



Youth is a powerful phase of life, filled with energy, choices, and possibilities. In today's fast-paced world, where young minds face the pressures of social media, competition, and uncertainty, inner purity is just as important as external success.

The messages of World Mental Health Day (10 October) and Gandhi Jayanti (2 October) remind us to cultivate cleanliness not only in our surroundings, but also in our thoughts, attitudes, and memories.

Saying sorry after making a mistake is valuable, but true awareness goes a step further, it is about preventing impurity from entering our consciousness in the first place.

Every thought, attitude, and action leave an impression on the self. Therefore, let us pause and check ourselves at every step:

- **What am I thinking?**
- **What is my attitude?**
- **What am I carrying in my memory?**

Through initiatives such as Blood Donation Drives and Nasha Mukta Abhiyan, let us encourage youth to embrace purity, self-discipline, mindful living, and service. In doing so, they can transform themselves while also becoming a positive force for society.



BK Chandrika ben.
Editor, Youth wing
Newsletter,
Vice chairperson,
Youth Wing, RERF.

Nasha Mukta Bharat: What We Lose, When One Life Is Lost to Addiction

It began with just one experiment...

Rohan was 19 when a friend offered him a tablet at a college party.

"Just try it once. Nothing will happen."

He was young, curious and confident that he could never become addicted. For him, it was only an experiment, something he would do once and forget. But addiction rarely announces itself when it enters someone's life. One experiment became an occasional habit. The occasional habit became something he needed to feel normal. Slowly, his studies suffered. His energy disappeared. The boy who once dreamed of building a successful career began missing classes, borrowing money and withdrawing from the people who loved him. His parents could see their son changing, but they didn't know how to reach him.

And that is the tragedy of addiction: a person doesn't lose everything in one day. They lose one choice, one habit and one day at a time.

When one person suffers, an entire family suffers

Rohan's addiction did not remain his problem. His mother's nights became sleepless. His father began constantly worrying about where the next phone call would come from. Money that was meant for his education and his future started disappearing. Arguments became frequent. Trust began to disappear. The family stopped asking, "How was your day?"

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Not by Default

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Nasha Mukh Bharat: What We Lose, When One Life Is Lost to Addiction

Addiction changes relationships. It creates fear, shame, helplessness and financial pressure. Parents may blame themselves. Siblings may feel neglected. Children in affected families can carry the emotional impact for years.

A substance may enter one person's body, but its consequences can enter an entire family's life.

And therefore, Nasha Mukti is not merely about helping an individual quit a substance. It is about giving a family its peace, trust and hope back.

And when millions of young lives are affected, it becomes a national issue. Now imagine not one Rohan, but thousands and thousands of young people whose energy, education, creativity and potential are gradually consumed by addiction. India has one of the world's youngest populations. Our youth are our greatest strength, the people who can create businesses, conduct research, serve society, build technology, protect the country and shape India's future.

Every young person who lost to addiction is therefore not just a personal tragedy.

- It is potentially lost.
- It is productivity lost.
- It is creativity lost.
- It is a part of India's future lost.

This is why the fight against drugs is not only about health or law enforcement. It is about nation building.

The Nasha Mukh Bharat Abhiyaan itself describes India's youth as the nation's greatest strength and emphasises that addiction threatens their health, education, families and future. (Brahma Kumaris | Official)

Why target the young?

The drug trade is driven by many factors, including profit, but its impact can go much deeper than the transaction itself. Organised trafficking can deliberately exploit vulnerable people and communities. Young people can be particularly vulnerable because they are exploring identity, friendships, independence and new experiences.

A young person may not recognise the danger in the beginning.

"I can stop whenever I want."

"Everyone is doing it."

"It will help me deal with stress."

"It's only for fun."

But addiction can gradually take away the very freedom that the young person thought they were exercising.

A generation that should be full of dreams can instead become trapped in a search for the next high.

That is why preventing the first step is so important. And for those already struggling with addiction, the answer cannot be judgement alone. They need awareness, support, counselling, inner strength and an environment that helps them rebuild their lives. The Brahma Kumaris' Nasha Mukh Bharat initiative promotes awareness, counselling, Rajyoga meditation and community participation as part of its de-addiction support.



A movement that begins with one person

The Brahma Kumaris, in alignment with the Nasha Mukh Bharat Abhiyaan and government initiatives, supported the 10 Crore Nasha Mukh Pratigya Maha Abhiyan, which ran from 6–20 August 2026, with the vision of building an addiction-free, healthy and developed Bharat. As part of this powerful initiative, volunteers reached out to schools, colleges, workplaces, Brahma Kumaris centres and public places, spreading awareness and encouraging people to take the pledge for a Nasha-Mukh Bharat. It was especially lovely to be a part of the morning assemblies in schools, to listen to students sing melodious songs and offer their morning prayers, and to witness their spirited march pasts.

The Nasha Mukh pledge became a seamless part of these assemblies and often opened the door to deeper conversations about the responsibilities we carry as students and as the youth of the nation.

It was a very powerful sight to see people from different walks of life coming together in such large numbers, making a personal commitment to stay away from addiction and contribute towards a drug-free India. Every pledge was more than just a promise, it was a step towards protecting our youth, strengthening our families and building a healthier, stronger nation.

As of the latest figures available on the campaign website, over 3.42 crore pledges had been recorded across 28 States & many UTs and 184 districts, with 71 centres contributing. The statistics are important but the real power of the campaign lies in what every individual pledge represents:

- One person choosing freedom.
- One family choosing hope.
- One community choosing health.
- One generation choosing its future.
- One nation choosing to protect its strength.
- Take the pledge. Be the change.

You can take the online Nasha Mukh pledge through the official [Brahma Kumaris Nasha Mukh Bharat Abhiyaan pledge page](#). The campaign invites individuals to make the sankalp and share it with their circles.

(Brahma Kumaris | Official)

Because a drug-free India does not begin with "someone else."

It begins with me.

Making God's Remembrance a Special Hobby

We all have something we love doing in our free time. It may be listening to music, playing an instrument, cooking, painting, reading or simply being in nature. A hobby refreshes us because we do it with love, interest and without pressure.

Could remembering God become a hobby too?

In the Brahma Kumaris, a simple method of meditation is taught: "I am a soul, a tiny point of spiritual light, and God is the Supreme Soul, the Ocean of Love, Peace and Purity." We gently turn our attention away from our roles, responsibilities and worries and reconnect with our true spiritual identity.

This is not about following a complicated ritual. It can be practised anywhere and at any time. What makes it special is that it involves both the mind and the intellect: the intellect understands who I am, while the mind experiences the qualities and feelings connected with that awareness.

Discovering the Self

When I consciously think, "I am a soul, not merely this body or my role," I begin to experience a different kind of freedom.

I am not only a parent, professional, friend, partner or member of society. Behind all these roles is a spiritual being who is naturally peaceful, loving and pure.

I can then experiment with different thoughts about myself:

- I am a child of God.
- I am a peaceful soul.
- I am a soul filled with love and wisdom.
- I am a conqueror of negativity.
- I am an angel of peace.
- I am a valuable soul, connected with God.

From Self-Experience to God's Remembrance

Once I become stable in the awareness of myself as a soul, I turn my attention towards God. I imagine God as the Supreme Soul, the source of unconditional love, peace, purity, wisdom and strength. I allow my mind to experience these qualities, just as sitting peacefully beside someone loving can influence our state of mind.

The more we practise, the more natural it can become.

Just as a musician becomes eager to pick up an instrument whenever there is free time, we can gradually develop the desire to spend a few moments in God's remembrance.

The aim is not to force ourselves to remember God. The aim is to discover the joy of remembrance until we naturally want to return to it.

Making Remembrance a Hobby

A hobby becomes enjoyable when we explore it creatively. We can do the same with spiritual remembrance.

Instead of simply repeating, "I am a soul," we can ask:

- What does being a peaceful soul feel like?
- What would I experience if I connected with God's love right now?
- How would I respond to someone if I carried God's patience with me?
- How could I bring God's qualities into my actions today?

Every moment of remembrance then becomes a small experiment in transforming ourselves.

Gradually, remembrance can become more than a meditation practice. It can become a way of living, bringing greater peace into our thoughts, greater love into our relationships and greater clarity into our decisions.

A Short Meditation

Close your eyes gently and take a moment to become quiet.

1. Think of something you genuinely enjoy doing. Notice the happiness it brings you.

2. Now bring your attention to yourself. I am a soul, a tiny point of spiritual light, sitting in the centre of my forehead.

3. Become aware that you are more than your body, your roles and your responsibilities.

4. Visualise God as the Supreme Soul, an Ocean of Peace, Love, Purity and Strength.

5. Choose one quality you need today, perhaps peace, love, courage or patience.

6. Imagine receiving that quality from God and allowing it to become part of you.

7. Experience the feeling for a few moments.

8. Finally, create the thought:

"I would like to make God's remembrance a joyful part of my everyday life."

Perhaps, with practice, remembrance will no longer feel like something we have to do.

It may become something we love to do. And that is when remembering God becomes a truly special hobby.

Youth Services

To inspire, to empower, to realise, to rededicate, to meet, to share, to break all bondages like addictions, bad habits and blind faith, to spread the message of brotherhood by developing spiritual consciousness.



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11. Kathmandu-Nepal: BK Jitendra (HQ Coordinator, Mount Abu) facilitated the Youth Empowerment Training Program at Brahma Kumaris Kathmandu.

12. Kathmandu-Nepal: BK Jitendra (HQ Coordinator, Mount Abu) at the candle lighting Inauguration of Youth Empowerment Training Program.

1. Rajkot-Happy Village: Seminar for youth on "Self Love - Self Care Sunday" by BK Vidhi & BK Tanisha. **2.** Ahmedabad-Mahadevnagar: Session held by BK Rishika, on the occasion of World Youth Skills Day, Topic: "Inner Strength - The real skill behind success" to students of L D Engineering College. **3.** Gwalior-Indra Ganj: Session held BK Dr. Gurcharan Singh, BK Prahlad, BK Jeetu on the occasion of World Youth Skills Day, Topic: "Inner Strength- The real skill behind success". **4.** Bhopal: Launch of the "Utho Jagat Ke Vaste Youth Awakening Campaign" by Shri Avdhesh Pratap Singh (Chairman, Madhya Pradesh Human Rights Commission), Shri Praveen Gangrade (Director, State Anand Sansthan), Shri Sanjay Agrawal (Joint Commissioner of Income Tax), BK Kiran (Regional Coordinator, Education Wing and Director), Mulya Upvan, BK Rekha & BK Prahlad, by presenting sacred *Kalash* and *Shiv Dhvaj* to the campaign teams. **5&6** Daman: "Ek Hai Hum" Signature Campaign, under the "Utho Jagat Ke Vaste". Programme inaugurated in the presence of Shri Shuklaji (President, Yuva Club, representative of Swaminarayan Youth Mandal, BK Kanta (In-charge) & BK Vijay Barod. **7.** Kamrej: "Utho Jagat Ke Vaste", inaugurated at Vatsalyadham, Kamrej, by BK Jagruti, BK Reema, BK Reena, and other distinguished educationists and guests. **8.** Kathmandu, Nepal: An inspiring programme chaired by BK Rita with Shri Rambhakta Ghimire (Ward Chairman) as Chief Guest & BK Raju as the main speaker, on "Creative Lifestyle through Positive Thinking" was jointly organised by BK Nepal Youth Wing, Rajyoga Centre Gongabu, & Tokha Municipality Ward No. 09 to inspire teachers and participants in adopting positive thinking, moral values and a spiritual lifestyle. **9.** Dhamtari, Chhattisgarh: The "Utho Jagat Ke Vaste" Campaign was launched as a grand programme marking 90 years of Brahma Kumaris. Shri Vishwajeet Singh Tomar (Chairman, Chhattisgarh Youth Commission), was the Chief Guest, the Main Speaker BK Jitendra (Headquarters Coordinator, Youth Wing, Mount Abu) addressed the gathering in the presence of Shri Ramu Rohra (Mayor, Dhamtari), Shri Suraj Singh Parihar (Superintendent of Police), BK Chhaya (Youth Wing Coordinator for Chhattisgarh), BK Sarita (In-charge, Dhamtari), and other distinguished guests. **10.** Betul, Madhya Pradesh: 700 students took a pledge for a value-based and positive life during the inspiring programme on "Utho Jagat Ke Vaste" campaign, organised at Balaji Public School, Betul. BK Savita and BK Smriti inspired the students, in the presence of Shri Mahesh Pawar (School Director), Shri Tarun Malviya, teachers and other dignitaries.

Youth wing, Rajyoga Education & Research Foundation
C/o Brahma Kumaris
6 & 7, Mahadevnagar Society,
Opp. Aakar Complex, S. P. Stadium Road,
Navjivan, Ahmedabad - 380 014.
Mobile: +91-9427313773,
Tel: +91-79-26460944, 26444415

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