

## EDUCATING THE YOUTH TO MARKET THEIR TALENTS IN THE CONTEXT OF RISK BEHAVIOUR

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### ABSTRACT

This paper is concerned with Educating the youth to market their talents. Youth are not useless but used less in the society. They need learn to solve their problems and market their talents in a constructive way. The behavior of youth is to be carefully observed by the teacher and counselors. This paper focuses on the problem solving components of risk taking behavior of adolescents and their social implications including business field. During risk taking situations, youth are expected to go for a good amount of thinking, a change of information, coordinating ability, developing new ideas and practices and the best possible decision making mind. The components of problem solving help them to come out of their stress and market their talents for their well being. It can very well be done by the process of Education.

**KEYWORDS:** Demographic and Social Factors, Cognitive Style, Genetic and Biological Factors, Risk Taking Situations, Problem Solving Factors