

Central Bureau of Narcotics and Brahma Kumaris sign MoU to strengthen preventive drug awareness, youth empowerment and community outreach

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The Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India, and Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya signed a Memorandum of Understanding (MoU) at Mount Abu, Rajasthan, on September 18, 2026, to strengthen preventive drug awareness, youth empowerment and community outreach for promoting a healthy and substance-free society.

The initiative is in furtherance of the vision of Prime Minister Shri Narendra Modi for a *Nasha Mukta Bharat* (Drug-Free India) and seeks to contribute to the objectives of the *Nasha Mukta Bharat Abhiyaan* through sustained preventive awareness, youth engagement and community participation.



Representatives of the Central Bureau of Narcotics and Brahma Kumaris with the signed MoU at Mount Abu.

The MoU was signed by Shri Naresh Bundel, Deputy Narcotics Commissioner, Central Bureau of Narcotics, and Dr. Banarsilal Sah, Secretary, Medical Wing, Brahma Kumaris, in the presence of Dr. Dinesh Kumar Bisen, Narcotics Commissioner, Central Bureau of Narcotics, Gwalior.



MoU signing ceremony between the Central Bureau of Narcotics and Brahma Kumaris at Mount Abu on September 18, 2026.

The MoU provides a cooperative framework for conceptualising, organising, implementing and evaluating preventive drug-awareness campaigns, youth-empowerment initiatives and community outreach programmes, with operational emphasis on Madhya Pradesh, Rajasthan, Uttar Pradesh and Delhi. The collaboration focuses on value-based preventive education, awareness of the harmful effects of narcotic drugs and psychotropic substances, and information on counselling, recovery and treatment avenues available to persons affected by substance abuse.

Under the MoU, the Parties will support seminars, symposiums, interactive workshops, multimedia exhibitions, awareness rallies, poster-design competitions and digital awareness activities under CBN's *Yuva Raksha* initiative. Special attention is envisaged for schools, colleges, universities, hostels, coaching hubs and vocational training institutes, along with rural communities and youth in agricultural and traditional cultivation areas.

The partnership also provides for life-skills, stress-management and holistic-wellness activities, including meditation, yogic breathing, positive thinking and emotional self-regulation. Brahma Kumaris will support the programme through its centres, seminar venues, volunteers, instructors and spiritual counsellors, and will promote the *Yuva Raksha* campaign through its institutional and digital platforms.



Dr. Dinesh Kumar Bisen, Narcotics Commissioner, Central Bureau of Narcotics, addressing the gathering at Mount Abu.

Speaking on the occasion, Dr. Dinesh Kumar Bisen, Narcotics Commissioner, Central Bureau of Narcotics, emphasised the importance of collective and community-based efforts in preventing substance abuse. He said that sustained engagement with young people, educational institutions and communities is essential for preventive awareness. He also shared information about “Operation Yuva Raksha”, the CBN initiative for preventive awareness and youth engagement. He explained that under the initiative, awareness is taken to schools, colleges, coaching hubs and other youth-oriented platforms through seminars, symposiums, interactive sessions, awareness rallies, poster-design competitions and digital campaigns. He also highlighted the importance of developing students and young professionals as volunteer ambassadors and peer educators under the Yuva Raksha framework.



Personnel participating in the awareness and community outreach initiative at Mount Abu.

Representatives of Brahma Kumaris highlighted the role of value-based education, self-awareness, positive thinking, Rajyoga meditation, stress management and emotional wellness in supporting healthy and drug-free lifestyles. The organisation will also mobilise its youth wings, students, teachers, women's forums and community leaders to participate in awareness activities.

The MoU also provides for rural outreach, national and international anti-drug observances, volunteer orientation and capacity-building. Activities will remain voluntary, educational, inclusive and non-regulatory; participants from Brahma Kumaris will undertake awareness, educational, motivational and community-support activities and will not perform enforcement, investigation or policing functions.

The MoU marks a collaborative effort to combine the statutory expertise and preventive-awareness role of the Central Bureau of Narcotics with the extensive community network, volunteer strength and socio-spiritual outreach of Brahma Kumaris to strengthen sustained public awareness and youth participation against substance abuse.

SR/KMN

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