

The Need for Cultural Education in a Commercial World

In today's fast moving society which is full of busy lifestyles, junk food, junk mail, fast food, play stations, and the super information highway (internet!) on top of the everyday stress of bringing up children in a very commercial London environment. Whereby children use the internet to research basic homework tasks rather than visiting the traditional library or better still asking mum or dad for help and to actually discuss /think out the task and solution.

We live in a society where people use email / text, rather than actually talk to each other. I may sound very old fashioned and out of date (as I am constantly reminded by my kids) but the need for communication and interaction, in particular building good social skills for children becomes a huge upward struggle. Therefore given the lifestyle and environment we live in, one tends to ignore or forgets (accidentally of course!) about the need for injecting good culture values and traditions to our children.

Personally, I feel it is ones culture and heritage which makes a huge difference and contribution in today's multi cultured society. Speaking as a parent, school Governor and a Chartered Marketer by profession, not enough is done to promote cultural education. It's the great traditional values and respect our parents taught us which need to be passed down to the next generation (the Future Citizens). Don't get me wrong I think it is fantastic (and also essential) for example to celebrate Diwali, Eid and Christmas etc in our schools, but that is just like a season / commercial. We tend to think about the different cultures when it is that time / season of the year which is mainly driven by the media and the commercial world we live in. But I strongly feel that the need for cultural education is a whole year round event, in other word's it is essential, like your daily dose of vitamins.

Therefore it's great to see and have in operation educational establishments such as Sai School of Harrow. It would be very beneficial to all of society to have more such educational establishments. As today's society changes the need to integrate, communicate and respect different values and cultures becomes essential and therefore a necessity.

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