

Golden Research Thoughts



Abstract:-

Television is proclaiming high command and influence among the people of India, despite the spectrum of difference. This television show had a vow to influence Indians towards social responsibility and thus “Satyamev Jayate” evolved, and had its debut on 6 May 2012, produced by Aamir Khan, with overwhelming response and positive reviews, which were exceptional and were not only with wishes, greetings and appreciation but the victory of the program equipped when, there was a change in the minds of the people, reflecting to their way of life too. The crew of Satyamev Jayate returned with much enhanced caliber for the second season which was premiered from 2 March 2014 on Doordarshan's DD National and also on various channels within Star Network along. The program sustained emotionally intelligence to address social issues to people and enhance the expected response among public, having acquired ability of developing a better social atmosphere, both for the environment and for social being, the mankind, with social intelligence, emphasizing for the noble cause globally.

EMOTIONAL INTELLIGENCE OF “ SATYAMEV JAYATE ” HAS COMPOSED INDIANS, SOCIALY INTELLIGENT



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1. INTRODUCTION

Television is proclaiming high command and influence among the people of India, despite the spectrum of difference they endorse by origin, cultural and social endeavors. The approximate survey accounts half of the Indian households own a television, as of 2010 and almost 148 million citizens are viewing television daily to over 515 channels, which includes 150 pay channels. It is estimated; around 41 million subscribers for DTH connections, 6 millions to digital connections, 88 millions to analog connections and 94 million homes are with cable networks, and India stands next to China and United States, with third largest cable industry, worth INR 270 billion (US\$4.89 billion), as estimated by Pioneer Investcorp. It is highly challenging to present a common phenomenon to a society, with a wide spectrum of belief system, caste, creed, religion and also in the context of emotional aspect, but, television has made an uncompromising influence to the people of India, as a successful social media. One of the goals of social media is to induce social responsibility at large, to its audience, the second largest populated nation of the globe. This television media has proved to be an associated being of most of the households of Indian nation, to introduce the conception, knowledge, impress and induce to influence social responsibility to Indians, through its unique programs and the one among such is “*Satyamev Jayate*”. In a short span since its origin, it has proclaimed unique fame and name in a revolutionary outset enhancing bold attempts to investigate a variety of issues conspicuously on child sexual abuse, honor killings, pesticide poisoning on agriculture, female foeticides, malpractice in medical sector, alcoholism, untouchability and water crisis.

Eventually it creates an ethical ideology, developing into an effective strategy to benefit society by balancing economy and ecosystem for a healthy human resource, insisting social responsibility as a unique opinion maker.

2. DESCRIPTION ON “SATYAMEV JAYATE”

The slogan “*Satyameva Jayate*” meaning “Truth alone triumphs”, is adopted from Mundaka Upanishad, one of the important ancient Indian scripture. The free India, adopted it as national motto, inscribed at the base of the national emblem, in Devanagari script and also inscribed on one side of all Indian currency. On the basis of the above instinct, a television program is formulated and aired both in private through STAR networks and also in government Doordarshan channels simultaneously, for the first time in the history of Indian television, launched on a scale, transmitted to over 100 countries around the world. The program had its debut on 6 May 2012, telecasted at 11 am IST, Sunday, then shifted to family viewing time to 9am, on Sundays, which is a prime time. There are special efforts enhanced to make a comprehensive reach to the public of Indians, principally to the rural India, providing public viewing where TV connectivity is limited, which chiefly proves that the program is not for TRP and GRP.

3. PRODUCTION OF THE PROGRAM:

The initiative was from STAR India, CEO, Uday Shankar, to have an associative venture into the television sector with veteran actor and producer Aamir Khan. There were comprehensive planning on the basis of the program with extensive travel to various places to have the ground study for this perspective and with this preparation Aamir, was keen to name the show as “*Satyameva Jayate*”. The concept of the show was not revealed by anyway, until and otherwise it was aired on May 6, 2012. It was coined that the program is for the welfare of the common man of India, and the mission of the program is not to change anything, rather to explain the real situation to the public who will be the change in understanding this. The major sponsor of this program is Airtel, co sponsored by Aqua Guard, with other associate sponsors such as Johnson & Johnson, Berger Paints, Coca-Cola, Skoda Auto, Axis Bank, and Dixey Scott. It is estimated that the around INR16 crore (US\$2.9 million) to INR20 crore (US\$3.62 million), was for title sponsorship and around INR6 crore (US\$1.09 million) to INR7 crore (US\$1.27 million) is for associate sponsors to be paid. The tariff for the advertisement to screen during the program is a sum of INR10 lakh (US\$18,100) for a 10-second advertising slot and after the first episode was aired, the ad inventory was only 30 seconds left. The production team initially had an intuition to have an anthem for the program, which then led to the formation of a promo song, released on 13 April 2012; Ram Sampath enhanced a composition with the lyrics of Prasoon Joshi, by the voice of Keerthi Sagathia, which had the visual view of Ram Madhvani, was shot in various states of India. This program had the highest promotional campaign cost for about 6.25 crore (US\$1.13 million), in India ever. Around 300 Indian theaters across the country projected the theme song of this program after the national anthem of our nation. This program was the first in Indian history to project a promo for a TV show in Indian cinema halls, which could fetch overwhelming responses from the audience. There were also a number of initiatives to collect the feedbacks and responses from the audience on the program to fine tune it and learn the notion of the public in many places of metros. Hungama Digital Media Entertainment, had an

instinct to create an official software application, which was released on Apple Appstore for iOS devices including iPhone, iPad and iPod, for the show earned US\$1.81, approximately, so that the songs and videos of each of its episodes are enhanced for predominant mobile users emphasizing social integration and in the entertainment category, this application was ranked number one.

4.OVERWHELMING ACKNOWLEDGEMENTS:

The very first day, when it aired, the response was overwhelming and positive reviews were gathering enormously from all kinds of personalities for the entire crew of the program. Almost all media organizations have praised Amir Khan, for his effort and the initiative he has explored for enhancing a movement for a social concern in bigger way, predominantly. In viewing the episodes as on date, one can understand the deep thoughts and unprecedented effort that Amir has invested for a noble cause, is obvious from the facts and figures that he presents. The program is not limited and accepted as a TV show alone, instead grown into a movement for creating revolution among the common public of India. Ritu Singh of IBN Live, Parmita Uniyal from Hindustan Times, Gayatri Sankar from Zee News, Trade analyst and film critic Komal Nahta, Neeraj Roy, managing director and chief executive of Hungama Digital Media Entertainment, Sukanya Verma from Rediff.com among the media world has acknowledged this program uniquely like ever in the history of Indian television or social awareness program. The chief and founder of the political party Shiv Sena, Bal Thackeray, have praised Amir Khan for the presenting the social issues in a very influencing way, incurring the needful response in the minds of the people watching the program effectively. Kiran Bedi, the retired IPS officer, film actress Shabana Azmi, film producer Ekta Kapoor, film directors Farhan Akhtar and Madhur Bhandarkar, followed by a number of film industry of bollywood has acknowledged the response prominently positive. It was planned accordingly the reach should be made predominant and extensive like ever in the past, all at once and hence the program is aired in all channels of DD, and also in Star TV networks simultaneously, additionally the program is screened in places where the television could not reach, thus making a historic attempt. The program made a comprehensive reach to 8.96 million people across the globe. In the blogging world the response was irresistible well before the program was aired, it was around 2, 254 tweets on social networking sites were posted before the first premiere show ended, and finally was above 3800 tweets on one single day. There was a site erected for the program, satyamevjayate.in, but crashed within minutes the first episode was on air because of the huge traffic. Facebook, received 233,000 likes on the same day of its premiere show and by the month of May, 2012, it was 971,000 likes were recorded, embarking the highest ever in history. Hindustan Times stated that, 88% viewers acknowledged the excellence of the program, 5% gave a failure note to it and 7% were not in a position to decide, through a online poll to the viewers of the program.

5.PERSUADED PROMINENT RESPONSES

Every social activity is undertaken, for an awareness that incur a noble change in individuals and thus in society enabling the welfare made common for all. Right from the first day, the program was aired, the response was exceptional as stated above and were not only with wishes, bidding greetings and appreciation but the victory of the program equipped when, there was a change in the minds of the people and thus on their actions also, not only with individuals but also with organizations and in government proceedings, which claims the prominence of the program and acknowledges the right direction, the noble effort travels.

5.1 Season I

The very first premiere show (*Episode 1: Daughters are precious on 6 May 2012*) had focused and detailed on the intolerable issue of female foeticide in India. Individuals directly associated and affected by this were on the show to reveal the realism of aborting the female unborn child. There were a number of efforts incurred, on the very next day, started by Ashok Gehlot, Rajasthan Chief Minister, who urged the elected public representatives along with other non-governmental organizations enhancing actions against female foeticide, a practice of crime, incurring a special plan for this at immediate effect, which was also supported by the Chief Justice, Arun Kumar Mishra, in Rajasthan High court by giving permission for setting up special courts exclusively for this issue, as for the past seven years, these illegal practitioners in sex determination and aborted were not punished and also suspended six sonography centres, suspending the licenses and notice were issued to other 24 centres violating norms. The state governments of Maharashtra, Haryana and Madhya Pradesh aligned with the notion of the program incurring special efforts to the same, at immediate effect. Child sexual abuse (*Episode 2: Break the Silence, on 13 May 2012*) in India was the topic for the second episode, participated by Harish Iyer and Cindrella Prakash, to explain the possibilities to get affected in this period as they had. To create awareness for children and their parents, a workshop was also included in

the program. As an effect of the program the number of calls to the helpline for children increased dramatically across the nation claiming abuse of children. Rajya Sabha, has already passed a bill to protect children from this, which was also passed in Lok Sabha, by 22 May 2012. The third effort of Khan (*Episode 3: Marriage or Marketplace on 20 May 2012*) was on dowry harassment faced by several women across India. The story of Komal Sethi from New Delhi and Rani Tripathi from Mumbai, were stated to become eye opener for the public, Khan appreciated their effort in courageous effort on this regard. Prevalence of weak Health Care system (*Episode 4: Every Life is Precious on 27 May 2012*) was the notion of the fourth episode and the show threw light on medical cases where the patients were pressured to undergo surgery even for minor ailments, reported by the individuals affected by this. As an effect of the program the Karnataka government has announced in opening 'Janatha Bazaar Generic Drug Store', a series of medical stores to sell generic medicine which are more than 50% lesser to MRP. The Chhattisgarh Government, has enhanced measures to suspend and dismissed nine private doctors from their registration for removing uterus and both the ovaries for no acceptable medical reasons. The notion and the mind set in the focus towards love marriage (*Episode 5: Intolerance to Love on 3 June 2012*) to the context of Indian culture was topic of the fifth episode, which explored the nature of honor killing, still prevalent at few places of the nation. The next venture was on the (*Episode 6: Persons with disabilities on 10 June 2012*) problems faced by the disabled or better who could differently able their living, with regard to their social problems and successful enlargement of a number of disabled persons were detailed, which added a positive nerve to equip themselves to face life and world, for the people who are physically challenged. The next venture was on (*Episode 7: Danger at home on 17 June 2012*) domestic violence, which was astonishing for the many to know the real face of life, when many reported their assault when interviewed with some affected ladies by domestic violence. The next episode (*Episode 8: Poison on our Plate? on 24 June 2012*) was on adverse effect of usage of pesticide and insecticide could induce the art of faming in the largest agricultural country, India, which invariably affects the people's health adversely. The effective and efficient ways of organic farming was detailed with evident success from states like Sikkim, where the usage of fungicides and chemical pesticides are completely abolished which is again followed by the state of Andhra Pradesh, for organic farming practices. Issues concerning the (*Episode 9: Think before you Drink on 1 July 2012*) consumption of alcohol was the focus of next episode, in which many audience detailed the adverse effect of alcohol influence, in losing personal health, social reputation, financial stability, and by large in family life. The next attempt was against (*Episode 10: Dignity for All on 8 July 2012*) discrimination among people on the basis of origin, caste, creed, and on the nature of work they exhibit. The practice of untouchability and casteism, are still in practice, evident by the reports and live case studies discussed. Balwant Singh, former Indian Administrative Service officer who resigned his post on the issue being himself a Dalit, Dr Kaushal Panwar, a Sanskrit professor with Delhi University, the son of a manual scavenger, Bezwada Wilson, who made a phenomenal attempt to abolish inhuman occupation of manual scavenging explored this issue comprehensively and a film titled "India Untouched" by Stalin K, made an investigation profoundly to abolish discrimination in India.

5.2 Season II

The crew of Satyamev Jayate returned with much enhanced caliber for the second season which was premiered from 2 March 2014 on Doordarshan's DD National and also on various channels within Star Network along. Although Hindi being the principal language of the show, it was also dubbed and broadcasted in other chief Indian languages such as Tamil, Bengali, Marathi, Malayalam and Telugu. There were five episodes aired in March, 2014 and other parts of the same are expected by September, 2014. The first issue focused was on Fighting against Rape (*Episode 1: Fighting Rape on 2nd March 2014*), which initiated with the incident 2012 Delhi Gang Rape Case. The multidimensional facts & figures along with the associated outcomes and issues are thoroughly analyzed creating awareness among the young generations in both the sexes. This has ultimately generated psychological, emotional, social, cultural and physical awareness to the general public eradicating many a myths on the same. This episode also presented a survey report done in Madhya Pradesh in 2013, which further states that females those who are sexually abused were 48% of the victims were wearing salwar kurta, 41% were clad in sari and 10% of toddlers wore frocks and pajamas at the time of the incident. The next episode was analyzing all possible issues faced by the Police of Government of India (*Episode 2: Indian Police on 9th March 2014*). The reformation measures were analyzed to maintain them beyond the influence of the men in power of both political and in administrative interface. Ultimately among common public of India there is always a chief demand to be People's Police rather than a Ruler's Police force in the country. The third episode of the second season threw light on dire need for the waste management (*Episode 3: Don't Waste your Garbage on 16th March 2014*). The negligence of the municipal corporation of Indian government falls short in managing the tons and tons of waste materials dumped daily. This includes the caution in usage of non-degradable materials and also on the lacuna of simple self-sustainable ways of recycling & reusing the waste. It was stated that every year 1.6 lakh megatons of

waste is produced in our nation, which estimates around 1.5 tons of waste per head per month. The fourth episode was on pathetic saga of how both political and administrative people together looting the public money which is paid as taxes to the government (*Episode 4: Kings Every Day on 23th March 2014*). It is claimed as joint venture between the both politician and the government officials swallow the public money, out of very few mentioned as scams declaring huge and huge amount worth lakhs of crores. This created awareness to have a keen eye on the government on the allocation and spending of the money for various schemes, in addition to the duty of paying the right tax by each and every citizen. The next episode was on the criminal attempts of politics by dirty politicians (*Episode 5: Criminalization of Politics on 30th March 2014*). The scenario of politics of India, is continuously being a safer & commanding place for the criminals. The anchor of the program actor, producer & social activist has predominantly focused on the criminal records of the politicians. Further, he also explored how the common man of India demands money for their votes, who are motivated by the cost free TV sets, money, refrigerators and other goods.

6.EMOTIONAL INTELLIGENCE OF “SATYAMEV JAYATE”

Emotions are subjective and intelligence is objective. Emotional means a subjective experience or reaction related to human ‘emotion’, a mental and physiological state associated with a wide variety of feelings, thoughts and behaviour. Emotional intelligence is quite different from academic intelligence and abstract intelligence. It is the capability and practice of observing oneself (self-emotional skills), developing personal potential and performance (intrapersonal development), learning and practicing relationship management skills (management excellence) and adopting sociability and socio-economic understanding (socio-economic factors). Thus, the concept of ‘emotional intelligence’ encompasses self-emotional intelligence, intrapersonal development, interpersonal intelligence and social intelligence within a psychosocial system. Thus, the program “Satyameva Jayate” has acknowledged the above parameters convincingly. The self awareness, that the production crew has equipped with Amir Khan, having spent predominantly on the ground work for almost couple of years, to understand the realism of the society concerning the issues to be explored, evaluated to become the opinion leader for the social reformation, transforming the public to become socially intelligent. The measures addressed on the phenomena of this program were detailed, described and the way presented requires self regulation for the crew to have acquired the factors influencing the public persuasively. The self motivation that crew sustained, along with the producer Amir Khan, despite on negative critics, further surviving to acquire the goal in triggering the social responsibility among public was eminent. This program is successful not alone because of the ground work the crew has made on production of it, but only because of the consistency it has explored with relationship with the public in understanding their core issues, stating the real facts and resolve measures down to earth to real affected people with empathy and not alone with sympathy. By accessing the feedback the program has generated, well in advance prior to the launch and after screening thirteen episodes, persuasively to the public, convincingly to all parts and kinds of the society, in a country having a wide spectrum of variation, it is evident that the program crew has social skills to enhance response to the efforts incurred including the governments of different states of India, effectively. Thus, it is obvious and apparent that the program is emotionally intelligent to address social issues to people and enhance the expected response from them, undoubtedly.

7.SOCIALLY INTELLIGENT TRANSFORMATION:

The initiative of “Satyameva Jayate”, has two notions one is to introduce, to make aware, to influence, to motivate strategies on the discussed issues by the program and the other part to sustain people with the acquired ability of developing a better social atmosphere, both for the environment and for social being, the mankind, with social intelligence. Ross Honeywill, a Social scientist, states that the measure of the self and to the awareness on the society, developing attitudes for it to social beliefs with a capacity to manage social complex changes enthusiastically is termed as social intelligence, which is firmly facilitated by “Satyameva Jayate”. The subjective part of the program design by the crew is emotionally intelligent to create awareness and knowledge on the social concern convincingly, but the subjective notion is to enable people of India to sustain social intelligence, creating a better ecology environment emphasizing the strategy of “live and let live” with ethics and standards, by the mankind for the welfare of the nation and then to the whole globe, and to the whole system in the universe.

8.CONCLUSION:

Thus, it is evident that the initiative that the program crew along with Amir Khan Production has undertaken unique effort to incur development and profound changes from the self to the society persuasively, by and large, emotionally intelligent to influence and knowledge the public to acquire the ability and then transforming them to socially intelligent entities of the better society, comprehensively.

This effort having the instinct to search, find and explore the true condition of individuals and of the society has made phenomenal transformation in a broader perspective emphasizing the phrase of Devanagari scripture, acquired from Mundaka Upanishad, "*Satyameva Jayate*" persuasively for the noble cause in India.

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