

画	MANAGEMENT & DEVELOPMENT OF HAPPINESS. A PRIORITY IN SOCIO-ECONOMIC DEVELOPMENT BY : DR.VSR.SUBRAMANIAM. MBA.,Ph.D., D.Litt.,	画
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EXECUTIVE SUMMARY

If bigger objects go into a jar, then there will be space to fill it with smaller objects in sequence, depending upon the size of subsequent objects. Like a Magical Demo, at any point of time the jar is not full, till the smallest fills it to a saturated level. If the order of the objects are reversed, then it ends in filling it at the starting point, without any space to fill further. Happiness in life is a Logical Info similar to this Demo. If one fills the bigger priority needs in the life, then there will be enough capacity to fill relatively smaller needs in sequence, to attain progressive happiness. It ends in frustration, if the order of priority is changed. Even though some feel that money can buy happiness, the majority opinion is that money cannot bring happiness, and it can induct problems as well. In the Economic scenario, GDP is used as an index to measure the progress. But from the point of view of peoples' happiness, which is an essential socio-Economic Development need, GDP is vague relation builder. Governments and Private corporate sectors in different developed nations do have attempted to induct more happiness to their employees, by ensuring more money generation opportunities, lower working hours, increased fringe benefits etc... But, frustration and depression seem to be increasing in proportion to the Tangible wealth gain. Also the priority needs of households change over a period of time, and people feel happy by comparing their possessions relative to others around. It is because, the Tangible (TEE) wealth generation is dribbled (filtered) by Intangible (EYE) feelings of Happiness and satisfaction.

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TEE and EYE Combo (Combination) are Aggregate and Complex. The components of Intangible aspects are Psychological, Social, Local, International and Universal in nature. It needs a Mathematical Expo (Exposition) Analysis. Author's Research and Development approach towards a solution to these vicious combination infers that, all nations, irrespective their level of development should :-

Evaluate Productivity and Management Decisions with reference to Socio-Economic Development units, and keep Quantitative ratios as a peripheral guideline. Intangible components in Management Decisions should have priority over tangibles (Algebraic Model).

Domestic investments should be from Domestic Savings and Domestic Technology should be manned by Domestic Manpower Planning and achievement towards these goals alone can accelerate the Socio-Economic Development and lead people towards happiness (Geometric Model).

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MAGICAL DEMO

A Professor brought a big empty glass Jar, Golf balls, A box of Pebbles, A Box of Sand and a Bucket of Water to his Class. The students were wondering, and the Professor started filling the Jar with the Golf balls up to the brim. He asked "Is it full ?". The students said "Yes Sir. It is full". Then he took of the box of Pebbles and poured into the Jar, shook the Jar. The Pebbles rolled into the gap between the Golf balls and sat safely. He asked again whether the Jar is full and the Students said yes. He then poured the Box of Sand and it went freely into the gaps again, up to the top. He asked again whether the Jar is full, and the Students were hesitating a little bit to answer !!. Then he poured the water from the Bucket into the Jar. Quite a good amount went inside and soaked into the sand, up to the brim. The students said that they won't answer, and wondered what else may go into the Jar.

The professor said no more to fill. But everybody should understand that Empty or Full is relative. There is always something to fill any thing, relative to the size of objects chosen. Filled with bigger objects, there is room for smaller objects to go in, and the reverse is not true.

If the jar is filled with Water first and tried in the reverse order, then nothing can go in, and the Jar will be in a saturated full stage.

LOGICAL INFO

So is the fulfillment of one's Desire and attaining Happiness. It is a relative feeling with reference to the level of objectives to attain in the individual's mind. We should aim to acquire the relatively important and bigger goals like the Family, Children, Good health, Education, Friendship etc.. like the Golf balls.

Then aim for relatively smaller and next priorities in life like a house, car etc.. similar to the Pebbles. The one should go to acquire still smaller priorities of luxury items similar to the Sand and Water. This is a rule of relative Desire and Acquisition of items, leading towards a properly synchronised Happiness. In life also, if one goes in the reverse desires, then there will be frustration, destroying the motivation to fill the needs of more important and high priority items.

ECONOMIC SCENARIO

Economic Development and its relationship to the Happiness of the people, is also a relative linkage between the Wealth and its Enjoyment. As the year 2004 (Y2K+4) has come to the end, the GDP (Gross Domestic Product) in the Middle East region is estimated to have improved at an average of 10 Per cent. People should feel better of, than what they were in the beginning of 2004.

The strong performance of the region's stock markets and the surge in the real estate prices has increased the number of Arab Millionaires.



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A sizeable portion of this wealth has trickled down to the people in the lower income bracket. The question is "Are all these persons in different income brackets Happier ? A sample survey indicates that over 75% hesitate to express a positive happiness level.

The complexity of unhappiness is remotely linked to the **Euro** going stronger with reference to **US\$** (Dollar). At the top-rich level, more \$'s are needed to buy the European quality and luxury items, an offsetting development to the acquired economic happiness.

At the bottom expatriate poor worker level, \$ or its related currency remittances to his poor native country results in smaller local deposits, because the local currency is linked to **Euro** (Note : Not because the poor local country has done some economic or productive strides to make their currency strong in the International exchange market !!. It is a notional and relational gain !!!).

At all levels, there is a common cause for un-happiness due to the prices of essential needs comprising food items, services and housing (the basic ingredients for happiness), are increasing, disproportionate to the gains acquired through more money generation.

About 800 affluent house holds in USA expressed a feeling that un-rich should be more happier than them, as per a report in The Los Angeles Times of January 14, 2004. In this survey, more than 50% said that acquiring more wealth did not bring more happiness, and about 33% firmly said that money brought more problems, than it solved.

The answer is not in the Supply and Demand curve. But all other analysis to measure the correlation between the income and standard of living too, are not able to confirm the answer for this relationship between the Tangible wealth and Intangible Happiness !!!



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People who have moved up in the income ladder do attest that money is able to buy some happiness. But beyond some income level, people do not get more happier.

So far Governments are using the growth of GDP as a measure to the Social well being and Happier life. But it is still a vague relation builder!!!

Although improvement in material well being makes people happy, they are relative to the time and the habituation of the society. For example, TV and Mobile phones, which were considered as a luxuries about 10 years before, has become an essential item even for those in the lowest level of domestic living, in the current millennium. Other important factor is the psychology of the people to compare their living situation with others. This vitiates the dimension of happiness to a relative scale between people and the society around. Unemployment, Poverty and the Feeling of insecurity are major source of unhappiness. Hence, the role of the governments should be to enlarge the promotion of conditions that will induct more happiness to the people, than be happy with increasing GDP as a closed shell indicator.

Do public and private sectors promote happiness, through shorter working hours, more vacations, increase in salaries etc...? It is tried in Germany with 35 hour work week, with a host of provisions for staff enjoyment. But still the rate of Depression among Germans is high !!! In all brackets of income, the people in USA are supposed to be at a higher plane than those in other countries. But the crime rate in USA is not only large, but it is increasing in direct proportion with more development, and with more sources for higher income.

Hence, in the last decades, those priorities which were considered as low importance which could fill to the brim and leave no room to get the essential needs, have moved upward to occupy the gaps of prime / essential needs in the current decade. This is a forward development in the Environment and Ecology. No body can stop this.

TEE & EYE COMBO

Changing priorities are like the Golf balls, Pebbles, Sand and Water changing their shapes. One does not know what to fill first . Clinically it is like the AIDS virus changing its DNA signature, so that no designated antibiotic can kill it. At any point of time, one cannot understand what ingredients should go into the making his / her happiness !!! Is there any cure for it ?

YES. Happiness is an Aggregate and Complex combination of Tangible (TEE) Wealth and the Intangible (EYE) feelings. TEE is dribbled (filtered) by EYE.

???? PRIORITIES ????		
INTANGIBLES >>>	 TIEH ICON	<<< FEELINGS
\$\$\$\$ - TANGIBLE WEALTH - ££££		
See Animation at http://www.drvsrs.com/sedsgo.htm		

Acquisition of Tangible material wealth, in the order of priorities demonstrated by the Jar filling experiment in the beginning, do bring Happiness. It is true that Money and what it can buy are tools to buy Happiness !! But the acquired happiness through the Tangible money, is moderated towards its end effect by a broad-based Intangible feelings that get into one's Mind and ultimately into his / her Hearts !! The span of the EYE (Intangibles) are :-

Psychological : Safety and Security components

Confidence to face pre-conditions/tests etc..., Cost of essential needs, Expected and end-results, Health, Security/facility for continued living, Targets and achievements etc...

Social : Relationship Ingredients

Apartheid, Behaviour of the family members and friends, Calm or disturbed neighborhood, Influence of social divisions, Language, Social group activities around etc...

Local : Administrative and Environment Surroundings

Affectionate or terrorist surrounding, Apartheid, availability / quality / reliability and hardships to get the essential & other needs, Clean or shabby locality, Confirmed/disturbed/strike-prone public facilities, Direct/indirect taxes, Disciplines imposed by the local authorities, Employer/labour relationships, Human rights, Justice, Security/safety for self, family, tangible possession, etc...

International : Congenial or Disturbed Status.

Customs/immigration/tax rules, Favourable or unreliable local currency exchange rate, Export/Import policies, Peace or war situation, Monetary possession/remittance/tax policies, Probability of terrorist attacks, Reliability/safety of international transport facilities, Visa extension/issue hardships, Treatment to citizens/expatriates etc...

Universal : Geographical and Nature's impacts

Atmospheric stability, Actual/Expected rain situations, Cold & Heat balance, Conditions for continued/reliable availability of food & other items, Desert/Fertile environment, Possibilities of disturbances by Earth quake, Hurricane, Oceanic, Volcanic, Tornado etc...

The above list establishes the fact that Intangible items are more important than the Tangible money and wealth to create happiness into one's mind (EYE > TEE). If both are synchronised and juggled properly, Tangible money and wealth can induct Intangible Happiness. Mathematically it is :-

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$$H = \sum_I T, E$$

E = Intangible Components. I = Individual. H = Happiness.
T = Tangible Components.

MATHEMATICAL EXPO

An analysis of the Aggregate and Complex combination between Tangible wealth and Intangible ingredients of Happiness, leads to the inference that all nations, irrespective of their current level of development status, should implement certain new norms.

01. An Algebraic Model building and solution by the author infers that :- (See : http://www.drvsrs.com/mgmtfull.htm)

- Measurement and Improvement of Productivity and Management Decisions should be with reference to the Socio-Economic Development units, and keep quantum units as a peripheral guideline. This inducts a base to spread the effect of all resources to the benefit of the Society and Drastically improve their level of Happiness.
• For a true measure of Economic prosperity, consider Intangible components in the life of individuals, as more important than the Tangible wealth formation or Gross Domestic Product (GDP).

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02. A **Geometraic** Bi-circular Model building and solution lead to the direction that :- (See : <http://www.drvsrs.com/sedfull.htm>)

- Domestic Manpower should utilise the Advanced Technology (Moderated to suit the Domestic conditions). This ensures a continued employment potential, techno-commercial know-how upgrade, and removal of the feeling of insecurity, all essential for Domestic Happiness (An Endogenous methodology).
- Encourage Domestic savings and utilise that for Domestic Investment (Even though there is a need for foreign source to start with. An Exogenous tool). People who can save are more Happier in life, since there is surplus after full filling their needs. The Nation is happy as this reduces and ultimately nullifies the international dependence and the debt.

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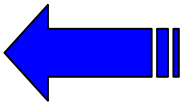
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Algebraic, Decision, Development, Dollar, Domestic, Economic Scenario, Euro, GDP, Geometric, Government, Happiness, Intangible, International, Investment, Local, Logical Info, Magical Demo, Management, Manpower, Mathematical Expo, Money, Private, Priority, Productivity, Psychological, Public, Savings, Social, Tangible, Technology, Universal

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HEIGHT 		FIGHT 
HI ~ FI HAPPINESS - Seen in Bombay TV during 1970s		
<p>A Rural Villager went for a city visit. He was looking at the <u>High Rise</u> buildings with wonder, from Bottom to the Top.</p> <p>A City Idler saw this villager and made a nice plan to make some money. He came near the villager and said in a <u>Fighting</u> tone, that he cannot see these Hi-rise buildings for free. To see each floor, he has to pay at Rupees (Rs) 10.</p> <p>He asked the villager which floor he is looking at.</p> <p>The Villager said 5th Floor. The Idler demanded Rs 50, and the villager paid it.</p> <p>The Idler went away <u>happily</u>, because he made a free Rs 50, that morning, by his intelligence !!.</p> <p>The Villager then laughed, and said to himself that “The City people are fools. I am looking at 15th Floor. Instead of getting Rs 150, the fellow got only Rs 50. I have saved Rs 100, by my shrewdness. I am very <u>happy</u> today!!”.</p>		
<u>Moral</u> : Both are Happy. Don't you agree that Happiness is Relative to How you think !!!!!		