

Press Release

‘Media should highlight positive news for development’

–Prof. PK Dhumal

Shimla, June 3: Himachal Pradesh Chief Minister Prof. Prem Kumar Dhumal urged media people to highlight and spread more of positive news, constructive stories and social concern for holistic development of people, society and the country.

Inaugurating an All India Media Seminar on “Media Initiative for a Value Based Society” organized by Prajapita Brahmakumaris Ishwahriya Vishwa Vidyalaya at its Rajyoga Centre here today, he further said that in order to disseminate positive information, news and values to the larger public and in order to be more credible and trustworthy, media persons from reporter level to editors and owners need to inculcate human, moral and ethical values in self first.

Quoting extensively how the national spirit and strength of Israel have been bolstered by its mass media providing more priority and stress on news and issues of national heritage, values and achievements, he exhorted India’s media especially in Himachal Pradesh to work for projecting more of our spiritual culture, values and life style and to protect the same from cultural pollution being perpetrated by western culture and lifestyle through respective mass media.

Professor A. D. N. Bajpai, Vice Chancellor of Himachal Pradesh University said that spirituality is the science of realizing one’s inner self and its innate qualities, powers and wisdom. He said that inculcation of spirituality and Rajyoga is needed to change and strengthen the mindset of media persons thereby of other people in society from commercial and consumerist to value based, positive and public service oriented, for the well being of all and for welfare of society.

Rajyogini B.K. Krishna, Additional Head, Jalandhar Sub Zone of the institution blessing the occasion with her presidential address said that media persons can better their life and society and can make the same pure, positive, healthy, stress free and happy by regular practice of spiritual knowledge, universal values, Rajyoga meditation, positive and healthy lifestyle as being taught by the institution.

Prof. Kamal Dixit, Eminent Journalist and National Coordinator, Society of Media Initiative for Values from Indore delivering the key note speech said that today’s media persons need to do some degree of self introspection and self analysis for self empowerment, self regulation and excellence in their personal and professional life with the help of spirituality.

Prominent among other’s who spoke on the occasion were Dr. Suresh Verma, Associate Professor, Electronic Media Deptt. of Jamia Milia Islamia University, Delhi; B.K. Sushant, National Coordinator, Brahma Kumaris Media Wing, Delhi; B.K. Lata, Sr. Rajyoga Teacher from Pune; B.K. Shantanu, H.Q. Coordinator, Brahma Kumaris Media Wing, Mount Abu etc.

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