

Blend of Science and Spirituality- a must for progress

-Sri Bandaru Satyanarayana Murthy, Hon'ble Minister for Municipal Administration and Urban Development, AP

Om Shanti!

Respected Rajayogini Dadi Prakashmaniji, Chief of Brahma Kumaris, Bro. B.K.Omprakash, Chief of Media Wing, Bro.B.K.Karuna. National Co-ordinator of Media Wing and all those who are on the dais and all those who are on the dais and all the participants of the Conference who represent different press and media from all over the country.

I have treat pleasure to be with you for this All India Conference on 'Value-Based Media' at this World Headquarters of Brahma Kumaris-Land of Peace.

It is indeed very thoughtful and wise of Brahma Kumaris to have organized this Media Conference o a very high scale. As every one of us is aware. Media and press play a very powerful and important role in leading the country on the right direction. The very purpose of Media is to inform and influence the people on positive path. Media creates sensitivities and perceptions that contribute to national cohesion, scientific thinking and independence of mind and spirit, thus furthering lithe goals of socialism, secularism and democracy.

The State of Andhra Pradesh, which I represent, pays major attention to all-round development of a person... Under the able and dynamic leadership of the Hon'ble Chief Minister of Andhra Pradesh Sri Nara Chandrababu Naidu, the government is giving prime importance to social and moral development of people. A number of programmes have been taken up like Janmabhoomi, Clean and Green Andhra Pradesh, Formation of Parents Committees in Educational Institutions, for the peace and progress of Andhra Pradesh in making the State an ideal place a 'Swarma Andhra Pradesh'. We have adopted hi-tech techniques for coping with the competitive trends in the world today. Through various developmental programmes that the State has taken up, it is our continuous endeavor to mould the Youth and Children so as to meek them more useful for the future of the country.

Taking a glimpse at the world scenario, the present system in the world has not been able to bring about constructive transformation for integrated thinking and harmonious living. Despite the fact that the science has developed manifold and gives the human all comforts on earth, it is a known fact that we have not been able to lead a peaceful and happy life. Due to the diminishing human values, the world is traveling on the path of deterioration of morality and it is the prime role of media to stem the died. It

is time for media to realize their onerous role and set their goals for a brighter future.

I am very glad to be here and acquaint myself with this great organisation, Brahma Kumaris, which is continuously working for the cause of the well-being of the humanity. As you are well aware, the human efforts have not been able to lead us properly, and I am confident that inculcation of human and moral values with a blend of spirituality, what is being practiced at Brahma Kumaris, would lead all of us to a constructive and progressive path.

It is a coincidence that 'Swarna Andhra Pradesh' is the goal of our state, and bringing 'Swarna Yuga' on earth is the goal of this mighty organization, Brahma Kumaris. Since the goals and objectives are common that is for refinements of values, I am sure, we work as partners to make the mother Earth an Ideal World in the near future.

Lastly, it is my appeal to all the press and media persons to carry with them a word of message from this great organization and bring an awareness among people on "living value system" and revival of an ideal culture in the near future. I take this opportunity to offer myself to contribute to the best of my capacity to Brahma Kumaris who are serving this world with a good cause.

On behalf of the Government and the people of Andhra Pradesh, I once again wish you all the very best and bright future.

Thanking you, Om Shanti.

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