

## *Ecopsychology and Consumerism*

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Environment encompasses the components as water, air and land. The issues related to serenity of nature remain as a threat to us, as long as we view the same is disconnected from us, which is to serve us and receive the wastes from our activities and feel we are assured of good and rich values of environment always. This is not really so. We will get only what we give. The environmental issues are to be approached with connectivity, interrelationships between the components and the living beings, the creations that will not be a threat but an opportunity to live with comfort. Environmental problems can no longer be viewed as problems, but opportunities, the creations are not to be blamed but involved to balance the natural phenomenon with complimenting human activities, as we cannot sustain anything but progress amidst odds and evens. This is possible only by changing the views as do's to compliment the ecological changes to move up in the cycles of nature and not don'ts to sustain the same which is against evolution theory and hence will prove futile creating anxiety all around. Environmental changes can be approached positively to live with balancing human activities and is the way to progression.

Ecology is the interrelationships between the environmental components and the living beings and is the holistic view of existence of creations to live to their best. Nothing in the universe remains segmented and they have connectivity to the surrounding simply by the way with their sensory organs with which they feel the surrounding, that gives one a feel of satisfaction and comfort if remains serene and calm and a feel of anxiety, coercion and blame if remain disturbed and polluted. Thus ecology plays a psychological control over human beings for which we need to balance the ecosystem. When we study the ecosystem, the environmental factors and biotic potential are the two elements to be focused. Environmental factors are the climatic conditions, and threats that check the development and the biotic potential are the ability of the living beings to multiply balancing the effects of environmental components. When the environmental threats, environmental factors are disastrous to development of living beings, the biotic potential finds way to balance the threats and live, and is

the way to make don'ts to do, where the driving need is to live not to survive simply.

We use the natural resources for our better living for which we explore new inventions and engineering interventions to avail comfort and that brings in lot many conflicts of interests and levels of standards which pollute the environment and degrades the quality. It is on the lack of understanding of nature and the consequences in the long run which make the environmental threats dominate as the connectivity between human activities and natural components is to be welcomed and not put over as burdens. When the natural elements are maintained of the connectivity they can be able to take up huge amount of pollution loads which we need to balance with activities and not with control or preventive measures.

In this context we are to find human psychology plays a key role in preserving environmental components. The rapid globalization and the cash flow for the fiat money scheme which do not balance the resources left the world in shock for anything can be done with money and the efforts do not equalize the level one reaches which leave them in anxiety, distress and a set of negative emotions rule over them by their own interpretations and by the influence of the society. On the contrary the illicit earning of profession, promotions out of influence and bribe make the governance and administration weak and the authoritative mode they take make the deserving move away allowing the influential to make the monarchy which is not conducive for a democratic country.

This also leads to negative traits as authority, power and in the existing scenario of social calamities are due to these psychological disturbances and this is reflecting on the ecology the relationship between the environmental components and natural creatures , the consumerism to give out stress, to enjoy a lavish luxurious life for the easy money, for the buying good and products as bribe which promotes more frequent updates which spoil the core of the purpose making life as mere survival and mostly the people live materialistically driven till their end which is reflecting in the global scenario and need proper attention to

balance and make our living enjoyable, peaceful and making everyone happy with their own skills and efforts and that is the destiny one could ever wish to reach that makes simple. Greed driven activities always result in negative consequences that make life complex.

One cannot live as a single entity, all his activities have connectivity with others and they have to be understood as co creations that need assistance from us and vice versa in the right way as to cause no harm to none by any way. Co creations are not only the human beings but every creations and products we own that we set to use the same till their life time ends that we do loyal to their utility and conserve reserves. Each, irrespective of them have life or not but they have certainly an influence on one's own self. Thus all creatures which form or take part in our daily life complimenting to our daily needs, attitude, personality deserve due connectivity with us that they form an integral part to maintain our peace and comfort which is a proven psychological fact. It is always better to minimize these external attachments that we believe in self and remain with peace and comfort with our might and what all we do where the connectivity becomes unidirectional from us to others that there will be no expectations that no distress.

Relationships are not to mean safeguarding fellows, where all refinement of one is possible with a relationship, the same must be contributed as relationship forms the society and hence the integrity where the bad are to be replaced by good. The relationship for the advent of global reach can no longer be confined between two, confined within smaller groups but with everyone they get connected for the living to progress and must assure a conducive reception which is in the psychological status maintained by all involved. Satisfaction, confidence and conviction makes one comfortable and contributing forgetting what he can get out of the relationship and for which only the same will flourish and multiply. When there is expectation, the relationship will be under testing always and that will not merge, dissolve the bad for the good as the same is conditional. Unconditional care and affection which can use all emotional intelligence for the welfare of the others alone make the relationship true and that will never die though not connected always.

Ecoanxiety is often spelt by eco therapist for who would go to extreme emotional feelings for an environmental threats and the same happens mainly for the media blowing up a threat where practically the effect is much manageable by nature itself and sometimes the same is not at all a threat but an opportunity out of evolution and has been observed as threat for the same is being viewed with routine. It must be construed that nature has magnanimous potential and has complete control on its evolution and we have to simply accept and move on as we cannot change anything without conviction and none is ready to conviction for ego.

The threats appear only for the continuity is interrupted and the infinite extent of environment with connectivity is not taken for analysis but simply the immediate effect felt. It is to be noted that as for as the environmental threats are concerned , a new thought for new concepts are to be taken as the same need to viewed as opportunities to welcome, to include and to dedicate for living, rather than to blame, to fragment, to curtail the activities. When the concern is for progression, we need to accept all with due changes benefitting all and not the rejection which will lead to sustenance with life long fight with the threats. When feeling desperately for the consequences with emotional outburst is eco anxiety which is unhealthy, contributing the best of understanding to bring down the effects with connectivity is eco responsibility which is healthy. Eco anxiety is inability and damaging the individual, where as eco responsibility is living with nature and contributes to the society.

Emotional literacy deals with the way to express the emotional feelings with the right mode to be understood to the constructive changes which benefits all in the long run. The emotion is to be given out, there is no doubt about it and giving it a cool outlook with a calm attitude in the name of personality and matured outlook is unwarranted, they are to come out as it is that will help the situation get solved for the purpose. Hence emotional literacy is much important to give out the right sense of feeling in words or by body language and the same should never be hidden at any cost. When the life is all the same from in and out, the objectives are all the same in and out, the approach will be simple and that gives the real meaning of life where we get to live with the nature.

The life pattern must be nurtured with nature which comes to the core of each individual and it makes the exact living to the purpose when he takes his own responsibility right from learning to work ethics that the outcome is certainly the volume of expertise earned and the work done. It differs from person to person and not the average treatment as to make every one under routine to control the situation brings out the best. The changes will happen when one believes his own conscience and takes his responsibility that he can design his life, work and the benefits which need to convince the co creations, by going a mile ahead always. Competition is not necessary, but competence is essential. Replication and copying, having one as model is not necessary, but doing our best to have our own model as our self is essential. The opportunities are ample and we need not fight with others, enter into negative emotions to reach our goals we can simply reach them by untiring efforts towards the same by making it explicit and transparent and if it is given out, it becomes an action rather than an assumption that the intuition is triggered to its best. Thus we do not expect routine and procedure from every one in every task but the specialty and unique trait which makes the task something great than expected out of routine procedure which is what is in need to bring back the laurels of globalization towards progression.

Ecotourism promotes the travel to the nature to learn from it and to give the best of us to the natives that there will be symbiosis in socio cultural and economic exchange which will be balanced if the serenity is assured from both ends. It is only the exchange towards balance and the same is ruining the entire environment only for the reason we expect urban sophistication there which modifies it to be urbane and for which the fiscal demands are more and which changes the life pattern of the natives too towards urban and we lose the value of the place from the view of both the tourist and the natives and will become a part of the urban duly connected giving way to new places to the revelation and that is how the evolution takes place. This is how the eco anxiety could be changed to eco responsibility. No rapidity will give out consistency and the same finally rearranges itself to be progressive without our intervention to remain connected and our reluctance to accept the control of nature by itself is the issue. When we



relish the nature as it is, accepting its own traits is ecotourism and changing it for our sophistication for the short term stay there is greed and the same gets it's due. These interim losses to the core of life of the ignorant natives will be saved if the ecotourism is promoted in line with the native environment, and then the progression prolongs the value of the place towards evolution of new places without any losses and is the difference to be perceived in ecotourism and this gives a real good understanding of ecological foot prints. This is the natural potential to regenerate itself when meeting the human demands. When the human demands are out of greed with mere rapidity for the easy money assuring everything they wish, the ecological foot prints will not be favoring progression but disasters only. No statistics on ecological foot prints help the regeneration but the mind set to live with the nature, enjoy serenity from within everywhere and anywhere which will minimize rapidity and help people live with peace.

Connectedness is to be viewed for the best of progression of every component and not on over riding the other finally causing extinction. The nature has a balance between the environmental factors depriving the natural wealth for the living beings and the biotic potential which reproduces, regenerates the same. When living with the nature we need to understand this balancing which should reflect in every way that we will promote longevity. Getting against nature for the illicit wishes of human for the connectivity they have is to be checked which is being considered as image, social network, family and brotherhood that is blocking the development of an individual to compromise and give up the feeling of unique and special which is suppressing his best of contribution.

Similarly self oriented approach to come up building his own skills without remaining in connectedness make him competitive always and loose balance finally which is paving way to all calamities. The best of balance one could have is to remain self sustained acquiring all skills to reach the aspired level and help others with the responsibility of connectedness to reach their own aspirations which is what is seen in human life pattern in every civilization which has been misunderstood as phases but really they are with every activity they take till the final stage that one need to be conscious about himself and conscience oriented for the connectivity as alertness do not help with understanding other. The same

is taken due control by the supreme power and the intuition which needs conscience to rule over which will occur in relaxed state of mind. That is why people say none can damage your reputation without your own concern.

For the rapidity of the globalization, the human values have been spoiled which are too brought up to the surface to give the real meaning of life that will do away all the calamities existing now for the prefixed and instructional, restrictive living, which is a consequence of the Macaulay's method of teaching that has been framed for colonial regime. We shall find the disadvantages of education in existing scenario, is helping the authenticated people to use the rules and laws for their personal benefits and the legal advisors are functioning as promoters of illegal activities finding flaws in the rules. The judicial system is facts presented by the legal advisors both sides where the judicially responsible persons can judge the truth from the facts and bring out the conviction by their query which is not finding their due role.

The stake holders of governance, as administrators, technocrats, corporate, academicians, activist, politicians, common civic, industrialists, business men, legal advisors, social reformers, policy makers are all educated and unfortunately the growth of the country is not decided by the educated but by the politicians and is the reason for this haphazard growth since they get in with principle and grow with authority and dominance and finally bring in the concepts of monarchy in the democratic country which is very unfortunate as it makes the lives of all meaningless for they have to survive for their connectedness to the society again by images, social networks and families. Any sort of ethical dilemma apart from the survival aspect is questionable as they only pull all into corruption and those who survive for their connectivity are inert and can live of the situation is reverted.

The green concepts on living are related to the way we live with nature. The more we go against nature for artificial, anthropogenic consumerism we burden the foreign materials to earth which it could not assimilate and break the connectivity of life cycle there by the purity and regeneration of the same gets checked. The innovation and economic values gained over the foreign materials,

which will not get degraded are actually ruining the world and will not give the needed sophistication in the long run. The technology and research must be promoted to benefit the society and if we see the technologies which are leading these days for globalization are mostly towards hasty profit making which only have brought the recent socio economic calamities suppressing the human values. This should be linked with the cash flows these days in the illicit manner for most of the free schemes from all corners of trade and governance which will not eradicate poverty and bring up the life standards of the targeted civic but forms a source of accumulation of fiscal reserves to mediators and must be checked for balancing the fiscal reserves progressively across the globe. Actually nothing is foreign material, which is not in the same form of produce by nature, but accelerated to modified form by human force is named foreign, and for the acceleration, the same will experience delayed degradation which improves longevity and conservation of reserves if used till the life time persists and which becomes a problem to nature if disposed of as waste much earlier to its life time.

When the technologies are focused towards nature based there will be automatically carbon sequestration as carbon is the basic element of everything on earth without which the life cannot progress and the longevity of any creation depends on how effectively carbon is used up in its growth as among all the organic components carbon is readily taken and remain as energy source. Carbon should not be eliminated as all sources and every level of natural cycles need carbon for initiation and that sets momentum for the cycles to progress. Carbon sequestration needs no advanced technologies but simple mind sets to live with nature and that forms the basis of eco consumerism.

The balance was towards perfection till the fiat money system was not introduced as all the resources had a count and due value for them in terms of money and they need a due extraction to balance the value including the human resources. The software, information and communication technologies in the recent times took effective part in automating the jobs and the data handling which made the human resources receive much value for the convenience and fastness they contributed and though the coding, programming and related jobs are almost tailor made to function as a black box models, those professionals





received much dignity and faith for the volume of jobs they minimized and for which they had been in the lime light till the recent recession which happened because the potential reserves equated for the economic value had not found their due place of solidification to serve them longer but had been dissolved in to many unethetical practices of the governance and self by the society too, that they played a vital role in making fiat money system in crucial check. The role of society to offer service for an undue rise of charges specific to the software people played a vital role in the recent recession. Their earning was not viewed as their contribution in minimizing work but on comparison, which is again a negative emotion.

More over the robotics, automation are all against humanity and they are certainly dangerous as they cannot reinforce human values and individual specific attitude which has to be paid due attention in dealing with human as each individual in carrying himself in the living differ for his exposed situations, the priority he gives, and the potential and skills he posses and there cannot be masses but only individuals connected to contribute forms the society. In this situation, there cannot be procedures and life situations for the masses but for the individuals taken up by them which make them responsible for the consequences in their own life for which the benefit of the majority cannot be compromised. Though we say the procedures are for the masses, the common civic, the practical situations, corruptions and scandals indicate they all be altered and executed for the authoritative individuals which is only ruining the life patterns making the individuals lose their uniqueness, individuality , compromise to survive where they lead to social , economic and natural calamities directly or indirectly. When there is an action, the effect will be certainly felt and influences the doer and that the actions all should be good and convincing for the good to happen.

Basically for any business model in balance what we need is an innovation in manufacturing and an economic value on the product for the customer. The manufacturer and the benefactor remains connected for the purpose only when there will be longevity and progress. Hence in a business model the purpose of the product plays the due role and all that added to the same for the rapidity and



easy money making as the value proposition, market segments, value chain structure, revenue, growth and competitive strategies must be on the lean concept to eliminate waste and adding value to the product that the same reaches the customer only when the perfection is reached and has grown up from all perspectives. A technology will survive and earn long lasting customers only in this way and this must be the bottom line of any business model. Hence a progressive research and dedicated analysis must be there on price fixation which will offer an economic value to the user that the demand will be consistent. The value of the product to satisfy the customer for their real feedback pulled out for use always credits that the expenditure on the advertisement, marketing, corporeal and expensive decoration of the office space must be made simple and elegant which will not add to the pricing and reflect on forcing the products to consumers which is one of the vital reason for corruption. When the basic objective is unethical, the product needs a push till the end which will not last longer.

The strategies, the modern concepts offers as the advertisements, marketing and sale promotion techniques as credit offers, discount, and sales are all misleading the customers and pave way to illicit activities and must be checked by the governance. Eco labeling and brands must be at the level of licensing and only strict implementation of the same make the trading worthwhile as the commerce forms the backbone of development of individual to the world that for the world peace ,the progression must be towards a purposeful, simple way cutting the wastes and adding value to the product as lean principle says which holds true from educating the individual to guiding them to design their life where the illusions as time, space, knowledge, power and desire will be overruled simply by the art of living one chooses for his best of potentials and skills that there will be self competency, healthy growth and there is no competition at all which makes everyone feel special and unique and this makes better life styles and perfection with due refinement with conviction. The forces of favour as time, space, resources, labour; season should be for the best benefit of the doer who could convince the involved for their cooperation.

## THREADS

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1. Mobile technologies are not eco friendly. Discuss on this, finding the basics of the same up to 5G spectrum and the related concepts.
2. Unlike the hike in prices with improved technologies, the same will lead to reduction in pricing, if lean concepts are adopted. Discuss on this.
3. Ecopsychology is the art of living which is living with the nature. Discuss with your own lifestyle and principles.
4. Choosing a life pattern to the temperament and interests of an individual makes his contribution and life more meaningful and the mass support, monetary benefits, fiscal reserves and celebrity status do not bring in personal satisfaction and peace which keeps one always in the race and makes life in fear of disfavor. Discuss on this in your own way.
5. Life is to be relished in every moment where there is no priority for discipline, rules and regulations. It is simply how one conducts himself to support others. Discuss how you will be contributing to the governance right from home to global peace.
6. Ecological foot prints are creating eco anxiety and the activities must be towards eco-responsibility refining individuals to graze in line with nature on natural resources. Natural serenity is its own responsibility as all materials are from nature and the accelerated form needs more time to get accommodated by nature. Discuss on this.
7. Construct the business model of your own profession and discuss the merits.
8. Discuss on the lean principles. How do you relate them to the personal development of an individual?
9. Lean principles are more than optimizing a technology. How do you justify this and upgrade the optimization techniques to be reinforced with lean principles. Do you accept that operations research too needs a face change to incorporate human values and individual specific approach?

10. How do you justify the concepts of rapid prototyping? It adds to economic losses in the long run and benefits illicit cash flows. Discuss on it.
11. Simple solutions are always there to support the lean strategies which make the art of living, the sole discretion of the individual who can augment to governance as per constitutional right which permits him to be free of taxes and levies to the core. Discuss on it.
12. There are technologies which can give energy to individual units without any operational and service costs to give a new thinking on the energy needs and conservation. Discuss on them.
13. Meta thinking makes one to think in his own way how he perceives concepts and that is the driving need of education. Discuss on this.
14. E wastes are mounting to wasting the resources due to their short life time. Internet and online usage eliminate the e wastes. How do you arrive at the cost of computer, mobile phones, internet connectivity to become the basic need of every family and how do you bring in web technology to serve the purpose of media.
15. Use of virtual space reverses many of the concepts that have been cultured right from ancient days. Discuss on this with more of examples.
16. Value oriented approach is heading towards perfection and which makes everything possible. Connectivity with the illusionary concepts as time, space, power, knowledge and desire prove meaningless with the evolution of original and being self. There are examples to this extraordinary way of living all through these times. Support your stance on this concept.
17. The life has become much complicated with the advances in education which shows the education is materialistic and unethical introducing a competitive atmosphere which continues throughout. This consequence of education is unfortunate. Discuss on how this could be reverted to real purpose oriented education.

18. Discuss on the human rights declaration by National Human rights commission of India. How do you relate the same with Universal declaration of Human rights? When the nature goes global, do you find the National human rights declaration is taking all Indians global? If you could point deviations, how the same could be brought to track.

**LIVE WITH NATURE**

**UNLEASH THE POTENTIALS OF NATURE BY GOING WITH IT.**

**RELISHING IT THEN IS EASY WITH PERFECTION**

**THIS IS THE SECRET OF LIFE, GOING WITH THE CREATIONS WHERE THEY WANT**

**TELL WHO THEY ARE**

**CORRECTING THEM THEN IS EASY WITH CONVICTION**

