

FROM WINNING HEARTS TO MANIPULATING MINDS: GODMEN AND THEIR FOLLOWERS

Sanghmitra Choudhary¹ & Mamata Mahapatra²

¹Research Scholar, University of Delhi, New Delhi India

²Professor, Amity University Uttar Pradesh, Noida, India

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ABSTRACT

The main objective of this paper is to study the motivation behind following the self-proclaimed godmen. We conduct in-depth interviews of the family members of the subject followed by two real case analyses. The cases are discussed in the light of theoretical models and review of research literature the researchers attempt to explain what sustains the retention of followers in such organizations. The paper will generate awareness among the followers to create a distinction between faith and blind faith and will shed light on what psychologists can do for the mental well-being of the followers.

KEYWORDS: *Self-Proclaimed Godmen, Followers, Society, Mental Health*