Under the
Nasha Mukt Bharat Abhiyaan & Mission SPANDAN

✻ In the Sacred Memory of Dadi Prakashmani Ji ✻



10 Crore

Addiction-Free Pledge Mega Campaign

Towards an Addiction-Free, Healthy & Developed India

August 6-20, 2026

I proudly join the 10 Crore Addiction-Free Pledge Mega Campaign.

Aware citizens; empower society

Quit addiction; add life

Adopt Yogic Life; Live Healthy

Goal: make India Addiction-free

Scan QR code now
Pledge in just 30 seconds

Organisers:
Medical Wing
Rajyoga Education & Research Foundation
Prajapita BRAHMA KUMARIS
Ishwariya Vishwa Vidyalaya

www.bkmedicalwing.org
www.brahmakumaris.com/nmba

WhatsApp
pledge
9414154000

Brahma Kumaris

The Brahma Kumaris is a global spiritual and social organization operating in over 110 countries, dedicated to fostering positive societal change through various welfare initiatives, including value-based education, Raja Yoga meditation, personality development, stress management, positive thinking, and addiction recovery. The organization's mission is to cultivate a peaceful, healthy, and empowered society by enabling individuals to become self-aware, ethical, and self-sufficient.

Through its extensive network of over 5,500 service centers throughout India, millions of individuals consistently gain from Raja Yoga meditation, spiritual education, and life management. The Brahma Kumaris undertakes numerous national and international initiatives aimed at fostering youth empowerment, women's empowerment, family values, health awareness, a stress-free lifestyle, and social harmony.

In addition to advocating for global peace, human values, and a constructive lifestyle, the organization is diligently addressing the contemporary challenges confronting society. The "10 Crore Addiction-Free Pledge Mega Campaign" represents a substantial initiative in this spirit of service, striving to foster a drug-free, healthy, and developed India through public awareness, self-confidence, positive life values, and Raja Yoga meditation.

Dadi Prakashmani Ji – A Concise Introduction



Dadi Prakashmani Ji served as the former Chief Administrator of the Brahma Kumaris and was a globally recognized spiritual leader. Through her humble demeanor, maternal warmth, and inspirational leadership, she imparted peace, positivity, and spiritual enlightenment to millions.

She made substantial contributions to human welfare, women's empowerment, social harmony, and spiritual upliftment on a global scale, advocating for a lifestyle rooted in love, compassion, service, and ethical values. Under her leadership, the Brahma Kumaris broadened their service initiatives both nationally and internationally.

Her inspiring teachings continue to motivate countless individuals to lead positive lives and fulfill their responsibilities to society and the nation. This campaign, organized in his revered memory, serves as a modest tribute to his commitment to social service and nation-building.

"True service is that which instills hope, fortitude, and transformation into human existence." — Rajyogini Dadi Prakashmani Ji

National People's Movement

The "Nasha Mukt Bharat Abhiyaan" and "Mission SPANDAN" are being executed in collaboration with the Ministry of Social Justice & Empowerment, Government of India starting in 2023, and with the Ministry of Home Affairs (Narcotics Control Bureau), Government of India from 2024. The aim of this initiative is to enhance awareness regarding substance abuse nationwide, fortify addiction prevention efforts, and motivate the youth and society to embrace a positive and healthy lifestyle.

This campaign extends beyond merely raising awareness of the detrimental effects of drug addiction; it also aims to connect individuals with practical guidance, self-empowerment, and life values conducive to a drug-free existence. As part of the campaign, comprehensive public awareness initiatives are being implemented through schools, colleges, village councils, correctional facilities, industrial institutions, and various social organizations.

Objective of the campaign:

- To foster a addiction-free and healthy society
- To impart positive guidance and life values to the youth
- Inner empowerment through the practice of Raja Yoga
- Contribution to a developed, secure, and conscious India

Consequences of Addiction

Health Issues



Addiction-Related Illness Claim annually
30 Lakh Lives

Stressful family



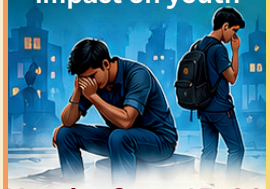
Drug Addiction:
Behind 40–60%
of Family Disputes

Financial loss



Addiction Drains
20–30% of
Family Income

Impact on youth



Youth of age 15–30
Most at
Risk of Addiction

Source: World Health Organization, Government of India, and various research studies

Solution – Raja Yoga Approach

Raja Yoga practice offers individuals mental equilibrium, self-discipline, and an optimistic perspective.

Tranquility and security

Raja Yogi lifestyle cultivates a calm, positive, and stable mind, effectively diminishing stress and anxiety.

Self-discipline and self-empowerment

It fosters inner strength, wisdom, and self-discipline, thus enabling the transcendence of negative tendencies.

Beneficial in addiction recovery

Raja Yoga diminishes mental dependence and cultivates robust willpower to overcome addiction.

Optimistic disposition and emotional equilibrium

It enhances love, compassion, and patience by diminishing negative emotions such as jealousy, anger, fear, and stress.

Spiritual consciousness and intentional existence

Clarity of self-identity and purpose in life offers direction, motivation, and fulfillment.

Wholesome and fulfilling lifestyle

Regular practice of Raja Yoga enhances physical vitality, promotes restful sleep, fosters harmonious relationships, and contributes to overall well-being.

This campaign is being conducted at the national level.
It has manifested as a wide spread movement!

Solution – How can one practice Raja Yoga?

Practice Raja Yoga for 10 - 20 minutes daily

In the serene morning or evening, assume a comfortable position, close your eyes, and tranquilize your mind through deep breathing.

Introspection and internal dialogue

Engage in positive self-talk – "I am sober, I am competent, I am leading a drug-free, healthy, and fulfilling life."

Embrace a life grounded in values.

Instill values such as truth, non-violence, love, compassion, cooperation, and discipline in your thoughts and actions.

Satsang and uplifting companionship

Engage with quality literature, participate in satsang, and surround yourself with uplifting individuals.

Establish objectives and engage in consistent practice.

Establish objectives such as healthy living, addiction recovery, and community service, and attain them through consistent practice.

Campaign: Brief Achievements

Over the past three years, 30,166 public awareness programs have been conducted under the "Nasha Mukt Bharat Abhiyaan," engaging more than 36.3 million citizens and resulting in over 31.9 million pledges to abstain from drugs. The campaign effectively reached cities, towns, villages, and educational institutions across 28 states and 5 union territories, fostering extensive public awareness regarding an addiction-free, healthy and peaceful living.

- **3.63 crore** individuals committed
- Message to **55,965** inmates
- **36** awareness vehicles

Inspirational Messages



"Addiction represents a profound challenge for human society. It undermines individual health, disrupts families, and adversely affects communities. We must collaborate to raise awareness about addiction and guide the youth toward a positive path. Spiritual knowledge serves as a powerful tool that fosters self-confidence and can liberate individuals from the grips of addiction. Let us collectively commit for creating a addiction-free, healthy, and prosperous India."

Smt. Draupadi Murmu

Honorable President of the Republic of India



"The cornerstone of enduring liberation from addictions lies in inner awakening and self-assurance. Recognizing one's authentic essence—a tranquil, pure, and potent soul—empowers individuals to make sound choices. The Raja Yogi lifestyle promotes a healthy, values-driven, and addiction-free existence. Let us serve as exemplars of a virtuous life and contribute to the creation of a addiction-free India."

Rajyogini BK Mohini Didi

Chief Administrator, Brahma Kumaris



"As India moves forward with confidence towards the goal of Viksit Bharat, our greatest asset is the energy, talent and aspirations of our young generation. Every young person who is free from the grip of addiction can fully contribute to the nation's progress through innovation, enterprise and service. Ensuring that our youth remain free from this menace is, therefore, not only a social responsibility but also a national duty."

Shri Narendra Modi

Honorable Prime Minister, Government of India



"The Drug Free India Campaign represents a formidable mass movement and a crucial stride towards a more promising future for the nation. Drug addiction impacts individuals, families, and society at large. This campaign fosters public awareness, prevention, and rehabilitation efforts. I encourage all citizens to engage actively and contribute to the establishment of a addiction-free India."

Dr. Virendra Kumar

Union Minister, Min. of Social Justice & Empowerment, Govt. of India



Addiction-Free India-
Healthy Minds.
Strong India.
Developed India.

Organisers

Brahma Kumaris

Brahma Kumaris Shantivan,
Abu Road, Rajasthan - 307510
Mobile: 9414150000 Email: nmba@bkivv.org

How can one join?



Practice Raja Yoga
Meditate 10–20 Minutes
Live Positively



Take the Pledge.
Inspire 50 More.
Every Count Matters.



Be the Voice.
Reach the Unreached.



Together for Change. Make India Drug-Free.

BK CENTRE NEARBY

How Can Your Organization Contribute?

Educational Institution / University / Public Sector Agency
Medical Facility / Manufacturing Plant

✓ Coordinate pledge events ✓ Involve students and staff in the campaign

social institutions

✓ Promote locally ✓ Involve youth

Scan the QR code and make the pledge now

Participate in the campaign in merely 30 seconds.

Target: 100 Crore pledges

Your commitment represents a significant stride towards an Addiction-Free India.