Science Behind Sankalp or Tying the Red Sacred Thread on Hand in any Puja

Repeated encounters with any stimuli with any of the five senses can end up with long-lasting memory. Once re-conditioned, the same can become embedded in to one's consciousness and get incorporated in one's daily life at a subconscious level.

This principle is today used in many advertising and communication strategies. While designing a hoarding (bill board) or a power point presentation, one follows the principle that any image or written text, which stays in the eyes of the audience for more than 10 seconds, has recall value.

Brand recall as a marketing strategy also uses similar principles. Either it involves the principle of prolonged exposure once or repeated small exposures on multiple occasions. Most advertising campaigns either follow repeated advertising on the same day or a few advertisements daily lasting for days to weeks.

Most pharmaceutical and consumer companies during trade exhibitions play games with customers. The innovative campaigns include identifying their brand names from crossword puzzle, writing their brand repeatedly in 1-minute competition, etc. It has been said that if you write a particular word for 100 times it is unlikely you ever forget it.

The Vedic description of this Law comes from the word 'Sankalp', which is a part and parcel of every ritual. Before every Puja or Yagna, the priest ties a sacred thread on the hand of the person who is getting the Puja done. This red thread called, Moli, is tied and the person is asked to take a Sankalp which is like a vow, a purpose for which a particular Puja or Yagna is being done. Once tied, one is not supposed to untie this thread for a particular period depending upon the type of ritual. Some people tie them up till next Sankalp is taken. However, it usually continues for a week after the Puja. Many follow this for 2 to 4 weeks. Raksha Bandhan is one example where *Rakhi* is tied by the sister on the brother's wrist, who takes Sankalp for the safety of the sister. This sacred thread is taken out on the day of Janmashtami, which falls after 10 days of Raksha Bandhan.

The difference between Sankalp and a simple decision is that Sankalp is a decision followed by persistence or determination to do that. A decision will become a Sankalp only if it is associated with repeated reminders for a period till the decision becomes a part of the subconscious. Once this occurs it becomes a Sankalp.

Many movies also depict the concept of Sankalp. A common scene in movies is one where the *Asthi* of the deceased father is kept either by the wife or by the children taking a Sankalp that they will only be immersed in the *Ganga* only after their vow of taking the revenge is over.

Sankalps are also called resolutions today and that reminds everybody of New Year's resolution. But the same has no value if they are observed for only one day as any Sankalp lasting for a day will never become a part of our subconscious.

Most rituals including traditional Hindu marriages including Satpati ceremony (having seven steps) are all examples of Sankalp. All Yagnas done in the past by Rishis in caves were also aimed at a particular Sankalp.

Maharishi Mahesh Yogi once said that whatever 1% of the population decides will become the reality. Called Maharishi effect, it is based on the principle of 100th monkey phenomenon and utilizes the Vedic mathematics of critical mass.