

Prsee Release

“Spirituality Essential for Peace & Development” - Prafulla Samal

Cuttack, Aug. 12: An All Orissa Conference on **“Role of Media in Promoting Peace & Development”** was organised by the Media wing of Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya at its Jhanjirimangla Rajyoga Centre here today.

Mr. Prafulla Samal, Minister of Panchayati Raj, Information & Public Relations, addressing this Media Conference as Chief Guest said that for true peace & development in the state, identification of real people below poverty line (BPL), held the key.

He said that due to lack of awareness among BPL people about their rights & Government's various scheme and due to corruption, wrong people were being benefitted from BPL Programme.

He urged the Media Persons to help the Government in identifying real urban & rural poor and in creating awareness among them about their rights

He said that practice of spiritual values and meditation by media persons would not only restore inner peace, power, courage, honesty & integrity among media persons but would also would promote the same in society through their respective mass media channels.

Mr Sarat Mishra, Editor, Samaj addressing the Conference as Guest of Honour said that while true media objectivity & impartiality were not possible in today's competitive & commercial atmosphere, projecting the truth, and supporting the noble causes of peace, harmony, brotherhood and character building by modern media persons could be possible with the practice & promotion of spirituality.

Prof. Kamal Dixit, North India's Eminent Journalist & Media Trainer addressing as key-note speaker said that in the historical perspective of decline in India's mass media objective from a mission to profession and to the level of an industry & business could be attributed to our imitation and adoption of Euro-American system of journalism which had increasingly subscribed to sensationalism, commercialism and marketism.

He said that now there was the need to adopt Indian or Gandhian form of value based or positive journalism by integrating spirituality and social responsibility into today's media profession.

Mr U.S. Mishra former CBI Director & Interpol Vice Presedent and Presently Editor of Surya Prava Magazine, extolled the role of mass media in realising peace & development in society which could be further sustained & strengthened, if media persons could support noble causes & works of institutions like Brahma Kumaris.

Mr Arun Panda Senior Journalist & Columnist of Orissa as Guest Speaker decried spread of cultural pollution with the highlights of obscenity & vulgarity especially in electronic media which he wanted should cover and carry more of healthy, descent and spiritual Programmes.

Rajyogini B.K.Kamlesh, the founder & main promoter of Brahma kumaris institution's socio-spiritual services in Orissa and also Cuttack Sub-Zone In-charge of the institution, presiding over the Conference said that since the start, mass media had always extended its support to the institution's activities in Orissa. She invited the joutnalists & press people to make their personal & perfessional life peaceful, positive, healthy and happier with the help of spiritual wisdom & Rajyoga Meditation so as to be able to promote & spread the same positive experience and development among masses.

Prominent among others who spoke on the occasion were Brahma kumaris institution's National Media Co-ordinator, B.K.Sushant from Delhi; H.Q. Co-ordinator B.K. Shantanu from Mount Abu; Editor of Oriya Magazine 'Gyandarpan' B.K. Sulochana; Eastern Zone Media Coordinator B.K. Nathmal etc..

About 100 journalists representing print and electronic media from allover Orissa attended this Conference which was stage coordinated by B.K. Asmita of Cuttack Centre.

B.K.Kamlesh