



INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

Nasha Mukta Bharat Abhiyan

Indian Institute of Social Welfare and Business Management, Kolkata, had the privilege of hosting a meaningful programme under the **Nasha Mukta Bharat Abhiyaan**, in association with the **Medical Wing of the Brahma Kumaris**. The programme sought to move beyond conventional awareness and encourage a deeper reflection on self discipline, mental wellbeing, and the strength required to make conscious choices.

The programme was graced by the presence of **Dr. Mayukh Rai, formerly associated with ESI Hospital**, whose address was particularly impactful for its authenticity and personal dimension. With his early education at **NRS**, and drawing upon his extensive professional experiences, Dr. Rai brought before the audience real life perspectives on the consequences of substance dependence. His experiences transformed the subject from an abstract social concern into a deeply human one, highlighting the physical, psychological, and social dimensions of addiction.

His address emphasised that the journey away from addiction requires more than external intervention. It calls for self awareness, determination, resilience, and the willingness to reclaim one's own choices. Bringing the essence of his message together, Dr. Rai invoked the timeless words of **Swami Vivekananda**:

“Arise, awake, and stop not till the goal is reached.”

In the context of the **Nasha Mukta Bharat Abhiyaan**, these words assumed a profound significance. They became a call not merely to awaken from addiction, but to awaken to one's own potential, rise above destructive habits, and persevere towards a healthier and more purposeful life.

The programme then moved from awareness to introspection through a **meditation practice conducted by Usha Didi**. The session provided students with an opportunity to experience the role of stillness, mindfulness, and inner awareness in cultivating emotional balance. It reinforced the idea that meaningful transformation often begins within oneself.

The programme concluded on a particularly warm and symbolic note with a **Raksha Bandhan ceremony**. Moving beyond its traditional familial significance, the ceremony was presented as an expression of **universal brotherhood, mutual respect, care, and human solidarity**. The tying of the sacred thread became a symbolic reminder that a society free from addiction must also be a society founded upon compassion, responsibility, and collective wellbeing.

The ceremony was followed by the distribution of **besan ladoos and bookmarks**, a simple yet thoughtful gesture that brought warmth to the conclusion of the programme. The bookmark served as a fitting keepsake of a day centred on learning, reflection, and the conscious choice to move forward.

The programme thus brought together three essential dimensions of transformation: **awareness of the problem, discipline of the mind, and compassion towards one another**. It left the students not merely informed, but encouraged to reflect upon the choices that shape their lives and the society they aspire to build.

Ultimately, the message of the day resonated with the timeless wisdom of Swami Vivekananda: **to rise above what diminishes us, awaken to what strengthens us, and persevere until the goal is reached.**

GLIMSE OF NASHA MUKTA BHARAT ABHIYAN AWARENESS & PLEDGE PROGRAMME

