

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

**Governor calls for 'Whole-of-Society' approach to build a *Nasha Mukh Yuva* for
Viksit Bharat@2047**

**Governor calls upon all stakeholders to transform *Nasha Mukh Bharat* into a true
Jan Andolan and contribute towards a healthier, stronger and Viksit Bharat by
2047**

Youth of the nation are its greatest strength and most valuable asset: Governor

The Governor of Arunachal Pradesh, Lt. Gen. K.T. Parnaik, PVSM, UYSM, YSM (Retd.), called upon educational institutions, families, healthcare professionals, law enforcement agencies and civil society to work together in building a *Nasha Mukh Yuva*, emphasizing that the fight against substance abuse must begin with individuals and evolve into a nationwide people's movement.

Addressing a virtual conference on *Nasha Mukh Yuva for Viksit Bharat* with Vice Chancellors of government and private universities, senior officers of Health, Education, Sports & Youth Affairs, Social Justice & Empowerment and Tribal Affairs Departments, Deputy Commissioners, Superintendents of Police and Red Cross volunteers, organized by Lok Bhavan, Itanagar in collaboration with the National Informatics Centre (NIC), the Governor said that substance abuse threatens not only individual health but also educational attainment, productivity, social harmony and national development. He stated that a *Nasha Mukh Bharat* is not merely about the absence of drugs, but about promoting healthy choices, informed decisions, supportive families and resilient communities. When drugs take control of the mind, one loses control over life itself, which destroys not only the person but also his family', he remarked.

The Governor stated that the youth of the nation are its greatest strength and most valuable asset. He emphasized the importance of a comprehensive approach to combating substance abuse, focusing on prevention and awareness, leveraging technology for effective monitoring and outreach, and providing skill development opportunities to recovered individuals to help them reintegrate into society and lead productive, dignified lives.

The Governor advocated a whole-of-government and whole-of-society approach. He proposed five key interventions: establishing Anti-Drug Cells and counselling mechanisms in every university to create drug-free campuses; setting up district-level Anti-Drug Task Forces and early warning systems; promoting sports and youth engagement as a powerful anti-drug movement; strengthening community-based counselling, rehabilitation and de-addiction networks; and launching a 'Nasha Mukh Tribal Youth Movement' through local languages, community participation and village-level volunteers.

The Governor emphasized that every young life lost to addiction represents a loss of national potential. He urged students, particularly future doctors, nurses, pharmacists, psychologists and public health professionals, to become ambassadors of awareness and lead efforts in prevention, treatment, research and evidence-based policymaking.

Calling for greater research in addiction medicine, mental health and behavioural sciences, the Governor stressed that evidence must guide action and research must inform policy.

Reiterating his commitment to drug-free educational institutions as Chief Rector of Rajiv Gandhi University and Chancellor of Arunachal Pradesh University, the Governor said that every campus must become a centre of awareness, every district a hub of prevention, every sports field a platform of hope, and every village a fortress against substance abuse. He called upon all stakeholders to transform *Nasha Mukh Bharat* into a true *Jan Andolan* and contribute towards a healthier, stronger and Viksit Bharat by 2047.