► TECHIE WAS GANG-RAPED ON OUTSKIRTS OF HYDERABAD

The New Indian Express (OCT 23, 2013)

► CLASS X GIRL RAPED BY 3 MEN IN DELHI

Times of India (April 23, 2013)

► ANOTHER SHOCKER FROM HARYANA: DALIT GIRL KILLS SELF AFTER RAPE

India Today (OCT 5, 2013)

► BANDRA TERMINUS ACID ATTACK VICTIM DIES

Times of India (JUNE 2, 2013)

► SCHOOL BUS CLEANER RAPES 4 YEAR OLD

DNA India. com (SEPT 15, 2013)

Such are the shocking newspaper headlines that hail us almost every morning! Crimes against women in the last 10 years, has doubled! India faces 1 rape every twenty minutes! Mega cities like Delhi has witnessed a 158 per cent rise in rape cases, while molestation and eve-teasing incidents are up by 600 and over 700 per cent in the last one year! The rape case of the woman journalist in the Shakti Mills compound reported in July 2013 has been an eye opener that

even cities considered 'safe' for women is not really so. The situation is even worse in small towns and villages. Lives of victims have been suddenly devastated and a future lost!

Many of us just thank our stars that 'we' or 'our near and dear ones' have not been the victims. However, the possibility surely keeps haunting us! The situation is beyond our control! Neither can we restrict women and girls to move out into the wide exciting world, nor can we be discriminatory in the name of 'protection'. How can this ambivalence be resolved?

Shri Shantilal



Social Development

Muttha, Founder and National President of Bharatiya Jain Sanghatana (BJS), in 2006 looked for a solution. Through participation of various stakeholders and BJS members, the programme -'Empowerment of girls to face the social challenges of the 21st century' was formulated. It was first conducted as a workshop in 2007, followed by over 260 workshops in 11 states during which it has undergone several revisions. The programme as it stands today is pragmatic in approach and relevant and feasible, conducted through 3-day workshops.

Feed back of the participating girls and parents shows that it provides insights to girls on factors in the social environment that influence thoughts and behaviours and on how to make choices and decisions. It also helps

girls appreciate the importance of the family as their most important support system.

Thus, the stage is all set to reach the programme to every home and every girl in all corners of the country, classes and religion. BJS invites NGOs, educational institutions, universities, colleges and such other organized bodies to study the Programme and join hands with BJS in this challenging venture of empowering girls to fight their own battles. BJS commits to share its expertise and experiences, and equip genuinely interested organizations to carry out the programme independently. try across all communities across all sects, castes

NRI Parichay Sammelan....key to conjugal ties / Reach Far and Wide

Parichay Sammelan, as we know it, is a congregation of marriageable boys and girls with their parents at a specified geographical location to meet , express and make choices suitable to each persons/family's social outlook so as to achieve a lifetime happiness with the selection.

But is this the only reason why Parichay Sammelans are held? Is there something more to it, beyond just the selection process?? To us mere opportunities of choices and the selection of life partner is only one aspect of Parichay Sammelan, it is important, no doubt, but more important, it a mirror of the marriage situation within the community. BJS holds Parichay Sammelans and on analysis of the direction of thinking of the generation of today can perceptibly see the paradigm change taking place in our community. The perception of a life partner (a boy or girl), be it physical, educational, financial, behavioral, mannerisms, habits, lifestyle, location of work, own career prospects, etc, etc, have become so specific that it has become a an insurmountable obstacle for the parents, already burdened with lack of information, number of choices and rising expenses of travel with a hope of building a relationship.

Communities are made up of individuals and families belonging to the same caste, religion, faith etc. Mammoth development in industrialization and communication has made access to all kinds of information (hitherto considered impossible). Globalization and liberalization has opened up economic, academic and work opportunities,across physical borders. Entrepreneurs and risk takers as we are, searching for this Eldorado made us leave the comfort of our cocoons far and wide in the global arena, and as per our historical print some of us have imbibed the language, lifestyle and joined their community. However, when it comes to our value based cultural ethos, we have managed to refrain from gelling with it, and thus there lies the problem. The community is spread far and wide, in perhaps every nook and corner of the globe, and so, when it comes to taking a life's decision to marry and settle down, volcanic rise along the road;

a. lack of choices within the migrated country, due to sparse

population.

- b. Lack of information about the community in other countries.
- c. Lack of information about the girl and the family and their background.
- D. High Travel expenses in the hope of establishing a relationship.
- e. The fear whether the girl/ boy will adjust to the culture of the country of migration.
- f. Are there adequate opportunities for career in the new country.
- g. The fear of permissiveness even after marriage.

These and many more of such concerns are more or less similar to the ones faced at home, however they are immensely magnified for the community abroad.



The BJS NRI Parichay Sammelan serves as the panacea to these concerns. Parents in search of a suitable match for their sons and daughters living abroad get a single platform to catering to their needs. This sammelan is organized once a year by BJS in Pune at a five star location. All that the participants have to do is to forward their data (which is placed on line)to BJS and be present at the venue with their parents and god willing good fortune shall come their way.

The NRI Parichay Sammelan is not only for the the boys/ Girls who are abroad. It is also for any marriageable boy/ girl who are willing to go abroad and be with their life partner for whatever period of time they wish to be there.

This Parichay Sammelan is therefore a boon for our sons and daughters both.

This year the NRI Parichay Sammelan has been scheduled on the 29th December, 2013 at the five star property , 'O' Hotel at Koregaon Park, Pune. For complete details, please visit our web-site link- www.bjsindia.org/bjsnrips2013.php

It is deep regret that we inform of the passing away of Shri Omprakash Bafna, Ex-Maharashtra State President, BJS, at Barshi on 10 Oct 2013. His contribution to the Social Development work of BJS in Maharashtra has been tremendous and we at BJS will always feel the void of his absence. BJS extends its heartfelt condolences to the family. May his soul rest in peace.



Some Upcomming Events

Announcements for the month of November 2013

1. Empowerment of Girls Program (EOG)

MH - Pune - 8th to 10th November 2013

Contact- Sou. Kamal Lunkad, 7588281091

Trainer- Dr. Sunil Bhutada, Pune

MH - Aurangabad - 8th to 10th November 2013

Contact- Sou. Anita Randive, 9765402292

Trainer- Sou. Manisha Bhansali, Aurangabad

MH- Mangaon, Kolhapur 9th to 11th November 2013

Contact - Shri. Abhinandan Khot, 9561917777

Trainer- Shri. Ratnakar Mahajan, Hingoli

MH- Karanja, Akola- 12th to 14th November 2013

Contact - Smt. Pranita Phursule 8796441651

Trainer- Shri.. Amar Gandhi, Chandrapur &

Shri. Ratnakar Mahajan, Hingoli

2. Empowerment of Couple Program (EOC)

MH - Pune - 8th to 9th November 2013

Contact- Sou. Kamal Lunkad, 7588281091

Trainer- Shri. Niranjan Juva, Ahmedabad

3. Parichay Sammelan

General Category Parichay Sammelan- Dhulia

10th November 2013

Contact - Sou. Kalpana Sisodiya, 9420601901

MOC - Shri. Rajneesh Jain, Nagpur

Highly Educated Parichay Sammelan- Nagpur

15th December 2013

Contact- Shri. Ramesh Kochar, 9423600259

MOC- Shri. Prafulla Parakh, Pune

NRI Parichay Sammelan- Pune

29th December 2013, O Hotel, Koregaon Park, Pune

Contact- Shri. Shashikant Munot, 9420477052 &

Dr. Sunil Bhutada 9421018554

MOC- Shri. Prafulla Parakh, Pune

4. Free Plastic Surgery Camp for

Cleft Lip, Squint eyes, Ptosis, Nose Deformity, Facial Scar

Dr. Raj Lalla, Dr. Vijay Mordiya, Dr. Larry Weinstein & Team

MH - Nanded- 10-12 December 2013

Contact - Shri. Laxman Sangewarkar 9325621050,

Shri. Nithanand Mayya, 9823153640

MH- Aurangabad- 13-17 December 2013

Contact - Shri. Ramesh Pokharan, 9049633111,

Shri. Prakash Rathi, 9860014810,

MH- Ahmednagar- 18-19 December 2013

Contact - Shri. Shashikant Munot, 9420477052

MH - Kopargaon: 20-21 December 2013

Contact- Shri. Yash Lohade, 8888888108

MH - Kolhapur: 24-25 December 2013

Contact- Shri. Paras Oswal 982309574,

Shri. Abhinandan Khot 9561917777

MH - Chiplun, Ratnagiri: 26-27 December 2013

Contact- Shri. Rupesh Jain 9823509599,

Shri. Dilip Bhandari 8275455770,

MH- Nagpur: 7-8 January 2014

Contact- Shri. Rajneesh Jain 9373104897

MH- Pune: 9-13 January 2014

Contact- Shri. Shashikant Munot, 9420477052

Shri. Rajendra Surana, 93710 23161

5. State Conference -Rajya Adhiveshan

a. Uttar Pradesh	Agra	10th November 2013
b. Maharashtra	Nashik	30th November 2013
c. Chhattisgarh	Raipur	22nd December 2013
d. Madhya Pradesh	Indore	5th January 2014
e. Karnataka	Hubli	12th January 2014
f. Tamil Nadu	Vaniambadi	16th January 2014
g. Andhra Pradesh	Hyderabad	19th January 2014

BJS on



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The highlights of BJS processes

national concern

focusing on selected domains that contribute to nation-building

social sensitivity

researching in-depth issues to address needs across the society

developmental innovation

strategizing novel ideas to align development within established frameworks

participatory process

enthusing all stakeholders for involved implementations

sustainable solutions

implementing workable, scalable and replicable models

meaningful impact

touching millions through our work!!!

Jain Minority

November 2013

We have been receiving many queries and we welcome them. Keep writing .Give us your feedback on how our response to them helped resolve your issue.

The Minority Development Department of Govt. of Maharashtra has issued the following 3 important GRs in October 2013. Do read them.

★GR for Online Application for Recognition of minority status to minority educational institutions, In the State of Maharashtra: Procedure, Terms and Conditions of Recognition. Ref code: 201310031658059814 Release Date: 03-10-2013

★GR for Grants in Aid to Minorities Schools for Infrastructure Development and Basic Facilities. Ref code: 201309131541155214 Release Date: 13-09-2013

★GR for Providing Grant for Scholarship Schemes for Minority Students for pursuing Technical Professional Studies for 2013 - 14. Ref code: 201310291148267814 Release Date: 29-10-2013

The GRs may be read at the following link:

<https://www.maharashtra.gov.in/1145/Government-Resolutions?DCode=14&MenulD=1081>