

PM Modi Highlights Youth-Led Momentum of Nasha Mukht Yuva Abhiyan

PM appreciates 'Nasha-Mukti Ka Sandesh' and youth-led creative communication

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Prime Minister Shri Narendra Modi today highlighted the growing participation of young people across the country in the Nasha Mukht Yuva Abhiyan, during the 138th episode of his monthly radio programme Mann Ki Baat. He noted that millions of young people have taken a resolve to stay away from drugs and substance abuse and are also taking responsibility for spreading awareness among others.



The Prime Minister said that the 100-week Nasha Mukht Yuva for Viksit Bharat Abhiyan brings together volunteers associated with Mera Yuva Bharat (MY Bharat) and the National Service Scheme (NSS), along with schools, colleges, universities and various social and spiritual organisations. He noted that thousands of pledge ceremonies and awareness programmes have been organised across the country in recent days as part of the campaign.

Highlighting the importance of youth-led communication, the Prime Minister particularly appreciated the 'Nasha-Mukti Ka Sandesh' initiative. He observed that young people are taking the message against substance abuse to communities in their own languages and through their own creative forms of expression.

Recalling his earlier appeal to young people through Mann Ki Baat to contribute their creativity to the campaign, the Prime Minister expressed appreciation for the response from youth across the country. Various competitions, including anthem, slogan-writing and street-play competitions, have been organised through the MY Bharat platform to encourage young people to use their creativity in spreading awareness.

The Prime Minister also highlighted the growing use of social media by youth to amplify the campaign message through creative content using the hashtag #NashaMuktYuva. He noted that in the campaign, the message, medium and driving energy are being led by the youth themselves.

As part of the campaign's continued outreach, activities such as health check-ups and meditation camps will also be organised in the coming days to promote healthy lifestyles and holistic well-being among young people.

The Nasha Mukta Yuva for Viksit Bharat Abhiyan is being implemented as a sustained 100-week campaign to strengthen awareness among young people, encourage community participation and promote a collective resolve against substance abuse. Through MY Bharat, NSS, educational institutions and partner organisations, the campaign seeks to harness the energy and creativity of India's youth towards building a healthier and drug-free generation.

Pawan Singh Faujdar

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