

Part 4: Description of innovation / initiative

-One page non-technical summary of the innovation providing a general explanation of the innovation

This is shown a new era to see about modern social work for the youth personal development and it is surely led to breakdown the poverty circle in the any kind of society. This new concept already has been tested and it was gained high achievements in the recent projects in rural areas in Sri Lanka that I implemented. We can see even many organizations, governments in the world has done much kind of social projects for developing the society in an economical way to reduce the poverty, but most of them were not succeeded .Therefore we have to be mindfulness for solving this contemporary issue with possible solutions. If human beings satisfy with their needs and desires there is no poverty. But most of social work is implemented to reduce the poverty through income or basic need perspective. Here youths' personal development is described in two categories. It is based on physical or economical caring and mental or spiritual caring.

When we laser focus to this concept, we have to clearly verify about some key factors and characters. It is who the modern social worker is? What type of social work should be implemented in the modern society? Which is the most appropriate way to breakdown poverty circle? What is the most influence factor to failure the social projects in different societies? Let's see the solutions with in new concept for all above problems

A complete description of project or initiative /innovation/invention

Introduction:

Poverty is the everlasting problem in the world that is continued. United nations' millennium goals is also focused strongly on reduction of poverty, further their Sustainability goals (2015-2030) is also highlighted on poverty reduction through implementing much kind of social development areas like extreme poverty including hunger, promotion economic growth, all children and youth for life and livelihood social inclusion and raise rural prosperity. As the United Nations decides'' poverty is defined as follow.

Poverty definition (UN)

Income poverty is when a family's' income fails to meet a federally established threshold that differs across countries.

Extreme Poverty is set to the possession of **less than 1 \$**

Absolute Poverty measures poverty in relation to the amount of money necessary to meet basic needs such as food, clothing, and shelter.

Relative poverty defines poverty in relation to the economic status of other members of the society.

Further they have narrow down poverty on **Perspective Basis**

1. Income perspective
2. Basic Need perspective
3. Capability perspective

But here we have to discuss and should have a brainstorm in our society about what is the real poverty that we feel or whether there is any sensible way to understand the real poverty that human feel. Let's embrace the new concept which is lead to break down the poverty circle!

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Look at this question.

If every human being in the world is given 1000\$ every day then poverty circle will be broken?

Do we have to think deeply to say Yes or No? Following statement will be helped to answer to this question.

“If human beings satisfy with their own needs and desires there is no poverty”

Its mean every human being doesn't need 1000\$ every day to be satisfy their life and on the other hand some other humans need more than 1000\$ per day to be satisfy in their life. I is depend on their mental satisfaction and desires or dreams.

According to the new concept, human being suffering poverty in mainly two ways. It is Physical poverty and mental poverty with having mutual relationship .Developing economical eye and spiritual eye of the human in parallel is the possible solution to break the poverty circle. If we develop only one eye of the human beings then they always don't see the reality of the world and always run on unbalanced track.

- ✓ ***Physical poverty (Economical eye)*** – We **can see**. Based on Economic condition like basic needs; home, foods, cloths, protection, lack of employment
- ✓ ***Mental poverty(Spiritual eye)*** - We **can't see** .Based on Spiritual condition .But we **can see the results** like Suicides, Criminal cases, drug addictions, Social deceases, Child harassment, nature pollution, Political misconducts

✓ Both poverty has a mutual relationship!

If we really want to break down the poverty circle we have to find out the certain solutions or tools and techniques or projects for enhancing the economical eye and spiritual eye parallel.

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(A)Developing Economical eye:



Saving for investments & Future wellbeing	- 50%
To Living Expenses	- 25%
To Business/other Expenses	- 25%

Saving for investment is the turning point of the economic development. It depends on humans' future personal and professional life plan. Therefore they should be focused to get their own conscious decision to be rich. It comes with responsibilities and sacrifices. Sometimes it is important to sacrifice luxury in the present in order to build wealth for the future. Robert kiyosaki stated that the rich buy assets while the poor buy liabilities.

(B)Developing Spiritual eye:



- ✓ Great Philosophizer's, Politian's, Scientists, Sportsmen's or Artist's come with poor economic condition with many failures like Mahathma Gandhi, Benjamin Franklin , J.K.Rowling , Justin beiber, Muhammad Ali, Charlie chaplin, Michael Faraday, Isaac Newton.
- ✓ Above all kind of success people follow same technique with knowing or without knowing to become a great personality. Therefore I we really need reduce mental poverty we have to follow the golden history of them and should practice those good practices among the people.

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- ✓ We have to implement brainwash projects all around the world for developing peoples' mindset for achieving their goals / dreams with facing physical obstacle .Most of people's dreams doesn't come to reality. The main reason that their dreams is not 'SMARTER' (Specific, Measurable, Achievable, Reliable, Time bounded, Evaluated and Reward)
- ✓ We have to spread to the society the **tools and techniques of Dreaming. If someone's' dream is powerful, then impact of low resources , social phobias , Physiological barriers is at low level**
- ✓ **'Fear' is the root cause for the human failures'. Therefore we can compete against the fear by dreaming in a big way with dream commitment and trust. We have to implement much kind of projects to minimize this psychological effect that is feel human to human.**
- ✓ Let's we clarify why people should practice dreaming to achieve goals with overcoming the fear.

First see the main equalities between human and animal.

1. Both are eating ,drinking and sleeping
2. Both are continuing their generation by sex

Second see the main differences between human and animal.

1. Human **can think vertical and animal can think always in horizontal.**
(Because human spinal code is constructed with 90° angle to earth surface.
But all animals' spinal code is constructed with 180° angle to earth surface)
2. Animals always **behave in their life with Fear.** But humans not should be like that.
Therefore we can get the best idea from above differences as follow.

Possible solution for developing Spiritual Eye

- ✓ **Improving horizontal thinking by dreaming techniques**
- ✓ **Reducing the Fear by dream commitment with building trust**

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Therefore we have to implement much kind of training program to enhancing humans' dreaming and dream commitment .Then it is enable to develop human mindfulness to achieve their goals.

Developing mindfulness is controlling **over greed, Hate and stupidity** .It is link each other.

(1)**Over greed** means too much attachment of 5 senses of human beings: sound, taste, Touch, Sight, smell



(2)**Hate** means attainment of unfavorable things or missing favorable things



(3)**Stupidity** means involving in Corruption, Criminal Cases, Robbing, Sexual Harassment, and Drug Addiction

We can control humans' misconduct by reducing stupidity, therefore we should control the hate .We can control the hate with leaving too much attachment for unwanted things and focusing on dream and dream achievement

Next we have to find out the most productive way to developing mental and economic development. It can be done by social work doing in a modern way.

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The way of Implementation of both (A) & (B) :

Both type of development is implemented through **modern social work concept**.

Modern social work in new aspect:

There is 1.8 Billion youth population in the world. Youth are the spotlight for country development too. Therefore we have to energize young blood for breaking the poverty circle. There is prime responsibility for social workers to look at this matter.

Modern social worker?

Professional social workers' may be a Trainer or counselor or Fellow or Navigator or Governor or Leader or Father or Mother. There is a most suitable character that should be act from these. Actually it is needed to act Fathers' and Mothers' role to society. Because we can feel real caring from our parents. Our social workers also should be closed and care the society like parents do their children. Social projects should be SMATER for the societies too. Correct social work should be implement at correct time for correct region. **It is should be focused 2 – way personal development training programs** (Youths/children and their parents/elders)

Responsibility:

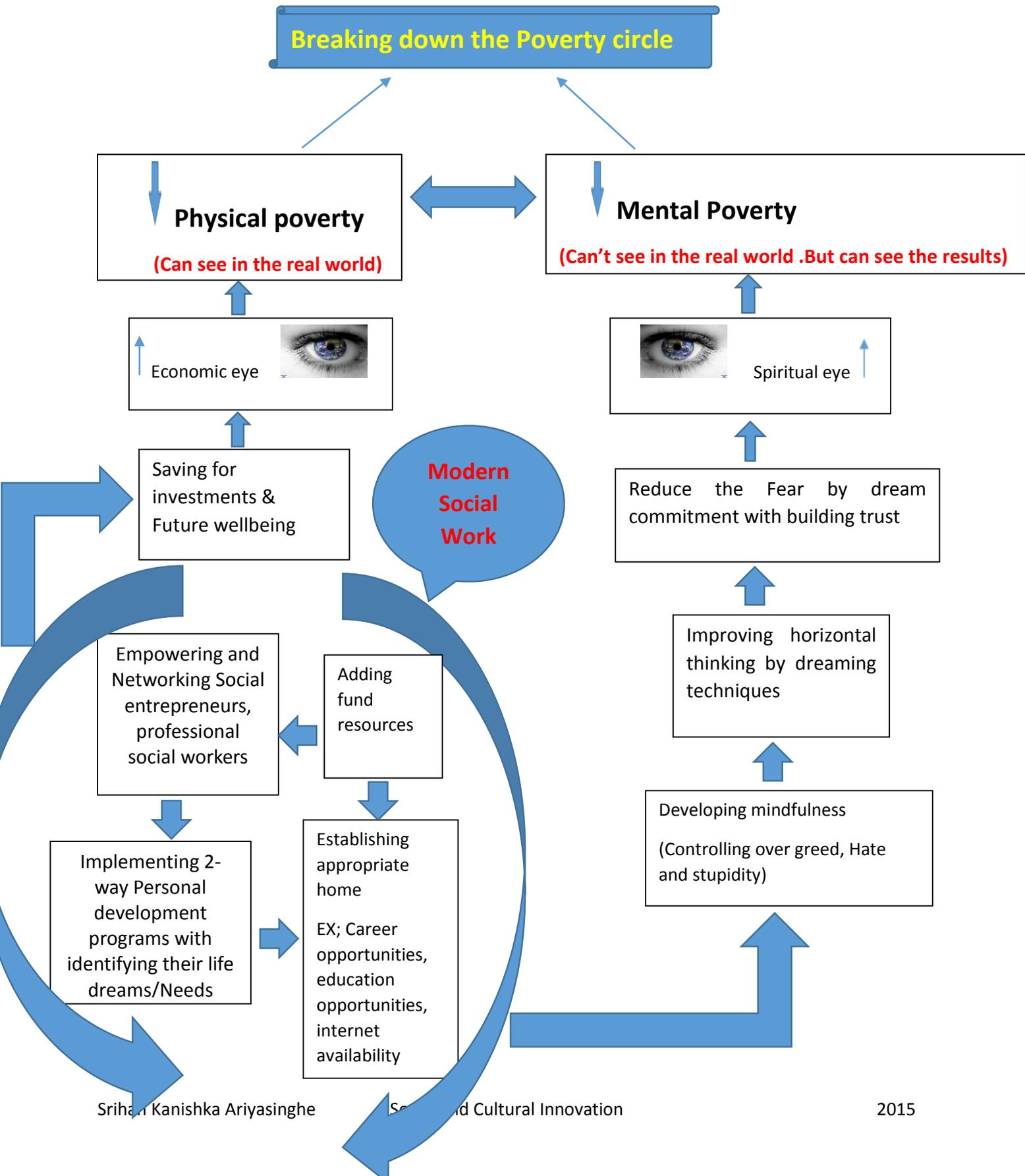
On the other hand we have prime responsible to network the youth generation with elder generation while maintaining sustainability in the world.

Modern social work:

It's better to giving Seeds, Mamotee, Paddy field, Water rather than giving Rice.

Giving physical benefits is a temporarily solution to develop humans' life style, but if we can give them the way of living as their needs and desires it will be a long term solution. Modern social work should establish the appropriate home for achieving youths; dreams. EX; Career opportunities, education opportunities, internet availability

Summary:



My Contribution to Social, Cultural development through modern social work:

(Since 2010 to 2015 in Sri Lanka)

(a) Career development and building an inter-community communication program to multicultural students, youth and elders in rural areas

Project Overview:

I handled a research in May 2012 about youths' contemporary issues in rural areas that influence badly for their career ladder. There I found very sensible factors from the research .Research area was Polonnaruwa district .Unfortunately there social condition was very pathetic .There condition was as follow.

- School leavers with in Teenage - 36%
- Unemployment of young people - 77%
- Peoples' income below USD 215 per Month - 88%
- Social diseases condition:
 - * HIV+ - 5865
 - * AIDS - 1558 (Reported AIDS deaths 21)
- Teenagers' pregnancy - 10%-11% of total pregnancy

(Ref: Courtesy of National STD/AIDS Control program, UNDP & UNAIDS Sri Lanka.)

I designed and implement powerful brainstorming training program for school students, youths who are living with unemployment, and recent married elders. It is included 100 more participants and those who represent Sinhalese, Tamils, Muslims in villagers of Dalukana ,Manampitiya ,Dimbulagala and Sorwewa. Age group was 17 to 40. There I made 10 12 hours more training sessions with including awareness about prevention of social diseases, goals setting ,personality development ,trust building ,stress management through mental and physical activities. I could develop their honest feeling on each other within 2 days. It was very happy to see their team work

when they actively participate every events. There I used a translator for recovering the language barriers. It was the session they had in their life when program is reached to end.

Because they took a decision to focus on their abilities and opportunities and created a short term plan for developing their personal life. Further they didn't worry about their current condition and their mind set was positive after getting awareness about mental and economic development training.

Out come and lesson learnt:

- Participant recognized their inherent skills and strength for achieving their dreams
- Powerful trust building among multi religion/ multi-cultural youth
- Identifying communication barriers and obstacle with in inter –communities
- Having high awareness about social diseases and educating the sexual life problems

(b) Social service program for networking youth clubs and trust/moral building and avoiding early marriage in Polonnaruwa district with combining 5government rural school students.

Project Overview:

I kept my foot step again for school students .I gather Advanced Level and ordinary level 80 more students to Kithulgala training center with supporting education ministry in Sri Lanka .There I could initiate attractive training session for building motivation them .Specially they could fight with their 'fear' with involving water rafting events, high jump in to waterfalls other risky physical activities. Then they polished their mind set with practicing 'yoga' sessions and 'dreaming' session's .Further they realized the value of discipline for achieving their goals in life by doing their all works with alone in the training period. Students took their responsibilities without depending their parents or teachers and they were so strong in mentally to get their own decision in their life.

Out come and lesson learnt:

- Students initiated youth clubs in every village that they live in.
- They could prioritized the common problems that they have individually as well as a group
- Students identified the common mistakes they do in their life. Ex: correct decision making correct time.
- Students practiced to feel the value of environment and power of concentrate mind
- As a lesson learn I could realize that most students' doesn't move to apply their skills to a correct direction due bad family background and lack of awareness

(c)Handling weekly Training sessions for school teachers about “How to care the students in modern society Teachers’

Project Overview:

I moved to give a valuable training program to School teachers in Horana area in Sri Lanka. There were different age group of teachers. I designed the program for polishing their thinking pattern on new tools and techniques to handling students in correct way and how to identify student's inherent skills or interests and how move them for their dreams and how to identify students' physiological problems .Their I used nominal group discussions, brainstorming, fishbone diagram, innovative and critical thinking methods to share their own knowledge and experience with others. Further all teachers could fix “SMART” plan for their golden service for the society.

Out come and lesson learnt:

- As a lesson learnt I realized that all teachers' knowledge condition is depend on their experience and educational level. Therefore we can't get same level of service for the students. **It is very necessary to fill the knowledge gap between teachers.** For example youth teachers are more knowledgeable than older teachers from technological or updated knowledge. Elder teachers' traditional thinking pattern on students sometimes may be failure to see students 'goals or dreams.
- Techers understood the common mistakes that they are doing when handle the students
- Aware about Parents' role and teachers' role towards students/children's' success

(d) Distributing schoolbooks and school educational materials with giving one day educational workshop for 1000 students.

I got the support from educational ministry and social service groups in Polonnaruwa district to handle this mega event. I had 10 members for starting this event with myself. First we collected 8000 school books, pens, other stationeries within two months with getting support of friends, societies and other known sponsors. There were 40 schools in Polonnaruwa district to take part this event with involving school students and teachers too. After distributing the school material there was motivational program to the audience, there we talked about value of our life, value of our nature and value of art in the world.

Out come and lesson learnt:

- Participants learnt to motivate them self-go ahead in their life with or without any resources.
- Students learnt 'how build up their dream in a 'SMARTER' way.
- As a lesson learnt I understood that students always focus on their economical poverty and they don't apply mental power to solve their problems due to **lack of awareness and non-availability of direct navigation**

My all social development tasks aimed to develop youth personal development through economical and spiritual development. Above mentioned projects /services also included 2-way training program (youth and elders). Above mentioned programs were only some of highlighted tasks that I did in my life and those thing always motivate me to do a better thing for the society. If we really need to braking down the poverty circle we should have to implement social projects mainly focusing school students/youth, parents /elders.

(e)Implementing human development trainings for urban areas' uneducated employees working in apparel sector

I conducted valuable training sessions for minor staff employees who are working at city areas and have come from urban areas .Most of them are failures to handle their income in a balance way, their money saving ability and investing to correct thing is not focused on their mind. Even they need to give an education to their children they have no concrete plan make it success. 600 more employees attended for these training session and they have been created clear path on their mind for life goals and needs.

Out come and lesson learnt:

- Many uneducated employees who works at apparel sectors failures to make success their children' education due to their lack of awareness and experience on education
- They are hardworking and earning sufficient money per month ,but spend money without control because they have no plan to spend money
- They always in stress because if over work load at working environment and their home too. Therefore always they easily get angry and take quick, wrong decision in their day to day life.
- Most of them don't get love and carrying from their husband or wife, then their sexual life may be awful .Due to lack of love, caring, consult they move to illegal relationship sometimes. It is urge to give social and family protection from the society

Involvement of Others in the process

First I would like thank in my heart to my parents those who cared me and giving such a great values to my life from the birth to until now .It was so helpful for performing my skills like this. At the same time my great appreciation is gone to my wife and grandmother those who always giving such a great help to continue my social projects as well as to success my private life too.

Next my both brother and sister always encouraged me to keep my foot step for the social work and social services. Especially I should give millions of thank to Mrs.Sukitha Wijeyesinghe ,Dr.Nandadasa Narayana, Mrs.Jayashan Jayasundara those who giving such a valuable knowledge, advice and navigation to success my career.

My sincere gratitude for my school teachers, Sunday school teachers, friends, university lectures, friends for helping for my every projects that I have done.

Further I am thanking those who be an obstacle or challenge to my life, because I learnt a lots of lesson learnt from my failures, my effort always accelerates against my failures and when someone puts me back. Therefore I admire them and if someone tries to do wrong thing to my life I go forward always. Then I can accelerate my career towards my vision.

Next I am fortunate to have donations from locally and internationally established Organizations/NGOs'/Government make success my projects and programs. All of my social services may be blank without their support. Here I remember Sri Lanka education ministry, flexfort innovation pvt ltd, Embarce consultancy and Friends Magazine.

Finally my memorable thank goes to school students, rural area youth, teachers, who motivated my career from their golden words. Their honest hearth touching wishes always push me forward in my life.

4.) Endorsements

Srihan Kanishka Ariyasinghe who met me in youth development programs in Sri Lanka. I know his social work programs that he has done in rural areas since 2011/2012. I have worked several countries with several type of youth in the world, but here I would like to mention that it is rarely can find a youth like ‘Srihan’. Because especially there are two specifications I can see from his career path .First ,there is a burning desire and honest feeling of his mind to do a better thing to the world .Second, he has a great vision as I have been felt when I involves with him for his social services programs as an advisor , he has no hidden agenda of his life. He does what he say, and he say what he has done with honest. He never expects any physical advantages from what he has done for the culture and society. He fulfill huge responsibility as a youth ,because there are many youths are encourage and initiate their life due to multi-cultural Sinhala –Tamil programs that he has done in rural areas.

He always be happy with seeing the results of what he has done for the society .There are many youth in Polonnauwa district those who remind ‘Srihan’ as their hero. Because his service has not gone as a physical benefits for them, it has gone as a mental benefits. I am highly recommend ‘Srihan’ as the most suitable character in our society to have this award ,if it happens, it will be golden push to his and Sri Lankan rural areas; youths’ development too.

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I worked as an innovation commissioner in Sri Lanka in last decade, here I happy to mention that Srihan Kanishka Ariyasinghe is the most innovative youth that I recognized in my life, because I am surprised to listen their ideas and plan that he has in his mind. He is talking and implementing those things with 100% trust and honest dedication. I am so glad to write like this about Srihan. Because he never follow shortcut to do social contribution. As I know he has expanded youth network in rural areas, due to his successful personal development program. He is always think deeply to give a possible solution for reduce the poverty circle. I also have advised for that matter, now he has very strong human development program that he is implanting for broken down poverty the poverty circle nowadays. He doesn't follow the famous, but he is popular among rural areas' youth. Because he is multi –skill youth, he is a powerful trainer, youth consultant, innovative researcher, journalist and a simple youth. I think if youth innovation and entrepreneurship award is awarded to Srihan it will be added more colors to Un-Habitat organization too, because I predict, once a day 'Srihan' surely will do a remarkable change in society globally. I wish him to have all the success will be in his career. Srihan is a great option to rural youth for developing their life.

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One page biography of myself

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❖ Educational Qualifications

(1.) Master degree in Human Resource Management at University of Colombo

Thesis: Vocational trainings' effectiveness to youth career development

(2.) Graduate: BSc (Electronics) at University of Kelaniya, Department of Physics

❖ International exposure as a speaker /Educator

(a) Delegating as a qualified speaker with in 55 countries at World Social Science forum -2015(WSSF) in Durban, South Africa from 13th September to 16th September 2015. Research based on: Modern social and social entrepreneurs for Poverty reduction

(b) International Speaker (qualified speech for oral presentation)at International Social Science and Management Symposium from 3rd Feb to 5th Feb at Tokyo ,Japan in 2015. Research Topic: Social work in Modern Society (Research was qualified for Society category with in 40 countries)

(c) International Speaker (qualified speech for oral presentation) at 8th International Poverty and social protection Conference from 9th March to 11th March in 2015 Bangkok ,Thailand. Research Topic: Social work in modern society for rural development (Research was qualified with in 40 countries)

(d) Coming international speech (Qualified oral speech – “Modern social work for poverty reduction”) at 18th international academic conference from 25th August 2015 to 28th August in, London, United Kingdom.

-Attending to **Human Resource Management International Workshop (7 Days) at IFTM University - 'India' in 2012**

❖ Training & consulting experience/media Experience/Communication experience

-7 years more experience as a Main News Presenter at Independent Television Network (Premier Government TV Channel - Since 2007- January to up to now)

- ❖ **As a Trainer/Lecturer 4 years' experience and Social work exposure**
- ❖ **Finance and Apparel Industry Experience (3 years more)**
- ❖ **Project Management** preparation certificate course at PMI.

Statement addressing economic, social, and environment impact

There is a big challenge to develop humans' well-being with balancing economic, social and environment factors each other. Economic is used for achieving on humans' need and desires. Social is used for developing human relationship and networking the people. Environment is the space that human lives from the birth to until dead. We have to identify how we become success through economic and social changers. There is strong weak point of the humans that is low concerning on returning to the environment what they bring from environment. Therefore following equation is proposed for the deep concentration.

$$(\Delta \text{Environment}) \uparrow \uparrow \propto (\Delta \text{Social}) \uparrow \times \Delta (\text{Economic}) \uparrow$$

If social and economic change is increased then environment change is increased rapidly than other factors. It is mean we should care more about environmental change other than others. If not once a day we can't stop the bad reply from nature and environment on human beings .It is the best time to concern on nature and environment .If human failures to respond to environment or nature in a positive way, every social and economic changers will push humans back to uncertain condition. Then even there is no space in the world for addressing about social and economic.

A two to three page concise summary of the accomplishment that illustrates why you should be considered for the UN-Habitat youth innovation and entrepreneurship award.

Here I would like share my colorful moment and achievements in my life and I am motivated to apply UN-habitat youth innovation and entrepreneurship award due to my honest feeling on rural areas' youth and for my vision.

I am a Physical science graduate with Electronics subject in University of Kelaniya. Next I thought to get knowledge and experience by studying another different area .Therefore I did my Master degree in Human resource management in university of Colombo. Further I had inherent skills to do presenting motivational speeches, Announcing .Because of my communicating skills I was selected to Sri Lankan Premier Government Television channel is called Independent television Network as a main news anchor in 2005. Therefore I choose to better service for the society through my skills. I choose to implementing social projects in rural areas in anew aspect. I handled many kind of researches before implementing social projects. Researches were about “ youths' contemporarily problems for not achieving their goals , How human poverty influences youths' goal settings, how modern social services should be implemented an effective way to enhance the human development, how to handle school students towards their dreams ,especially I interviewed youth who are in unemployment, School leavers, Students who has abundant their education at early stage. Further I get involved at about 50 schools in rural areas' students' and teachers for investigating the actuated results from my researches. Specially Dalukana ,Welikanda , Manampitiya, Dimbulagala, Sorawewa are very poor villagers in Sri Lanka and there population is more than 400,000.Further I held many training programs to uneducated rural areas' employees for developing their economical eye ,specially I gave my contribution to apparel sector like brandix casual wear. There their family problems, children' education problems, saving disability in a public forums.

My researches was given huge social exposure to my life and it was taken me to implement great social services too. I was selected valuable international conferences, forums due to my innovative social development concepts. One of my research “Social work in modern society” was selected to presents at **International Social Science and Management Symposium in Tokyo, Japan** from 3rd to 5th Feb 2015.It was my one of great achievement and research thesis was selected for Society category in the conference with in 40 countries. My next research was selected to **8th International Poverty and social protection Conference** from 9th to 11th **March in 2015 Bangkok, Thailand.** Research Topic was **Social work in modern society for rural development and it was selected with in 25 countries.**

Recently I got very strong achievement for my career ladder already have been selected to **3rd World Social Science Forum(WSSF-2015)** with full scholarship that will be held on 13th -16th September 2015 in Durbn-ICC , South Africa. It was a very competitive selection and there was more than 600 applicants with in 55 countries. Here I mainly addressed about transforming global relations for a just world, many of which are open to interdisciplinary and comparative

interrogation. It includes among others-global inequalities as it relates to governs, patterns of production and consumption, cultural changers, quality health, education and human justice with public policies and social intervention.

Further, I got another achievement at the same time for my practicable concept for addressing at **18th international academic conference** from 25th August 2015 to 28th August in, **London, United Kingdom. This will be added me a more colors and motivation for involving as a social entrepreneur actively more and more.**

Next my mission was that starting youth development projects an effective way in rural area. I am a idea generator and same as I put my ideas in to action without fear whether It is failures or not. One the other I always implement my projects start with little budget but my thinking is that doing somethings better than nothing. Most of projects has done with having limited resources and effective cash management. I added my university friends for my social service projects it was a big hand for the success of every events. I could done give an excellent youths' personal development programs to more than 100 rural school with involving both students and teachers. I did it with in 4 years .I found my own consultancy is called Embrace consultancy” www.embrace.lk and school students' personal development program is called “One step “for implementing modern social work an effective way. It was my own great achievement and rural youths' responds on my trainings, social projects, always make me strong to do a better service to the society.

Lets' see why I applied to this award from social and cultural innovation category, I have learnt and qualifies different subjects even Mathematics, Project management or Human resource management. I have different field of working experience Media, financial and Apparel industries. I am international research speaker as well as I implementing my innovative concepts in practically in Sri Lanka. I am networking rural youth with enhancing their thinking pattern positively and it is directly contributed to make rich our gross domestics product. I think that I have given at least little bit of contribution to make MDGs' success in Sri Lanka of United Nations especially in areas like eradicate extreme poverty and hunger , achieve primary education, combat HIV/Aids and environment sustainability.

On the other hand I realized from my researches that our new generation is kept distance with reading books in Sri Lanka. Social media is impact highly to that situation. Therefore I have design my programs give an extraordinary knowledge from most valuable and millions copies sold out books in the world. Absorbing golden knowledge and distributing others is my one of honest contribution for the society. It is worth to remind, Rich dad and poor dad by Robert kyozaiki ,The subconscious mind by joseph murphy ,How to win friends and influence people by Dale Carnegie , The seven habit of highly effective people by Stephen R. covey, ‘Think and grow Rich’ by Napolian Hill, ‘Don’t sweat the small stuff’ by Richard Carlson I meant we need to spread success points to our generation day by day ,it is useful to get the greatest humans' memories to our young generation.

Every day of our lives, we have a number of resources that we regular trade away to make our world turn around. The three most important resources are time and relationship. Time is, of course the most valuable resources we have because it's completely finite, and once lost can never be recovered. If you we not using your time to build something that increases in value, this is a dire emergency. We must use our time to pause and re-evaluate how people spend their day.

As my experience networking the generation each other is a harder task that is in the front of us. Relationship are vital because we lean on them each day to enjoy the comforts of life and get all the things we need to be done. Most of social entrepreneurs /innovators are living in secret or they may be hide in the world. Only few we know in our day to day life. Others live individually and dead with embracing silence. My effort is giving a value to hidden social entrepreneurs /innovators through modern social concept with youths' personal development based on economic and spiritual eye. Then if I can increase rural people's happiness at least by 1% from my strength, concepts it will be the most valuable award that makes me happy in my life time.

In my view I propose my following social, cultural contribution and skills as summary for concerning UN-Habitat youth innovation and entrepreneurship award.

- ✓ Implementing Community networking ,social protection ,social development programs with enhancing youths' life styles for rural areas unemployed Tamil and Sinhala youth Polonaruwa district since 2012
- ✓ Implementing school children's personal development with goal setting , mental development ,stress management and environment friendly programs for more than 100 schools and 4 more than local universities in Sri Lanka since 2012
- ✓ Implementing family life development , enhancing saving ability ,spiritual development programs for uneducated employees in rural areas since 2011
- ✓ Involving on much kind of social and cultural researches in local as well as abroad about rural development ,poverty reduction through modern social work ,youths' contemporarily issues in the society
- ✓ Addressing and selecting for many international forums, symposiums and workshops and delivering innovative concepts on social ,cultural development
- ✓ Holding Physical science degree and Human resource master degree and 7 years more media experience as a main TV news anchor, journalist.

A summary of how the cash prize will be used and how it will promote the work of the applicant in furthering the mission.

Money however is only a tool, but it is a valuable one to be respected. If I manage the money properly I can create more of it. Therefore I am planning to invest this cash prize to following matters.

- Allocate 10% of cash prize to handle the more researches in rural area for revealing social, cultural, political impact on their development.
- 10% of cash prize invests to initiate my youths' personal development programs an effective way with adding sufficient resources like training materials
- 20% of cash prize is used to attend more international valuable forums, symposiums and networking events with international youth societies to share their knowledge and experience to develop and innovate my social projects.
- 10% of cash prize is used to write down and launch a book of mine that can be used for enhancing rural youths 'life pattern
- 20% of cash prize is saved as an asset for implementing further long term plan
- 10% of cash prize is used to start new project to identifying/networking Sri Lankan hidden valuable youth innovators/entrepreneurs and make their contribution to the society. This will be a long term program. But as a first step here I hope to start.
- 10% of cash prize is used for get local /foreign trainings that is relative my mission
- 10% of cash prize is used to farming / agriculture

