



Prime Minister Shri Narendra Modi Launches 'Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyan'; Calls Upon Every Citizen to Join the Movement

Over One Crore Youth Join Prime Minister's Call for a Drug-Free India as 100-Week 'Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyan' Begins

'The Coming 100 Sundays Will Be 100 Strong Steps Towards a Drug-Free India': Prime Minister

Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyaan Will Become a Nationwide Jan Bhagidari Under Prime Minister's Leadership: Dr. Mansukh Mandaviya

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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.



Welcoming the Prime Minister, Union Minister of Youth Affairs & Sports and Labour & Employment, Dr. Mansukh Mandaviya, said that the launch of the "Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyaan" marks another significant milestone in the journey towards realizing the Prime Minister's vision of Viksit Bharat @2047. He noted that the Hon'ble Prime Minister has consistently placed India's youth at the centre of nation-building, envisioning them as the driving force of Amrit Kaal. Guided by this vision, the Government established MY Bharat as a one-stop solution to provide young people with opportunities for volunteering, leadership, mentorship and national service, connecting over 2.3 crore youth across the country. Recalling the Prime Minister's call from the Red Fort for a drug-free India, Dr. Mandaviya said MY Bharat has been actively advancing this mission through sustained youth engagement. He further highlighted that the 100-Week Action Plan and the Kashi Declaration, evolved through consultations with leading spiritual organisations, have laid the foundation for a nationwide people's movement against substance abuse. Expressing confidence in the campaign, he said that just as Jan Bhagidari under the Prime Minister's leadership transformed initiatives such as Swachh Bharat, Fit India and several other national movements into mass successes, the "Nasha Mukta Yuva for Viksit Bharat Sankalp Abhiyaan" would similarly inspire millions of young Indians to contribute towards building a healthy, drug-free and developed India. Union Minister of State of Youth Affairs and Sports, Smt. Raksha Nikhil Khadse, 26 Governors of States and Chief Ministers of 11 states also joined the nationwide movement.

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.

Pawan Singh Faujdar

(रिलीज़ आईडी: 2293495) आगंतुक पटल : 3536

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