

Motivational Speaker Prem Rawat and Stress Management: A Study among Youth in Mumbai Live Event

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1. Introduction

Today's era of modernization and technology, stress, depression and anxiety are major issues among the youth. The causes of stress and depression among colleges / universities are their educational and academics performance like decrease in grades, lack of student's skills and ability to perform. Some of the common reasons of stress and depression are time stress, failure, tough competition, academic pressure, emotional breakdowns due to inferior feeling, etc. Youth need inspiration and motivation to overcome from the problems as stress and depression are not the solution for anyone. So, researcher has selected Prem Rawat as an inspirational communicator. 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 of 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/>)

In recognition of his profound impact on individuals and his contribution toward the world's understanding of peace, Prem Rawat has received numerous keys to cities and awards over the years and has been named an Ambassador of Peace four times: by UNIPAZ (University of Peace in Brazil) and three governmental organizations. He was awarded the Asia Pacific Brands Foundation's Brand Laureate Lifetime Achievement award, in 2012, reserved for statesmen and individuals whose actions and work have impacted positively the lives of people and the world at large. Nelson Mandela and Hillary Clinton are among the three recipients of this prestigious award.

Dr. KK. Johanthe Chairman of the Brand Laureate organization commented on Prem Rawat's Lifetime

achievement award, *"He is a man of such standard and excellence we cannot but help love that man for all that he has given to the world. Most importantly, he inspires, he impacts, and influences lives all over the world."*

(<https://www.wopg.org/prem-rawat/>)

In a specially prepared video for the Nordic Peace Conference in Oslo, Prem Rawat highlighted the very real possibility of peace in our lifetime. He said: *"There are people who are very greedy, there are people who don't care. But in my opinion, that is a minority. The majority of the people on the face of this earth want peace, and if this is true, then peace on earth is a very achievable objective. People say it's not going to happen. Well, let this time belong to those who believe it can happen, not to the ones who say it cannot."*

(<https://www.tprf.org/about-tprf/about-prem-rawat/>)

Usage of language comprises an element of persuasion and motivation in them. Jesus, Buddha all these religious icons and the great leaders in the history persuaded and influenced the people through their teachings in the framework of classical rhetorical theory. Therefore, it's essential to identify that Prem Rawat as a motivational speaker, his speech has impact on youngsters to manage stress and the media accessed by the youngsters to listen him apart from his live events. A researcher also conducted similar type of study in Ranchi, Jharkhand, Bareilly, Uttar Pradesh and Delhi India. These studies suggested that Prem Rawat as an inspirational communicator has positive impact on youngsters.

Keywords: *Youth, Motivational Speaker, Prem Rawat, Stress, Depression*

2. Objectives

- To study Prem Rawat as a motivational speaker and his speech through youngsters participated in Mumbai live event
- To analyze if Prem Rawat speech helps youngsters to overcome from stress and depression
- To understand the media access by youngsters to listen speeches of Prem Rawat

3. 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 : 28 respondents

Duration of study : 16th December, 2018

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

Primary Data : Through Interview Schedule

Secondary Data : The secondary data Includes books, magazines, journals, information centres, periodicals and different websites.

4. Limitation of the Study

- Researcher has done pilot study and only 28 respondents had been taken for the study.
- Keeping in view time, budget and feasibility, researcher collected data after live event of Prem Rawat held in Mumbai, Maharashtra, India.

5. Use of Statistical tools

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

6. Data Analysis and Interpretation

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

Figure 1:

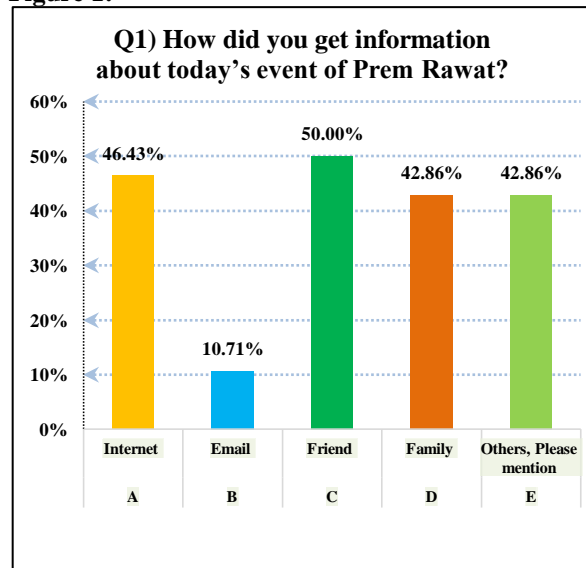


Table 1:

Q1)	How did you get information about today's event of Prem Rawat?	Frequency	Percentage*
A	Internet	13	46.43%
B	Email	3	10.71%
C	Friend	14	50.00%
D	Family	12	42.86%
E	Others, Please mention	12	42.86%

Inference

The figure (f-1) mentioned above shows that half of the respondents (50 percent) selected friend for getting information about live event of Prem Rawat in Mumbai, Maharashtra and a little less than half of the respondents (46.43 percent) picked internet. 42.86 percent of the respondents chose family. It verifies that two step flow theory exists in the society, opinion leaders like friend and family play important role in decision making. (*Most of the respondents opted more than one option).

Figure 2:

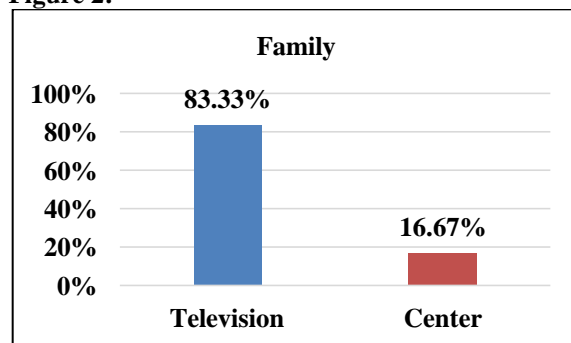


Table 2:

Family	Frequency	Percentage
Television	10	83.33%
Center	2	16.67%
Total	12	100.00%

Inference

The researcher dug and explored the option family that how family got information about the live event whoever picked the option family, majority of the respondents (83.33 percent) informed television and some of them (16.67 percent) told center. Center is the place where they get information about upcoming events.

Figure 3:

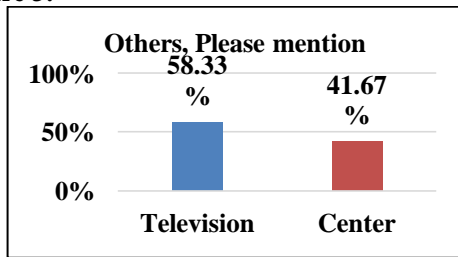


Table 3:

Others, Please mention	Frequency	Percentage
Television	7	58.33%
Center	5	41.67%
Total	12	100.00%

Inference

Going ahead, the researcher dug the option (Others, please mention), a little more than half of the respondents (58.33 percent) informed television and a little less than half (41.67 percent) said center. Television and Center both have somehow equal importance in disseminating information about live event.

Figure 4:

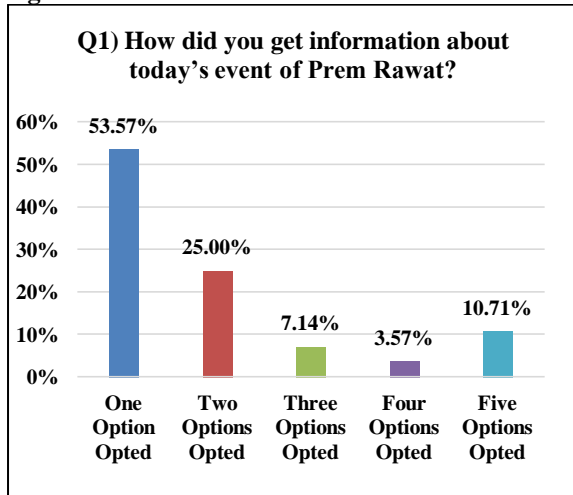


Table 4:

Q1) How did you get information about today's event of Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	15	53.57%
Two Options Opted	7	25.00%
Three Options Opted	2	7.14%
Four Options Opted	1	3.57%
Five Options Opted	3	10.71%
Total	28	100.00%

Inference

According to the above declared figure (f-4) it is cleared that respondents can choose more than one option for the information regarding live event of Prem Rawat, so, 53.57 percent of the respondents chose one option. 25 percent of the respondents were opted two options and 10.71 percent of the respondents preferred five options, 7.14 percent of the respondents were opted three options.

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

Figure 5:

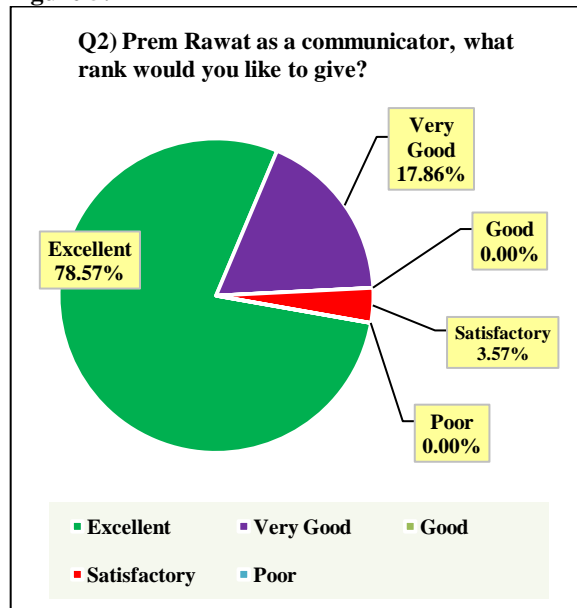


Table 5:

Q2)	Prem Rawat as a communicator, what rank would you like to give?	Frequency	Percentage
A	Excellent	22	78.57%
B	Very Good	5	17.86%
C	Good	0	0.00%
D	Satisfactory	1	3.57%
E	Poor	0	0.00%
	Total	28	100.00%

Inference

The figure (f-5) and table (t-5) illustrated that majority of the respondents (78.57 percent) selected excellent and 17.86 percent of the respondent picked very good while the researcher asked the respondents to rank Prem Rawat as a communicator.

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

Figure 6:

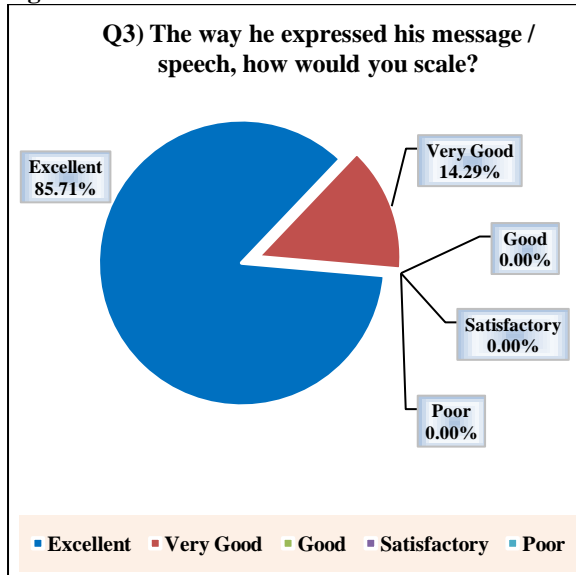


Table 6:

Q3)	The way he expressed his message / speech, how would you scale?	Frequency	Percentage
A	Excellent	24	85.71%
B	Very Good	4	14.29%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
	Total	28	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 cleared that the largest number of the respondents (85.71 percent) picked excellent and 14.29 percent of the respondent selected very good.

Q4) Do you like the content of his message?

Figure 7:

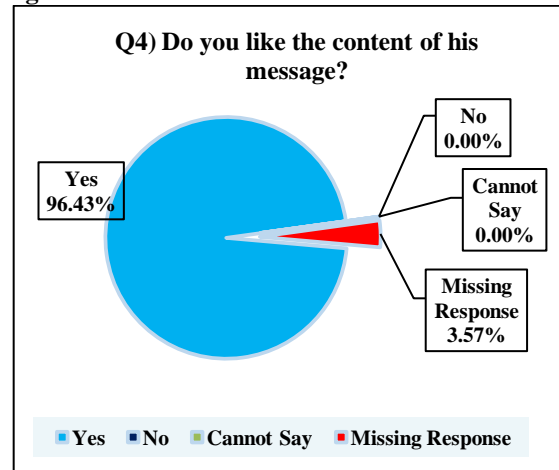


Table 7:

Q4)	Do you like the content of his message?	Frequency	Percentage
A	Yes	27	96.43%
B	No	0	0.00%
C	Cannot Say	0	0.00%
*	Missing Response	1	3.57%
	Total	28	100.00%

Inference

The next question was based on the content of Prem Rawat message, the figure (f-7) helps to know that largest number of the respondents said yes.

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

Figure 8:

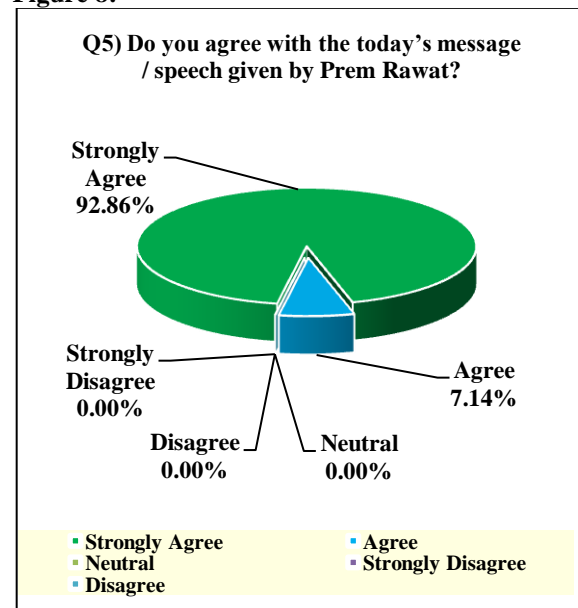


Table 8:

Q5)	Do you agree with the today's message / speech given by Prem Rawat?	Frequency	Percentage
A	Strongly Agree	26	92.86%
B	Agree	2	7.14%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	28	100.00%

Inference

Going further, 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 above figure (f-8) explains that largest number of the respondents (92.86 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:

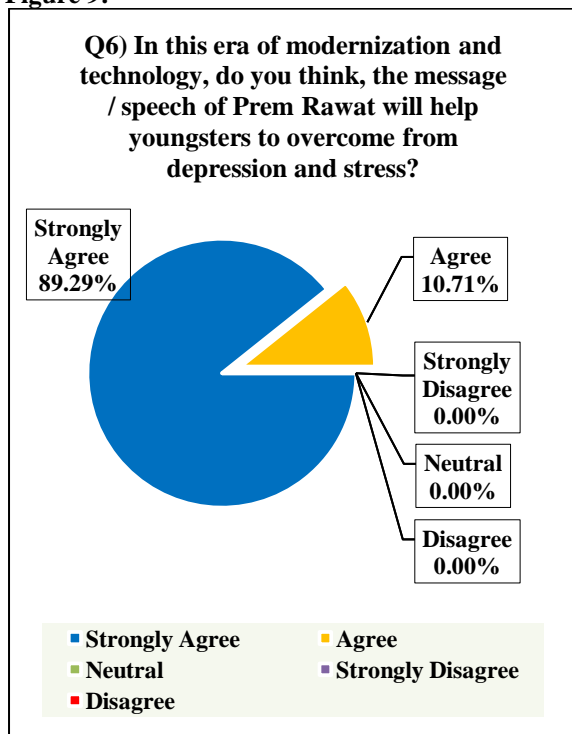


Table 9:

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	25	89.29%
B	Agree	3	10.71%
C	Neutral	0	0.00%
D	Strongly Disagree	0	0.00%
E	Disagree	0	0.00%
	Total	28	100.00%

Inference

According to the above exhibited figure (f-9), it can be understood that in this era of modernization and technology, the message / speech of Prem Rawat would help youngsters to overcome from depression and stress as largest number of the respondents (89.29 percent) strongly agree and rest (10.71 percent) were agreed with it.

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

Figure 10:

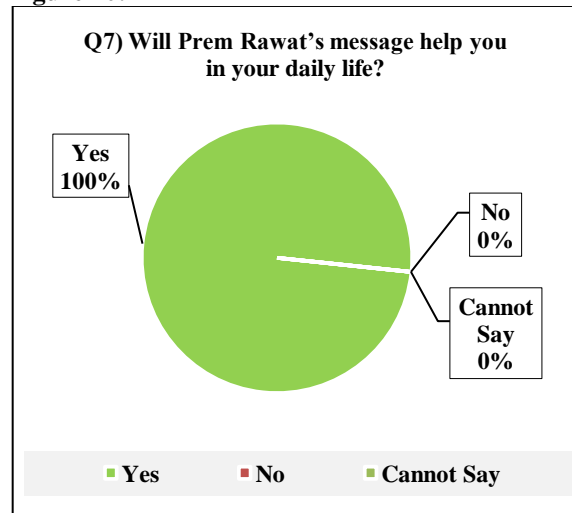


Table 10:

Q7)	Will Prem Rawat's message help you in your daily life?	Frequency	Percentage
A	Yes	28	100.00%
B	No	0	0.00%
C	Cannot Say	0	0.00%
	Total	28	100.00%

Inference

Going ahead, the researcher wanted to know that Prem Rawat's message helps respondents in their daily life, the above figure (f-10) depicts that all the respondents said yes.

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

Figure 11:

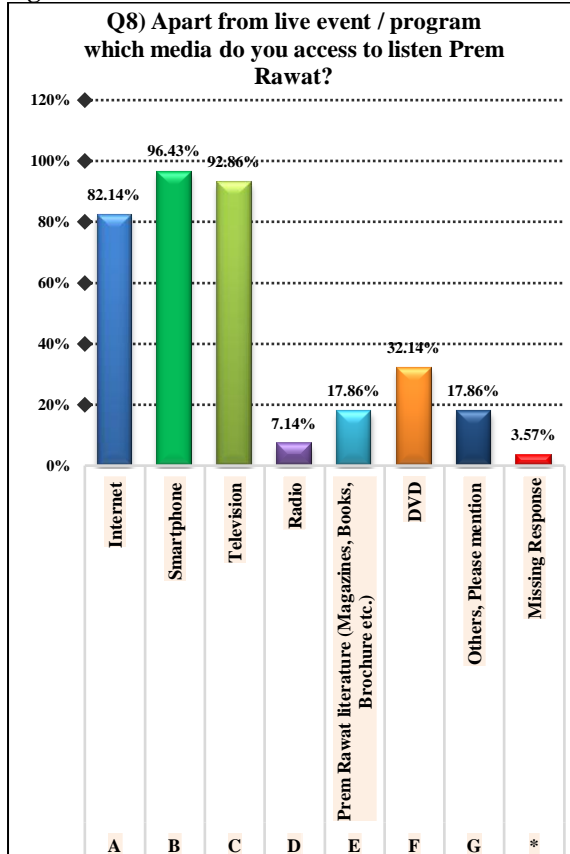


Table 11:

Q8)	Apart from live event / program which media do you access to listen Prem Rawat?	Frequency	Percentage*
A	Internet	23	82.14%
B	Smartphone	27	96.43%
C	Television	26	92.86%
D	Radio	2	7.14%
E	Prem Rawat literature (Magazines, Books, Brochure etc.)	5	17.86%
F	DVD	9	32.14%
G	Others, Please mention	5	17.86%
*	Missing Response	1	3.57%

Inference

The next question was related to the media they access to listen Prem Rawat apart from live event, largest number of the respondents (96.43 percent, 92.86 percent and 82.14 percent) selected smartphone, television and internet respectively. (*Most of the respondents opted more than one option).

Figure 12:

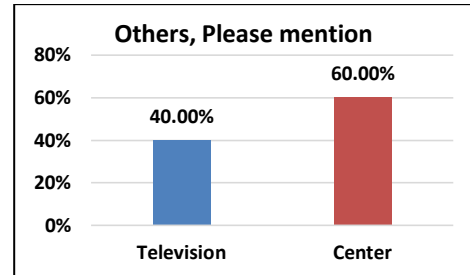


Table 12:

Others, Please mention	Frequency	Percentage
Television	2	40.00%
Center	3	60.00%
Total	5	100.00%

Inference

Going next the researcher explored the option (others, please mention), more than half of the respondents (60 percent) informed center and less than half of the respondents (40 percent) said television.

Figure 13:

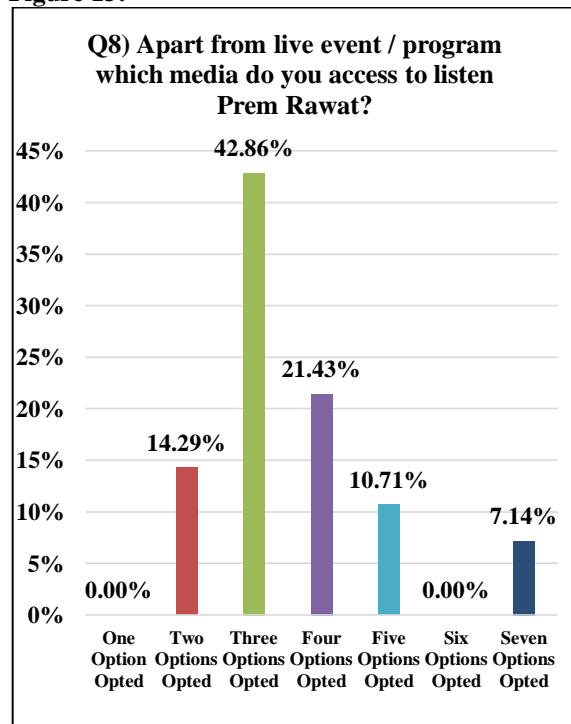


Table 13:

Q8) Apart from live event / program which media do you access to listen Prem Rawat?		
Options Opted	Frequency	Percentage
One Option Opted	0	0.00%
Two Options Opted	4	14.29%
Three Options Opted	12	42.86%
Four Options Opted	6	21.43%
Five Options Opted	3	10.71%
Six Options Opted	0	0.00%
Seven Options Opted	2	7.14%
Missing Response	1	3.57%
Total	28	100.00%

Inference

The above figure (f-13) represented 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, 42.86 percent of the respondents chose three options and 21.43 percent of the respondents were opted four options and 14.29 percent of the respondents preferred two options, 10.71 percent and 7.14 percent of the respondents opted five and seven 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’?

Figure 14:

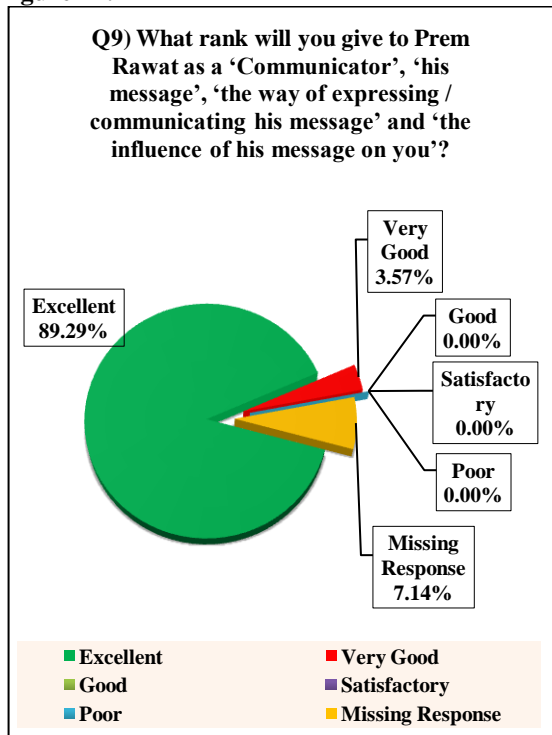


Table 14:

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	25	89.29%
B	Very Good	1	3.57%
C	Good	0	0.00%
D	Satisfactory	0	0.00%
E	Poor	0	0.00%
*	Missing Response	2	7.14%
	Total	28	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 (89.29 percent) picked excellent and 3.57 percent of the respondents chose very good.

7. Conclusion

Approximately 600 million population in India is younger than 25 years of age and close to 70% of the total population is less than 40 years of age. Near about 40% of the Indian population is aged between 13 to 35 years that is defined as youth according to the National Youth Policy. Such a huge population of young is not only exceptional in India but also in the World.

(<https://www.mapsofindia.com/my-india/india/problems-faced-by-youth-in-india>)

Therefore, the central part 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 had prepared various objectives for interpreting and analyzing the aim of the research including the live event most touching topics. This research would be notably helpful for the youngsters facing stress and depression in this modernization and technology eventually benefitting the society. The researcher had taken quantitative and qualitative approach for interpreting and analyzing the data. The study concludes with the results of the objectives:

- **Objective:** To study Prem Rawat as a motivational speaker and his speech through youngsters participated in Mumbai live event
- **Result:** The study shows that Prem Rawat as a motivational speaker and his speech 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 speech helps youngsters to overcome from stress and depression
- **Result:** Question no. 6 and 7 are related to the above objective and the researcher identified that majority of the respondents agreed that in this era of modernization and technology, the speeches of Prem Rawat will help youngsters to overcome from depression and stress. Largest number of respondents said that his speeches helping them in their daily life and motivating them to live their life with possibilities and solutions.
- **Objective:** To understand the media access by youngsters to listen speeches of Prem Rawat
- **Result:** The researcher asked some questions from the respondents to achieve the above mentioned objective, question no. 1 and 8 are based on the stated objective and are interlinked. The study suggests that majority of the respondents access his speeches through smartphone, television and internet. Friends and family also contributed to explore live event of Prem Rawat and to overcome stress and depression.

Further Readings

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<https://www.wopg.org/prem-rawat/> (Retrieved on 22/08/2018 10:48 am)

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