

## **POSSIBLE APPLICATION OF BUDDHIST AND CONFUCIAN TEACHINGS TO PROMOTE SOCIAL WELLBEING**

Ven. Thittagalle Arunasiri\*  
Sri Lanka International Buddhist Academy, Sri Lanka  
\*arulyceum@gmail.com

Determining a body of moral ideals that could be universally adopted with ease by contemporary society and could spread over different geographical regions and take root despite the inherent diversities of their cultures is no easy task and it is indeed problematic. However, it is not impossible to conceptualize in the modern context in which the world has drastically contracted due to technological advancements thanks to modern methods of transportation and communication. They could provide a useful platform to disseminate and discuss universally valid ethical notions. By contrast, however, modern society lacks the awareness with regards this concept but in spite of that the people are willing to enjoy their lives by fulfilling individual needs. In these circumstances self-interest becomes paramount and people always attempt to hoard rather than share choosing to run away from moral values. The current world needs to be persuaded to build an ideal, appreciative society, because it is unique and key to existing in harmony and prosperity with its members. Although there are reliable resources fostering to establish such an ideal concept, comparative studies on Buddhist and Confucius teachings in terms of building social wellbeing are rare. Qualitative method is used to collect and analyse the data from both primary and secondary sources. Both these teachings advocate the building of an ideal society on ethical formations. The establishment of appropriate social relationships is important to achieve that purpose, because man can't live alone and he is a gregarious being that depends on inter-personal relationships. It is important to fulfill duties and obligations by oneself in order to an ideal appreciative society. The golden rule of building social well-being is quality of human life according to Buddhism and Confucianism. The attempt in this study is to see how far both Buddhist and Confucius teachings could be effective in accomplishing the task of establishing an ideal society for the achievement of social well-being.

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