

I Pledge for Peace - An Unique and noble program launched by Brahmakumaris

The Brahma Kumaris has come a long way since it was founded in 1936. In 75 years it has grown as an international NGO with an infrastructure of 8500 service centers in 137 countries. The Organisation has emerged as a global leader in promoting universal peace and brotherhood. It is recipient of 7 UN Peace Messenger awards and holds consultative status with ECOSOC and UNICEF.

By recognizing the core values that lie in each human being, the Brahma Kumaris have been nurturing these values through constant practice of Rajyoga Meditation and by observing peaceful principles in their own conduct. In the past seven decades the organization has made values like purity, peace, love and joy a practical and sustainable experience in the lives of millions of people around the world.

After celebrating its Platinum Jubilee last year, Brahma Kumaris is launching an unique peace campaign called “I Pledge for Peace” this year in collaboration with the United Nations Information Centre (UNIC) in September. It will be a three month long campaign which will culminate on 21st December 2012. It may be extended further for six months.

Launching programme of this Unique campaign took place yesterday (18.9.2012) 6.p.m. at Chinmaya Heritage Centre, Harrington Road, Chepet, **Dr. K. Rosaiah, His Excellency**, The Governor of Tamilnadu presided over the function.

Programme started with lighting of ceremonial lamp Kuthu Vilakku by His Excellency, **Dadi Ratan Mohiniji**, Joint Administrative head of Brahmakumaris, Justice. S. Tamilvanan, Hon’ble judge, Madras High Court, Dr. Prabhatkumar, Scientist, Chairman & M.D. BHAVINI, Kalpakkam and S. Guruurthy, Chartered Accountant and columnist

After Tamil Thai Vazthu, Sis. B.K. Beena welcome the gathering. Dadi Ratan Mohiniji in her benedictory address explained ‘Peace’ the inner power of human beings and that can be derived and experienced through the Supreme Father, who is the source of peace, being ocean of peace.

Then the distinguished guests Justice Tamilvanan Hon'ble Judge, Madras, High Court, Dr. Prabhat Kumar, Scientist and Mr. S. Gurumurthy, Chartered accountant and columnist felicitate the effort of Brahmakumaris in making this world a better place to live in by spreading the vibration of Peace everywhere through the Spiritual device, Meditation.

Then, His Excellency and Dadiji inaugurated the project by releasing of plaque of the project.

In his launching address His Excellency Dr. K. Rosiah said,.

Every human continues to long for and work towards Peace and Happiness in life. Both are State of Mind.

Generally people use different methods to achieve Peace and Happiness - Family and friends, prayers and service, wealth and possessions, social status and power etc. But the Endeavour still remains unfulfilled. Still the search continues...

Brahmakumaris school of thought says, that we have forgotten the spiritual power latently lying within us.

They say,. Our thoughts also determine the quality of energy around us. What we think forms the basis of the way we lead our lives and it reflects in our mood, attitude, action and lifestyle.

Whatever we think we become, it goes out in the environment and comes back to me manifold. If we think ill of others we will receive the same from others also. If we feel happy, vibrate positive attitude towards others, we will receive blessings and co-operation from the world and the nature around us. At this juncture the art of meditation fills our mind with positive, Powerful and Peaceful thoughts.

The campaign is aimed at creating awareness about peace in daily life. It encourages people to spend some time and thoughts for being at peace and for spreading peace all around the world. They have distributed brochures and pledge forms at their 8500 main centres all over the world, who will further share them with other organizations in their area.

To execute this campaign, they have organised launching programs in major cities such as New Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bangalore, Bhubaneswar, Jammu etc. and during the following three months BK volunteers will contact and collaborate with schools, colleges, hospitals,

banks, offices, clubs, social organisations, and many other institutions to organize programs and conduct mass signature campaigns to promote the need for creating peace in their lives and society. Volunteers will also contact individuals in residential localities in door-to-door campaign.

People will be encouraged to give ten minutes every day to think about thoughts of peace. The idea is that if significant numbers of people practice peaceful thoughts, great collective peace energy will be created in the world. A Peace commentary is provided in the pledge form to help and guide people to contemplate meditate and create peaceful thoughts.

I would like to say.... At the end,

People of Tamil Nadu may extend their co-operation by their involvement in this noble project of Brahmakumaris, which aims to bring a new world order of Peace and Happiness, The Ramarajya, The Dream of our Father of Nation Mahatma Gandhiji.

Then, Dadi Ratan Mohiniji presented memento to His Excellency and the distinguished guests. B.K. Kalavathy Who is the Director of Brahmakumaris Retreat Centre, Sunguvarchatram, proposed vote of thanks.

Program ended with National Anthem.