“An idle brain is a devil’s workshop.” Youth in General are totally deprived of the traditional values and spiritual knowledge because they are bombarded with activities and things/items which hamper their mental growth, leads to various behavioural & emotional problems and creates idleness in the mind. Therefore there is a sense of hopelessness, due to which they are totally confused, baffled and are experimenting everything possible to prove themselves.

Some issues faced by Youth today:

* **Drug/Alcohol Abuse**: In the name of enjoyment and variety in life, youth can go to any extent of having fun without any consideration for moral and cultural values.
* **Materialistic outlook towards life**: the words "I" "ME" and "MYSELF" starts to holds so much of importance for them that they don’t see anything beyond satisfying their senses. Every youth today wants a Blackberry, Ipad, Iphone, designer bags, accessories etc. They believe in “more money, more spending is equal to more happiness”. With much hyped advertisements and extravagant movies on the rise, lot of emphasis in our society is placed on the externals of a person.
* **Career and/or education**: Every student is forced to be a part of the “rat race”. Selfish motives, competition, envy and jealousy, intelligence/calibre judged solely on the marks obtained.
* **Love, relationships and late marriages**: Youth are easily influenced by people who physically attract them. They fantasize love at an early age and fall into it, without understanding it to be lust. Secondly, youth today do not believe in the constitution of marriage. Especially woman, want to study till the age of 24-25, look for suitable jobs and settle down in their career and marriage is just one more agenda in their to-do-list.
* **Excessive dependence on technology**: With all the new modern technology available, youth have become victims of restrained thinking and dull brain. Youth today only have book knowledge, no real skills. In other words, it is “only literacy, no education”.
* Also, it is easy to see how the youth today, lack **true inspirational figures** in their lives. True inspirational figures because the media portrays film actors as 'inspirational models'!! Therefore, the young generation have no one to look up to as a person who inspires them and hence they tend to lose focus and direction.

One of the most basic principles and one of the greatest weapons we have in our arsenal is ***relativity***. To *relate* to young people- the ability to relate the message of the Lord/of spirituality to current events and happenings that have meaning to young people, whether it be the news that is happening in the world, the activities they do on daily basis, the music that they listen to etc. It is easier to then push and focus deeper into the spiritual text/message that is being taught, since we have given them a subconscious link to their real lives.

This "relation" is equally important in the ***way the material is being presented*** to the youth. For youth, the facilitator has to balance between the fine line of being someone they can relate to and open up, in order to allow for healthy discussion, at the same time being a figure of authority, whom they look up to and respect. This would make a true difference in Youth care!

Moreover, current day youth are born into a world of great expectations from parents, society etc and they are full of anxieties (studying abroad options, career fields, enough money to enjoy with friends, marriage, future life etc), that they often fail to see beyond this limited circle that they are put into. This is the point where the youth need to be given some ***friendly words of encouragement*** to help them come out of their anxieties.

**Role of Krishna Consciousness to address the above**

* Youth believe in **logic and scientifically proven theories** rather than on religious beliefs, emotions & sentiments. Srila Prabhupada has made this very lucid in his examples and analogies and hence has very phenomenally proven that Krishna Consciousness is a science.
* We cannot keep youth away from the norms of the modern day society. However, we can imbibe in them the true sense of living which will aid them in **seeing a spark of Krishna in everything they do**. For example, Usage of facebook for posting vedic and/or Prabhupada quotes, seeing deity pictures, improvising the network of devotees is feasible.
* As Srila Prabhupada said that whatever one learns and does in this world is like so many zeroes because at the time of death everything goes away. Krishna is like the ONE, before all the zeroes, which can increase the value of this life. Therefore, **regular classes for the youth** on cooking, musical instruments, deity worship, drama’s, kirtans and philosophy enhances and nurtures the talents one has, thereby, encouraging the youth to work around the slogan “**Spirituality is fun**”.

In conclusion, the superior knowledge of Krsna consciousness will help the youth transform anxiety into assurance about their relationship with the Supreme Lord. Krishna Consciousness does not only help one in reviving this lost consciousness, but also brings out the exemplary qualities of being honest, kind, compassionate, pure & clean, humble etc. BhaktiVinod Thakur says: When a person attains to devotional life, all good qualities of moral/civilized life automatically appears as ornaments of life.