**INSPIRATIONAL STORY**

# Emotional Management

When someone is doing something or is about to do something, in a way we don't want it to be done and when we are not able to accept it, we become angry.

However, when someone is doing something or is about to do something, in a way we don't want it to be done – and we are able to accept it – we remain tolerant.

When someone has something which we don't have, or someone is able to produce the results which we are not able to produce – and we are not able to accept it – we become jealous.

When someone has something which we don't have, or someone is able to produce the results which we are not able to produce and we are able to accept it – we get inspired.

Then emotional equation is quite simple.

Something + Acceptance = Positive Emotion

Something + Nonacceptance = Negative Emotion

So, it is not 'something' or 'someone' who is making us feel positive or negative, but it is our 'acceptance' or 'nonacceptance' of something or someone, which is making us feel positive or negative.

It isn't the world but the quality of our response to the world that determines the quality of our emotions. Next time, we feel disturbed with a negative emotion, instead of asking who or what is disturbing us, we will examine who or what we are resisting (not accepting) that is causing this disturbance in us. We will replace resistance (nonacceptance) with acceptance, and the negative emotion will turn into a positive one.

Emotional management begins by stopping to blame that 'something' or 'someone' and starting to take the responsibility to respond life with 'acceptance'.

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### Hidden Tobacco Marketing on Social Media Uncovered in a Report

Approximately 29% of the adult (15+) population still uses tobacco, despite the reduction in tobacco use across the country. In India, there are strong policies restricting tobacco advertising, promotion and sponsorship, yet "surrogate marketing" is being used on traditional media channels to indirectly promote unregulated tobacco products, such as pan masala, etc.

A report released recently, titled "Hidden in Plain Sight: Surrogate Marketing of Tobacco Products on Social Media in India," offered a look at surrogate marketing on social media platforms. The report captured and analyzed more than 2,000 posts collected between January and May 2022 that indirectly promote tobacco. It was seen that 12% of the posts promoted tobacco through surrogate marketing.

The key findings of the reports were that out of 2,111 instances of online tobacco marketing, more than 90% were for tobacco companies' allied products, including surrogate products and brand-extended products. These findings also highlighted 243 instances of online surrogate marketing (12%), 1,691 instances of company brand extension marketing (80%) and 8% of other instances that were directly marketing tobacco products. The report also revealed that three-fourths (75%) of the online surrogate marketing was observed on meta platforms (Facebook and Instagram).

Additionally, it was also observed that these surrogate marketing ideas leveraged cultural festivities and featured celebrities. All surrogate marketing promoted mouth fresheners and pan masala products as smokeless tobacco products (100%) while, in 98% of the cases, the product included a clear product picture and the tobacco company's logo. (*Source: https://health.economictimes.indiatimes.com/news/industry/new-report-uncovers-hidden-tobacco-marketing-on-social-media/96265622*)