



CARMELITES OF MARY IMMACULATE

CMI PRIOR GENERAL'S HOUSE

Chavara Hills, P.B. No. 3105, Kakkanad P.O.
Kochi 682 030, Kerala, India



ST. KURIAKOSE ELIAS CHAVARA
1805-1871

Fr. Paul Achandy CMI
Prior General

REF: PG/436/2026
Circular No: 08

27 June 2026

CMI Year of Media: 2026 - 2027 Action Plan

Dear Rev. Fathers and Brothers,

Prayerful greetings from Prior General's House, Chavara Hills!

As we have began the **CMI Year of Media (2026–2027)**, we recognize anew that communication is an essential dimension of our mission of evangelization. In an age shaped profoundly by digital culture and media technologies, we are called not merely to use media but to witness to Christ through it, communicating truth, hope, and fraternity in creative and responsible ways.

The CMI Year of Media invites every member, community, institution, and Province to renew our commitment to becoming effective communicators of the Gospel. Inspired by the vision of St. Kuriakose Elias Chavara, who creatively employed the communication means of his time for evangelization and social transformation, we seek to embrace contemporary media as a privileged space for mission.

I am pleased to present the accompanying Action Plan prepared for implementation at the General, Provincial, Community, Institutional, and Personal levels. These initiatives are intended not simply as activities for a special year but as steps toward fostering a lasting culture of communication, digital evangelization, media literacy, and responsible engagement with emerging technologies.

I encourage all Provinces, communities, institutions, and individual members to adapt and implement these action plans with creativity, commitment, and missionary zeal. May this Year of Media strengthen our ability to proclaim Christ, share the richness of our charism, and bring the message of hope to the wider world.

Entrusting these initiatives to the intercession of St Kuriakose Elias Chavara and our Blessed Mother, I invoke God's abundant blessings upon all our efforts.

Fraternally Yours in Our Lord,

Fr Paul Achandy CMI
Prior General



Fr Benny Nalkara CMI
Vicar General & General Convenor,
Bicentenary Celebrations



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General Level

1. Establish a General CMI Media Commission to coordinate, animate, and evaluate media initiatives across the Congregation.
2. Launch a Central CMI Digital Evangelization Platform integrating websites, social media channels, podcasts, video content, and online formation resources.
3. Create a CMI Media Resource Centre and Digital Archive to preserve and disseminate the heritage, history, spirituality, publications, and apostolic contributions of the Congregation.
4. Produce and disseminate digital resources on the life, teachings, vision, and spirituality of St. Chavara.
5. Organize a CMI Media Congress and related forums on evangelization, communication, artificial intelligence, and digital culture.
6. Develop a Global Network of CMI Media Personnel to facilitate collaboration, mentoring, resource sharing, and innovation.
7. Launch "CMI Voices," a podcast and video series featuring inspiring stories, testimonies, research, pastoral insights, and missionary experiences.
8. Celebrate an annual Global Mission Media Week highlighting missionary stories, cultural diversity, and the universal nature of the Church.

Signature Congregational Projects

- CMI Media Summit
- CMI Musicians Summit
- CMI Writers' Forum
- Digital Missionary Formation Programme
- CMI Media Awards

Provincial Level

1. Appoint a Provincial Media Coordinator and Community Media Animators to implement and monitor the Provincial Media Action Plan.
2. Organize media literacy programmes, workshops, and training in communication, content creation, digital evangelization, artificial intelligence, and media ethics for members and collaborators.
3. Incorporate communication, media literacy, and digital evangelization modules into all stages of formation.
4. Establish a Provincial Media Studio or Content Creation Hub for producing videos, podcasts, graphics, and educational resources.
5. Strengthen and professionally manage Provincial websites, social media platforms, and digital communication channels.
6. Allocate a dedicated budget for media ministry, promote media initiatives in educational institutions, and conduct periodic evaluation of implementation.
7. In the light of the encyclical *Magnificat Humanitas* organize ongoing formation, research, and awareness programmes on Artificial Intelligence, digital ethics, and emerging technologies to



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equip CMI members, educators, and collaborators to use technology responsibly for evangelization and the common good

I Pastoral

1. Train a team of young priests, brothers, and students as Digital Missionaries capable of creating engaging and faith-based content. Establish or strengthen a dedicated Provincial Digital Evangelization Team to coordinate online missionary initiatives.
2. Produce and disseminate regular digital content such as Gospel reflections, faith-sharing videos, podcasts, testimonies, educational resources, and vocation promotion materials.
3. Document and publicize inspiring stories from the ministries of the Province, highlighting evangelization, education, social outreach, and missionary activities.
4. Develop a "Voices from the Mission" Series featuring stories, testimonies, and experiences from CMI missionaries working in villages, tribal areas, urban peripheries, and mission stations both in India and abroad.
5. Create a digital repository of CMI missionary history, saints, pioneers, and mission achievements in India.

II Education & Media Apostolate

1. Organize a Media Literacy Programme for all members during the Year of Media to promote responsible and effective communication.
2. Encourage educational institutions to establish Media Clubs and Digital Storytelling Forums to nurture responsible communication.
3. Conduct awareness programmes on ethical media use, digital citizenship, cyber safety, and responsible engagement with artificial intelligence.
4. Create virtual cultural exchange programmes between CMI educational institutions in India and mission territories abroad.
5. Create value based programmes for students at the Province level.

III Social Apostolate and Healthcare

1. Document and publicize inspiring stories from the ministries of the Province in the field of social outreach.
2. Produce digital content and campaigns that promote social responsibility, human dignity, environmental stewardship, child protection, and justice-oriented initiatives.
3. Utilize digital platforms to amplify the impact of social service ministries and foster public engagement with the marginalized and vulnerable.
4. Develop and disseminate media content that upholds human dignity, fosters a culture of dialogue, peace, fraternity, ecological responsibility, and integral human development, in accordance with the vision of *Magnificat Humanitas*.



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Local Community and Institution Level

1. Conduct regular community reflections on communication, media culture, and digital evangelization in the light of the Gospel and the CMI charism.
2. Share community activities, ministries, mission experiences, and faith reflections through appropriate digital platforms, promoting the life and teachings of St. Chavara.
3. Document and preserve the history, ministries, publications, photographs, videos, and significant events of the community or institution through digital archives.
4. Organize media literacy, digital citizenship, and ethical social media programmes for parishioners, youth, students, and lay collaborators, including Media Awareness Week and related competitions.
5. Establish and promote Media Clubs, Digital Storytelling Forums, and mentorship programmes for talented youth interested in communication and evangelization.
6. Observe a Community Media Day to foster dialogue on emerging media trends, opportunities, and challenges for mission.
7. Periodically review personal and community media practices to ensure that they support religious life, fraternity, mission, and human growth.
8. Conclude the Year of Media with a community evaluation and thanksgiving celebration, highlighting achievements, learnings, and future commitments.

Personal Level

1. Read at least three books during the Year of Media, including one related to communication, media, or digital culture.
2. Practice regular screen-free time, digital discipline, and responsible media engagement, including verification of information before sharing.
3. Participate in media literacy programmes and attend at least one workshop or training programme related to communication or digital evangelization.
4. Contribute annually through writing, content creation, or other creative media initiatives for Provincial or Congregational platforms.
5. Share faith-based, educational, and inspirational content regularly through appropriate digital platforms.
6. Learn and practice the ethical use of artificial intelligence and emerging communication technologies.
7. Dedicate time each month to reflect on the impact of media on personal, spiritual, and community life.
8. Integrate prayer and discernment into media engagement, using communication as a means of evangelization, catechesis, vocation promotion, and service.

