

PRESS RELEASE:

Media should work as Peace Messenger in Society - T . Dolkar

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“Today’s Mass Media, due to influence of market forces, seems to have deviated from its avowed objectives public good, vigilant role and social responsibility. Especially private channels being goaded by TRP Syndrome & Profit motive are increasingly promoting consumerism, materialize mindset and cultural pollution by very often compromising on media’s core values”.

Ms. T. Dolkar, Addl. Director General, All India Radio from New Delhi made there observations while addressing the inaugural session of 3-day All India Media Conference Cum Retreat organized by Prajapita Brahma Kumaris Ishwarya Vishwa Vidyalaya at its Gyan Sarovar Academy for a better world, here today.

Lauding the efforts of the Brahma Kumaris organization in promoting the practice of India’s ancient spiritual wisdom, Values, Culture, Lifestyle and meditation among masses, she said that such spiritual empowerment of media professionals could enable the latter to become effective & powerful messengers of peace, harmony, love, brotherhood and thereby holistic development in society.

Dr. Man Singh Parmar, Head, Dept of Journalism, Devi Ahilya, University, Indore delivering the key note address on the occasion today said that restoration of peace, amity, unity, integrity, individual freedom and dignity are not only enshrined in our Constitution’s preamble or in UN’s Charter, but also are increasingly being emphasized upon by various media councils & associations like Press Council of India, Editors Guild of India, News Broadcast Association, Broadcast Editors Association etc. He called upon the media fraternity to adopt these core values, which are also journalistic values through practice of spirituality in daily life, in order to become change-agent for restoring peace & harmony in society.

Delivering the inaugural address, Rajyogi B. K. Nirwair Secretary General of the Brahma Kumaris Institution and Chief Editor of World Renewal Magazine said that awareness and contemplation of one’s inner self and its core qualities of inner peace, power, love, happiness and bliss are the basis for realizing peace, health, harmony and happiness in self, family, nation and the world. He urged the media persons to regularly practise Rajyoga meditation and healthy lifestyle to overcome stress and various psychosomatic ailments like heart diseases.

Rajyogi B. K.Om Prakash, Chairperson of Brahma Kumaris Media Wing in his welcome address said that spiritual self empowerment is the key to over come pollution of mind & vices in self which are the main impediments against the realization of universal peace and brotherhood. Mass media can play a positive & powerful role in this direction on the basis of inner spiritual empowerment, he stressed.

While Prof. Kamal Dixit, Eminent Journalist & National Coordinator, Society of Media Initiative for Values extolled the selfless love & Service of Brahma Kumaris for the Media fraternity by holding such Media Conferences for the last 25 years, National Media Council's office bearers conferred special Media award on the Joint Chief of the Brahma Kumaris Institution for its sustained efforts in empowerment of media persons for over last two decades.

Rajyogini Dadi Ratan Mohini, Joint Chief of Brahma Kumaris, blessings the occasion said that universal Peace & brotherhood could be realized on earth, if mass media could take up this noble cause with missionary spirit, in disseminating and spreading spiritual knowledge, universal values and Rajyoga meditation among people all over the world.

At the end, Rajyogi B. K. Karuna, the Multi Media Chief of Brahma Kumaris, exhorted the participating 500 media professionals to become relaxed, refreshed and recharged through daily practice of Rajyoga meditation and informed the gathering about Brahma Kumaris Institution's and India's first 24 hour value based Community Radio Station called Radio Madhuban FM 90.4 at Mount Abu and also about the recent launching of the Institution's First Divine News Network (DNN) global TV Channel with value based spiritual contents to cater to the interests of every household family in India & Abroad.