Under the Nasha Mukt Bharat Abhiyaan & Mission SPANDAN

A Powerful Step Towards a Viksit Bharat



In the Sacred Memory of Dadi Prakashmani Ji

10 Crore

Addiction-Free Pledge

Mega Campaign

August 6 to 20, 2026

I proudly join the 10 Crore Addiction-Free Pledge 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

Side effects 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

TAKE THE PLEDGE TODAY AND CONNECT AT LEAST 50 PEOPLE TO THIS MEGA CAMPAIGN.

Medical Wing, Rajyoga Education & Research Foundation
Prajapita Brahmakumaris Ishwariya Vishwa Vidyalaya

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

Pledge by WhatsApp
9414154000

This campaign is a humble tribute to the sacred memory of Dadi Prakashmani ji, dedicated to social service and nation building.

Brahma Kumaris

The Brahma Kumaris is an international spiritual and social organization, working in more than 110 countries to bring positive change to society through social welfare programs such as value-based education, Raja Yoga meditation, personality development, stress management, positive thinking, and de-addiction. The organization's mission is to build a peaceful, healthy, and empowered society by empowering individuals to become self-aware, ethical, and self-reliant.

Through its more than 5,500 service centers across India, millions of people regularly benefit from Raja Yoga meditation, spiritual education, and life management. The Brahma Kumaris Iswariya Viswa Vidyalaya runs various national and international initiatives to promote youth empowerment, women empowerment, family values program, health awareness, a stress-free lifestyle, and social harmony.

Dadi Prakashmani Ji – Profile

Dadi Prakashmani Ji was the former Chief Administrator of the Brahma Kumaris and a world-renowned spiritual guide. She brought peace, positivity, and spiritual awakening to millions of people through her modesty, elegance, universal motherly love & inspiring leadership.

She made significant contributions to human welfare, women empowerment, social harmony, and spiritual & upliftment to people worldwide led an exemplary life interlaced in love, compassion and moral values. Under her leadership, the Brahma Kumaris organisation enhanced centres, expanded service nationally and internationally spread its' wings and soar to new heights.

"True service is that which brings hope, strength, and transformation into human life."

— Rajyogini Dadi Prakashmani Ji

National initiatives and mass movements

Brahmakumaris is part of The "Nasha Mukt Bharat Abhiyaan" & "Mission SPANDAN" which are being implemented under the MoU with the Ministry of Social Justice and Empowerment of the Government of India from the year 2023 and with the Ministry of Home Affairs - Narcotics Control Bureau [NCB] from the year 2025. The objective of this campaign is to increase awareness about substance abuse across the country, SAY NO TO ALL FORMS OF ADDICTION, and inspire the youth & society to adopt a positive and healthy lifestyle.

Campaign: Brief Achievements

- **30,166 +** public awareness prgrammes
- **3.63 crore+** Message to the people determined
- **3.19 crore+** Addiction-Free pledges
- **28 states and 5 Union Territories**
- Access to thousands of schools, colleges, village, panchayats and social organizations

This campaign has taken the form of a mass movement at the national level.

Solution – Rajayogi Lifestyle

Rajayogi meditative lifestyle provides harmony, self-control & a new positive life perspective

- **Peace of mind and stability** Reduction in stress, anxiety and negative thoughts
- **Positive perspective of life** win over jealousy, anger, fear, stress
- **Goal-oriented life** Gain direction, inspiration, and life satisfaction
- **Self-reflection and self-talk** Helps in relieveing craving, co-dependency & sustain de addiction.
- **Adopt a value-based life** Truth, non-violence, love, compassion, cooperation and discipline
- **Satsang and positive company** Engage in good thoughts, good literature and satsang

How can you contribute?

- **Each person should get at least 50 people to take the pledge.**
- **Spread the message to every person.** Spread awareness through social media, meetings, events and dialogues
- **Contribute to build an Addiction-Free Society** Give positive direction to the youth. Unite families and bring about social change for DRUG FREE INDIA.
- **Pactice Raja Yoga meditation yourself.** Gain self-confidence and peace through Raja Yoga meditation for 10-20 minutes every day.



"Our youth are India's greatest strength. It is our collective responsibility to provide them with the right direction, self-confidence, and positive life values. Only through a healthy lifestyle, public participation, value-based education, and spiritual awareness can we build a drug-free and developed India. Let us all be a part of this national mass movement."

Shri Narendra Modi
Hon'ble Prime Minister, Government of India

Scan the QR code and take the pledge now

Join the campaign in just 30 seconds

Target: 10 crore pledges

Your pledge, a strong step towards an Addiction-Free India.

BK CENTRE NEARBY

Organisers

Brahma Kumaris

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

OUR RESOLUTION: AN ADDICTION-FREE, HEALTHY & DEVELOPED INDIA