

"Media Need to Balance its Commercial Interests with Social Responsibility" – Justice Ray

Justice Ray Moots for Media Council.

Delhi, April 4:

Justice G.N. Ray Chairman, Press Council of India urged media to strike a balance its commercial interests and social responsibility. He lamented the decline of social concerns and values in media with the corporatization and commercialization of modern media in the wake of globalization and liberalisation.

He expressed these feelings while inaugurating One-Day Media Seminar on "Value Based Media- Need of the Hour" organized by the Brahma Kumaris Institution in association with Delhi Journalists Association and a few other Journalist Unions at **PSK Auditorium, Vikas Marg, here today.**

He called for the constitution of Media Council, a common regulatory body for the both print & electronic media to promote the practice of journalistic ethics and values with the spirit of mission in media profession.

Delivering the key note speech, **Dr. Ved Pratap Vedic, Eminent Journalist of India** said that both society and media influenced each other. Media persons needed to cultivate values like fearlessness, impartiality, objectivity and equality, in order to serve society and its people better, he stressed.

Media needed to work for truth and righteousness rather than side with political and economic bigwigs for narrow selfish interest and ought to uphold its basic principles and values at any cost.

Mr. Anuj Dayal, Chief PRO of Delhi Metro Rail Corporation said that majority of mass media were value based and supportive for social cause barring a few media organizations who tarnish the image of total media fraternity for petty gains.

Rajyogi B.K. Brijmohan, the Chief Spokesman of the Brahma Kumaris, giving a talk on stress free living for media persons said that practice of spiritual wisdom and rajyoga meditation, was key to inner empowerment, health, harmony and tension free life for media persons.

Rajyogini Dadi Kamal Mani, Director Rajyoga Centers of Brahma Kumaris in East Delhi, in her blessings urged media persons for practice of soul consciousness and divine contemplation for peace, poise, power and happiness in life.

Mr. N.K. Singh, Political, Editor, E-TV talking on the need for self regulation in media, called for self control among print & electronic media houses not to make masses dumb with cheap entertainment but to highlight the vital issues catering to people's basic needs, survival and development.

In the afternoon session, **Rajyogini B.K. Asha, Director, Om Shanti Retreat Centre,** Gurgaon talked about spiritual empowerment for better human life and society. Among others who spoke in the Seminar were **Prof. Pradeep Mathur, Former Editor, The Pioneer; Dr. A.K. Tripathi , Senior Director, Doordarshan, Mr. Manohar Singh, President, Delhi Journalists Association, Mr. Arunam Sakat, Sr. Director, Doordarshan.**

Mr. Pulkit Mishra, 'Bharat Gaurav' Rastrapathi Award Winner for performing arts entertained the participants with his soul elevating divine dance etc. Over one hundred journalists from print and electronic media attended and derived benefit from the Seminar.