

Goa Stands United in Massive Youth Rally Against Drug Abuse; Over 3,000 Youth Pledge Support to Nasha Mukta Bharat Abhiyaan in the Presence of Dr. Pramod Sawant, Dr. Virendra Kumar and Shri Subhash Phal Desai

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In a resounding show of unity and determination, more than 3,000 citizens—primarily youth—gathered at the Dr. Shyama Prasad Mukherjee Stadium, Goa University, Bambolim, today for a landmark event under the **Nasha Mukta Bharat Abhiyaan (NMBA)**. Organized by the Department of Social Justice and Empowerment, Government of India, in collaboration with the Government of Goa, the rally marked a significant milestone in the campaign's sixth year and became one of the largest anti-drug mobilizations in Goa's history.

Thousands more participated virtually through online platforms, amplifying the call for a drug-free India and reinforcing the movement as a true people's campaign (Jan Andolan).

The event was graced by prominent dignitaries, including:

- **Hon'ble Chief Minister of Goa, Dr. Pramod Sawant**
- **Hon'ble Union Minister for Social Justice and Empowerment, Dr. Virendra Kumar**
- **Hon'ble Minister for Social Welfare, Government of Goa, Shri Subhash Phal Desai** along with senior officials, VVIPs, and community leaders.



In his address, Chief Minister Dr. Pramod Sawant emphasized Goa's commitment to realizing the Prime Minister's vision of **Viksit Bharat @2047** ahead of schedule—aiming for a fully developed **Viksit Goa by 2037**. He declared that achieving a **Nasha Mukta Goa** (drug-free Goa) is a core priority in this roadmap and reaffirmed his resolve to unite all stakeholders—including youth, spiritual organizations, NGOs, and community partners—in this collective effort.

Union Minister Dr. Virendra Kumar praised the transformation of NMBA into a nationwide movement driven by citizens, youth, women, educational institutions, and spiritual organizations. He reiterated the Government's firm dedication to eradicating substance abuse and fostering a healthier, more empowered India.



Key Highlights of the Event:

- A vibrant youth rally symbolizing collective resolve against drug abuse.

- Mass pledge-taking ceremony (both in-person and online), with participants committing to reject substance use and spread awareness.
- Inspiring cultural performances by students, artists, and youth groups showcasing the vitality of a drug-free society.
- Felicitation of dedicated volunteers, NGOs, partners, and active contributors to the campaign.
- Sharing of NMBA success stories and achievements to motivate continued action.
- Informative stalls by Spiritual organizations, the National Institute of Social Defence, AYUSH, Alcoholic Anonymous (AA), Social Welfare Department, Dept of Health etc. offering resources and guidance.



The rally saw enthusiastic involvement from school and college students, NCC cadets, NSS volunteers, My Bharat participants, youth club members, spiritual organization representatives, line departments, NGOs, police personnel, civil society groups, and the general public.

About Nasha Mukht Bharat Abhiyaan Launched on August 15, 2020, by the Department of Social Justice and Empowerment, NMBA initially targeted 272 highly vulnerable districts and has since expanded to cover every district nationwide. The campaign emphasizes mass awareness, with focused outreach in higher educational institutions, university campuses, schools, and communities.



Major National Achievements (as reported):

- Over 25.94 crore people sensitized on substance abuse issues.
- More than 9.36 crore youth engaged through targeted programs.
- Over 6.38 crore women reached with awareness initiatives.
- Involvement of more than 16.16 lakh educational institutions for widespread impact on children and youth.

Strategic partnerships with eight leading spiritual organizations—including The Art of Living, Brahma Kumaris, Sant Nirankari Mission, ISKCON, Shri Ram Chandra Mission, All World Gayatri Pariwar, Sivananda Yoga Vedanta Dhanwantari Ashram, and University of Patanjali—have strengthened grassroots efforts. Digital engagement continues via official social media channels (X, Facebook, Instagram) and the dedicated NMBA website, featuring dashboards, e-pledge options, forums, and resources.



Recent national highlights include the 5th Anniversary celebration in Delhi (August 2025) and a grand event at Guru Nanak Dev University, Amritsar (November 2025), which drew massive participation.





Today's Goa event underscored NMBA's growing momentum, mobilized community action, inspired youth leadership, and strengthened the national resolve for a **Nasha Mukh Bharat**.



The Department of Social Justice and Empowerment and the Government of Goa extend sincere gratitude to all participants, partners, and supporters. They invite every citizen—especially the youth—to join the movement by taking the online pledge at the NMBA website, raising awareness, and actively contributing to a healthier, addiction-free society.

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