



Strategic communication: A pill to kill corruption virus

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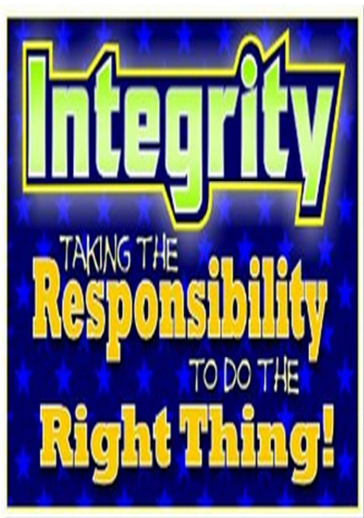
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Corruption is an ailment of mind, which spreads through communication that can affect human behavior. Before a person acts corrupt, his mind gets corrupted with the thought of doing so in the line of achieving higher satisfaction with minimal efforts. And in this entire course of doing corruption by a person, only one thing remains pure, and that is his soul...as innocent as it was when the person was born. The virus of corruption comes to your mind through your senses – of

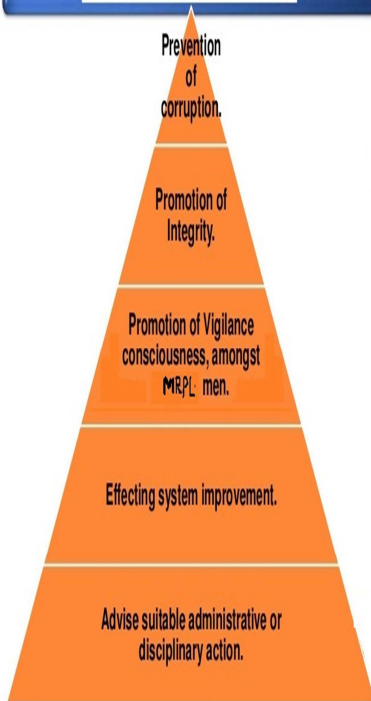


listening, hearing, tasting, watching and feeling. Since the communication to a person is through his/her senses only, the environment in which he/she lives somehow gets reflected in his/her personality. Therefore, the behavior of a society is a

reflection to the behavior of people in that particular society.



Objective of Vigilance



COMMUNICATION THROUGH ACTIONS

Regular and repeated behavior of people in a particular society builds an image about that social group, which is hard to be broken by the scattered instances of dissimilarity. In India, we come across several such incidents when people recognize a person from qualities attributed on the basis of particular community, area and race. For example, "South Indian are very intelligent people"; "Nurses from Kerala are the best"; "A Bengali is also an artist"; "Punjabi are great at heart"; "A Gurka is a good security person"; "No one can beat a Marwari in business";

"Dogras and Jatts are born soldiers"; etc. All these attributions to a particular social group are result of communication done through the actions by the members of these groups over the years. If asked, anyone can define lion as "A King of the Jungle" but no one will tell who has passed on this information of lion's coronation as a king. Lion has a character of being fearless, powerful and a merciless killer, but never kills for fun. It roams alone in the jungle while the other animals try to live in hoards. The purity

of this character of lion never changes with the change in the external environment and pressures to survive. Generations of lions have changed, not the character. On the basis of firm character exhibited (communication through actions) by the lions over the generations, the human begins have given them the title of being "a king of jungle".



TECHNOLOGY AND COMMUNICATION

Technology in this modern scientific world is an enabler to combat the menace of corruption as it can strengthen the antibodies (in the system) working against the virus of corruption. Since corruption is a virus, it can't be killed, but it can be suppressed, controlled or its effect (on a person) can be nullified with use of technology. However, with the use of strategic

communication (to have a controlled effect over the senses of a person) the virus of corruption can be neutralized entirely. In order to root out corruption from the society, the infection of corruption in the minds of the people has to be removed first.

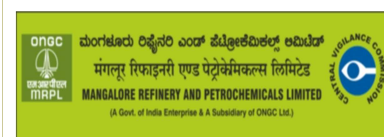
Impact of a good communication/message depends on

time, technique and the media used to pass it on to the intended receptors or person/people. Like talking to a deaf or dancing in front a blind doesn't make any sense, a wrong selection of medium can screw up entire objective of the of communication.

Thief is a thief till he knows who's he!

Once upon a time, there was a thief who used to steal valuables and cash by breaking into the houses of the rich. However, he was a loving husband and caring father too. His wife was totally against his habit of stealing and had at many times asked him to shun committing thefts. This thief also tried many options and consulted many people

(psychologists and pundits). Everyone told him that stealing from others is a bad habit and told him to follow many ways and means (like giving him holy thread, Prasad, etc.) to avoid stealing, but all in vain. Even the highly-advanced lockers and tight security could not stop him from stealing valuables.



One day he came to know that one highly-acclaimed Sadhu has come to nearby village. His wife suggested him to consult the Sadhu and he will surely help stop your habit of thieving. Early next morning, the thief left for the neighbouring village to see the Sadhu. After performing his daily rituals, when the Sadhu was meditating alone in the hut, the thief approached him and said, "Baba, I need your help"

"Tell me son, what is your problem," the Sadhu asked without opening his eyes.

"Baba, I'm a thief," the thief hesitatingly said, feeling little embarrassed.

"So what?" the Sadhu replied.

"I steal gold, cash and others valuables from others houses.

"Don't you have any problem with what I do?" .

the thief, surprised over the reply of the meditating Sadhu, asked instantly.

"Nope.

"I don't have any problem with your profession as long as you know who you are what are you doing," the Sadhu said and went into deep silence.

Disheartened thief returned home and said told his wife that Sadhu Baba was good for nothing. "Didn't he give you any medicine or the holy thread?" wife asked.

"No, he didn't. He didn't even object to what I do," the thief told wife and left.

Incidentally, the same night he got an opportunity to break into the King's treasury.

He opened a locker and found lot of gold and precious ornaments there. He took out his bag and was about to lift the gold biscuit from the locker when suddenly

the Sadhu's words to remember who's he hit his mind. "Who am I?" he just asked to himself, while trying to collect the gold. "I am thief!" a reply to his thought hit his mind, and his hands trembled. He failed to lift the gold biscuits.

He tried several time with a thought of turning rich after stealing from huge quantity of valuables lying in the treasury. But every time, the thought of being 'a thief' in his mind weakened him. He continued his fight against mind but the thought of being 'a thief' failed him.

A disappointed thief slipped from the palace before dawn and rushed to the Sadhu's hut.

"What have you done to me?" he shouted at the Sadhu.

The Sadhu, who was meditating, opened his eyes with smile.

"What happened to you my son?" he asked the thief with a smile. "I don't know. But I could not steal tonight.

"It was a lifetime chance to be a rich," said the disappointed thief.

"My son, it was only you, who stopped you from stealing.

"You yourself never wanted to be known as a thief. I just helped you remind what you don't like to be known as," said the smiling Sadhu. On hearing this, the thief fell on his feet and begged for pardon.

Sadhu's words changed his mind, and thereafter, he never committed theft.

A thief became a small vendor and led a contented life.

Accordingly the moral is: *To combat corruption in the society, let the corrupt know thyself.*