



Day 2 of Viksit Bharat sees 1,000 voices rise against drug abuse

JU organises youth-oriented programmes focusing heritage, skills, drug-free society

Jammu, August 1: On the second day of the ambitious Viksit Bharat Yuva Connect Programme (VBYCP), Hon'ble Vice Chancellor, Prof Umesh Rai today flagged off a mega rally.

Besides, scholars, faculty, students and others, SP South, Ajay Sharma, SP Traffic Jammu city, Arvind Kotwal, Prof. Anju Bhasin, Dean Academic Affairs, Prof Neelu Rohmetra, Dean Research Studies, and Prof Sangita Gupta. Dean Planning and Development, were present at the flag off ceremony.

Speaking on the occasion, Prof. Umesh Rai, observed that universities are not just places of academic learning but also powerful platforms for shaping values. "When students take the lead in campaigns like Nasha Mukta Bharat, it sends a strong message to society," he said and added, "Our collective stand today is not just symbolic—it is a necessary step in creating awareness and building a culture where students feel supported, informed, and strong enough to say no to drugs."

Prof Rai said that crime and terrorism have a deep connection. "If we want to end crime and terrorism, then we need to become drug-free," said Hon'ble Vice Chancellor, adding "Everyone has to contribute in it. This is an unconventional war. This is a conspiracy to destroy India. If every citizen of India makes this a mission, then I think we will definitely succeed in ending this war."

Earlier, the day began with holding of a series of youth-oriented events with focus on heritage, skills and drug free society.

The main event witnessed participation of scholars, faculty, officers and students from various schools and colleges from across Jammu.

The day began with an inspiring lecture by the well-known youth expert and motivational speaker Swati Basotra, who addressed the students at the Brigadier Rajinder Singh Auditorium.

Ms Swati Basotra exhorted students to bring the values of Bharat into their everyday thinking and conversations.

Referring to the idea of *Chetna* (awareness), she reminded the young audience that conscious thought rather than instinct is what makes us human. Through stories from Indian epics, she highlighted the need for humility, openness, and purpose-driven life and highlighted the greatest gifts of Bharat to the world -- *Dharma* (righteousness) and *Shiksha* (education), which represent truth, kindness, and fairness.

Later, Dr. Pankaj Rastogi, Regional Director, Dattopant Thengadi National Board for Workers Education and Development (DTNBWED), Ministry of Labour and Employment, GoI shared useful information about government welfare schemes for youth.

He explained the National Career Service (NCS) portal in making job-searching accessible, easier and quicker. Drawing on international studies, he emphasized on qualities like analytical thinking, communication and adaptability. These soft skills play a critical role in long-term success besides the technical qualifications, he added.

He urged the students to build these skills in early stage of their life, as these are important components along with their degrees. He called upon the need for gender-inclusive labour policies in achieving the goal of developed India by 2047.

The day also included an elocution competition where students from various institutions of Jammu shared their ideas about future of India and their role they hope to play in nation building. The students also participated in an essay writing competition on the topic, 'India@2047: My vision of a developed India empowered by young minds'.

Around 10 schools from Jammu city and 70 colleges and University teaching departments are participating in various events being organized under Viksit Bharat Youth Connect Programme.

A series of sports and cultural activities were also organized by the Directorate of Sports and Physical Education to reinvigorate the day. The day ended on a strong note with the participation of the faculty, staff and students in 'Nasha Mukh Bharat' Rally in support and commitment of a drug-free society.

To mark the day, the students performed a Nukkad Natak, spreading a message of 'Nasha Mukh Bharat'.