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Prem Rawat and his Live Motivational Message: A Study in Reference to Stress Management in the Youth Attending Delhi Event

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ABSTRACT

*“The request to be happy comes from within you. Don’t underestimate it.
For as long as you are alive, that request to be in happiness and in peace will be there.”*

-Prem Rawat

Industrial, technological and environmental changes have made life both easier as well as more difficult for today's generation. Youth are facing many challenges like domestic problems, excessive use of alcohol, economic instability. Young people are pressurized to get admission in universities, they face difficulties often because of competition among them is very high and unfortunately, not having fair selection sometimes. Apart from it unemployment, lack of job skills, skill based jobs etc., are increasing rapidly and these are burden on them, and sometimes having knowledge is not always warranty to get job. They are facing challenges in every field from getting job to performance at the job, these somewhere leading them to frustration and lack of enthusiasm. Stress is not a favored choice, but a forced one. If someone is under stress then not he/she but the surroundings are cause of it.

The keynote speaker Mr. Prem Rawat, known as ambassador of peace, who for the last 52 years spreading the message of Humanity and peace, receiver of many international awards. Therefore, it's important to study that as a motivational communicator, his messages have impact on youngsters.

KEYWORDS: Youth, Stress, Depression, Prem Rawat, Inspirational Communicator

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INTRODUCTION

Each individual strives for establishing peaceful and happy life for which humanity and peace are the fundamental need of human being. With this thought, Prem Rawat expressed for establishing peace worldwide efforts are to be made. There can be peace in the world only when, people experience peace in their heart. The need of peace that is felt today was never before and the peace that people is looking for resides within the heart of each human being not outside. He said there is hatred as well as humbleness inside people, there is jealousy as well as kindness, there is sorrow as well as peace. He defined mind and heart distinctly and said that biggest threat is the evil within the mind which is taking over everything. When the heart in every individual will start to resonate the peace and kindness, which will be an accomplishment for humanity in truest sense¹.

He said that every living human being had something wonderful happening inside. Within each person was a supreme beauty. Within each person was peace, joy, the feeling of the heart. He also informed that he reminded people that life itself was a gift. He encouraged people to know that it was possible to open the windows of understanding so they could be fulfilled. He saw each human being as complete. Within each one shined a sun so bright that it could make any darkness go away. According to him, “What I am proposing is that within each individual is the domain where peace can be found. This is the message that I feel is sorely needed in this world. How important it is for that one message to be accessible to everyone.

More than just words, I offer a practical way to feel the contentment that is already within. My message is neither new nor old—it is timeless. The peace, the contentment that we seek is within. It was, is, and always will be. Now is the time to turn within. What I offer is a gift from one being to another. I want to make this possibility available to people. And if they want to pursue it, I want to help them however I can².”

People can remain down-to-earth and enjoy life as it is meant to be the better they stay for the rest of their lives. They remain aware of where their actions can lead them to in future. Though it is believed that everything is predestined in our lives, we still are responsible for our deeds since God has provided us a brain to think before doing anything³.

Hence, it's important to study that as a motivational communicator, his messages have impact on youngsters. A researcher also conducted same type of study in Ranchi in Jharkhand, Bareilly in Uttar Pradesh, Mumbai in Maharashtra, India. There the researcher identified that Prem Rawat as an inspirational communicator has positive impact on youngsters.

OBJECTIVES

- To explore Prem Rawat as an inspirational communicator in reference to his live messages

- To analyze Prem Rawat's messages if they help youngsters overcome their stress or depression
- To ascertain media access by youngsters to listen to the messages of Prem Rawat

RESEARCH DESIGN

Researcher has done *pilot study* and *Survey* method is used. It is both qualitative and quantitative analysis.

Unit of Analysis : Young individual age between 14 to 35 years

Sampling Technique : Purposive Sampling

Selected Sample : 51 respondents

Duration of study : 7th November, 2018

Universe of the study : Participants who attend live event of Prem Rawat in Delhi, India

Primary Data : Through Interview Schedule

Secondary Data : The secondary data includes books, magazines, journals, Information Centres, periodicals and different websites.

LIMITATION OF THE STUDY

- Researcher has done pilot study therefore only 51 respondents had been taken for study.
- Keeping in view time, budget and feasibility, researcher collected data after live event of Prem Rawat held in Delhi, India.

USE OF STATISTICAL TOOLS

- Interview Schedule
- Table Presentation
- Pie Chart and Bar Graph
- Microsoft excel
- Word document

DATA ANALYSIS AND INTERPRETATION

Q1) How did you get information about today's event of Prem Rawat?

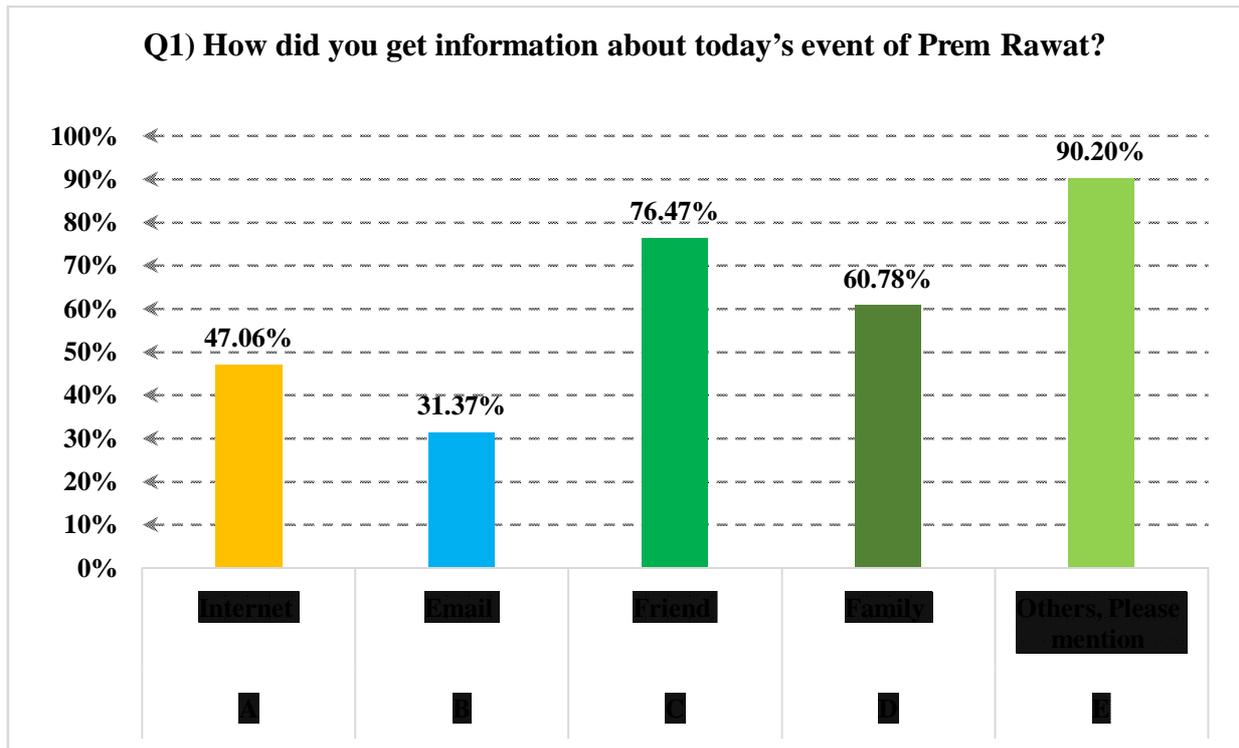


Figure1. Information About Today's Event of Prem Rawat

Table 1

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	24	47.06%
B	Email	16	31.37%
C	Friend	39	76.47%
D	Family	31	60.78%
E	Others, Please mention	46	90.20%

Inference

The figure (f-1) above depicts that more than half of the respondents (76.47 percent) chose Friend for getting information about live event of Prem Rawat in Delhi and a little more than half of the respondents (60.78 percent) said Family. Internet and email also played significant role in spreading information regarding life event. A majority of 90.20 percent respondents also chose others. It proved that two step flow theory exists in the society, opinion leaders like friend and family contributed much in decision making. (*Most of the respondents opted more than one option).

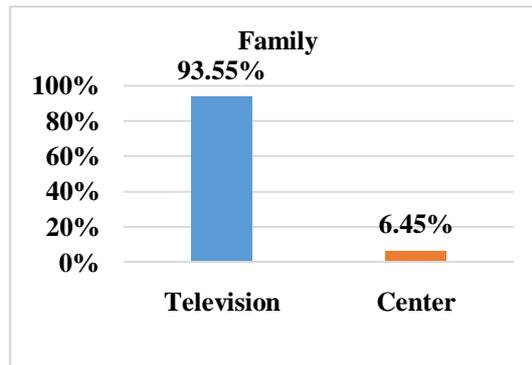


Figure2. Family

Table 2

Family	Frequency	Percentage
Television	29	93.55%
Center	2	6.45%
Total	31	100.00%

Inference

The researcher asked to the respondents who chose the option family that how family got information about the live event, majority of the respondents (93.55 percent) said television and very few of them (6.45 percent) informed center. Center is the place where they get information like upcoming events.

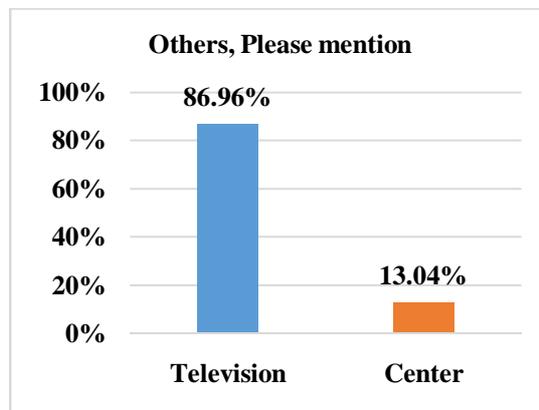


Figure3. Others

Table 3

Others, Please mention	Frequency	Percentage
Television	40	86.96%
Center	6	13.04%
Total	46	100.00%

Inference

Going ahead, the researcher explored the option (others, please mention), majority of the respondents (86.96 percent) said Television and some of them (13.04 percent) informed Center. It is cleared that Television helped more in disseminating information regarding live event.

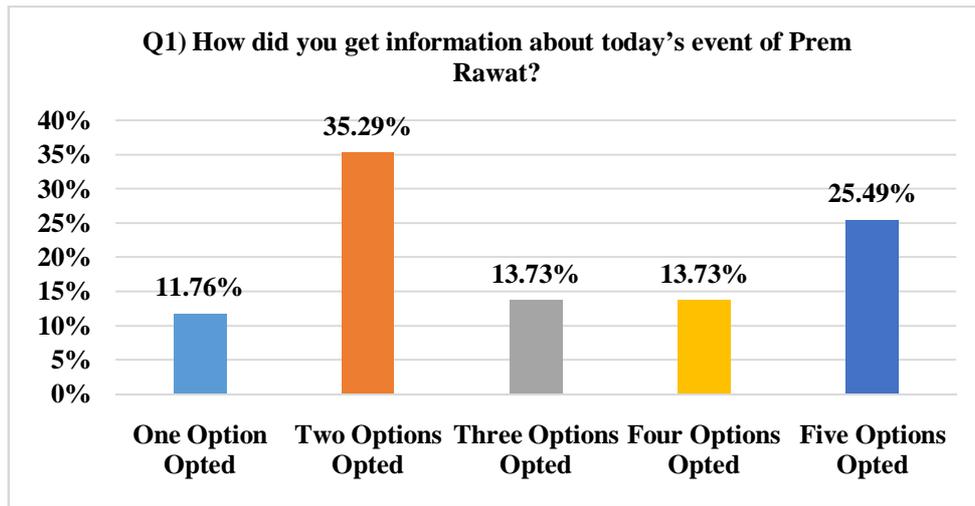


Figure4. More than One Option Opted

Table 4

Q1) How did you get information about today's event of Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	6	11.76%
Two Options Opted	18	35.29%
Three Options Opted	7	13.73%
Four Options Opted	7	13.73%
Five Options Opted	13	25.49%
Total	51	100.00%

Inference

The above figure (f-4) portrays that respondents can choose more than one option for the information regarding live event of Prem Rawat, so, 35.29 percent of the respondents chose two options. 25.49 percent of the respondents were opted five options and 13.73 percent of the respondents preferred three options and 13.73 percent of the respondents selected four options, 11.76 percent of the respondents were opted one option.

Q2) Prem Rawat as a communicator, what rank would you like to give?

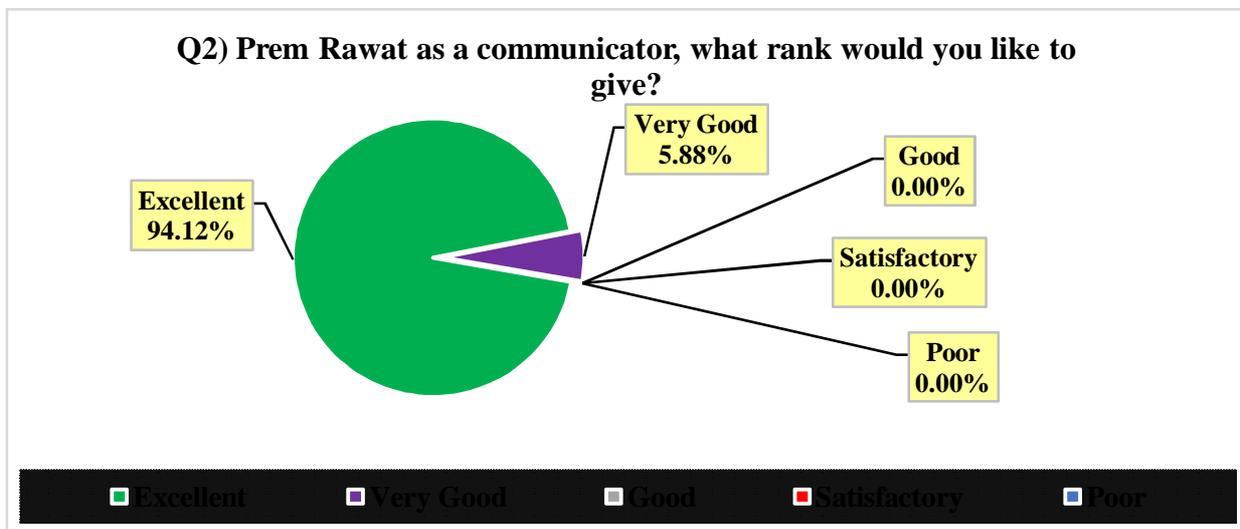


Figure5. Prem Rawat as a Communicator

Table 5

Q2)	Prem Rawat as a communicator, what rank would you like to give?	Frequency	Percentage
A	Excellent	48	94.12%
B	Very Good	3	5.88%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

According to the figure (f-5) and table (t-5), it shows that majority of the respondents (94.12 percent) picked excellent and only 5.88 percent of the respondent chose very good.

Q3) The way he expressed his message / speech, how would you scale?

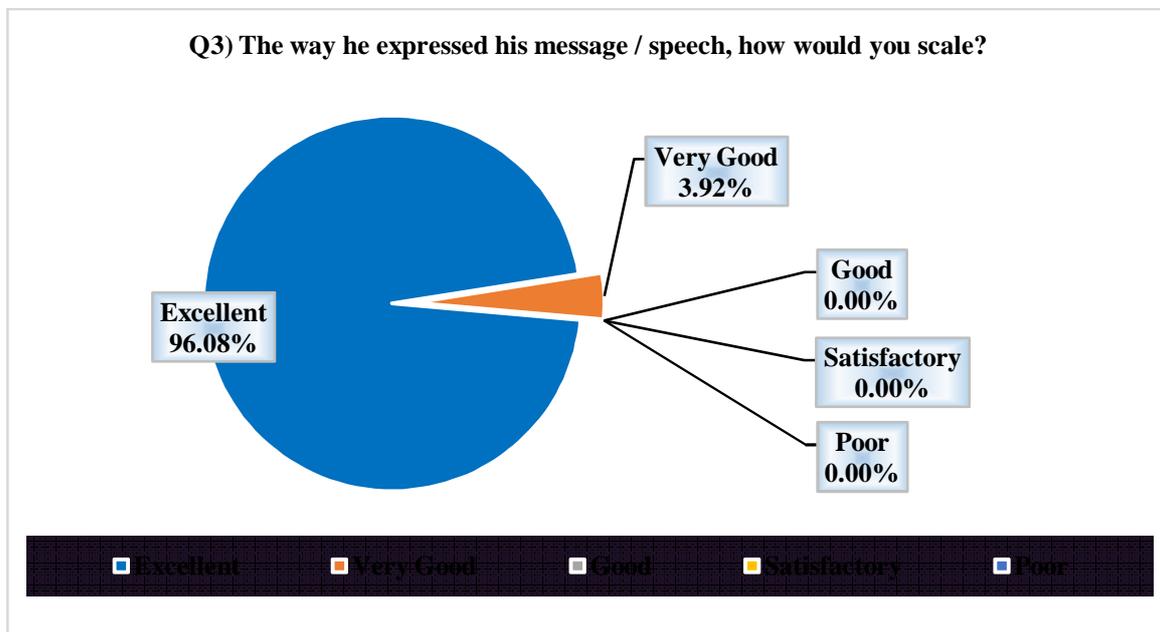


Figure6. Scaling Prem Rawat’s Message

Table 6

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	49	96.08%
B	Very Good	2	3.92%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

Going ahead, the next question was related to the way Prem Rawat expressed his message/speech, from the above figure (f-6), it is illustrated that the largest number of the

respondents (96.08 percent) selected excellent and only 3.92 percent of the respondent stated very good.

Q4) Do you like the content of his message?

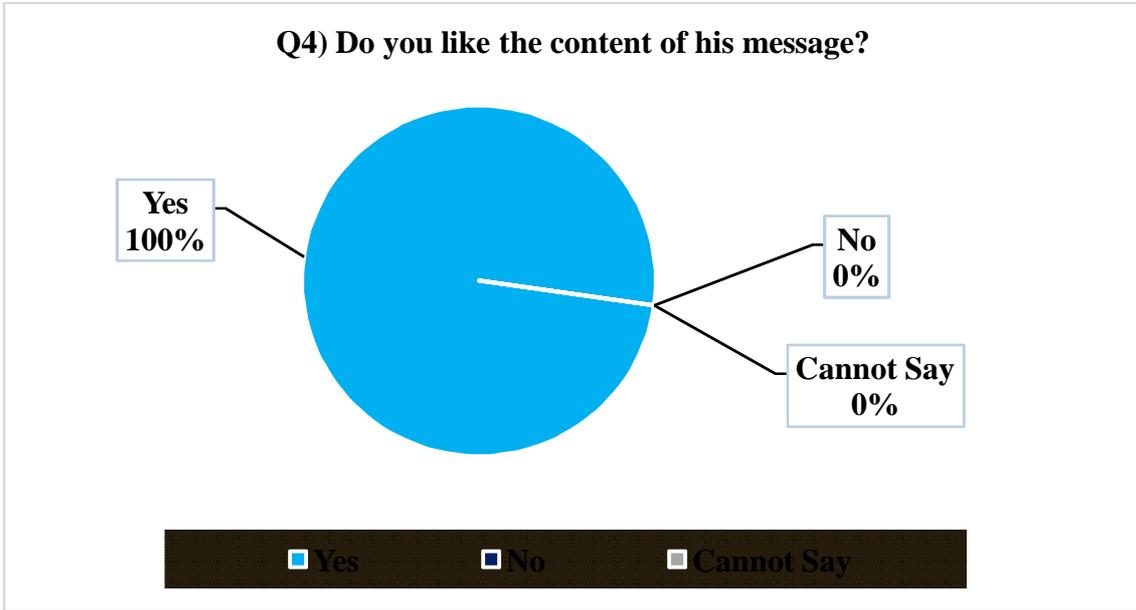


Figure7. About Message Content

Table 7

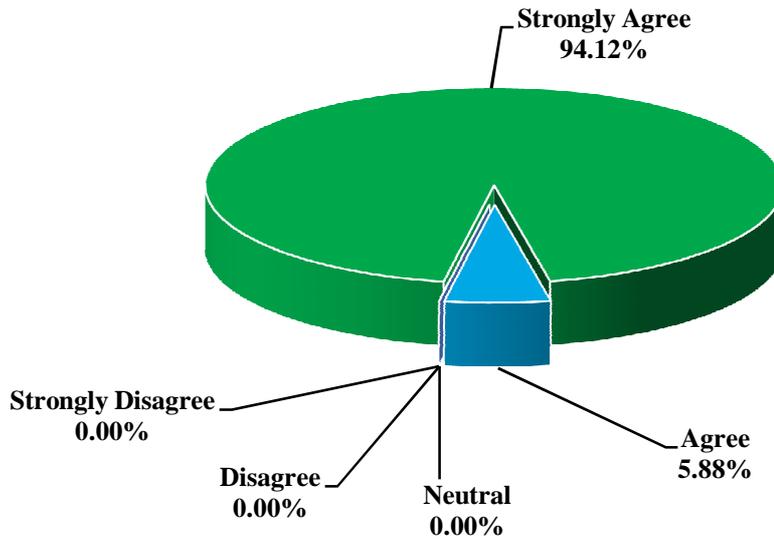
Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	51	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	51	100.00%

Inference

The question was based on the content of Prem Rawat messages, the figure (f-7) shows that all of the respondents chose yes.

Q5) Do you agree with the today’s message / speech given by Prem Rawat?

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Strongly Agree
 Agree
 Neutral
 Strongly Disagree
 Disagree

Figure8. About Prem Rawat Speech Agreement

Table 8

Q5)	Do you agree with the today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	48	94.12%
B	Agree	3	5.88%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	51	100.00%

Inference

The next question was to find out Prem Rawat's message/speech of live event listened by the respondent, do they agree or disagree? The figure (f-8) clarifies that largest number of the respondents (94.12 percent) strongly agree with it.

Q6) In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome from depression and stress?

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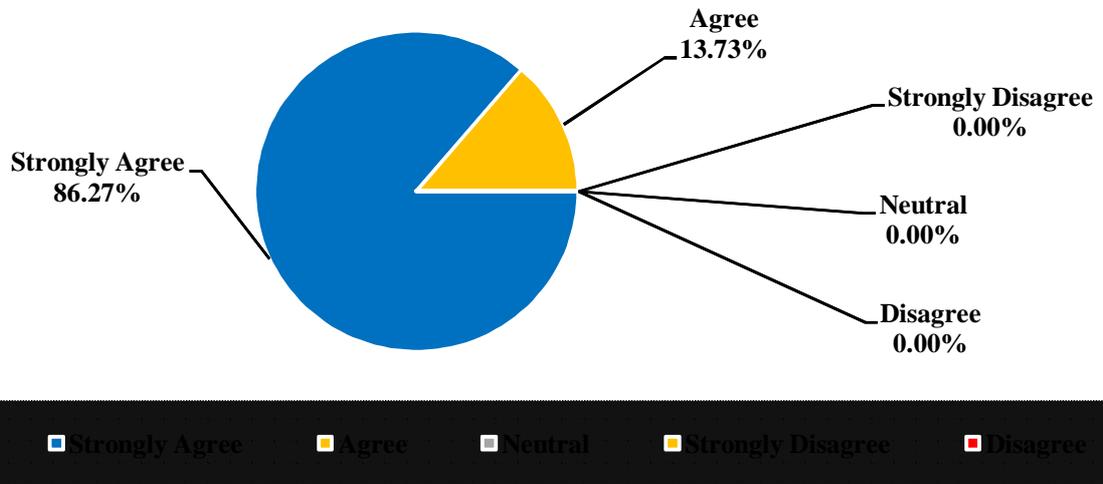


Figure9. Prem Rawat’s Messages Help Overcome Stress or Depression

Table 9

Q6)	In this era of modernization and technology, do you think, the message / speech of Prem Rawat will help youngsters to overcome from depression and stress?	Frequency	Percentage
A	Strongly Agree	44	86.27%
B	Agree	7	13.73%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	51	100.00%

Inference

As per the above displayed figure (f-9), it can be understood that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome from depression and stress as all of the respondents strongly agree and agree (86.27 percent and 13.73 percent respectively).

Q7) Will Prem Rawat’s message help you in your daily life?

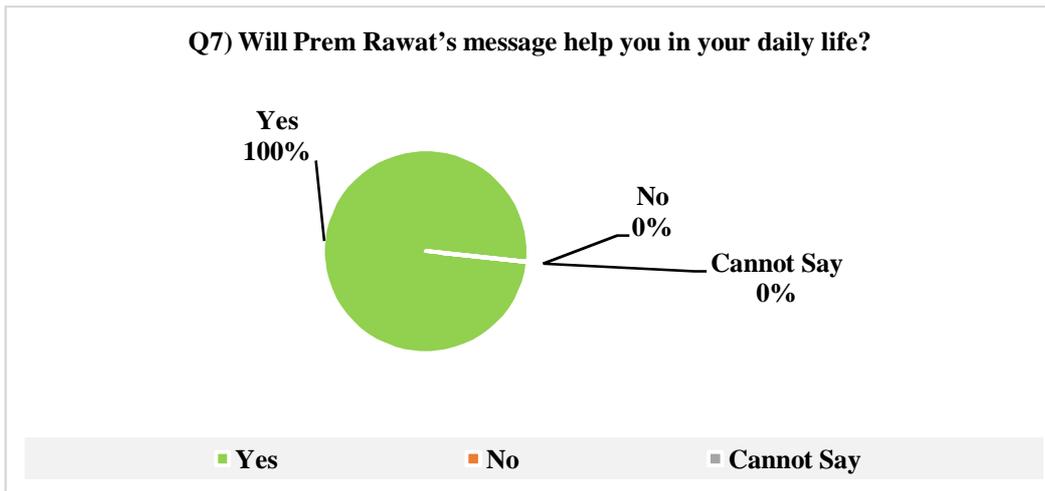


Figure10. Messages Help in Daily Life

Table 10

Q7)	Will Prem Rawat's message help you in your daily life?	Frequency	Percentage
A	Yes	51	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	51	100.00%

Inference

Going further, the researcher wants to know that Prem Rawat's messages help respondents in their daily life, the above figure (f-10) brought up that all of the respondents said yes it helps.

Q8) Apart from live event / program which media do you access to listen Prem Rawat?

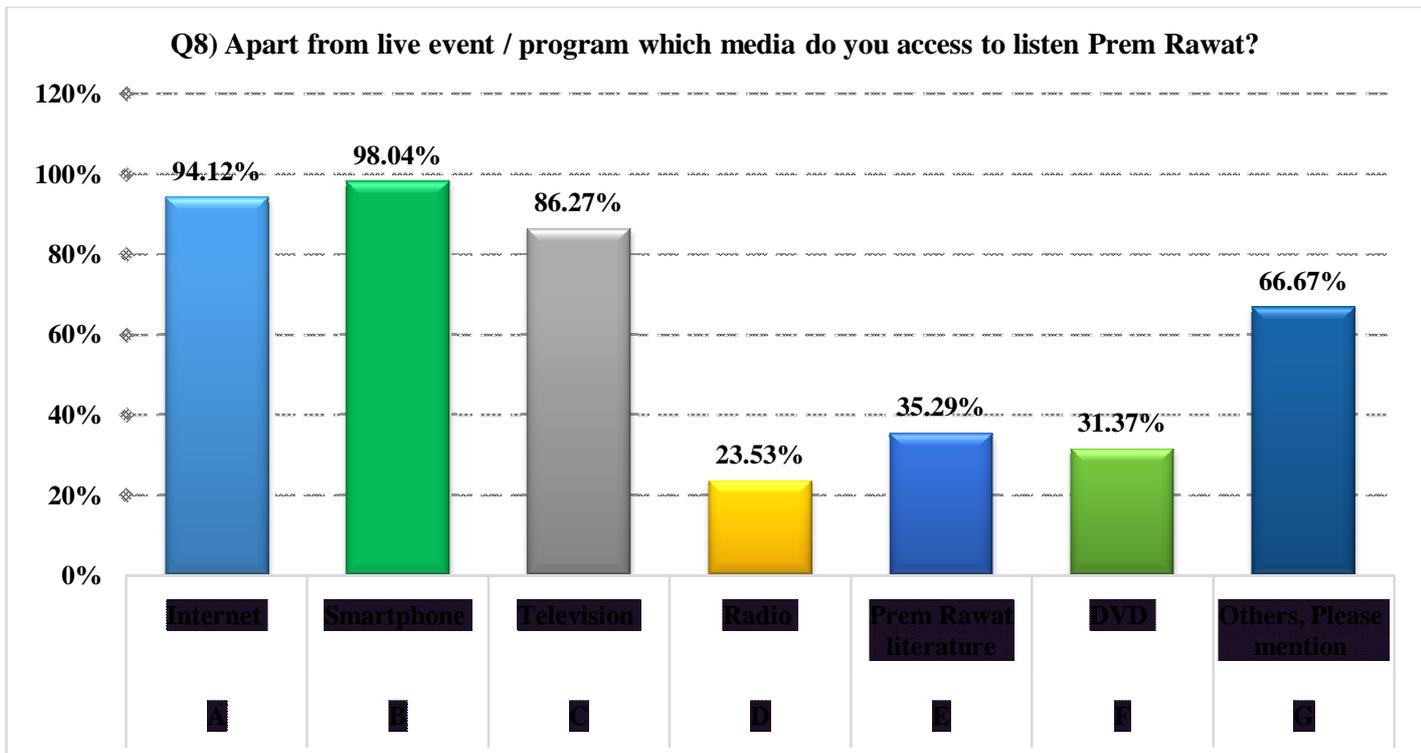


Figure11. Media Access to Listen Prem Rawat

Table 11

Q8)	Apart from live event / program which media do you access to listen Prem Rawat?	Frequency	Percentage*
A	Internet	48	94.12%
B	Smartphone	50	98.04%
C	Television	44	86.27%
D	Radio	12	23.53%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	18	35.29%
F	DVD	16	31.37%
G	Others, Please mention	34	66.67%

Inference

Going ahead, the next question was related to the media they access to listen Prem Rawat apart from live event, majority of the respondents selected smartphone, internet and television (98.04 percent, 94.12 percent and 86.27 percent respectively). (*Most of the respondents opted more than one option).

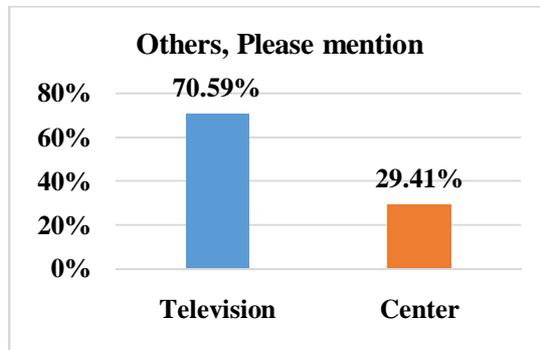


Figure12. Others

Table 12

Others, Please mention	Frequency	Percentage
Television	24	70.59%
Center	10	29.41%
Total	34	100.00%

Inference

The researcher dug and explored the option (others, please mention), majority of the respondents (70.59 percent) said Television and rest 29.41 percent of the respondents informed Center.

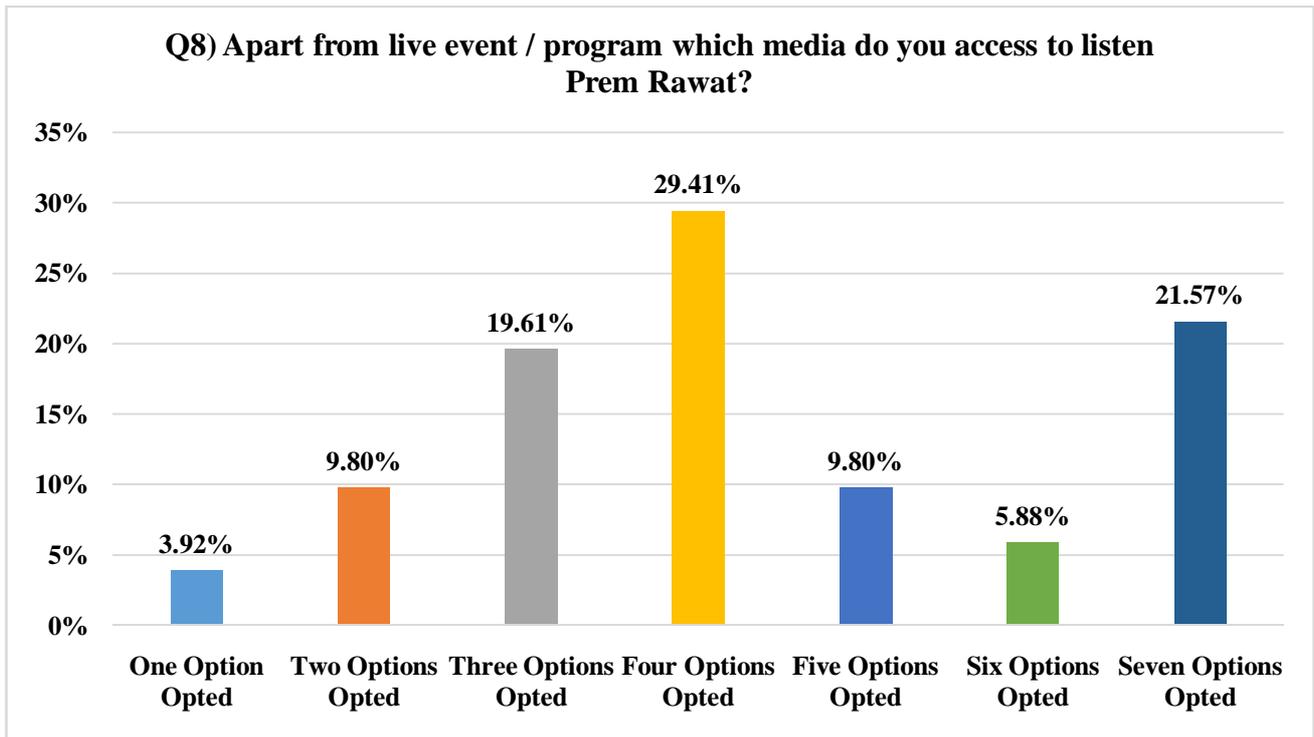


Figure13. More than One Option Opted

Table 13

Q8) Apart from live event / program which media do you access to listen Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	2	3.92%
Two Options Opted	5	9.80%
Three Options Opted	10	19.61%
Four Options Opted	15	29.41%
Five Options Opted	5	9.80%
Six Options Opted	3	5.88%
Seven Options Opted	11	21.57%
Total	51	100.00%

Inference

According to the above figure (f-13), it is cleared that respondents can choose more than one option for the information regarding apart from live event of Prem Rawat other media they access to listen his message, so, 29.41 percent of the respondents chose four options. 21.57 percent of the respondents were opted seven options and 19.61 percent of the respondents preferred three options, 9.80 percent of the respondents opted two options and five options respectively.

Q9) What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?

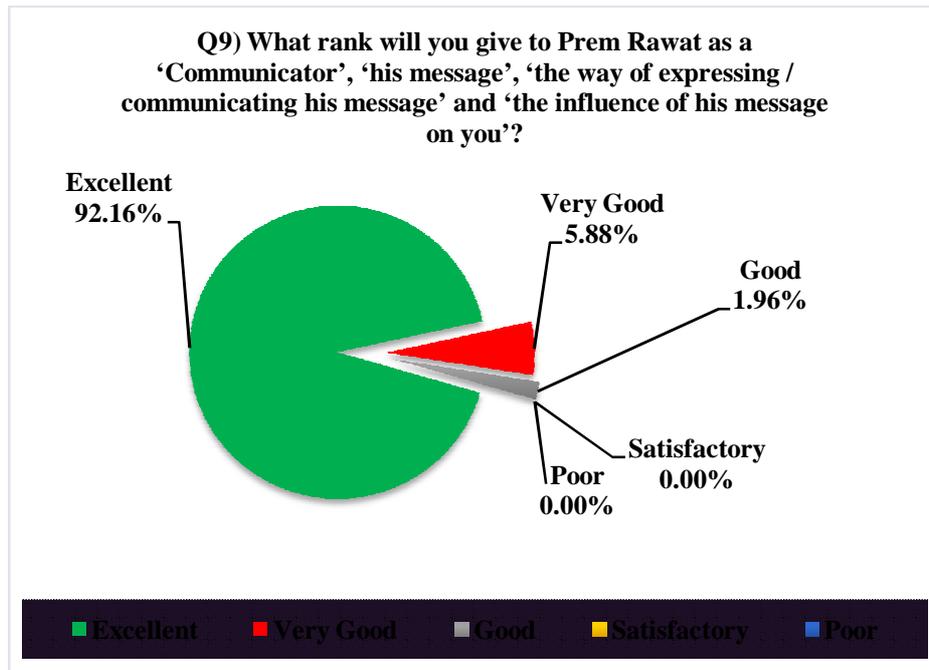


Figure14. Overall Rank on Prem Rawat Message and Influence

Table 14

Q9)	What rank will you give to Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message on you’?	Frequency	Percentage
A	Excellent	47	92.16%
B	Very Good	3	5.88%
C	Good	1	1.96%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	51	100.00%

Inference

Going ahead, the next question was to rank Prem Rawat as a ‘Communicator’, ‘his message’, ‘the way of expressing / communicating his message’ and ‘the influence of his message’, largest number of the respondents (92.16 percent) said excellent and 5.88 percent of the respondents picked very good.

Q10) What did you like in his message / speech the most?

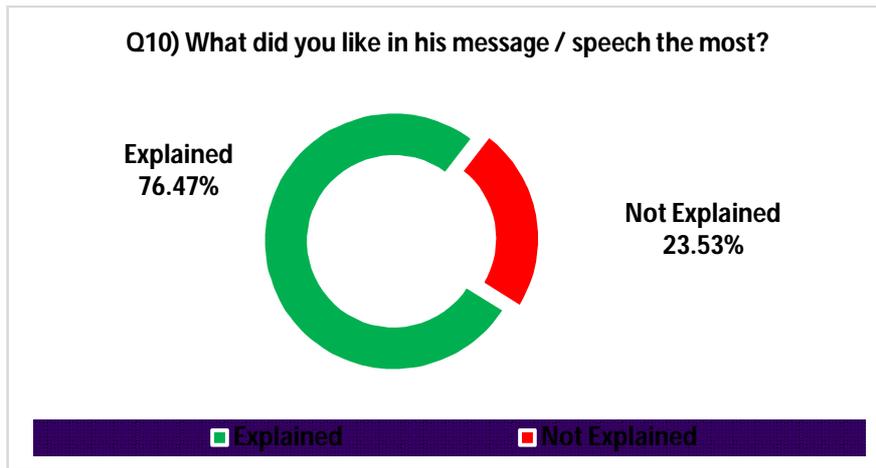


Figure15. Mostly Liked Messages Explanation

Table 15

Q10)	What did you like in his message / speech the most?	Frequency	Percentage
A	Explained	39	76.47%
B	Not Explained	12	23.53%
	Total	51	100.00%

Inference

According to the above figure (f-15), 79.47 percent of the respondents explained and rest 23.53 percent did not explain.

The below stated table categorizes the explanation given by the respondents, clearly convey the messages of the respondents:

Serial No.	Explanations	No. of Respondents Given Similar Explanation
1)	Peace/Inner Peace/Peace is Possible	26
2)	Control Your Anger	1
3)	Lion Story	2
4)	Know thy Self	3
5)	God is within You/What You are Looking is inside of You	2
6)	Live Your Life for Yourself/ Give Time to Yourself/Live in Present	4
7)	Humanity/Contentment/Inner Strength/Help	9
8)	Don't Take Revenge	2
9)	Importance of Breathe	8
10)	Hope/Appreciation/Happiness/Satisfaction	12
11)	Think for solutions not for Problems	1
12)	Story	1
13)	Life/Make Your Life Successful	4
14)	Self-Thinking/Dignity	2

CONCLUSION

“My commitment is to peace. In my travels around the world, I’ve experienced a lot of things

the most baffling of which is people's explanation of why there can't be peace. People focus on the symptoms, but not the disease. My efforts are focused on eliminating the disease — which is, fundamentally, people not being in touch with themselves, not knowing who they are. If we don't take care of the disease, the symptoms will never go away. And we all know what the symptoms look like: greed, war, selfishness, violence, and an increasing loss of trust. Peace is a real thing. Peace resides in the heart of every human being. Peace has to emanate from each of us.”

- Prem Rawat

The aim of the study was to study the role of Prem Rawat as a motivational communicator what impact have on youth in releasing stress and the media they access to listen him. The researcher prepared various objectives for achieving the aim of the research including the live event most touching topics. This research would be considerably helpful for the youngsters facing stress or depression in this modernized and globalized society. The researcher did quantitative and qualitative analyzes and interpretation of the data. The study concludes with the results of the objectives:

- **Objective:** To explore Prem Rawat as an inspirational communicator in reference to his live messages
- **Result:** The study assisted to identify that Prem Rawat as an inspirational communicator and his messages strongly liked by the youth and would certainly impact on the life of the youngsters. To accomplish the above objective, question no. 2, 3, 4, 5 and 9 are based on it.
- **Objective:** To analyze Prem Rawat's messages if they help youngsters overcome their stress or depression
- **Result:** The most liked things in his message / speech were peace is possible, hope, appreciation, happiness, satisfaction, humanity, contentment, Inner Strength, help, importance of breathe, life, make life successful, live life for yourself, give time to yourself, live in present, know thy self, etc. Question no. 6, 7 and 10 are allied to the above objective and it showed that largest number of the respondents strongly agreed that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome from depression and stress and his messages would definitely help in everyday life.
- **Objective:** To ascertain media access by youngsters to listen to the messages of Prem Rawat
- **Result:** The study suggested that largest number of respondents access smartphone, internet, television, radio and Prem Rawat literatures. Opinion leaders like friend and family contributed to explore live event of Prem Rawat. To scrutinize the above objective, question no. 1 and 8 are based on it.

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