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Abstract
The details has been discussed to provide insight into the scientific methodologies that can aid to reorder human intelligence in order to enhance and ameliorate the learning process in students, to scientifically progress towards a suitable career choice for a more meaningful & successful life. It has been seen that the cognitive testing witnesses a universal measurement matrix & methodology that can help to understand human cognition & to reorder it, to the desired levels. The major emphasis of this research stresses upon applied neuroscience technology to eradicate drug addiction through selective education approach

Keywords
Cognition, Personality, Customized Education Training

I. Introduction
In the present day world the employment trends have changed, the hiring organizations look for those who have right blend of cognitive abilities and passion to work for. The quick decision makers and highly equipped people are preferred over the ordinary candidates. The market demand is highly inclined towards the package performers who can add-on a value to the collective intellect of the organization. Adding value to an individual is a gradual process, which if implemented at right time can do wonders in Career Management. When careers are closely related to one’s natural ability & core competence, success is a big guarantee. Enhancing Core Competence of an individual largely depends on the cognitive abilities and learning style of an individual. Research & analysis make us understand how customized education program based on cognitive ability tasks helps enhance the desired cognition & personality of students, thereby filling in the gaps in current level & desired level of development. Guesswork in education & career choice proves lethal to the future prospects of a student. Though passion is the buzzword these days to select and pick a career, but passion alone cannot deliver the goods. Until an individual has a high degree cognitive skill sets, success will always remain elusive & by-chance. A big neuro myth is that a high IQ level or academic intelligence shapes a successful career. The fact is that there are other cognitive factors that play a more prominent role in shaping our future. These are focus, decision making ability, self-estimation level, passion and creativity. We can measure all these factors in numeric values so that we can reorder them to desired levels.

Phases of Research:
- Initial Stage
- Completing customized training.
- Customized training solution.

Cognition is a group of mental processes including Intelligence, Focus, Decision Making Ability, IQ, CQ, Memory, Natural Abilities and tendencies, Reasoning and Problem Solving. And Neuroscience is the scientific study of human brain. We can identify the cognition value of every child by advanced indigenous cognitive testing technology to identify the level of IQ, decision making ability, focus & natural abilities. The research focuses on the relationship between measured levels of intelligence, and addiction shows a marked tendency toward more addiction behavior among those with higher IQs.

Proposed Intervention
Cognitive Ability Testing & Anti Addiction Training Solution

For early assessment of addictive tendencies in children 7-14 years & Remedial Action

What can be done?
- We have devised scientifically designed Cognition Test Technology for 7-14 year old children to identify addiction tendencies
- We have devised anti addiction training solution & curriculum for children as a remedial action to eradicate addictive tendencies without their conscious knowledge with the help of neurobehavioral worksheets.

These methods are a result of effective research program based on cognition which has scientific evidences.

Why is this research needed?
- We need to identify early all those children who have addiction prone tendencies by mapping their cognition values
We can selectively categorize them without their knowledge
This will help us in creating a child specific anti addiction training solution without their conscious knowledge
Scientific unawareness about early cognition values may lead to lethal results in preventing drug abuse

How can it be done?
1. We have the necessary product line to test children on cognitive abilities
2. It can measure their Cognition Values-Focus, Decision Making Ability, IQ, Creative Quotient, and Parent Estimation Levels
3. After cognitive testing and diagnosis we provide child specific anti addiction training solution which will help in early sensitization of addiction prone tendencies, thereby drastically reducing the risk of drug abuse in future

Result Analysis:
1. High Possibility of achieving Zero Addiction Rate in your State within next 10 years
2. This technology will sensitize the selective group of children out of universal testing who have addictive tendencies
3. Introduction of customized curriculum based on scientific neurobehavioral education do not hamper the regular academics
4. This project will help channelize govt. expenditure in anti drug campaigns
5. This project will produce harmless indirect positive consequences in fighting the drug menace with minimal efforts

Implementation Strategy
- Step 1:- Cognitive Testing of every child in the age group of 7-14 years
- Step 2:- Selection of trained massed those who will be trained on the implementation of this technology
- Step 3:- Customize Content Development as per the outcomes

Estimated time frame: 24 Months

Research Base
It is the cognition values that make a person vulnerable to addiction -intelligence, awareness and innovation and willingness to think outside the box. As per the study it is seen that this is a longitudinal study, which is very rare in medicine because it is so expensive to continue to test people over long periods of time, but as reported in the Journal of Epidemiology and Community The British researchers first tested thousands of subjects on their intelligence and questioned them on their use of drugs and alcohol when they were only 5 and 10 years old later as a follow up, it was tracked throughout the years and at the age of 16 or so, the same kids were interviewed and looked at the incidence of drug use as well as stress and psychological problems and continued to follow them until these kids were 30 years of age and evaluated them again. The findings were stunning to them and stunning to a lot of people who still stigmatize addicts as being stupid or crazy or weak or bad or amoral.

The study projected that the propensity for addiction was probably due to the brain’s boredom or the need for innovation, to try something new, to experience different things that led these very intelligent people into a liberal use of drugs and therefore the potential for addiction.

Very intelligent people can’t believe or are in great denial that any drug could take possession of their mind and continue to influence them to the point where they expose themselves to drugs despite the catastrophic consequences. They probably bought the hype on the street that addicts are less intelligent, so they felt, well, I’m pretty sharp here so I can keep myself out of trouble. The absolutely nonintellectual brain is where the compulsivity starts.

So if they fail to recognize that or if they didn’t know about that, they may assume that they’re too smart to get addicted. They’re not going to be like the dumb kids who get addicted. They’re going to enjoy the marijuana and the alcohol and maybe even heroin and cocaine and be able to cease their use of it if any kind of problems develop, which is not the case with addiction.

It means that intelligence & highly developed cognition values is a key factor that may show that you have a vulnerability to develop addiction, possibly because addiction pathways also endow a person with more intelligence. There are also social and psychological factors involved with being more intelligent and being more vulnerable or experiencing more boredom in your life, which creates a need to seek out more innovative and novelty situations. Many people who work with addicts and alcoholics have been saying throughout their careers, that addicts and alcoholics are among our most intelligent and innovative.

Conclusion
Cultivation of Mind is our ultimate goal. This evident research endeavors to light up the minds of children forever, so that they should never fall into the darkness of drug menace with the help of latest education technology. Our research is based keeping in mind the basics of Psychology and Neuroscience, overlapping with disciplines such as physiological psychology, cognitive psychology and neuropsychology.

References
Er. Tulika Mehta is an Electronics Engineering professional having worked previously with Telecom Industry. She is a young entrepreneur and her company in collaboration with Maxpro Inhelliton Pvt ltd is into innovative research, working on IQ measurement scale so as to eradicate the drug addiction from the nation. She is also associated to Panjab University contributing in research and development activities in the field of wireless communications. She is ME MBA from Panjab University Chandigarh and has published several technical and management research papers in number of international journals. She has organized various conferences in India and abroad.

Mr Amarjit Singh Maan is MBA (Sales and Marketing) from UBS Panjab university Chandigarh. He is a skillful business person with key attributes closely associated to sales. He has put his heart and soul in his company Fortune Professional Consultants Pvt Ltd which is closely associated to skill development. After getting associated to Maxpro Inhelliton which is parent cognitive research company, he discovered new ideas of promoting cognitive research for drug anti addiction program. He is presently Director of his own group and looking forward for new avenues.