

## **Media Conference inaugurated at Mount Abu : Press News & Photo**

Mount Abu, **June 8**. The 4-day national media conference cum retreat on “Restoring Peace and Non-violence in Society :Role of Media” was inaugurated by lighting of lamps by Dadi Ratan Mohini, joint chief of Brahma Kumaris and media personalities in the Harmony Hall at Gyan Sarovar on **Saturday**. As many as 500 media persons from different states of the country besides Nepal and Myanmar were present. Dadi Ratan Mohini hoped media would play an important role in combating violence, corruption and other vices that dot the society.

Welcoming the delegates Media Wing chairperson BK Om Parkash said media persons always have innovating ideas coupled with lot of creativity. He regretted that violence has been gripping social and national scenario as well. The root cause of violence, is found in five vices of lust, anger, greed, ego and attachment. The media can help substantially in combating violence and corruption.

Speaking about the objectives and aims of the conference, Multi Media director BK Karuna all eyes are focused on the Lok Sabha elections expected by next year. The media and other right minded sections of the society can bring awareness among millions of electorate to elect representatives known for good image and conduct.

Addressing the gathering Dr Mansingh Parmar, HOD dept of journalism, Devi Ahilya University (Indore) lauded the untiring efforts being made by Brahma Kumaris in inculcating values in different fields. India, he said, has been famous for preaching peace and tranquility. Bhagwan Mahavira and Mahatma Gandhi, besides other great Indians, always impressed upon non-violence. He favoured bringing of electronic media within the ambit of Press Council of India to check exceptional highlighting of violence and other ills. Dr Parmar informed that national curriculum for media students is being designed to promote value based journalism that would help in achieving peace and non-violence.

Indore based Vision World News editor Ashish Gupta sought to convey that circumstances and professional compulsions sometimes force media persons to opt for negative presentation so as to create some fear among the society against wrong-doings. If people start switching off TV channels that highlight obscenity and boycott such newspapers also, the managements would have to rethink about their attitude. He advised the media to avoid involving itself in the campaigns or agitations and remember the fate of the agitation launched by veteran Gandhian Anna Hazare despite of media hype.

Dr Sanjeev Bhanawat HOD in Rajasthan University, Jaipur said change can't be brought in a day or two since struggle for freedom of the country had also taken about two hundred years. Editors and senior executives of the media need to be pursued to change their mind set and develop fair environment to achieve the object of peace and non-violence. Quoting former President Dr Abdul Kalam he said news relating to violence should not become cover-page story.

GK Mahapatra, Editor, Daily Samaj, Cuttack unhealthy commercial race among the electronic channels and newspapers have been fatal to the interests of the society, it needs to be checked. Media must realise its power and use the same in positive manner to reform the dismal scenario that had emerged in recent time. Media Wing HQ coordinator BK Shantanu proposed vote of thanks.