



Prime Minister Shri Narendra Modi launches 'Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyan'

**I urge every citizen, especially our youth, to join this
movement: PM**

**Today, as the nation has set the goal of a Viksit Bharat, it is
imperative that the country's youth remain physically and
mentally fit, brimming with self-confidence, and permanently
steer clear of destructive habits like drugs: PM**

**We must protect every youth from falling into the trap of
addiction: PM**

**The support of society, the power of yoga and meditation,
these give strength to our inner selves against addiction, and
today we even have facilities like rehabilitation centers to quit
addiction: PM**

**Even if a youth has mistakenly fallen into the trap of
addiction, it absolutely does not mean that all doors are
closed for them: PM**

**We must always remember, if a child in the house falls victim
to addiction, do not hide it under the guise of social prestige;
Seek help from whoever is needed; Try to free your child from
addiction with medical help: PM**

**We should also create a culture of open communication with
children in the family, so that you can hold their hand before
they get caught in such a whirlpool: PM**

**I would also like to make an appeal to our professors at
colleges and universities; alongside regular coursework,**

please discuss the perils of drug abuse with your students, spearhead a movement against addiction on your campuses; Your efforts can yield significant results: PM

प्रविष्टि तिथि: 02 AUG 2026 1:48PM by PIB Delhi

Prime Minister Shri Narendra Modi today launched 'Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyan'. Addressing a massive nationwide video conference, the Prime Minister formally greeted the diverse assembly including over one crore young citizens connected from more than 28,000 locations. Emphasizing the collective weight of the moment, he framed the gathering as a profound national commitment. "Today, all of us countrymen have united for a great and important resolution," remarked Shri Modi.

Highlighting the comprehensive nature of the initiative, the Prime Minister explained that the campaign transcends individual wellness, simultaneously serving the broader interests of families, society, and the entire nation. Outlining the core objective behind the 'Drug-Free Youth for Viksit Bharat Sankalp Abhiyan', he stressed that achieving Viksit Bharat fundamentally requires a physically healthy, mentally robust, and highly confident younger generation completely free from self-destructive habits. "Today, as the nation has set the goal of a Viksit Bharat, it is imperative that the country's youth remain physically and mentally fit, brimming with self-confidence, and permanently steer clear of destructive habits like drugs," asserted Shri Modi.

Reflecting on the campaign's origins, the Prime Minister expressed deep satisfaction that the initiative initially launched as a pilot project from the sacred land of Kashi the previous year. Highlighting the unique blend of scientific clarity, spiritual energy, and profound cultural dedication driving the movement, he noted its massive expansion. "Supported by over 125 spiritual organizations and numerous NGOs under the Kashi Declaration, that welfare-driven idea has now successfully become a National project," observed Shri Modi.

Commending the millions of youth who took the anti-drug oath, the Prime Minister praised their solemn commitment to maintaining personal sobriety while actively disseminating the message of a drug-free life across their schools, colleges, and communities. Outlining the campaign's ambitious 100-week roadmap, he detailed how every upcoming Sunday will feature dedicated activities spanning art, culture, sports, and meditation to continually engage new participants. "The coming 100 Sundays will absolutely become 100 strong steps in the direction of a completely drug-free India," affirmed Shri Modi.

Addressing the vast online gathering of students, NSS members, and My Bharat volunteers, the Prime Minister expressed immense pride in the profound awareness, sensibility, and serious dedication demonstrated by the nation's youth. Positioning the younger demographic as India's 'Amrit generation', he reminded them that their energy, imagination, and talent are vital for guiding the nation toward its 2047 developmental goals. "For the ultimate future of the country and for your own lives, it is absolutely essential to keep yourselves free from addiction," asserted Shri Modi.

Contrasting the stellar achievements of today's youth in startups, artificial intelligence, sports, and space exploration with the devastating impacts of substance abuse, the Prime Minister delivered a stark warning about how addiction derails focus and destroys dreams. Illustrating the profound collateral damage inflicted upon families, from shattering parents' dreams to causing daily agony for elders, he emphasized the broader societal toll. "When this devastation happens in a family or society, the overall strength of the entire nation also fundamentally weakens," noted Shri Modi.

Warning the youth against the deceptive nature of narcotics, the Prime Minister stressed that the temporary high provided by drugs ultimately results in a permanent low for their careers and family lives. Drawing upon the profound wisdom of Indian culture and spiritual leaders, including specific teachings from the Sri Guru Granth Sahib, he highlighted the historical societal rejection of mind-altering substances. "We must absolutely not give any kind of social acceptance to intoxication under any circumstances," asserted Shri Modi.

Detailing the comprehensive support systems available for recovery, the Prime Minister highlighted the effectiveness of societal cooperation, yoga, meditation, and modern rehabilitation centers in overcoming addiction. Urging families to prioritize medical intervention over misguided concerns regarding social prestige, he advocated for a culture of open domestic communication to prevent vulnerable children from falling into the trap. "If a youth has mistakenly fallen into addiction, it absolutely does not mean that all their paths are permanently closed," affirmed Shri Modi.

Directing a specific appeal to academic professionals, the Prime Minister urged college and university professors to actively integrate discussions about the dangers of drugs into their regular curriculum and launch dedicated anti-intoxication movements on their campuses. Shifting focus to those recovering from addiction, he called for societal respect and second chances for these individuals, completely rejecting the stigma associated with their past. "The youth who come out fighting addiction are not weak; they are real warriors whose incredible courage is their true identity," remarked Shri Modi.

Concluding the address, the Prime Minister assured the youth that the government stands firmly alongside them in this crucial battle, citing unprecedented nationwide crackdowns, massive seizures worth thousands of crores, and soaring arrest rates targeting drug dealers and smugglers. Expressing unwavering faith in the younger generation's resilience, he predicted a highly successful outcome for the national initiative. "I am confident that our youth will protect their energy by staying free from addiction and will take the resolutions of Viksit Bharat forward," affirmed Shri Modi.

Speaking at the launch of 'Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyan', a 100-week campaign against substance abuse. I urge every citizen, especially our youth, to join this movement. <https://t.co/ucvrcAyK4C>

— Narendra Modi (@narendramodi) August 2, 2026

आज जब देश ने विकसित भारत का लक्ष्य तय किया है... तो इसके लिए आवश्यक है... देश का युवा, तन से स्वस्थ हो, मन स्वस्थ हो, आत्मविश्वास से भरपूर हो और ड्रग्स जैसी घातक आदत से हमेशा दूर हो:

PM @narendramodi

— PMO India (@PMOIndia) August 2, 2026

हमें हर एक युवा को नशे के चंगुल में फंसने से बचाना है: PM @narendramodi

— PMO India (@PMOIndia) August 2, 2026

समाज का सहयोग, योग और ध्यान की ताकत... ये नशे के खिलाफ हमारे अन्तर्मन को ताकत देते हैं।

और आज तो हमारे पास... नशा छोड़ने के लिए rehabilitation center जैसी सुविधाएं भी हैं: PM @narendramodi

— PMO India (@PMOIndia) August 2, 2026

अगर कोई युवा गलती से नशे में फंस भी गया है तो इसका ये मतलब बिल्कुल नहीं है कि उसके सारे रास्ते बंद हो गए हैं!

हमें हमेशा इस बात का ध्यान रखना है... घर का कोई बच्चा अगर नशे का शिकार बन गया है... तो इसे सामाजिक प्रतिष्ठा की आड़ में छिपाएं नहीं।

जिसकी जरूरत हो, उसका सहयोग लें।...

— PMO India (@PMOIndia) August 2, 2026

एक आवाहन में कॉलेज और यूनिवर्सिटीज़ के हमारे प्रोफेसर्स से भी करना चाहता हूँ...

आप भी कोर्स की पढ़ाई के साथ-साथ स्टूडेंट्स के साथ ड्रग्स के खतरों पर बात करें।

नशे के खिलाफ अपने कैम्पस में एक मूवमेंट चलाएं।

आपके प्रयास बड़े परिणाम ला सकते हैं: PM @narendramodi

— PMO India (@PMOIndia) August 2, 2026

MJPS/SS/PRK

(रिलीज़ आईडी: 2293335) आगंतुक पटल : 2261

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