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### **PERSONALITY DEVELOPMENT: WHOSE RESPONSIBILITY?**

Personality Development is a concept being popularized in academics and in employment since a decade. Much finance and time is being spent on this issue by the stakeholders apart from versatile efforts. Particularly in academics, the institutions are striving in vain, in order to instill this aspect in the student community; through seminars, workshops, training etc., In spite of their consistent industry, they hardly find desired results.

Before going to introspect the strategies implemented so far in this regard, it is better to analyze the reasons for this status quo and envisage our responsibilities. Did we hear about this concept in the veteran convention? Did our parents or grandparents come across this situation in their time? Where does the root for this social malady lie? How has it been spread among the families? How has this deformity not been diagnosed by anyone of us?

“Time and tide waits for none”, it’s all finished. Everything is demolished. We lost our innate soul and its characteristics, cherished by our predecessors. Knowingly or unknowingly, every one of us is responsible for this. Under the disguise of development, the contemporary Indians are attached to the pangs of technology. While craving for comfort and luxury, People left joint family and went for narrow family. Also they are crazy towards electronic world, untying the human ties. ***Women are addicted to TVsets, Men are busy with the mobiles, Youth are roaming around face book and IPod, Children stare at video games and cartoons and Grandparents are imprisoned at old age homes. Who cares for personality?*** The craze towards material possessions made us lunatics obsessed with solitude. Consequently, we are witnessing the unanticipated, deplorable incidents in all walks of life. India, once being a safe haven for the deprived, is killing its brood. It is earning popularity by resorting to patricide, matricide, homicide, genocide etc.; making the living in India, a ***night-mare***. Foreigners, who once admired India, at this time scared to enter it.

We ourselves assassinated our culture and heritage. Even though, it is adored by western folk, it is overlooked by its successors. There is no scope for interpersonal and intrapersonal bonding. There is no more an empathetic family, a secular society or a sovereign country under the flag of India. There are no more lullabies from grandparents; no more soothing instructions from uncles and aunts; there are no more hugs – only stabbings. The result is that the off springs are born with apathy and antipathy. The lineage resemble the robots attributed with life. The prehistoric values, which sanctified India; have become the fossils for which we have to pay tributes with guilt, forever. Perhaps, this may be the retribution imposed by God for our foolish deeds.



Once upon a time, the land which has given birth to legendary figures, who brought fame to India like Gautama Buddha , Veera Shivaji , Swamy Vivekananda etal; is now starving for the birth of gentle souls. Our starvation is not only limited to fertile natural resources but also to possessing “*humanly*” human resources. Our age old generations are personified with the values nurtured by their families and society. When the ancient world is filled only with visionary literature, compassionate families and generous society; **where was this personality development hidden itself?**

Now, pose a question to yourself? **Personality development-whose responsibility?** Is it of apathetic parents, teachers, scientists, politicians, administrators, media, technocrats, society or individuals? This is the biggest challenge in front of the mankind. In spite of being bare witnesses to this holocaust, the think tank has to manoeuvre on this issue towards a solution.

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In the footprints of *Swacha Bharat*, every Indian has to strive for a common cause “*Swacha Jeevan*”. Let’s get up and rest not till our society is reformed with the slogan – “*Swacha Atma*”.

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