

CONSUMERISM

ATFAL TARBIYYAT CLASS
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WHAT IS CONSUMERISM?



CONSUMERISM

Consumerism is the idea that buying and owning more goods and services leads to happiness and success.

Things to Note

- It encourages people to constantly buy new things, even when they don't need them.
- Companies and advertisements promote the belief that “more is better.”
- People begin to measure their worth by what they own instead of who they are.
- It can lead to overconsumption, waste, and environmental problems

**CAN YOU GIVE
ANY EXAMPLE OF
CONSUMERISM?**



**WHY IS
IT AN
ISSUE?**





“We are living in a time of ever-rising materialism and worldliness where, despite being intelligent, and despite having eyes to see with, **most people are living a life of spiritual and moral blindness, in which they consider anything that shimmers or glistens to be made of gold.**

They fail to realise how superficial they have become and remain ignorant of the far-reaching consequences and harm caused by rampant materialism....

HAZRAT KHALIFATUL MASIH V (ABA)



They will be forced to admit that the riches of the world have left them spiritually penniless and morally bankrupt.

Although we are seeing evidence of this, as increasingly, **people are suffering from anxiety, depression and other mental health issues on a far greater scale than ever before; it is my firm belief that the root cause of this is that they have been trapped by their materialistic pursuits and cravings, and above all, because they have abandoned faith in God Almighty.'**

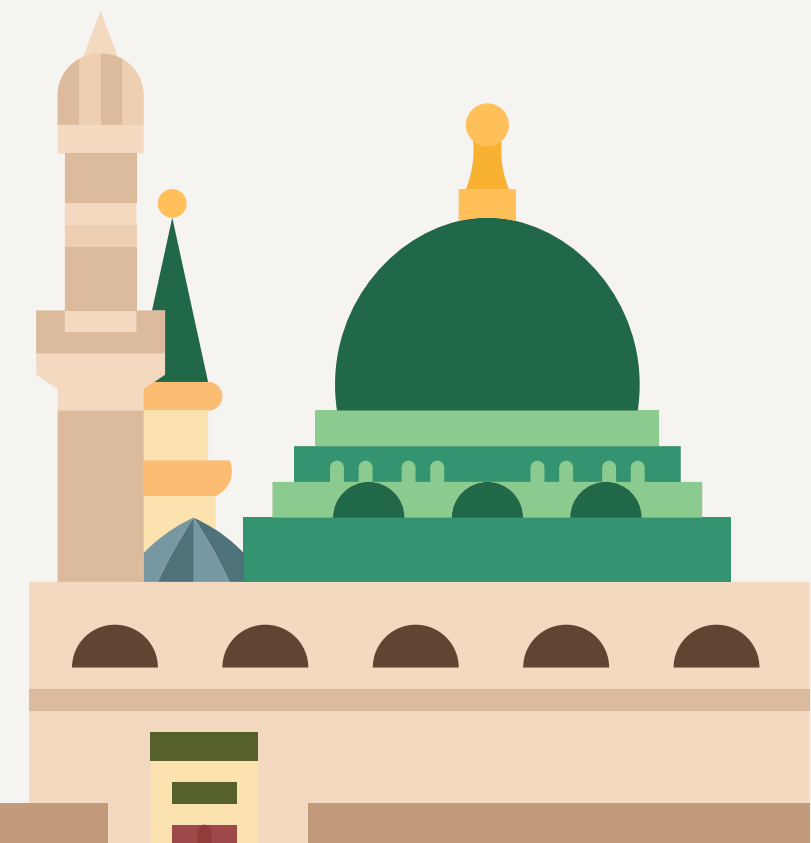
HAZRAT KHALIFATUL MASIH V (ABA)

**SHOULD
PEOPLE BE
CONTENT
WITH WHAT
THEY HAVE?**

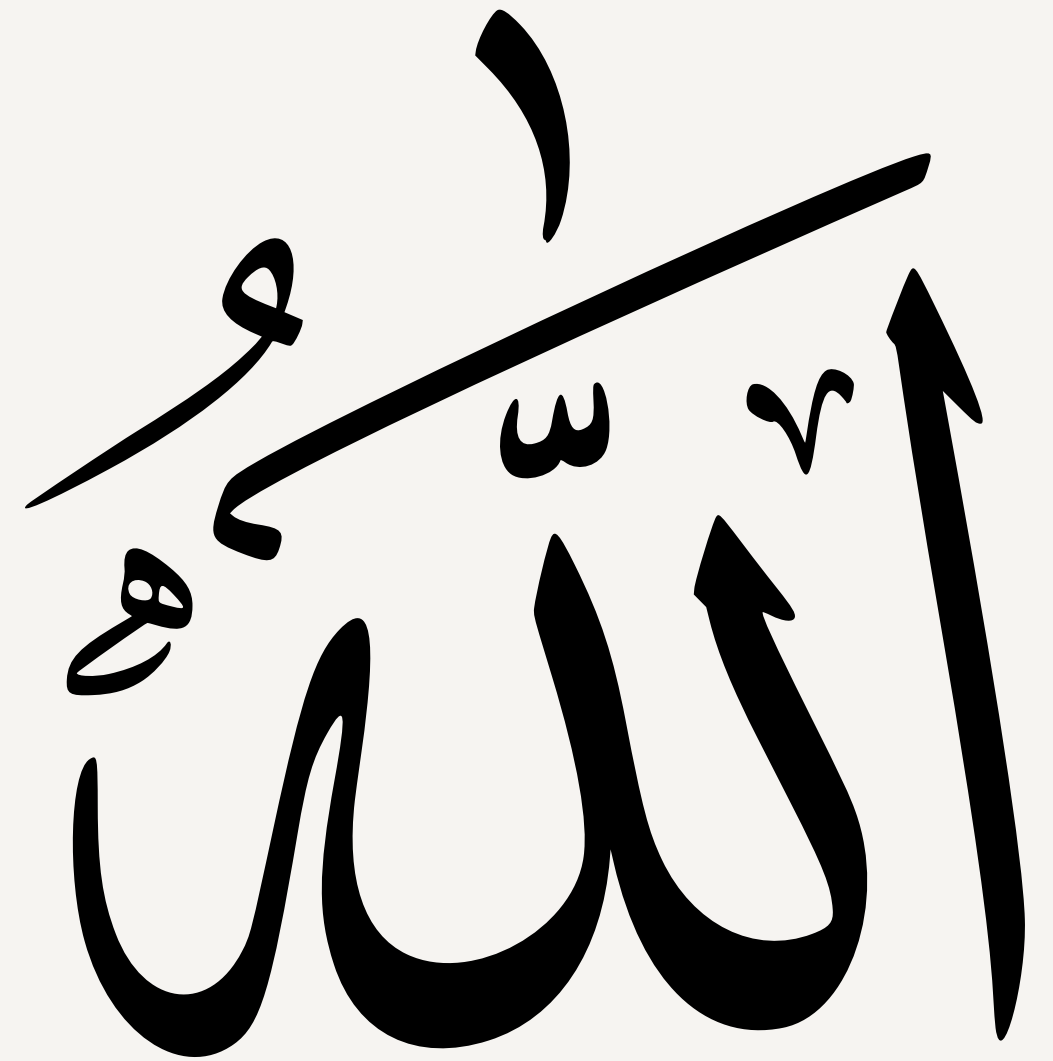


HOLY PROPHET MUHAMMAD (SAW)

“Look at those who are less fortunate than yourselves, not at those who are better off than yourselves, so that you will not belittle the blessings that Allah has bestowed upon you”



**WHAT DO
WE SAY TO
EXPRESS
GRATITUDE
TO ALLAH?**



الْحَمْدُ لِلَّهِ

ALHAMDULILLAH

ALL PRAISE BELONG TO ALLAH

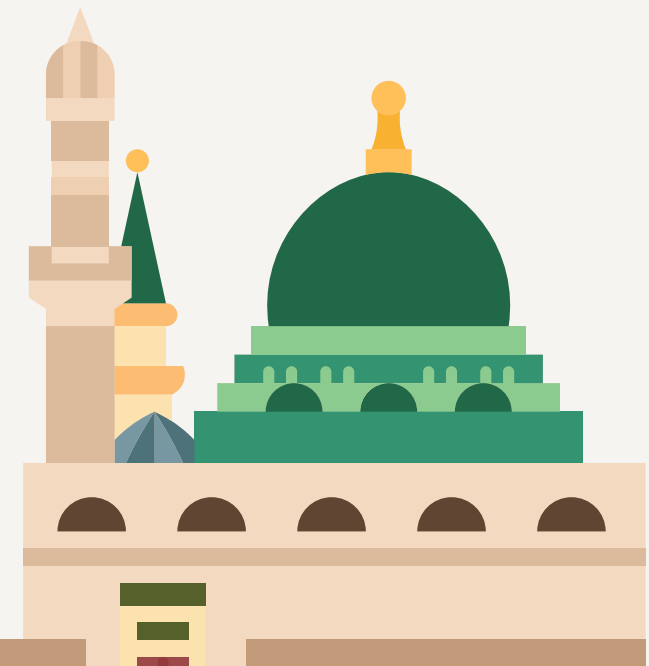
**DO WE
REALLY NEED
THE LATEST,
BRAND-NEW
MODEL?**



NO MATTER WHAT PEOPLE WANT MORE!

The Holy Prophet (saw) said:

“If the son of Adam had a valley full of gold, he would like to have two valleys, yet nothing can satisfy his desires until he enters his grave.”



“We are living in a world where no matter how rich someone is, they always want more. Instead of being grateful for what they have, they are preoccupied with what they do not.”



WHAT CAN WE
DO TO LIVE A
LIFE OF
SIMPLE
MEANS?





“Certainly, the glitz and glamour of the world can never provide true and lasting contentment, no matter how attractive it appears at first sight. In chapter 13, verse 29 of the Holy Qur’an, Allah the Almighty says:

“Aye, it is in the remembrance of Allah that hearts can find comfort.”



HAZRAT KHALIFATUL MASIH V (ABA)



As we ponder over this verse, we know that it is not just a claim of the Holy Qur'an; rather, the lived experience of the righteous and God-fearing members of our community testifies to the fact that true contentment and inner peace is attained through the worship and remembrance of Allah and not through worthless forms of recreation or superficial means of entertainment."



HAZRAT KHALIFATUL MASIH V (ABA)

UNDERSTANDING THROUGH THE LENS OF THE HOLY PROPHET (SAW)

- Looking at the Holy Prophet (saw), he never ate nor dressed like any of the wealthy; in fact, he bore many difficulties and hardships.
- There were days when he had no food, and his enemies came from all directions.
- Despite all of that, in this world, he had a content, delightful, and peaceful life, and that delight is nearness to Allah.

Hadhrat Musleh Maud (ra):

“Belief in God, on the other hand, is established on a strong positive basis and human nature finds **comfort** in it.

Therefore, a believer in God is relatively **more certain and resolute**; he is not **perturbed by the worries of the future** and this peace of mind helps in all aspects of his life...



...In short, whichever way you look at it, **belief in God leads to peace of mind and disbelief to discontent, anxiety, and uncertainty.**

The Holy Quran says: 'Hearken, ye people! It is only in the concept and remembrance of Allah that hearts find comfort.'

Peace of mind is an essential prerequisite for every task, and nothing can be accomplished without it. We can, therefore, affirm that belief in God plays a major role in the progress and welfare of the world."

(Our God p 172)



ACTIVITY



Write a Letter to Our Beloved Huzoor (Aba)

- Distribute blank sheets of paper and pens to each Tifl, ensuring they have a solid writing surface (like a clipboard).
- Encourage the Atfal to express their thoughts by writing about:
 - What they are grateful for or appreciative of
 - Ideas on how they would simplify their lives
 - Prayers for continued success in their lives and future endeavors.

DONT FORGET TO PUT YOUR ADDRESS*



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