

## IMPACT OF MOTIVATIONAL MESSAGES OF PREM RAWAT IN STRESS MANAGEMENT IN THE YOUTH: A STUDY DURING THE LIVE SPEECH AT RANCHI

*Rashmi Kumari & Gopal Singh*

*Research Scholar, Babasaheb Bhimrao Ambedkar (Central) University, Lucknow, Uttar Pradesh, India*

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### ABSTRACT

*There are over dozens of globally acclaimed personalities who have devoted their lives in search of peace, knowledge, happiness, love, god and the purpose and meaning of life. They have been called as philosophers and saints. Their philosophies and searches, knowledge, life experiences and speeches have transformed people's way of thinking and life. They have given different dimensions to the values and thoughts that people hold that have led to a better life and too much extent, the world. These people are Martin Luther, Dalai Lama, Gautam Buddha, Mahavira, Kabir, Guru Nanak, Sri Aurobindo, Swami Vivekananda, Mother Teresa, Adi Shankara, Sri Sri Ravi Shankar, Jiddu Krishnamurti, Osho Rajneesh, and Prem Rawat. Due to creativity and use of cutting edge technology to supplement his work – Researcher has chosen Prem Rawat. Prem has devoted his life speaking about the fundamental requirement of every human being i.e. peace. His perspective on peace is beyond words which are both tangible and practical. He says, "Peace is possible; it needs to be felt. When people are in peace, the world will be in peace".*

**KEYWORDS:** *Prem Rawat, Inspirational Communication, Stress Management, Youngster*

### INTRODUCTION

Prem Rawat says, "Personal peace is very possible because it has nothing to do with struggles on the outside. It is time to rethink what it means to be alive. It is time to think about the gift we have been given. All the citizens of this earth need hope. Future generations need hope. Peace has become a hollow word that people say but don't mean because nobody knows how to go about it. The clue lies in knowing yourself, knowing who you are. Wherever you go you carry the well of peace with you. You have to know how to turn within. There is a beautiful possibility. This is what my message is."

(<https://www.tprf.org/programs/message-of-peace/> Retrieved on 22/8/2018, 18:39 pm)

Prem Rawat was born in northern India in 1957. He has been traveling to speak to audiences about his message of peace since the age of four. He got an invitation to speak in London and Los Angeles when he was 13 years old. During a tour which comprises 94 events and 27 countries, he alone addressed more than 464,000 people.

He says, "I'm not a politician, but I am a human being who holds very close to his heart the fundamental principles and possibility of peace on this earth. Whatever happens, peace needs to be given a chance to flourish. That's the only thing we haven't tried."

(<https://www.wopg.org/> Retrieved on 23/12/2018, 11:04 am)

It's been more than 45 years and he still continues to speak from his heart, without script or rehearsal. He continues to fulfill his vision of inspiring people about discovering and practicing personal peace, he maintains a tough travel schedule, flying an average of 100,000 nautical miles, and attending approximately 90 speaking engagements all around the world every year. From the age of 8, he has worked consecutively and tirelessly, year after year, to spread his message i.e. peace is possible –which is unique, to as many people as he can.

He spoke at 79 events in 2017 across the globe, including many media interviews which were organized in the United States, Australia, South Africa, Northern Ireland, Fiji, and India. A number of events were also covered by radio and TV Stations and also through newspaper articles in the year 2017. His message had already reached 120 million people in June and this amount had raised to over 410 million, a record year.

(<https://www.wopg.org/> Retrieved on 23/12/2018, 11:04 am)

All kind of usage of a language comprises a certain amount of element of persuasion and motivation in them. The origin of motivation and spiritualism can be traced back to the time of ancient scholars such as Plato, Aristotle, and Socrates. Buddha, Jesus all these religious icons and the great leaders in the history persuaded and influenced the people through their teachings in the framework of the classical rhetorical theory. Therefore, it's important to know that as an inspirational communicator, his message has an impact on youngsters and the media what youngsters use to listen to him apart from his live events. A researcher also conducted the same type of study in Bareilly, Uttar Pradesh, India. A researcher found that Prem Rawat as an inspirational communicator has a positive impact on youngsters.

## OBJECTIVES

- To study Prem Rawat as an inspirational communicator and his impact of message among youth participating in the live event
- To analyze if Prem Rawat message helps youngsters to overcome stress and depression
- To understand the media access by youngsters to listen to message of Prem Rawat

## RESEARCH DESIGN

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

<b>Unit of Analysis</b>	: Young individual age between 14 to 35 years
<b>Sampling Technique</b>	: Purposive Sampling
<b>Selected Sample</b>	: 56 respondents
<b>Duration of study</b>	: 25 <sup>th</sup> November, 2018
<b>Universe of the study</b>	: Participants who attend live event of Prem Rawat in Ranchi, Jharkhand, India
<b>Primary Data</b>	: Through Interview Schedule
<b>Secondary Data</b>	: The secondary data includes books, magazines, journals, Information Centres, periodicals and

different websites.

### Limitation of the Study

- A researcher has done pilot study therefore only 56 respondents had been taken for study.
- Keeping in view time, budget and feasibility, the researcher collected data after the live event of Prem Rawat held in Ranchi, Jharkhand, 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?

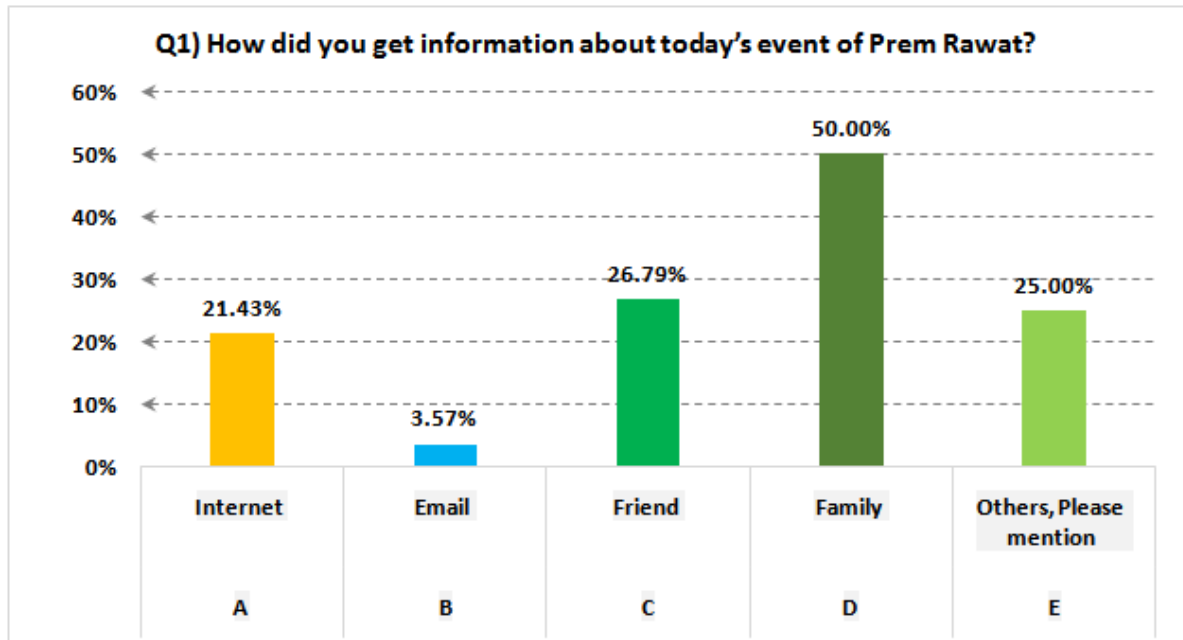


Figure 1

Table 1

Q1)	How did you get Information about Today's Event of Prem Rawat?	Frequency	Percentage*
A	Internet	12	21.43%
B	Email	2	3.57%
C	Friend	15	26.79%
D	Family	28	50.00%
E	Others, Please mention	14	25.00%

### Inference

The above figure 1 notified that half of the respondents (50 percent) chose Family for getting information about the live event of Prem Rawat in Ranchi, Jharkhand and very less respondents (3.57 percent) said Email. It confirmed that two-step flow theory exists in the society, opinion leaders played an important role in decision making. (\*Most of the respondents opted more than one option).

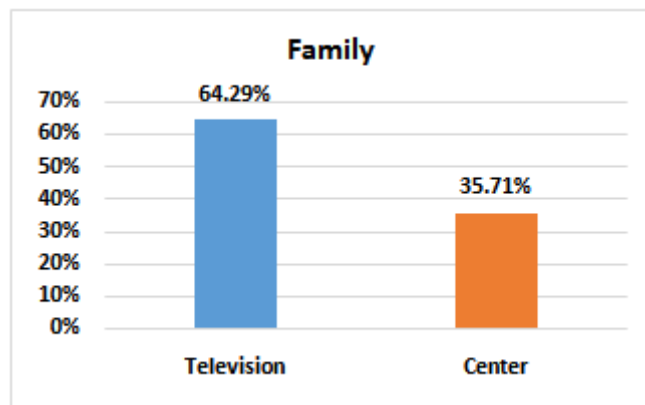


Figure 2

Table 2

Family	Frequency	Percentage
Television	18	64.29%
Center	10	35.71%
Total	28	100.00%

### Inference

When the researcher dug to the respondents who chose the option family that how the family got information about the live event, more than half of the respondents (64.29 percent) said television and some of them (35.71 percent) told center. Center is the place where they get information about upcoming events.

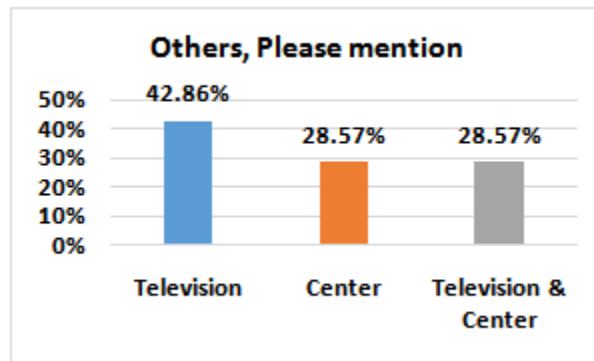


Figure 3

Table 3

Others, Please Mention	Frequency	Others, Please Mention
Television	6	42.86%
Center	4	28.57%
Television & Center	4	28.57%
<b>Total</b>	<b>14</b>	<b>100.00%</b>

**Inference**

Going further, the researcher explored the option (Others, please mention), less than half of the respondents (42.86 percent) said Television and some of them (28.57 percent) informed Center and both Television and Center said some of them (28.57 percent). It is cleared that somehow television played a significant role in disseminating information regarding the live event.

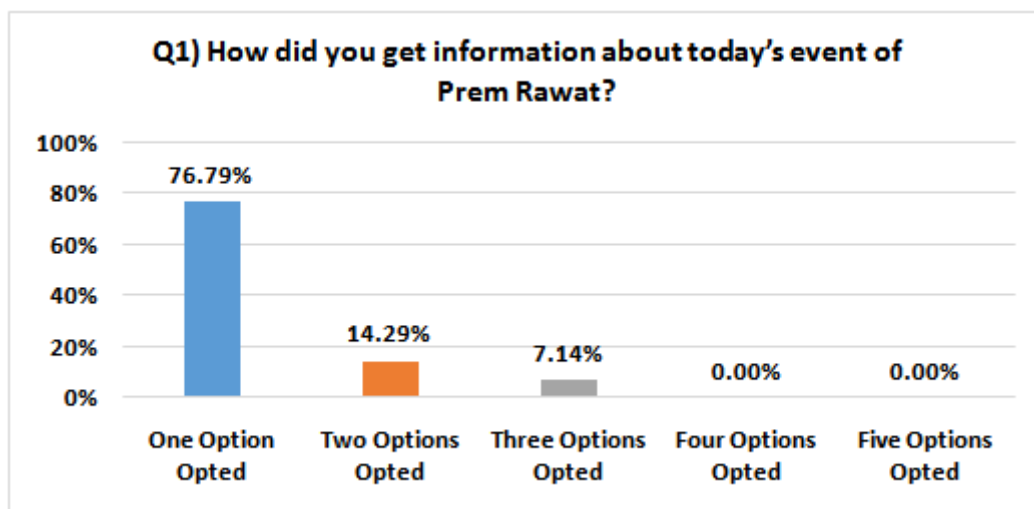


Figure 4

Table 4

Q1) How did you get Information about Today's Event of Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	43	76.79%
Two Options Opted	8	14.29%
Three Options Opted	4	7.14%
Four Options Opted	0	0.00%
Five Options Opted	0	0.00%
Missing Response	1	1.79%

### Inference

According to the above figure (f-4), it is clear that respondents can choose more than one option for the information regarding the live event of Prem Rawat, so, 76.79 percent of the respondents chose one option. 14.29 percent of the respondents opted two options and three options were opted by 7.14 percent of the respondents.

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

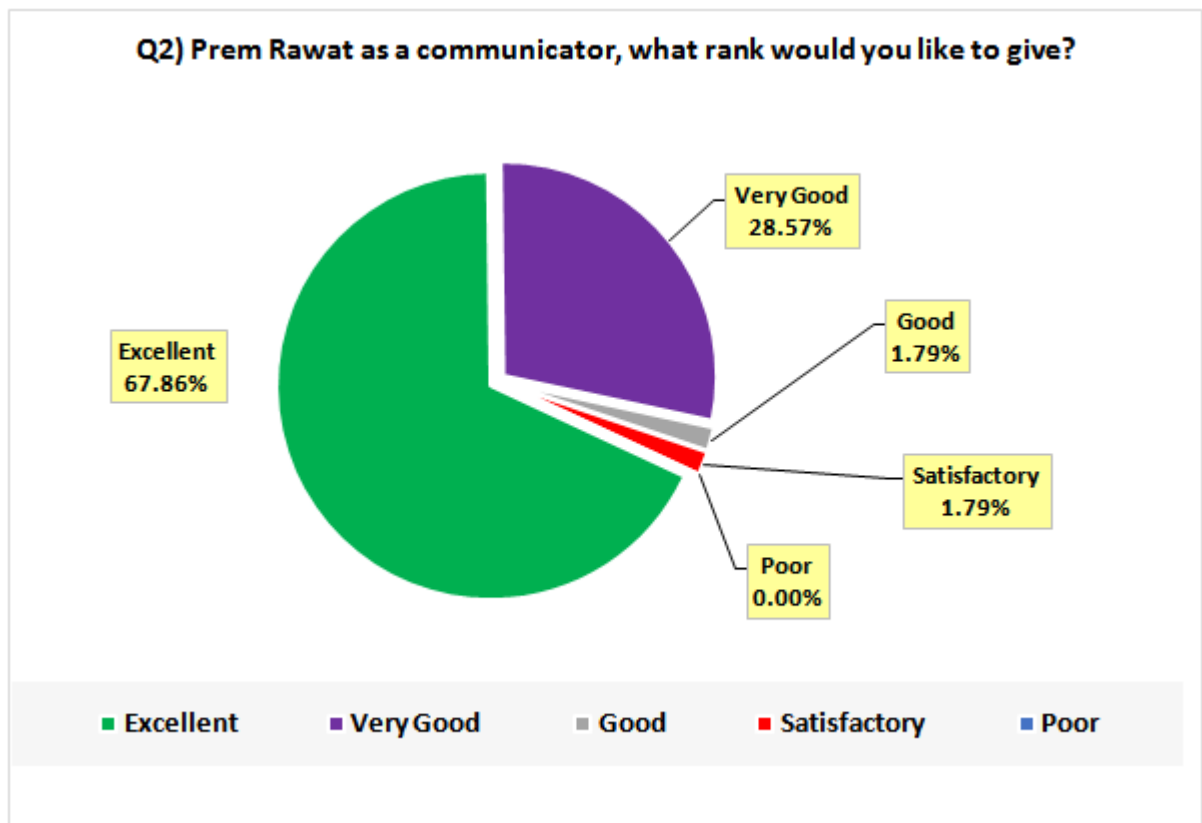


Figure 5

Table 5

Q2)	Prem Rawat as a Communicator, what Rank would you like to give?	Frequency	Percentage
A	Excellent	38	67.86%
B	Very Good	16	28.57%
C	Good	1	1.79%
D	Satisfactory	1	1.79%
E	Poor	0	0.00%
Total		56	100.00%

**Inference**

Going ahead the next question was based on Prem Rawat as a communicator, what rank respondents wanted to give, the figure (f-5) and table (t-5) show that more than half of the respondents (67.86 percent) selected excellent and 28.57 percent of the respondents chose very good, only 1.69 percent of the respondent selected satisfactory. Therefore, it suggests that as a communicator he is effective.

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

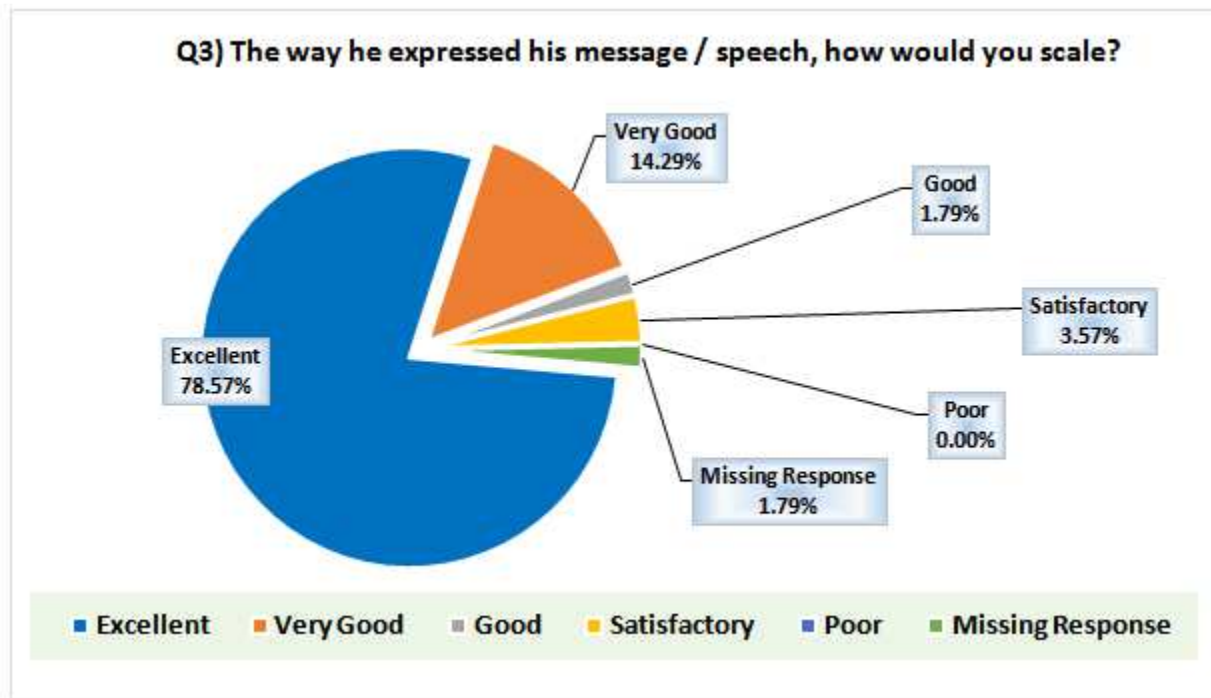


Figure 6

Table 6

Q3)	The Way he Expressed his Message / Speech, how would you Scale?	Frequency	Percentage
A	Excellent	44	78.57%
B	Very Good	8	14.29%
C	Good	1	1.79%
D	Satisfactory	2	3.57%
E	Poor	0	0.00%
*	Missing Response	1	1.79%
Total		56	100.00%

### Inference

Going further, the next question was related to the way Prem Rawat expressed his message/speech, from the above figure 6 it is depicted that the more than half number of the respondents (78.57 percent) chose excellently and only 3.57 percent of the respondent said satisfactorily.

### Q4) Do you like the content of his message?

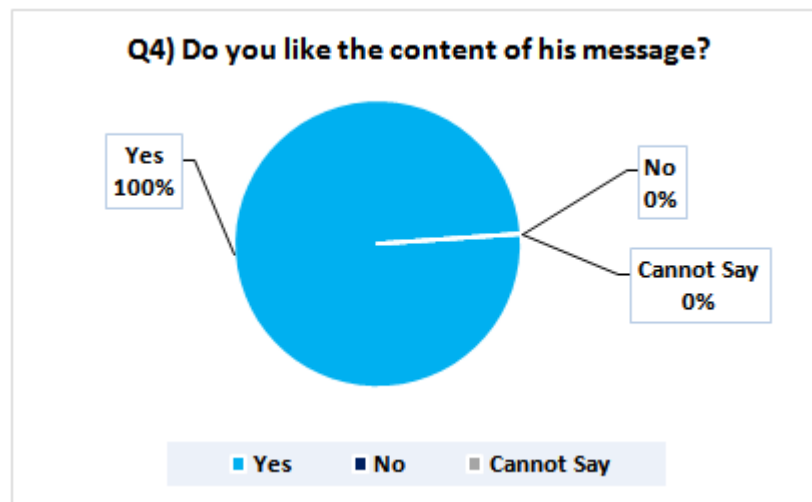


Figure 7

Table 7

Q4)	Do you like the Content of his Message?	Frequency	Percentage
A	Yes	56	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
Total		56	100.00%

### Inference

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

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



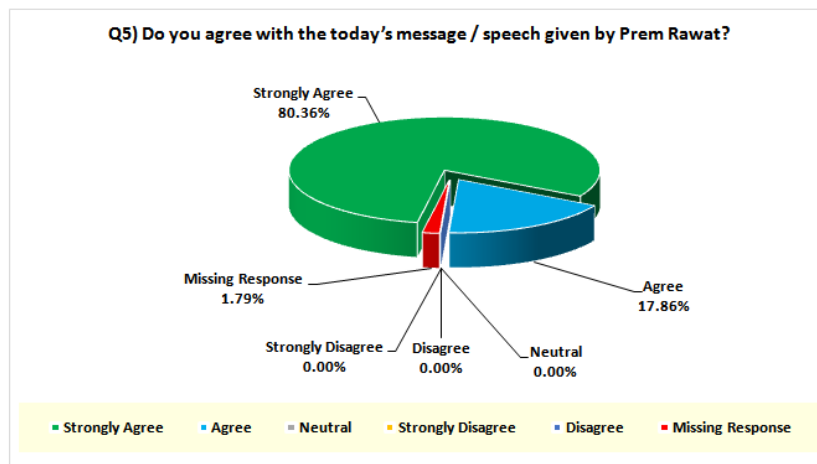


Figure 8

Table 8

Q5)	Do you Agree with the Today's Message / Speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	45	80.36%
B	Agree	10	17.86%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	1	1.79%
	<b>Total</b>	<b>56</b>	<b>100.00%</b>

**Inference**

Going further, the next question was regarding Prem Rawat's message/speech of live event listened by the respondent, do they agree or disagree? The above figure (f-8) shows that majority of the respondents (80.36 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?**

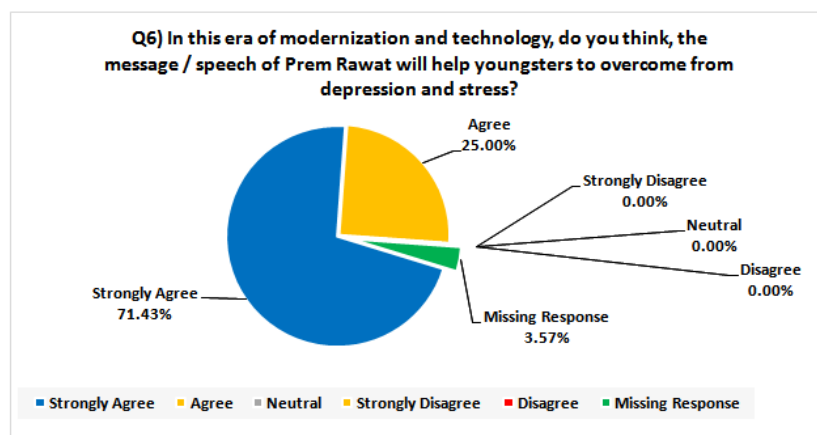


Figure 9

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	40	71.43%
B	Agree	14	25.00%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
*	Missing Response	2	3.57%
<b>Total</b>		<b>56</b>	<b>100.00%</b>

### Inference

The above-displayed figure (f-9), it can understand that in this era of modernization and technology, the message / speech of Prem Rawat will help youngsters to overcome from depression and stress as majority of the respondents strongly agree and agree (71.43 percent and 25 percent respectively).

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

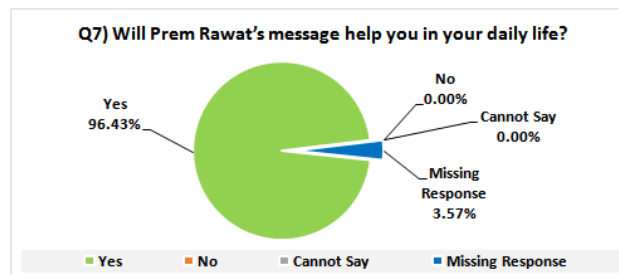


Figure 10

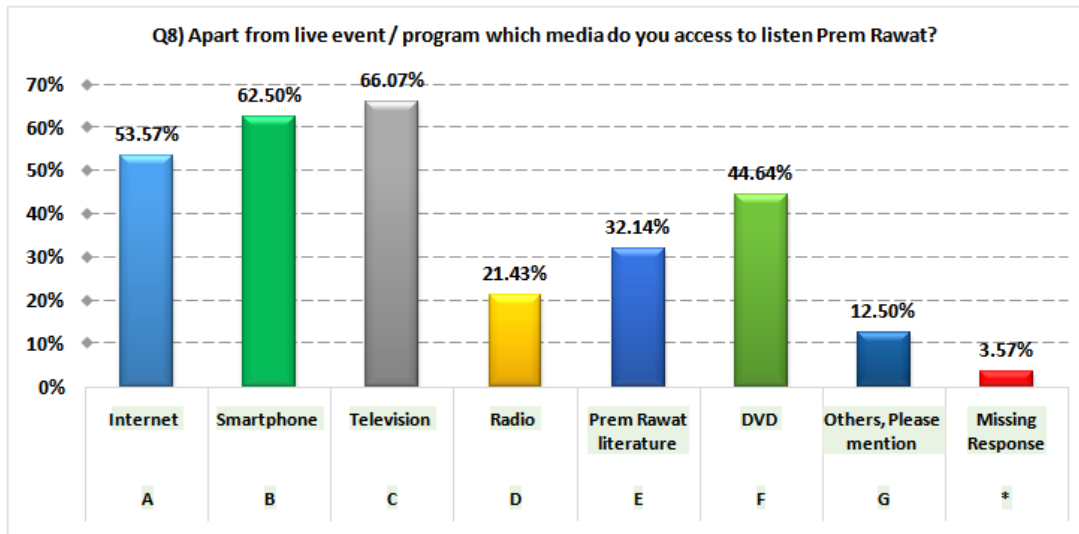
Table 10

Q7)	Will Prem Rawat's Message help you in your Daily Life?	Frequency	Percentage
A	Yes	54	96.43%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	2	3.57%
<b>Total</b>		<b>56</b>	<b>100.00%</b>

### Inference

Going next, the researcher wanted to know that Prem Rawat's message helps respondents in their daily life, the above figure (f-10) brought up that majority of the respondents said yes (96.43 percent).

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



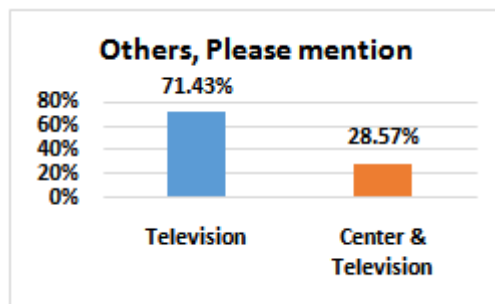
**Figure 11**

**Table 11**

Q8)	Apart from Live Event / Program which Media do you Access to Listen Prem Rawat?	Frequency	Percentage*
A	Internet	30	53.57%
B	Smartphone	35	62.50%
C	Television	37	66.07%
D	Radio	12	21.43%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	18	32.14%
F	DVD	25	44.64%
G	Others, Please mention	7	12.50%
*	Missing Response	2	3.57%

**Inference**

The next question was related to the media they access to listen to Prem Rawat apart from the live event, more than half of the respondents (66.07 percent) informed Television and 62.50 percent selected smartphone and half of the respondents (53.57 percent) chose Internet. This shows that the respondents show more propensities for new media like internet and smartphone. (\*Most of the respondents opted more than one option).



**Figure 12**

Table 12

Others, Please Mention	Frequency	Percentage
Television	5	71.43%
Center & Television	2	28.57%
<b>Total</b>	<b>7</b>	<b>100.00%</b>

**Inference**

The researcher explored the option (others, please mention), a majority of the respondents (71.43percent) said television and some of them (28.57 percent) informed center and television both.

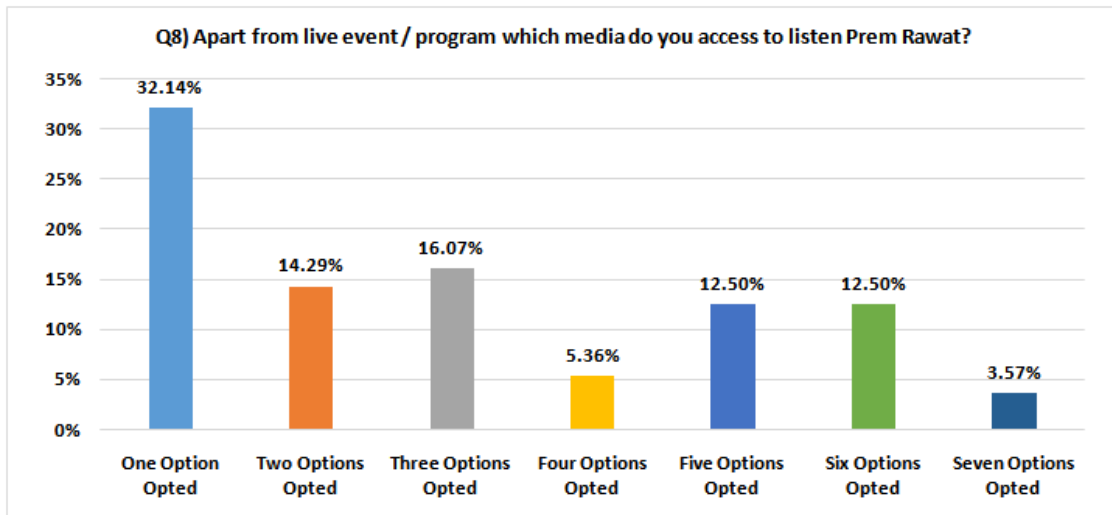


Figure 13

Table 13

Q8) Apart from Live Event / Program which Media do you Access to Listen Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	18	32.14%
Two Options Opted	8	14.29%
Three Options Opted	9	16.07%
Four Options Opted	3	5.36%
Five Options Opted	7	12.50%
Six Options Opted	7	12.50%
Seven Options Opted	2	3.57%
Missing Response	2	3.57%

**Inference**

The above figure 13 depicts that respondents can choose more than one option for the information regarding the apart from live event of Prem Rawat other media they access to listen to his message, so, 32.14 percent of the respondents chose one option. 16.07 percent of the respondents have opted three option and 14.29 percent of the respondents preferred two options, both five options and six options opted 12.50 percent of the respondents 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’?**

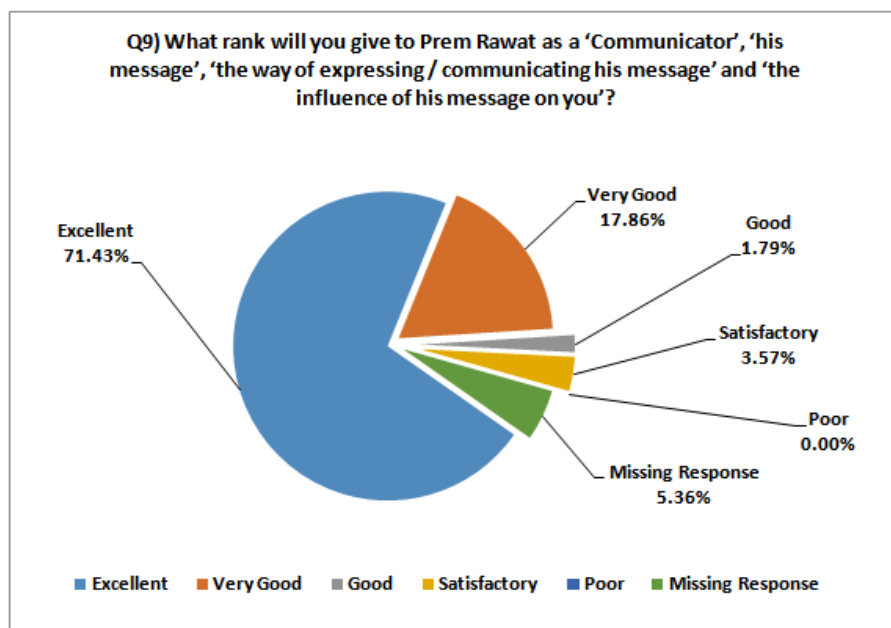


Figure 14

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	40	71.43%
B	Very Good	10	17.86%
C	Good	1	1.79%
D	Satisfactory	2	3.57%
E	Poor	0	0.00%
*	Missing Response	3	5.36%
	<b>Total</b>	<b>56</b>	<b>100.00%</b>

### Inference

Going further, 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', majority of the respondents (71.43 percent) said excellent and 17.86 percent of the respondents chose very good.

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

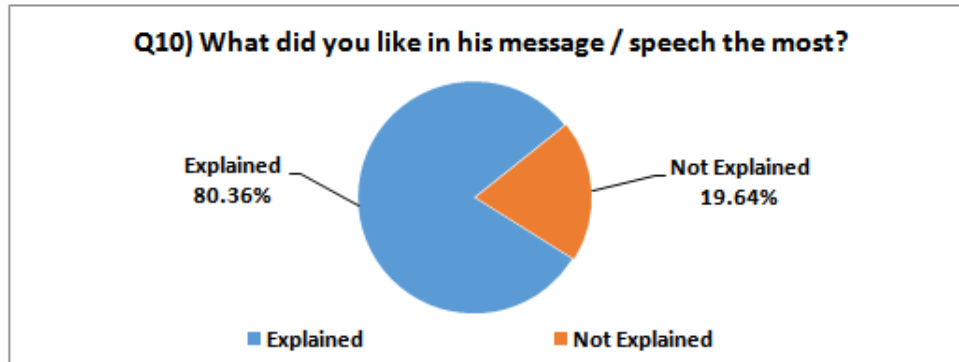


Figure 15

Table 15

Q10)	What did you Like in his Message / Speech the Most?	Frequency	Percentage
A	Explained	45	80.36%
B	Not Explained	11	19.64%
	<b>Total</b>	<b>56</b>	<b>100.00%</b>

**Inference**

The above figure (f-15) depicts that 80.36 percent of the respondents explained and rest 19.64 percent did not explain.

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

Table 16

Serial No.	Explanations	No. of Respondents Given Similar Explanation
1)	Peace/Inner Peace	26
2)	Remove orthodox Boundaries	5
3)	Real Life Examples/Facts	4
4)	Hanuman and Ram Story Example	5
5)	Light the Lamp Within and Remove Darkness/One Lighten Candle can Lit Other Candle Example	5
6)	Inspiration for Youngsters	3
7)	Whatever You Want to Do, Do It Now	2
8)	Doha/Saying	2
9)	Know thy Self	1
10)	Humanity/Human Being/Mercy	8
11)	Listen to Your Heart	1
12)	Importance of Breathe	1
13)	Focus/Satisfaction/Hope	5
14)	Face the Problems like the New Born Baby	2
15)	Story	2
16)	Equality/His Message is Beyond Caste, Creed, Culture/His Message is for Everyone	4
17)	Spirituality	1
18)	Don't Break Nature's Rules	3
19)	Simple way of Explaining Things/ Everything whatever he Said	9

## CONCLUSIONS

As we go through our history and come to the present we find that the teachings and learnings provided by great philosophers and saints have influenced people from time to time and have helped them understand life, their own selves, and the world. They have touched every aspect of personal and professional lives be it social, economical, political. Through their teachings and experiences, they have imparted various different understanding and approaches towards life and life's innate qualities of happiness, peace, choice, etc. which has enhanced and developed over capabilities leading to beautiful discoveries and inventions and have encouraged us to live life with peace, prosperity, and dignity.

The core aim of the study was to find out the role of Prem Rawat as a communicator and his message in doing away with the stress and depression among youth and the media use to access his message. The researcher prepared various objectives for analyzing the aim of the research including the live event most touching topics. This research would be significantly helpful for the youngsters facing stress and depression in this modernization and technology ultimately benefits the society. There is a quantitative and qualitative approach for analyzing and interpreting the data. The study concludes with the results of the objectives:

**Objective:** To study Prem Rawat as an inspirational communicator and impact of his message among youth participating in the live event

**Result:** The study suggests that Prem Rawat as an inspirational communicator and his message mostly liked by the youngsters and would impact positively on the life of youngsters question no. 2, 3, 4,5 and 9 are based on this objective.

**Objective:** To analyze if Prem Rawat message helps youngsters to overcome stress and depression

**Result:** Question no. 6, 7 and 10 are related to the above objective and the researcher found that majority of the respondents agreed that in this era of modernization and technology, the message/speech of Prem Rawat will help youngsters to overcome from depression and stress. The most liked things in his message/speech were the importance of peace and internal peace, listen to your heart, real-life facts, know thy self, importance of breathe, humanity, mercy, hope, satisfaction, equality, etc. which would definitely motivate youngsters.

**Objective:** To understand the media access by youngsters to listen to message of Prem Rawat

**Result:** According to the above objective, the researcher asked some questions from the respondents, question no. 1 and 8 are interlinked. The study helps to analyze that majority of the respondents access television, Internet, and smartphone. Friends, family, and centers also contributed to explore live event of Prem Rawat and it can help to overcome stress and depression.

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