

Media Conference Resolution

A 3-Day Mega Media Conference on “Towards Positive Transformation - Role of Mass Media” was organized and hosted by Prajapita Brahma Kumaris Institution’s Rajyoga Education & Research Foundation at institution’s Shantivan Complex, Abu Road, Rajasthan from 19 September. 2014.

The Conference was inaugurated by Mr. Shripad Naik, Hon’ble Union Minister of Tourism & Culture in the presence of over fifteen hundred media professionals, academicians and experts representing print, electronic, internet, film, traditional and promotional media from all over India and Nepal.

The dignitaries and delegates of this Media Conference deliberated through seven open sessions & two dialogue sessions on media issues of topical interest, for three days.

They also underwent a few experiential sessions on raj-yoga meditation, inner empowerment and arrived at the following conclusions and resolution in the Valedictory Session of the Conference on 21st September, 2014.

Resolves

1. Considering the immense power, potentiality, reach and responsibility of today’s mass media especially of electronic and social media, the participating media professionals resolved to practice proper self-regulation in selection and communication more of positive quality contents and messages for people and society.

2. Working journalists & media persons need to undertake utmost care and caution not to compromise on core journalistic and ethical values just for catering to any vested interest.

3. At no cost, the fast evolving modern communication technology would be allowed to obliterate country’s native languages, culture and heritage.

4. In order that today’s mass media become a strong catalyst and change agent to bring about positive transformation in people’s life and society, media professionals must cultivate positive attitude, values and belief system in life through the practice of India’s rich spiritual wisdom, raj-yoga meditation , simple and healthy lifestyle.

5. In spite of paradigm shift in media objectives from mission to profession and from idealism to consumerism and with no palpable change in people’s expectations from media, media professionals got to be more pro-people, pro-weak, pro-voiceless and pro-active by balanced blending of their commercial interests with social responsibility.

6. Media professionals must enhance their self-esteem and self-respect through self-introspection, inner empowerment and development communication for empowering masses to build better life and society.

7. Media professionals need to increasingly recognize and apply the role of mediation by providing all possible suggestions for problem solution and conflict resolution in various spheres of statecraft and in all walks of public life including in administration of justice.