Memory Treasure

Basic book on memory improvement

Author: Krishan Chahal

Publisher: Mirchi Networks Pvt Ltd.

www.MemoryMirchi.com
DISCLAIMER

The information contained in this workbook is strictly for educational purpose only. It is sold with the understanding that the author, company and publisher are not engaged to render any type of psychological or any other kind of professional advice. The content of this book are the sole expression, observation and opinion of its author. Improvement depends upon various factors which differ from person to person so we do not claim the level of improvement. Characters used in this workbook in relevance of any example are just to make it more explanatory and there is no intention to harm the image of any individual, group, religion or community. All disputes are subject to the jurisdiction of competent courts in New Delhi.
About the author

Guinness world record holder Krishan Kumar Chahal is world renowned memory expert. Hailed as “Memory King” he is two time world and two time national record holder for memory. His feats are acknowledged by Guinness Book of World Records, Limca Book of Records, Record Holders Republic, Open Record Book and Pi World Ranking.

He has memorized the value of pi up to 43,000 decimal places and recited with 100% accuracy in 5hrs 21 minutes. Memorizing pi is considered as world’s toughest memory record widely known as Everest of all memory records.

Generally pi is considered as 22/7, result of which repeats after every six decimal places. Whereas in scientific terms pi is an irrational number which continue up to infinite without following any logical sequence. Pi is also used as a tool to measure the performance of the computers. Memorizing pi is not only a test of one's intellect, but also of endurance, determination and creativity. This feat entitled him as world’s strongest memory man.

He is co founder of ‘Mirchi Networks’ the leading organization in the area of memory improvement. He is spreading the knowledge gained over the years through his highly effective memory improvement programs. Open house and corporate program have been conducted in leading cities and organizations of India. He has delivered more than 1000 seminars where lacs of people have been benefitted.

He is honoured with Best Citizen award by leading media house of India Dainik Jagran, Vivekananda award by Vivekananda Mission, Karandeep award by HiFA. He is also honoured by distinguished personalities and institutions like Chief Minister of Haryana, Vice Chancellor of Kurukshetra University, IIT Kanpur, PNB, Indian Air Force, Police Academy- Jodhpur, Central Jail- Jaipur.

His articles have been published regularly in leading newspaper of India and talks have been aired on various radio channels. His work is regularly featured in electronic and print media.

He has authored several books on accelerated learning. And his journey is on to make learning easier and interesting.

Media comments .

“Memorise it like Krishan Kumar Chahal”

-Times of India

“Share his Pi in record books”

-Indian Express

Karnal youth memorises ‘pi’ to 43,000 digits
Amazing feat: Karnal man memorises many thousand digits.

“The high of pi? Ask Krishan Chahal”

Karnal youth memorises ‘pi’ to 43,000 digits

“कृष्ण चहल बना भारतीय गिनीज रिकार्ड”

“अपनी मेमोरी एबड़स को अपना बनाया भारतीय रिकार्ड”

“लोगों को टिप्स दिए”

“कृष्ण चहल बने सबसे तेज स्मृति शक्ति के मालिक”

“म्युचि दो धनी” चहल मिकीज बुक आफ बल्ड रिकार्ड्स की ओर”

“विलक्षण चूँकि के धनी लोग”

“पाई याद करने का वर्ल्ड रिकार्ड”

“कृष्ण चहल बने भारतीय यादानंत्र का लोगा”
-Punjab Today

“विद्यार्थियों को याददाश्त बद्ध के गुर बताए”

--देविक जागत्रण

“अभ्यास से बढ़ाई जा सकती है याददाश्त : चहल”

--हरियुमि

“सफलता के लिए समर्पणकित बढ़ाए छल”

--देविक भास्कर

“मेमोरी ब्लॉक चहल ने तोड़ा जापानी रिकार्ड”

--अमरउजाला

“याददाश्त ने झाला हेटन में”

--देविक भास्कर

“दिमाज है या मेमोरी विप”

--चण्डीगढ़ भास्कर

“चहल की याददाश्त को याद रखेंजी दुःखिया”

--देविक द्रियुल

“चहल ने किये याद वाई के 43,000 आंकड़े”

--DD Punjabi

“चहल ने बताए याददाश्त बद्ध के तरिके”

-PUNJAB TODAY

“आईये मिले कमाल के दिमाज से”

--NDTV-INDIA

“हम उन्हें वर्ल्ड स्ट्रोगेस्ट मेमोरी बैन कह सकते हैं”
“Krishan Chahal’s amazing feat simply goes on to prove that there is no limit to human abilities; it all depends how we utilize our brain faculties.

-NDTV 2x7

“Krishan Chahal of India broke the 11 year old record on 19 June 2006 by reciting Pi to 43,000 decimal places. He is really a gifted man.”

Jan van Koningsveld

Pi World Ranking List

Germany
## INDEX

<table>
<thead>
<tr>
<th>Chapter number</th>
<th>Title</th>
<th>Page number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Principles of memory</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Link method</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Self-meaning system</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>Memorise countries &amp; their capitals</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>Numbers memorising methods</td>
<td>19</td>
</tr>
<tr>
<td>6</td>
<td>Rhyme method</td>
<td>20</td>
</tr>
<tr>
<td>7</td>
<td>Methods for theory memorising</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>Peg theory method</td>
<td>25</td>
</tr>
<tr>
<td>9</td>
<td>Advanced learning methods</td>
<td>29</td>
</tr>
<tr>
<td>10</td>
<td>The roman room system</td>
<td>31</td>
</tr>
<tr>
<td>11</td>
<td>Speech memorising</td>
<td>34</td>
</tr>
<tr>
<td>12</td>
<td>Spelling improvement</td>
<td>36</td>
</tr>
<tr>
<td>13</td>
<td>Cure absentmindedness</td>
<td>41</td>
</tr>
<tr>
<td>14</td>
<td>Remembering names &amp; faces</td>
<td>43</td>
</tr>
<tr>
<td>15</td>
<td>Mechanism of concentration</td>
<td>50</td>
</tr>
<tr>
<td>16</td>
<td>Diet and memory</td>
<td>55</td>
</tr>
<tr>
<td>17</td>
<td>Frequently asked questions (faqs) on memory</td>
<td>60</td>
</tr>
</tbody>
</table>
You can buy our other books online on www.memorymirchi.com

Mirchi Art of Memorising
This book is an encyclopedia on memory improvement. Contents of this book are specially designed for Indian students of all streams, competitive exams and for memory improvement in day to day life.

Buy online - click below
http://memorymirchi.com/Product.aspx

Mirchi Art of studying well
In these competitive times it is not enough to be just a mediocre student but one has to be ahead of the curve. To achieve this level we study harder and harder but even then we fail to get the desired results because we are not aware about smart approach of studying. By using effective study techniques suggested in this book we can make best use of the available time and can become exceptionally brilliant student.

Buy online - click below
http://memorymirchi.com/Product.aspx

www.memorymirchi.com
PRINCIPLES OF MEMORY

Whether natural or manmade, every system in this world runs on some basic principles. This holds good for the system of memory as well. In order to make any method of memory improvement work, you have to first understand the basic principles of memory.

The Greeks and Romans used the two fundamental principles of memory:

- Association
- Imagination

Through the application of both of the above principles, they were able to remember thousands of items effortlessly and faultlessly. Today, we have a better knowledge of the structure of the brain and how memory works.

These are the three basic principles of memory.

1. Association
2. Imagination
3. Oddity

1. Association:

Association means the linking of one idea to another. This enables you to remember new information easily and rapidly. Conscious association (which will be discussed further) is a quick and effective way to dump something into your memory when there is not sufficient time to undergo the encoding process necessary to establish a reliable and separate memory. It involves anchoring the things to be remembered to an existing memory or an idea that can be related in some way.

Your memories are composed of a series of associations tied together in related themes. It is like a series of words placed together in the correct manner to form a complete sentence. Your mind forms complete memories through a series of association.

It must be noted here that you cannot access the data like a computer randomly; your data accessing method is totally different from that of computers. Your memories are made in the
form of associations of information. However, a computer stores information in the form of independent digital bits of information that can be randomly accessed when required. It means that your computer can provide information of your best friend's birthday without referring to any information such as how your best friend looks like and where did you meet for the first time. But the human brain stores memory in a different manner. The process of recalling your best friend's date of birth will immediately remind you of your friend's face along with a pleasant conversation that you had, and some moments of related emotions and happiness.

While computer memories are discreet and simple; human memories are linked together like a chain of innumerable ends and are therefore complex. Your memories are richer than the computer memory because they are formed through associations. When you experience an event, your brain associates the sights, smells, sounds, and your own impressions together, into a relationship. Unlike computer memory, human memory is not a discreet thing that exists at a specific location; rather, it is an abstract relation amongst thoughts that occur as a result of activity of the neurons in the brain.

You see, hear, smell and experience a lot of information; but you are unable to recall all the matter when you need it. It depends upon the way you registered the information in your memory, such as which part of information you focused on or forced yourself to remember, consciously or subconsciously. It also depends upon the reinforcements made by you in the form of practice or repetition. Interest, emotion and concentration also play a vital role in remembering that selective part of the information which you have learned.

It is therefore correct to say that memory can be registered in our brain by association and reinforcement of information. Here, I will tell you a few conscious techniques to associate and reinforce the new information in your mind which will provide you with better recall and retention. You can associate known information to new information in the following ways:

a) Crashing things together. By visualizing the things you want to remember as crashing into each other, the memory becomes so strong that it seems impossible to forget, since anything ‘crashing’ creates a strong image.

b) Sticking objects together. For example, if you want to remember to take a pen, ruler and a watch to the examination, think of them stuck to each other and onto your wrist, and you will remember this the next morning when you have to leave for your examination.

c) Placing things on the top of each other.

d) Putting things below one another.

e) Placing things inside each other.
f) Placing things in a new situation. For example, if you have to pick up your aunt at eight p.m. from the railway station, think of a clock showing eight p.m. standing at a railway station dressed like your aunt. In this way you will not forget to pick up your aunt on time.

g) Wrapping them with each other.

h) Weaving things together.

i) Making them dance or rotate together. For example, to remember that a fork goes with a knife, imagine them dancing with each other.

j) Changing the material of one object if another is a material itself. For example, a wooden car in the case of wood (material) and car (object) to be associated.

k) Assembling things together.

l) Grouping things. This can be done on the basis of smell, size, shape or colour.

2. Imagination:

Albert Einstein said, “Imagination is more important than knowledge.” Imagination is the creative part of your mind. It is used to create various links and interesting associations to help improve your memory. Using the power of visualization you can significantly increase the effectiveness of association and other techniques. This is because you can use your imagination to create the links that hold the most meaning for you. Links created by me will not have the same impact as those you individually create for yourself to remember things. The more vivid, strong and imaginative the link you create, the longer it will stick in your mind for the purpose of recalling later.

To the above principles of association and imagination, which served the ancient Romans and Greeks well in their time, you must add one more, oddity. This helps in ensuring that what is imagined for association is so ridiculous that it is never forgotten.

3. Oddity:

An oddity means something that is strange. While you associate all that you wish to remember with existing information and use your imagination to do so by visualizing the information; if you add one more factor to it, the use of oddity, i.e. using your imagination to form the associations that seem strange or odd, then you will remember the facts even better. This is because the brain has a tendency to remember things that are unusual and unreal. Keeping this
principle of how a brain functions in view, you can greatly enhance the process of encoding, retention and recall.

If you carefully observe a baby when he playing with different toys you will notice that he always prefers the toy which is new or big or has some rare attraction. The same holds good for adults as well. It’s a part of human nature to get attracted towards the unusual. If you go out with your brother to the market and see an accident, you will remember that day more vividly than any other day that you may have gone with him to the market. The day when, as a child, you saw the bear dance at a street corner, may be etched very deeply in your memory. The trick your friend played on you on April Fool’s day would be the one you would never forget. Special, amusing, or spectacular happenings and occasions are what you always remember.

Your brain accepts the vivid, funny, ridiculous, absurd and odd things quickly and retains it for a longer duration and with better accuracy. You will remember the most spectacular or striking impressions rather than those that are mundane and ordinary. You will easily recall a particular scene at a circus you watched where the lion fought with a man. Or you may remember the scene of an elephant riding a cycle. This is because such scenes are not common, they are odd. This is why, when we try to invent associations, the rule is, "The sillier they are, the better it is!"

So, when you attempt to create associations in your brain in order to retain information, it serves the purpose to make the associations ridiculous, illogical, absurd, silly and impractical in order to remember them well.

These are the basic principles of memory, the understanding of which will help you to form the kind of strong associations of information that form the basis of good memory power.
THE LINK METHOD

The link method is the fundamental method of memorising. A linked list associates one item to the next. Your brain itself registers the information in the form of links. This is a powerful method of learning, easy to use and can be applied by anyone.

Here, I will tell you of the conscious techniques of information association. In this method, **positional ordering** is achieved by linking the various items that you need to remember with one another. Associate the first item with the goal/reason of the list that you need to memorise. Then you need to form a chain by associating the first item with the second and the second with the third and so on. You can use this method in different fields like study (long theories, formulae, calculations etc), in daily routine of life for memorising a shopping list or appointments etc. This is especially helpful where it is not enough to just remember the facts but also it is necessary to remember them in the right order, such as while delivering a public speech.

Suppose you have to memorise the series of these 10 objects: TV, bottle, telephone, shoes, table, pencil, fan, bed, book and car. You can memorise the series with 100% accuracy with the help of the link method. Remember that you have to take into consideration the principles of memory (association, imagination and oddity) while using this linking system. What is important here is the images that are visualized and the links between the images, and if the images and links are odd; the better it is for recall.

Let’s start by linking the objects in your imagination.

1. As we switch on the TV, a bottle comes out from the screen.
2. The bottle dials a number on a telephone.
3. The telephone is placed inside shoes.
4. Shoes are hitting and breaking the table.
5. The table is being written on by a pencil.
6. The pencil has, fixed on one end of it, a fan.
7. The fan has a bed attached to it.
8. The bed is placed between the pages of a book.
9. The book is driving a car.

Now recall all the items and try a new list yourself.
SELF-MEANING SYSTEM

You have to memorise two words: ‘Gmtp dfmthdck’ and ‘Black Sunrise’. Which one will be easy for you to remember? Obviously, the second one is easier. It possesses a higher level of meaning for you, whereas the word ‘Gmtp dfmthdck’ is totally meaningless! Although both have the same number of characters, the first word is extremely difficult for you to learn and remember.

By the same reason it is difficult for you to memorise foreign names rather than those of your own country. Why is it so? If you are living in U.S.A., then it is difficult for you to memorise an Indian name. If you are living in India, then the name of someone from U.S.A. is difficult for you to memorise. The same information is easy for one and difficult for another. This is because everybody is familiar with the information around him/her.

In simple words, that which is already in your knowledge is easy to memorise and anything that is new is difficult. Now, what do you have to do to remember new things? Everything is new for you in its first encounter with you. Alphabets which you are reading now were new for you when you were in your nursery class. Recall the first year of your school. Your class teacher had tried to feed English alphabets into your memory. To help you remember easily, he tried to make letter ‘A’ meaningful for you by using the association with your previous knowledge, e.g. ‘A’ stands for apple (by giving you the picture of an apple). Letter ‘A’, was totally meaningless for you, but this picture of apple had some meaning for you—perhaps a round ball with a sweet taste. With many repetitions you tried to associate it with the letter ‘A’ through visualization, associating it with the picture of an apple. After sometime, ‘A’ became a part of your knowledge. And now letter ‘A’ holds meaning for you, for it denotes the apple. Then the same process was repeated by your teacher with all the alphabets. You succeeded in mastering the English alphabet and the language through this process. The proof of this success is that you are able to read this book.

If the method of converting meaningless information into that which is meaningful can work for you when you were a four-year old child, then why not today? It will work today as well—you will see the results in the next chapter.

So the conclusion from the above explanation is that if you wish to remember anything better, the information should be meaningful, and this is possible only if it is known or familiar. This requires that if you get new information; change it to old and known things. For example, if the word ‘Netherlands’ is new for you, it can be changed into the words ‘Net-Her-Land’. Since ‘Net’, ‘her’, and ‘land’ are words that you are familiar with, this will enable you to remember the
unfamiliar word. Soon the word ‘Netherland’ will become part of your memory bank and you will no longer need to break it up to remember it.

In the same way the word ‘Goitre’ may be new for you. Change it into an old known word, ‘Guitar’! Now it becomes meaningful for you and is therefore easy to remember and recall.

‘Self-meaning’ means that which is already known to you and is easy to understand and easy to visualize for you. Every bit of new information in this world can be changed into old and previously known information to make it more meaningful, whether it is a word, a thought, formula, number, or anything else for that matter!

Three methods for converting a new word into meaningful words:

a) Hearing method
b) Substitute method
c) Bifurcation method

a) Hearing method

This is one of the best and fastest methods for making the information more meaningful. Speak the word slowly and listen to it carefully. Break it down into its phonic, i.e. its sound parts. Now try to find out the known word from the sound.

A few examples are given below:

**Athens** when spoken slowly produced the sound ‘eight hens’. And it is more meaningful because it is easy to visualize.

**Bulgaria** when speak slowly produced the sound ‘bull gear’, i.e. a bull with gears.

b) Substitute method

You can choose the substitute word in place of tough or new information. For example, for ‘air’, you can choose the word ‘fan’. This is because ‘fan’ is an object and can be visualized, but ‘air’ cannot. Similarly, for ‘reading’, you can choose ‘a picture book’ as a substitute.

c) Bifurcation method

You can break any new word by dividing it in two or more words which you already know, and this makes it easy to learn. A few examples are shown below:

Photosynthesis
Photo -Syn - Thesis

Together
Why this method is called the Self Meaning System (SMS)?

This is to do with what denotes meaning to the self or the individual. Everyone is different in this world. A word which is meaningful for me may be tough for you and vice versa. So you have to find your own meaning from a meaningless word. You can apply SMS to memorise any kind of information—whether it is a speech, names and faces, telephone numbers or your study material.

In the following chapters, I have given a few applications of ‘SMS’. My purpose in this book is to explain how to memorise different types of information. It may be a possibility that some of these are not important for you, but you have to go through the various learning techniques. It will enable you to excel in learning the ways and means to become a memory king or queen.

Use of SMS (Self-Meaning System)

For memorising a list of the things which are not easy to visualize we have to apply SMS in order to convert it into pictures or into meaningful information. The following list of words will clarify the concept for you. This is the list we have:

<table>
<thead>
<tr>
<th>WORDS</th>
<th>AFTER SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophia</td>
<td>Sofa</td>
</tr>
<tr>
<td>Cuba</td>
<td>Cube</td>
</tr>
<tr>
<td>Punjab</td>
<td>Punch job or punja</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>Chand –I-Ghar</td>
</tr>
<tr>
<td>Dogmatize</td>
<td>Dog in matiz car</td>
</tr>
<tr>
<td>Cherishing</td>
<td>Cherry is singing</td>
</tr>
</tbody>
</table>
MEMORISE COUNTRIES & THEIR CAPITALS

To memorise the countries with their capitals in a single reading, memory improvement techniques have to be applied. So use all the memory principles here. Break the words into meaningful words and then associate them with each other in your imagination. In other words, you have to use SMS and link method here. A few examples are given below.

SMS - Self-Meaning System

Country & Capital   SMS

Bulgaria        bull gir gaya (a bull is falling)  
Sofia        sofa

Association - Imagine a bull is falling on a sofa and that you are enjoying this scene.

Country & Capital   SMS

Greece        grease (a type of lubricant)  
Athens        eight hens

Association - Imagine you are filling grease in the joints of eight hens.

Country & Capital   SMS

Hungary        hunger  
Budapest        budda Paste (an old man with his toothpaste)

Association - Imagine an old man, who is so hungry that he ate his toothpaste.

Country & Capital   SMS

Italy        idli  
Rome        room

Association - Imagine a big idli inside a room with no space for anything else.
<table>
<thead>
<tr>
<th>Country &amp; Capital</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Croatia</td>
<td>crow sia (stitching a crow)</td>
</tr>
<tr>
<td>Zagreb</td>
<td>jug rub</td>
</tr>
</tbody>
</table>

**Association**- Imagine a crow is stitched with thread and is then used for rubbing several jugs in the kitchen.

<table>
<thead>
<tr>
<th>Country &amp; Capital</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ireland</td>
<td>iron land</td>
</tr>
<tr>
<td>Dublin</td>
<td>double</td>
</tr>
</tbody>
</table>

**Association**- Imagine that when you put your feet on a land made of iron, they become double.

<table>
<thead>
<tr>
<th>Country &amp; Capital</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus</td>
<td>syrup</td>
</tr>
<tr>
<td>Nicosia</td>
<td>knee ko sia (stitching a knee)</td>
</tr>
</tbody>
</table>

**Association**- Imagine someone filled syrup into your knee and then stitched it up.

<table>
<thead>
<tr>
<th>Country &amp; Capital</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuba</td>
<td>cube</td>
</tr>
<tr>
<td>Havana</td>
<td>no air</td>
</tr>
</tbody>
</table>

**Association**- Imagine you are inside a vacuumed cube and no air is coming from outside.

In the same way, you can apply these techniques to memorise all the countries with their capitals.
NUMBERS MEMORISING METHODS

There are four types of methods that are used to memorise numbers in various formats. These are:

- Rhyme method
- Shape method
- Value method
- Letter Number Method

Let's discuss here one of them. Rest you can study in our book (mirchi Art of memorising) encyclopedia on memory improvement
RHYME METHOD

In this method you will take the help of the number’s sound to select its mental image/code. For example, the pronunciation of 1 is very similar to sun, nun or bun etc. Since ‘sun’ is a vibrant, easy and familiar image to recall, you can select the mental image of the ‘sun’ for it. Similarly for 2, it could be shoe, hoe or crew etc. You can select any image you prefer for the number, but make sure that the memory code is imaginative, colourful, bright and interesting.

There are twenty-one mental memory codes for first twenty-one numbers. So your first task is to memorise a list of images as given below.

<table>
<thead>
<tr>
<th>Number</th>
<th>Suggested Memory code</th>
<th>Final Memory Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>Hero</td>
<td></td>
</tr>
<tr>
<td>One</td>
<td>Sun</td>
<td></td>
</tr>
<tr>
<td>Two</td>
<td>Shoe</td>
<td></td>
</tr>
<tr>
<td>Three</td>
<td>Tree</td>
<td></td>
</tr>
<tr>
<td>Four</td>
<td>Door</td>
<td></td>
</tr>
<tr>
<td>Five</td>
<td>Wife</td>
<td></td>
</tr>
<tr>
<td>Six</td>
<td>Vicks</td>
<td></td>
</tr>
<tr>
<td>Seven</td>
<td>Heaven</td>
<td></td>
</tr>
<tr>
<td>Eight</td>
<td>Ant</td>
<td></td>
</tr>
<tr>
<td>Nine</td>
<td>Wine</td>
<td></td>
</tr>
<tr>
<td>Ten</td>
<td>Van</td>
<td></td>
</tr>
</tbody>
</table>
Eleven  Lemon ........................................

Twelve  Tube well ........................................

Thirteen  Thirsting (glass of water) .........................

Fourteen  Footing (foundation) ...........................

Fifteen  Lifting (see lift in building) .....................

Sixteen  Six tin ............................................

Seventeen  Shooting (shooting scene) .....................

Eighteen  Eaten (see a big jaw) ........................

Nineteen  Naughty (see a monkey) .......................

Twenty  Twin Tea (see tea packet) .......................

After the number 20, there are no easy rhymes. After memorising the above codes, test for yourself how good you are with the final memory codes. Close your eyes and imagine each number with the image associated with it. The pictures should be very clear, bright and colourful.

You need to know the codes thoroughly, for without this, it will be impossible to get productive results. Once you are thorough with memorising the codes, you have to improve your speed of recall. When you think of a number, the image should immediately appear in your mind. You must spend whatever time you require in order to have this system well established in your mind, with the images fastened or pegged to the numbers clearly.

Therefore, memorise the 20 memory codes thoroughly. Once you have done that, you can remember the list of the following objects very easily. While trying to remember any list, including the one that follows, remember the steps:

- Visualize the memory code with the respective object lying on each number.
- Associate them with the information to be learnt by using the principles of memory.
• Keep in mind that the sillier the compound image, the better you will remember it.

Now memorise this list.

| 1. Lion | 11. Marriage |
| 2. Aeroplane | 12. Sea |
| 4. Onion | 14. Planet |
| 5. Mirror | 15. Friend |
| 7. Wall | 17. Table |
| 8. Car | 18. Telephone |
| 10. Rabbit | 20. Chair |

Examples:

1. You want to memorise the word lion on the first number 1.
   Recall the picture of a lion which you have seen in the zoo or in a movie.
   Exaggerate it to a big size with long, flowing hair and sharp teeth. Imagine him roaring loudly with his mouth open, coming down to the earth from the sun.
2. To memorise an aeroplane on the second number 2, visualise a silver coloured, bright aeroplane, which is flying into your shoes.
3. Imagine a very long snake around 200 feet in length, with red eyes and tongue and a dotted body, trying to pull off a tree in your garden and indicating that it wants to eat it.
4. Think of a big onion, painted red and wearing a night-suit, coming towards your bedroom door.

Associate the words in the same way.

Next time, try to apply these techniques to memorise a list of shopping items. For building your confidence in your ability to memorise anything, memorise a list of twenty objects, in sequence, spoken by your friends. Ask them to write down and number what they are saying, so that you can cross check with them whether the objects that they have spoken of have been correctly
memorised and produced in the right order by you. They do not have the kind of memory
ability that you have, therefore they need to write down the objects.

You can use this technique to memorise the list of former presidents and prime ministers of
your country in their precise order. This method can also be beneficial in coding lists of
experiments that you need to remember for a science paper.
METHODS FOR THEORY MEMORISING

There are total seven methods for memorising theory.

- Keyword Association Method
- Movie Method
- Pegs Theory Method
- Acronym & Acrostics (explained in previous chapters)
- Character Comparison Method
- Musical Method
- SMS (explained in previous chapters)

The memorising of theory requires a slightly different approach. This is because theory cannot be easily itemized or divided into units. Yet, the use of novel approaches to tackle this have evolved and proved helpful in learning theory. So you can surpass this hurdle as well using the above methods and once again be on the road to becoming a Memory King!

Let’s discuss one method here. Rest you can study in our book (mirchi Art of memorising) encyclopedia on memory improvement.
PEG THEORY METHOD

When we have to learn theory which is enumerated, i.e. it is in points; or when the sentences are independent of each other, the Peg theory method is a useful tool. Examples of such theories are the properties of certain elements, certain rules that need to be followed or certain specifications of an item etc.

We have already discussed the Peg system as a tool for aiding memory in detail earlier, but to reiterate, it is the system that uses an image that is ‘pegged’ to a number so that you can remember anything in a given order. There are various peg methods such as the rhyme method, value method, etc.

You can use any peg method to memorise these theories. But the best method is the rhyme technique. In the rhyme technique, you will remember that images are affixed to certain numbers according to their rhyme, e.g. sun for 1, shoe for 2 etc. Now you will utilize this for learning theory. Here, you have to consider this: all the images of the peg method belong to the main object which we are talking about in this theory. E.g. in the paragraph given below, we will consider all the images to be made of aluminium, and then relate the properties of aluminium with the images.

Let us memorise the given paragraph with the help of this method. For this paragraph we will use the rhyme method to relate with the text. Take a look at this and then follow the instructions given thereafter.

Example - 1

Question: Describe the properties of aluminium?

Answer:

1. Aluminium has low density.

2. It is light in weight, so it is used to make aeroplanes.

3. It has low specific gravity

4. It is less corrosive.

5. It is a good conductor of heat, so generally used to make kitchen utensils.

6. Aluminium is a very good conductor of electricity, that’s why it is used in power supply.

7. Aluminium is ductile in nature, because of this quality it is used to make wires.
8. It is easy to machine, so it is used in model making and pattern making.

9. It is easy to bend, so it is used in fabrication work.

10. It shows very good surface finishing, so very useful in making house hold items.

Images of rhyme method are: sun, shoe, tree, door, wife, vicks, heaven, ant, wine and van. You will now apply the rhyme method to the above information. Consider all the images which are generated in the rhyme method to be made of aluminium. Read it now with the modified text as well as visualize it with the exaggeration principle.

**Question:** Describe the properties of aluminium?

**Answer:**

Sun of aluminium has **low density**.

Shoe of aluminium is **light** in weight, so it is used to make aeroplanes.

Tree made of aluminium has **low specific gravity**.

Door of aluminium is **less corrosive**.

Wife made of aluminium is a **good conductor of heat**, so is used to make kitchen utensils.

Vicks of aluminium are very **good conductors of electricity**, so used in power supply.

Heaven of aluminium which is **ductile** (looks like a duck) in nature, because of this quality it is used to make wires.

Ant of aluminium is easy to **machine**, so it used in model & pattern making.

Wines in aluminium pack are easy to **bend**, so used in fabrication work.

Van of aluminium shows very good surface finishing, so it used to make house hold items.

The images will be of all the objects in aluminium. They will be clear and bright, and after this visualization with the rhyme system of ‘pegging’ in operation, there is little chance of you forgetting the properties of aluminium.

**Attention:** Do note that when you are trying to learn text using this method, it is not necessary for you to write down all the text with the modifications made, for this will be tedious and time
consuming. It is enough to think this through in your brain and visualise the relevant images using the peg system and then learn the information.

When you want to memorise more questions by using this method, you can use the following instructions to avoid interference:

1. Use other methods for other text.
2. If you want to use the same method again, then give a time gap so that your brain gets time to organize it as well. By giving sufficient time between two similar things to be learnt, you ensure that the brain does not get confused between them.
3. Use the Roman Room system, which we will discuss in a later chapter.

We have chosen some random questions from all subjects and classes so you can see the wide application of this method. You can go through the examples of PEG THEORY METHOD applications and then can practice in your subject.

Example -2
Question: Describe Anaemia is common in Delhi school
November 17, 2007 – A large number of students of Delhi Municipal Corporation schools are suffering from anaemia. Both their physical wellbeing and mental health is thus adversely affected. Because of anaemia these children fail to grow well and end up with low energy levels. Anaemia also hampers their studying abilities. Health checkups across all schools have now initiated. Children are also being issued health cards and are provided with iron supplements.

To learn the above set of information, it is best to make up points and then apply Rhyme method to it:

- Anaemia affects both physical and mental health.
- Anaemia affects growth of the child.
- Children having anaemia have low energy levels.
- Children with anaemia are not able to study properly.
- Health check-ups are done in schools.
- Anaemic children are also being given iron tablets.
**Use of Rhyme method**

- Sun of Anaemia affects both physical and mental health.
- Shoe of Anaemia affects growth of the child.
- Anaemic Children climbing on tree have low energy levels.
- Anaemic Children standing on the door are not able to study properly.
- To check the wife of Anaemia, health check-ups are done in schools.
- Vicks with iron tablets are also given to anaemic children.

**Example – 3**

**Question.** Enumerate the constitutional provision for safeguarding the interest of minorities, weaker sections and backward classes.

The constitutional provisions are-

1. Abolition of **untouchability**.
2. Prohibition of **beggar**.
3. Protection for everyone against any form of **social injustice** and exploitation.
4. **Equality** before law and equal protection of law for all.
5. **Religious freedom** to promote, practice and propagate one’s own religion.
6. **Admission** to any government educational institution or government funded institution not to be denied on the basis of religion, race, caste colour etc.
7. Freedom to establish and **administer** educational institutions of their choice.
8. Constitution of **national commission** for SCs and STs.
9. **Reservation** of seats for SCs and STs in LokSabha, state legislatures. Local bodies, panchayats etc.

**Using the rhyme method, you can make the associations as follows:**

- **Sun** is abolishing **untouchability**.
- **Shoe** is prohibiting **beggar**.
- **Tree** is taking **social justice** to its top.
- **Door** is opening for **equality**.
- **Wife** is fighting for **religious freedom**.
- **Vicks** is walking to take **admission** in the school.
- **Heaven** is **administering** educational institutions.
- **Ant** is welcoming the **National Commission**.
- **Wine** is making its **reservation** in the state legislature.
ADVANCED LEARNING METHODS

There are many advanced methods of mnemonics like

- The Journey Method
- The Roman Room System
- Rainbow Method
- The Changing Background Method
- Chahal Magnetic System method

These methods are very interesting, and for their successful implementation, require a little practice. Let's discuss one of these methods here.
THE ROMAN ROOM SYSTEM

In ancient Greece, orators and philosophers had to rely on memory for remembering their speeches and their general knowledge. To facilitate this, they used a method of associating information with specific locations. This gave birth to what is commonly known as the “Roman Rooms” technique. In the Roman room technique, you place items you want to remember in a visualized and familiar room or hall and pick up items as you mentally walk through the room.

This method is considerably easier to learn than the Peg Word technique and is helpful when the contents of a topic have to be instantly memorised. This method is useful when item order is not important, for sometimes, when using this method, it becomes difficult to recall the items in sequence. This works unlike the Journey method, where a specific route is charted. You can also use clockwise or anticlockwise directions in the room to remember sequential order of the information.

For example you have to memorise the given list.

1. ELEPHANT
2. BANANA
3. COMPUTER
4. LION
5. BREAD
6. MOON
7. BALL
8. CAR
9. ROCKET
10. ELECTRIC POLE

To apply this technique:
1. Imagine a room for eg. your bedroom, bathroom, guest room, waiting room, office, classroom, etc.

Let's consider the given room show in picture.
2. Recall all the objects in it with their positions and specifications.

<table>
<thead>
<tr>
<th>Objects list</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ELEPHANT</td>
<td>1. BED</td>
</tr>
<tr>
<td>2. BANANA</td>
<td>2. CORNER</td>
</tr>
<tr>
<td>3. COMPUTER</td>
<td>3. SOFA</td>
</tr>
<tr>
<td>4. LION</td>
<td>4. HELMET</td>
</tr>
<tr>
<td>5. BREAD</td>
<td>5. FLOOR</td>
</tr>
<tr>
<td>6. MOON</td>
<td>6. DOOR</td>
</tr>
<tr>
<td>7. BALL</td>
<td>7. FAN</td>
</tr>
<tr>
<td>8. CAR</td>
<td>8. CLOCK</td>
</tr>
<tr>
<td>9. ROCKET</td>
<td>9. WINDOW</td>
</tr>
<tr>
<td>10. ELECTRIC POLE</td>
<td>10. MIRROR</td>
</tr>
</tbody>
</table>

3. Now you can associate these objects with the information to be memorised.
When you wish to recall the information, you need to take a tour of the room where you have the objects associated with the images of the information that you have to memorise. You can link the images together and the text of the speech or the list of the items or the specifications of an element will all come back to you with ease. In other words, whatever it is that you wish to learn, you can do it easily with the help of this very simple method that can be even used by a child.

The use of this method need not be restricted to a room alone. You could use it in a hall, a big building, an office or a theatre, as long as you pick the objects and associate them with the images required for learning the information.

This is a very useful method for learning foreign languages. You associate the new vocabulary with your known language. For example, you can select a list of frequently used words of your own language. Then, associate them with the similar words of the foreign languages, in different rooms. Put the Spanish words in your office, French words in your bathroom, German in your classroom and Russian words in your club. It all depends upon you where you can use this powerful system and make it work for you.
SPEECH MEMORISING

Application of roman room system.

Let's work on a speech: Global Warming

First divide the speech in manageable small paragraphs and then highlight the keywords.

- There is no doubt that the planet is warming. Over the last century, the planet's temperature has risen by around 1 degree fahrenheit (0.6 of a degree celsius).
- The United Nations panel on climate change projects that the global temperatures will rise 3-10 degrees fahrenheit by the century's end - enough to have the polar caps all but melted. If the ice caps melt, a vast majority of our countries borders will be underwater. Monuments and great buildings, as well as homes and lives will be under water, including New York City.
- So now we know what some of the causes are for global warming, how can we as individuals do our part to help save the planet?
- The answer is simpler than you may think. You don't have to go miles away from home to protest, or spend masses of money. If you try to follow the few simple steps that I shall now give you, you will have started to help us all.
- Firstly, plant a tree. This could be easier than it sounds. Trees, when fully grown, will help keep the planet cooler. On the same point, you could protest against the demolition of the rainforests. This is the same principle, we need the trees to cool our planet and yet they are chopping them down to create roads or homes.
- Something as simple as walking instead of taking the car will help reduce pollution. As well as stopping pollution, you are giving yourself exercise, something important for our bodies. So the next time you get into your car, or your motorbike, think - do I have to make this journey by vehicle or can I walk?
- When you are at home, and you are getting a little cold. Put a jumper on and do not adjust the heating. The extra heat produced by our homes also affects the planet. So try wearing an extra layer in winter.
- If possible, buy your fruit and vegetables from local suppliers. And try to avoid imported goods. The more foreign food that we import the more pollution from aeroplanes and boats it will create.
- Keeping to the speed limit can also help the environment. The more you speed the more petrol you are going to use, making the pollution higher. Also, SUV's make about six times their own weight in CO2 each year. A small efficient diesel car covering the same distance not only uses much less fuel; it makes two thirds less.
• If possible use **solar** energy, after all it is free; all you need to buy is the equipment. You can get much of your hot water and heating from the sun and even generate electricity.

• Reduce, reuse and **recycle**. Only buy what you need; don’t stock the cupboards with things you may or may not use. Reuse whatever you can, like containers and paper, and recycle what you cannot reuse. It really is as simple as that.

• Finally **turning off** unused sources of power such as televisions and heaters will help the environment, as well as save you money.

• If everybody **stuck** to these rules, we would be doing a great thing by **protecting** the earth. So please take into consideration what I have said, and try to do your part. After all, it will be our **next generation** that will feel the effects.

Now put these keywords in any room or hall then

1. Recall all the keywords with the help of locations.
2. Recall the complete sentence belongs to that keyword.
3. Now recall the complete speech.

Roman room system is for quick memorising. For example, in the hall where you are to make a speech, you can select the objects, associate the images of the information with them, and this will aid you in delivering the speech with all the points included as your eyes travel the room for the clues. You can also associate the contents of your study material, e.g. the list of formulae that you have to remember, with the items in your examination hall. During the examination, this will serve as a hint for you and help you remember the formulae. You can also use it to avoid interference in pegging theory method if you have to memorise many similar theory at the same time.
SPELLING IMPROVEMENT

Speaking a language grants you fluency in the language. To master a language, you have to command the writing skills. Through your writing, your true abilities pertaining to the language come to the fore. If you make a mistake in spelling the words, it creates a bad impression on the person reading your text or document. A mis-spelt word can change the meaning of a sentence. Again, a mis-spelt word in your feedback report tags you as a careless and inefficient worker.

Improving your Spellings with the Help of Memory Aids:

Generally, you remember the spellings by their pronunciation. This means you use your sense of hearing to encode the words in your mind. This however, is not an effective means to remember the spellings of words. You must keep in mind the fact that your sense of vision is far stronger than your sense of hearing. If your sense of vision was to be deployed to learning the spellings, then you would be able to remember them better. Indeed, it is possible to learn spellings using this sense. If you look at a word continuously and for a long period of time, the possibility of retaining the word through the sense of vision is increased. However, this application of your sense of vision will still not help you retain the word for a long time, unless you apply the principles of memory.

The method to do this is:

- You have to create an understanding with the spelling of the word.
- You have to design the word by using memory principles.

A few examples are given below to show you how to remember some spellings. Some words are given below with their possible mistakes.

<table>
<thead>
<tr>
<th>Mis-spelt Word</th>
<th>Correct Spelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.Inspecter</td>
<td>Inspector</td>
</tr>
<tr>
<td>2. Belive</td>
<td>Believe</td>
</tr>
<tr>
<td>3. Principle</td>
<td>Principal</td>
</tr>
<tr>
<td>4. Existance</td>
<td>Existence</td>
</tr>
<tr>
<td>5. Restaurant</td>
<td>Restaurant</td>
</tr>
<tr>
<td>6. Bujet</td>
<td>Budget</td>
</tr>
<tr>
<td>7. Disimilar</td>
<td>Dissimilar</td>
</tr>
</tbody>
</table>
1. **Inspector.** To avoid the confusion of ‘O’ and ‘E’ we have to make an understanding with right letter. By visualising a police inspector walking on a big circular ring, you can associate the ‘O’ with the word ‘inspector’.

2. **Believe.** The word, when broken up into ‘be- lie- ve’, consist of the word ‘lie’. This you can use in a sentence, ‘Believe him, he doesn’t tell a lie’, and you will remember the spelling with ease.

3. **Principal.** This word means the principal of a school/college. Principle is another word with a different meaning. To avoid confusion between these you can associate ‘pal’ with a name of a person like model ‘Arjun Ram Pal’, and so know that the word principal, with the spelling ending in ‘pal’, is used for a person.

4. **Existence.** Use ‘e’ instead of ‘a’. So highlight the letter ‘e’ by writing thus: exist**E**nce.

Here you are using the memory principle which asks you to ‘Exaggerate’.

5. **Restaurant.** In ‘restaurante’, you often make the mistake of using one extra ‘e’ at the end and misspelling the word.

So write it thus: restaurant**E**

The cross sign at the end will remind you not to use the extra ‘e’.

6. **Budget.** Most kids make a mistake in the word ‘budget’, because it sounds like ‘bujet’ which has approximately the right pronunciation. So write the word like:

Budget, highlighting the ‘d’ and the ‘g’. Or you may bifurcate ‘budget’ into ‘bud-get’ and imagine that it is in your budget to get a flower bud for your teacher.
7. **Dissimilar.** Write the word by applying the memory principles. Here, the extra’s’ is missing from the word. So, highlight the letters “ss”.

Dissim\_l\_r

Here, your mistake is highlighted by an underline. This becomes an Oddity. So your eyes become more sensitive to this letter and the spelling will improve.

8. **Tomorrow.** Tomorrow can be written as to\textbf{Mo}RR\textbf{o}w, highlighting the one M and two Rs.

You can also use a cross sign on the extra M to show it is not there.

9. **Dessert**

When you eat “dessert”, you will get two snakes there.

S= snake

10. **Because**

Be Ca (Hindi) Use

11. **Cemetery**

Three “e” ‘s are buried in the cemetery.

12. **Laugh**

LAUGH
AND
U
GET
HAPPY

13. **Necessary**

Never Eat Chocolate Eat Salad Sandwiches And Remain Young

Only these words can work also

Never Eat Chocolate Eat Salad Sandwiches

14. **Rhythm**
Rhythm Helps You To Hear Music

**15. People**
People Eat Or Prepare Like Eating

**16. Piece**
The word PIE is in the word PIECE
So remember Pie for piece

**17. Argument**
Do not argument to a Ram Gopal Uncle

**18. Stationary/ stationery**
stationery is parked cars
Stationery is Envelopes and pens

In some words, this method also works:
Bisect the words into prefix, suffix and other meaningful words. For example:
Retry = Re + try
Beginning = begin + ning
Unconscious = UN + cons + cious

**Exercise**

Now apply the same principles and learn the proper spellings here:

<table>
<thead>
<tr>
<th>Mis-spelt Word</th>
<th>Correct Spelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Untill</td>
<td>Until</td>
</tr>
<tr>
<td>Occuring</td>
<td>Occurring</td>
</tr>
<tr>
<td>Definate</td>
<td>Definite</td>
</tr>
<tr>
<td>Freind</td>
<td>Friend</td>
</tr>
<tr>
<td>Thort</td>
<td>Thought</td>
</tr>
</tbody>
</table>
You have to use your powers of imagination to improve your spellings. What you have to always keep in mind are the points given below.

Learning new words:
Design the word. After designing the word, close your eyes and try to visualise it in your imagination.

In the case of commonly mis-spelt words:
First re-design the mis-spelt word. Then write it two times for better retention.
CURE ABSENTMINDEDNESS

Absentmindedness defines that state of mind, when your mind is ‘absent’ while performing a task. You are absentminded when you perform actions in the unconscious state of mind, without thinking, and without initial awareness of the action to be taken. All of us have experienced such instances. You "forget" to switch off the light or to make an important telephone call. You don’t remember to put petrol in the car or forget to turn off the tap. According to a survey, people spend half an hour daily in looking for misplaced things. Just recall for a moment the number of times you have seen people search for their car key, spectacles, note book, pencil etc., which they had, "just a moment ago", in their hand.

You must not lose heart, because, you can do much to get rid of this kind of absentmindedness, which also creates a feeling of helplessness within you. It can be controlled by:

- Paying attention to the action performed
- Setting up of imaginary reminders

**Paying Attention to the Action Performed**

As stated earlier, the definition of absentmindedness is straightforward—you are absentminded when you perform actions through your unconscious mind, without thinking. If your mind is 'absent' at the time of performance of an action that means your mind has no Initial Awareness of that particular action. In order to rectify this, you simply need to focus on thinking what you are doing at present moments. The three major functions of the brain are thinking, feeling and action.

The brain is tremendously stimulated when you are aware of your thoughts, feelings and actions. If you are fully aware of your actions the memory imprints will remain even years later. The more you pay the attention to your performance of the actions, the lesser will be the degree of absentmindedness which you experience. This exercise of paying attention to the present moment builds your concentration, observation and alertness. You increase your skills of processing and storing information, and this aids your memory.

**Setting Up of Imaginary Reminders**

Over time, people have devised their own methods for setting up reminders to enable them to remember a task to be performed. This method could be something as simple as tying a thread
around their finger, or tying a knot on the corner of a bed sheet. All these solutions are effective only up to a point. This is because while you may remember that something needs to be done by looking at the thread tied your finger, you may not remember what that ‘something’ is or even when you need to do it.

A more effective way to remind you is to use the methods of association as per the principles of memory. For example, if you wish to remember something, associate it with an image of whatever it is connected to. If you have to remember a dentist’s appointment at four o’clock today, and you feel that you may forget this as you go about your work, think of the number four, as a big number in red colour, dragging your tooth. The image will be so stuck in your mind that you will not forget the appointment at all.

Again, if you wear spectacles, and often tend to forget where you have kept them, then try this. Form an association in your imagination at the moment that you put them down some place. For example, if you keep them on the music system, imagine that the system is wearing a large pair of spectacles. If you place them on the study table, imagine that table is wearing a pair of spectacles. Whenever you think of your spectacles, the ridiculous picture will immediately appear in your mind. The key therefore is to always form an association at the same time while performing a particular action. If you fail to imagine the association then you’ll forget where you have placed things like your spectacles or your keys etc.

You may feel that forming such associations is wastage of time. But, once you implement this idea, you will find that the pictures are generated very quickly.

Note: After few weeks of continuous practice, your mind will develop a habit of paying selective attention on the task performed in the present moment.

You don’t have to make a special effort to concentrate on the given task because now it is your habit to pay selective attention on the task performed.
REMEMBERING NAMES & FACES

The famous writer, ‘Dale Carnegie’, writes in his book, ‘How to Win Friends and Influence People’, that nothing makes a person—a client, a customer or a student—feel more valued than being remembered. Difficulty in remembering people’s names is one of the most common memory issues that people face on a day to day basis. This is because every day we come across and meet many people, some of whom we have to interact with infrequently, yet we must remember them when we do meet them again.

You will notice that the person who remembers your name suddenly rises on your popularity chart. Similarly, if you remember a person’s name and address him by it the next time you meet him, you will notice the look of pleasure that crosses his face. There is nothing that flatters a person more than being remembered instantly by another. It signifies that you have given him due importance in your busy life. Hence, it is a very important skill to acquire if you wish to develop your interpersonal skills and also increase your social circle.

While you will remember the face, you will often forget the name, much to your embarrassment. There is a reason to this happening. The nerves that connect your eyes to your brain are more efficient than the nerves that go from your ear to brain. So you should visualize the name by applying the principles of memory, keeping this important element in mind.

Here we use combination of two strategies to remember name and faces.

- Social etiquette
- Memory principles

This combined approach will teach you how to prepare and train yourself to make a better impression of the faces in your mind, to learn the names of others, and recall those names whenever necessary.

Ways to memories names and faces when you get introduced to new persons:

1. Observe the highlighted features of a person's face at the time of introduction. Try to find any highlighted feature, whether it is the eyes, nose, ears, mouth, eyebrows, hairline, forehead, chin, etc. It could be the face, or you could also notice a point of difference in the personality, a kind of walk or behaviour peculiar to that person.
2. Shake the person’s hand well, with a tight grip.
3. Listen to the names very carefully. If you have not heard the name clearly, then request for a repetition.
4. Call the person by his name at the same time.
5. Repeat the name often during conversation that you have with him. This is because the more often you hear the name and look at the person concerned; the deeper impact it is likely to have.
6. Also use your name often during the conversation; it will improve the possibilities of the other person remembering your name as well.
7. If you are feeling very comfortable with him, you can ask him his birthday date.
8. Exchange visiting cards.
9. Reinforcements made by paying attention to the name and the face, and using elaborations (such as repetition), is vital to form memories as it transfers the information from the short-term memory to the long-term memory.
10. Create an association between the outstanding feature and the name of the person in your mind. The association may be a link to a person you already know or with a person having the same name. You may be able to associate a rhyme or an image of the person’s face with name, his profession or permanent outstanding feature.
11. Make a card file. Write one special thing on the card regarding this person. It may be his birthday date or something about his profession.
12. After you have left that person's company, immediately review the name and recall the face and try to replay the conversation in our imagination.

If you want to be popular, always keep in mind the following things:

1. The will to develop your social circle: You must be interested in widening your social circle. This would lead you to making a conscious effort to get to know people, their hobbies, professions and names, and keep these items filed in your brain’s filing system, i.e. in your memory.
2. Politeness: Social etiquette and politeness goes a long way in helping you become interested in finding our more about a person whom you meet. This pushes you to get to know his name and other interests.
3. Interest in people: If you are a social person who generally gets along with people and has a genuine interest in them, you will remember their names more easily.
A Different Approach:

The remembering of names requires a slightly different approach from all the others explained in this section till now. However, it is a relatively simple method that needs to be approached with a positive frame of mind.

First of all you have to learn how to observe a highlighted feature of the face. It requires nothing more than practice. Follow the given method and you will learn the names with ease.

During the first week of learning: When you meet any person, focus on his/her forehead for a moment. After a while, you will find a fantastic change in your observation. You will begin to easily categorise different foreheads.

Second week: Focus on the nose of everyone you meet and try to understand the shape of different noses.

Third week: Focus on the eyes and cheeks of the person whom you are trying to remember.

Fourth week: Focus on ears and chin this time.

Fifth week: Focus on the whole face now and try to match the features of that person with those who are already in your memory.

After this kind of practice you will find an increase in your capabilities in identifying a highlighted feature in any face. This is because every face is different in this world and each face will have some irregularity or identifying feature typically its own.
Some highlighted features for faces are given below:
Look at the given examples

Example : 1
Name: Lets take Mr. Johny.
Outstanding feature: Beard style
SMS: Johny Lever comedian
Association: Johny Lever is hanging in his beard.

Now whenever you will meet the person next time immediately the same funny association will flash in your mind. You will get the hint of his name and will say hello Mr Johny how are you.

Example- 2:
Name: Lets consider name Sweety.
Outstanding feature: High forehead
SMS: Sweet
Association: Sweets are coming out from her forehead.
A few faces are given below. Observe their highlighted features and associate them with their names. Write any name in the boxes with pencil and practice these faces with different names.
MECHANISM OF CONCENTRATION

If you wish to improve your memory skills, i.e. your ability to remember information and recollect it when you desire, it is imperative that you improve your concentration. Concentration requires you to ‘focus intently’ on whatever you are trying to remember. Concentration enables you to:

- learn new facts
- recall information that you have already memorised

It is obvious that you need to focus on the information to be learnt, if you want to remember it. So you must improve your concentration to improve your memory. You cannot claim that your powers of concentration are weak and hence you suffer from a weak memory. Concentration is a mental skill. It can be developed by you, just like any other skill. Concentration means focusing your complete mental energy on one thought or task. But we cannot do it.

1. **It is a Habit**

Concentration is a habit and you can change it by doing just a little effort. You are in a habit of not focusing on one task or thought at a time. There are basically two problems with concentration. First problem is attending many thought in parallel at the same time. E.g. while studying, thinking about friends, sports, movies etc. Second problem is related to duration of diversion. Like you will start thinking about something and may waste 15-20 minutes in that. So we need to work on two things.

- Focus on one task/thought
- Cut the diversion time.

2. **Harder you try to concentrate more you will divert.**

If you try to avoid any useless thought then it will start clicking in your mind more and more. For example; if I say do not think about the monkey while reading this book. Your mind will start thinking about monkey. Harder you will try to avoid, the more you will get diverted
How we can improve our concentration.

A. Stay in present:
   Our incapability to stay in present is the biggest enemy of concentration. Most of the time we find ourselves busy in analysing past or involved in the worry of future. Past is gone nobody can change it and future in unborn no one can predict it. From where this energy will come - mind will suck this energy from present movement.

B. Stop diversion:
   1. Use 'X' Symbole
   2. Say 'Stop it'

   1. Involve More Senses
   2. Work With Deadlines
   3. Suspend Autopilot Mode
So we need to control this habit. With the help of below suggested approach you can engage yourself more in present.

1. **Involve more senses**
   An empty mind is devil’s workshop. Our mind has a tendency of using all available energy every time. If you give it enough work then it will be involved in it. But if it is half busy then it will divert remaining energy to the thought on the top of mind. E.g. while studying, your mind will keep on thinking about your friends, movies, worries and other desires. We will not be able to give our 100% energy to the task in hand. Mother Nature has programmed us to spend all energy in present. But our desire and worries will keep on attracting our attention whenever mind is free and then it becomes our habit. To break this habit we need to involve our maximum energy in the useful work most of the time. So engage all your senses in the important work. Start with the routine tasks. E.g. while taking your meal you spend very less energy in it and think about other things. While eating try to analyse the ingredients of it, feel the temperature of meal by your hand, try to smell it, try to hear the noise of chewing. By doing so you are engaging all your senses in the present task and your mind is busy attending the signals coming from your senses. By doing so your mind is learning a habit of using the complete available energy in the present movement. In the same way while taking bath try to feel the temperature of water, fragrance of soap, noise of shower, hand movements on the body. In this way your mind will be busy in present and will not divert you in past and future. Do such type of activities with as much as routine task you can. If you will do anything up to three days your mind will put a seed of it, after one week consistency you can call it a habit, but if you keep on doing it up to three weeks you can call it a permanent habit. After three weeks your mind will be able to stay in present and will not drag you in past and future. Now it will be your next nature. Now when you will sit to study your mind will have no other option and will pay 100% of it.

2. **Work with deadlines**
   Performance will come with responsibility. If you take a responsibility to finish any work in a given time your mind will not have extra time to involve in trivial issues. For example in your examination you have 3 hours to solve 30 questions. You do not have even an extra minute to think about useless things. Your concentration level will be at the peak just because of deadline. So before starting any task define the deadline for it and see the results.
3. Suspend auto pilot mode (doing without thinking)
   We have a tendency of working with auto pilot mode. E.g. You are reached home after 15 minutes of morning walk. Now if someone asks you details of the road you traveled, you cannot answer because you were not consciously thinking about the road surrounding and your body was walking completely on the auto pilot mode. You have finished reading a lesson in your subject book but still are not able to grasp it properly, because you were engaged in reading with auto pilot mode of mind. You were reading but not thinking about it. So develop a habit of conscious thinking, it will sharpen your thinking skill also and your grasping power will get better.

B. Stop Diversion
   1. Use cross symbol (X)
      We have two basic problems in diversion.
      **Frequency of diversion:** you are doing any important work and your mind will start thinking something else without your awareness. After sometime you will realize you are on the wrong track and will come back. Same thing will happen again and again. Frequency of diversion means how many times you got diverted in one hour.
      **Duration of diversion:** how much time you take to come back on the job in hand. Few people will realize the diversion within minute and few will follow the stream of thoughts and will waist 10 -15 minutes every time. Sometime it happens with students, they study whole day but do not even turn few pages of the book.

      Whether you are a student or a professional, solution of both the problems is in one exercise Take a white plane paper and red colour sketch pen. E.g. you are studying and you realize that you were not studying from last few minutes - make a cross symbol on the paper with red sketch pen. Whenever you feel your were thinking something else make a cross symbol every time. At the end of study session count average cross symbols per hour. When you will see this figure you will be surprised by the frequency of diversion. If the level of problem is diagnosed it is half cured. Next day you become conscious about it and you will see number of cross symbols reduced. Within few day it will come to 1 -2 symbols per hour and that is perfectly human. By doing this exercise your subconscious mind will be programmed and frequency and duration of diversion both will be reduced dramatically.
2. **Say “Stop it”**

When you cannot make cross symbol on paper like you are driving, walking etc then just saying will serve the purpose. When any unwanted thought comes, say in your mind “Stop It” Then it will become a subconscious activity and eventually a habit of not attending useless thoughts.

**Precaution**: do not make cross symbol or say “stop it” on small diversions like momentary thoughts or blinks. Otherwise you will spend you complete time in making symbols. Excess of everything is bad.
DIET AND MEMORY

It has been proved beyond doubt that 'you are what you eat'. There is a direct correlation between the food you eat and your physical and mental fitness. Diet influences not only your physical growth and prowess but also your memory. This is because your diet supplies the nutrients and energy required by your brain to function well. Your alertness and ability to concentrate and to remain focused is dependent upon the ability of your brain to function at its optimal best. This ability of the brain in turn is dependent upon the kind of nutrients supplied to it through your diet. Hence diet and memory are closely linked.

Eat Brain Foods

Once you are aware of the connection between the two, you can work on improving your diet so that your memory also improves. One of the things to do is to eat what are called brain foods, i.e. foods that improve your brain power.

Brain foods include:
- Apples
- Avocados
- Bananas
- Blueberries
- Dark green vegetables such as spinach
- Flaxseed oil
- Salmon

Eat variety of foods since each of them provides a certain quality of nutrient needed for your brain.

How do brain foods work? Your body produces harmful compounds called 'oxidants'. These are destructive and contribute to various health problems over a period of time, including memory loss. The brain foods release 'anti-oxidants', which are natural chemicals that work at breaking down the oxidants. So the brain foods work at removing the harmful effects of oxidants. Again, these foods contain important nutrients that are essential for you to be healthy.

Examples of antioxidants are:

- Vitamin A source: Fruits, vegetables, carrots, squash and broccoli.
- Vitamin C source: Citrus and green leafy vegetables.
- Vitamin E source: soybeans, raw nuts, seeds, whole grains, peanuts, green leafy vegetables and sweet potatoes
- Bio-flavonoids source: berries and green tea.

Studies have shown that vitamin E helps prevent the loss of memory that accompanies increasing age. Other studies have shown that Vitamins C and E can help patients who suffer from dementia.
Eat a Healthy Breakfast
Many people skip having a breakfast early in the morning. This may be because they are in a rush to catch the school bus or make it in time for office or because they believe it's a smart way to diet and lose weight. Whatever the motivation or the reason, it is very harmful to skip breakfast. People who do this have poor memory and their performance levels at school or the workplace suffer.

The reason why you must have a good breakfast is that your body has been in a state of fasting during the night. It has not received any nutrients while you have been sleeping. Just like any other machine, your body needs to be recharged in the morning in order to function properly. This recharging can happen only if you provide it with the required fuel, which is the food you eat.

Therefore it is important that you begin the day with a good and nutritious breakfast. You can have a banana and milk, or a crunchy toast with an egg, or orange juice and pancakes. You need not have oily potato parathas, but you can have steamed idlis. You can have sprouted pulses. You don’t have to have a greasy and heavy breakfast which will make you lethargic and slow. Also avoid very sweet or sugary foods that will make your energy levels plummet later on in the day. Have a breakfast that makes you feel like a top performer.

After having a good breakfast to start the day, you can have a light lunch so that you do not feel heavy and sleepy. Energy levels are known to dip in the afternoon, so a few hours after lunch, have an apple or some other fruit to keep you going. A protein milk shake is also a good idea to have, or any other snack that picks you up at this time of the day.

Eat Frequent and Smaller Meals
During the day, there may be a set number of calories that you eat so that you maintain your health and your weight and also work at optimal performance level. However, instead of consuming these calories in the form of three big meals in the day, it is advised that you have the same number of calories broken up into five or six meals. This helps you to have a constant and steady supply of blood sugar and so you can perform your best mentally throughout the day.

Chew Gum
Studies have shown that the chewing of gum helps in the improvement of short and long term memory. It is not the sugar in the gum that helps this, for you can chew sugarless gum and get the same positive results. The reason for this is that the chewing motion of your jaw increases the supply of blood to your head and brain. The brain obviously works better with the increased supply of blood and hence oxygen that it receives in this way.

Going by this, it may be a good idea for you to chew gum when you are studying for or taking an exam, a time when you would need your mental faculties to be in top form. Of course, it
would not be possible for you to chew gum while debating or standing in an auditorium giving a speech, but you could do it just before you get on to the stage. It is advisable that you chew sugar free gum because it would not spoil your teeth.

**Take a Vitamin Supplement**

Take one multivitamin a day with food. This acts as protection against any vitamin deficiencies you may develop if you do not have the right food. Vitamins, as stated earlier, contain antioxidants, and hence are an essential part of the diet, especially for memory boosting. Apart from a multi vitamin, a B complex vitamin should be taken, since the brain requires B vitamins. Vitamin C should also be taken because it helps build immunity. Vitamin E helps in reducing old age memory deficiencies.

Some people recommend supplements like Ginko Biloba. It is supposed to increase the oxygen flow in your brain. You can also take fish oil, Omega-3 and Omega-6 fatty acids are essential fatty acids needed by your brain to work well. Some people prefer to take fish oil capsules as a supplement. This also suffices, though it is a more expensive proposition.

**Cut Back on Fast Food**

Fast food is a dietary no-no, because it contains almost everything that is harmful to the health of your body and your brain. This is because such food contains a high amount of salt and saturated fats.

Carotid arteries are arteries of the neck. They supply essential blood and oxygen to the frontal part of your brain, which is the part that does the thinking, controls the speech, and works the higher functions of the brain. So when these arteries get narrowed and clogged with the saturated fats, then the functioning of that part of the brain gets affected. This causes a loss of several important brain functions, and memory is affected as well. Such a narrowing may even lead to a stroke, so you have to be careful enough so that you do not eat much fast foods since they have such an adverse effect on your health.

**Lose Some Weight**

In order that your brain get a regular and steady supply of blood sugar to help your memory work better and so that you are always energetic, you have to ensure that your weight is in control. If you are overweight you become more prone to diseases like diabetes, which creates blood sugar problems to you and affects your mental functioning. Overweight also creates high blood pressure which in turn prevents the proper supply of oxygen to the brain and creates memory loss and reduced brain function. Control your body weight to keep blood sugar steady. Because brain’s only fuel is the sugar in our blood.

**Stop Drinking Sodas**
Soda does nothing but supply a quick high through the dumping of a lot of sugar in your bloodstream. It is more like a shock to the system and will lead to a sudden fall in energy levels later. Since your body does not need these sudden and large doses of sugar, but a steady supply, it is better to avoid drinking sodas. If you must have a soda, have a diet soda. A better alternative would be to drink water instead, and keep a bottle of water always at hand to sip from when you feel thirsty. Make the drinking of water a part of your daily routine. Because it will help you to stay hydrated which is essential for your memory. It will help prevent dehydration and also flush out toxic wastes from your body.

Avoid White Foods
Any of the white foods like white bread, white pasta, doughnuts or polished rice should be avoided since these foods just add to the sugar in the body and are not nutritive in any way. Instead eat whole grains, brown rice and oatmeal.

Avoid Alcohol
Drinking too much alcohol kills brain cells. Though doctors say that to have a glass of wine or two per day is of no harm, and in fact, may have health benefits, it is advisable to avoid making the drinking of alcohol a habit.

Avoid Salt
Insomnia (the inability to sleep) and nervous tension is a direct result of there being too much salt in the diet.

According to Dr. Miller, the reason for this is as follows: By reducing the salt content in the diet, the body fluids become less acidic. This is because the reduction in the salt leads to the build up of calcium in the tissues. The greater alkalization of the body fluids makes the person less restless and more relaxed.

Research has indicated that the excessiveness of salt in our bodies can cause the tiny blood vessels to swell with water and create pressure within the cranium, leading to tension headaches and migraines.

It is strange that we use so much salt in our diet. This trend has increased because we are veering more and more towards fast foods and preserved foods, all of which contain high quantities of salt. Salt is a man made product which seems to be an unnecessary inclusion in our diet if we consider that it creates problems like tension, nervousness, excitability and high blood pressure. With reduced salt intakes, all these problems can be reduced or eliminated.

Salt intake is linked with hypertension, and people with high blood pressure problem are advised to reduce the salt in their diet. It is a known fact that high blood pressure causes the blood supply to the brain to be reduced, and this affects the functioning of the brain. If salt is reduced in the diet, memory will improve.
Your body requires a certain amount of minerals to maintain a healthy balance. Mineral imbalance in the body can also create tensions and headaches and other health problems.

High salt flavoured diets prevent the absorption of calcium by the body. Calcium is a nerve soothing mineral. Doctors link emotional disorders with the lack of calcium in the diet (emotional disorders generally create allergies and sinus-cold problems). These emotional disorders can be reduced by the presence of calcium in the system, since calcium soothes the body. However, a high salt diet would prevent the calcium to be present in the body. So by simply making the patient eat a salt free diet, the metabolic function could be restored and the emotional stress induced problems be removed.

Similarly too, salt drives an important mineral like potassium out of the body. Potassium required for maintaining a healthy acid-alkaline balance of the tissues. Without enough potassium, the nerves get over wrought, leading to nervous disorders.

There is a correlation between those who have a high salt diet and heavy smokers. Salt and tobacco have often been found to be responsible or contributory to nervous breakdowns. This is due to this reason. Salt intake narrows the arteries, thus reducing blood supply to the brain. Smoking has a similar effect the combination of the two becomes lethal, leading to reduction of oxygen supply to the brain, and creating the nervous imbalance. Some people have wide blood vessels, and that could be one reason why they can smoke and eat high salted foods and yet avoid the danger of nervous breakdown. Those with already narrow blood vessels have to be more careful, since further restrictions of their blood supply is caused by eating salted foods or smoking.

Eliminating salt while cooking and from the dining table is a good way to deal with the problem. Avoid reaching out for salt flavoured foods like buttered popcorn and potato chips. Use herbs like basil, all-spice, curry, ginger, lemon or lime juice, saffron, mustard, sweet paprika, rosemary, sesame or poppy seeds for flavouring your food. These can be used in limitless ways to add the required flavour to your foods, without the addition of salt.
FREQUENTLY ASKED QUESTIONS (FAQS) ON MEMORY

Q1. Why Memory Power Diminishes As You Grow Old?

Ans. As you age, the ability of your body to remember things begins to decline. It is especially noticeable after you turn 50. As you grow old, there is a lapse in your short term memory. Your brain is not able to efficiently organize the information. Also, the speed and rate at which you learn new information is largely reduced. This is because the nerve cells and nerve impulses in your brain diminish fast as you grow old.

Q2. Do some people really have a better memory in comparison to others?

Ans. There are two prime factors that contribute in making our memory sharp. First is the genetic factor and second is the influence of the environment. Genetic factor contributes but major influence is of the environment in which the child grows. Moreover, we need to focus on the solutions rather than on problems. It depends on how the child nourishes his/her mind power to maximize the use of brain. So, we need to focus on how we are using our brain faculties.

Q3. Does forgetfulness indicate memory loss?

Ans. Forgetting your keys at home or your books is a common problem. It is nothing severe to be actually worried about. However, if you think you are completely forgetting the happenings, it could be a sign of an underlying disorder. In such a case, it is suggested to seek medical advice. Otherwise, forgetfulness can also be attributed to high stress, sleep deprivation, hectic work schedule, wrong learning style etc.

Q4. Is it really possible to improve memory?

Ans. We all possess a good mind but fail to harness its power properly. We do not make the optimum use of our mind. But, if you learn to use your existing mind power in the right direction, you will feel an enhancement in your memory as well. Thus, you can naturally improve your memory power. Few measures that you can take to boost your memory are: manage your stress, organize your work, and use of memory methods. There are many other strategies as well that can help improve your memory given in this book.
Q5. Can Smoking Impact your Memory?

Ans. Smoking has an adverse effect on the memory impairing its power to register, retain and recall things. Studies have been conducted that suggest that those who smoke regularly have a weaker memory in comparison to the non-smokers.

Q6. Can memory be improved at any age?

Ans. Memory loss is due to many factors and age is one of them. But, if you make a systematic effort to work on other factors such as exercise, nutrition, stress free life and use the right set of techniques to memorise information, you surely can improve your memory irrespective of age. The possibility of your brain to form new neural connections is definitely there.

Q7. Why is recalling the information learnt in schools so tough?

Ans. It can be credited to the wrong methods of learning and memorising. Rote learning is what most students use in school as a way to learn. Also, the other techniques used so far have been tough for the mind. However, if you resume to the memory improvement techniques, you can make your learning fruitful and in a fun way. There is need to alter the approach and try new techniques and methods.

Q8. What is the benefit of Memory Improvement?

Ans. Memory improvement is useful as it prevents embarrassment that is caused when you meet someone after a long time and fail to recall his/her name. Also, it helps you to score better in exams because you are able to recollect what you had learnt with efficacy. Like a good personality brings us in limelight among hundreds of people similarly a good memory makes us outstanding among billions of people.

Q9. How can one retain new information for a longer period?

Ans. You can learn new information by directing your total concentration on it and learning the right set of techniques to register and recall information. Do not let your mind wander while
you are learning. Combine this success formula with modern methods of memory enhancement and you will be able to retain better and longer. You can use revision-plan diaries, calendar etc.

Q10. Can Memory Improvement Help Overcome Alzheimer Disease?

Ans. Memory improvement can help you brush up your knowledge and learn the right way. It can help you improve your already existing memory. But, it cannot be expected to cure Alzheimer. Alzheimer is an underlying disorder that only a medical practitioner can help.

Q11. Can Mnemonics Work On All Types of Information?

Ans. It works on almost all types of information, but its application is not suggested where it is not worth making mnemonics of it. Value for time is must.

Q12. Is it possible to improve memory in a few days?

Ans. there are two different terms using your existing memory and naturally improving your memory. Using your memory is related to the strategies, techniques, methods and all. It is an art that can be learnt like other arts. And this art can be learnt quickly in a short span of time.

Memory Improvement is like the development of muscles which cannot be done in few days. It is somewhere related to how you process information without using any specific strategy. It depends upon your observation, attention, concentration, your thinking pattern etc; in a nutshell on how the associations between neurons work in your brain. It will take you some time lasting for days, months or even years.

But, when you will start using your memory, after sometime it will become a habit and your mind will start perceiving information with the same approach automatically. So, you can say that using your memory will also help you to expand it.

Q13. If Mnemonics is so useful, why don’t we make it a part of the school curriculum?

Ans. To make Mnemonics work, there is need for a proper system. And this system seems to be lacking in the schools as of now. However, as awareness on memory improvement is rising, we can hope to see such a system being implemented in schools soon.
Q14. Do we need any specific education to learn Mnemonics?

Ans. No special education is required to learn Mnemonics. Anyone can learn it and apply in their daily life.

Q15. Do we need to learn Mnemonics time and again to bring it more and more into use?

Ans. Basic principles will remain constant but as you grow, your applications will become wide for which new methods will be required in addition to the fundamentals. Thus, professional assistance will be required to learn the right Mnemonics in accordance with your applicability.

Q16. Will my Mnemonics work for others as well?

Ans. Mnemonics made by any professional can work for others. It is a matter of expertise and mastery so anyone who has a complete command can help others learn Mnemonics the right way. Mnemonics that you have made may work best for you but may not be of as much help to others.

Q17) is there any side effect of Mnemonics method?

Ans. No, there is no side effect. Even trying to check the validity of Mnemonics will work for you. And if you don’t use it, still it will help you by increasing your concentration.

Q18) Should you give challenges to brain?

Ans. Yes, definitely one should give challenges to the brain. It activates the various nerve cells that refresh your memory to hold greater information for a longer period.

Q19) I am already using the concept of associations but it doesn’t seem to help me much. Is there something more in Mnemonic methods?

Ans. Mnemonics is a beautiful science and those who go in the depth of this study will enjoy working with it. Those who leave it in between or do not learn it fully may not be able to avail its benefit. For best results, it is suggested to go into the depths and gain an insight into this field of learning.

For other products please visit – www.memorymirchi.com