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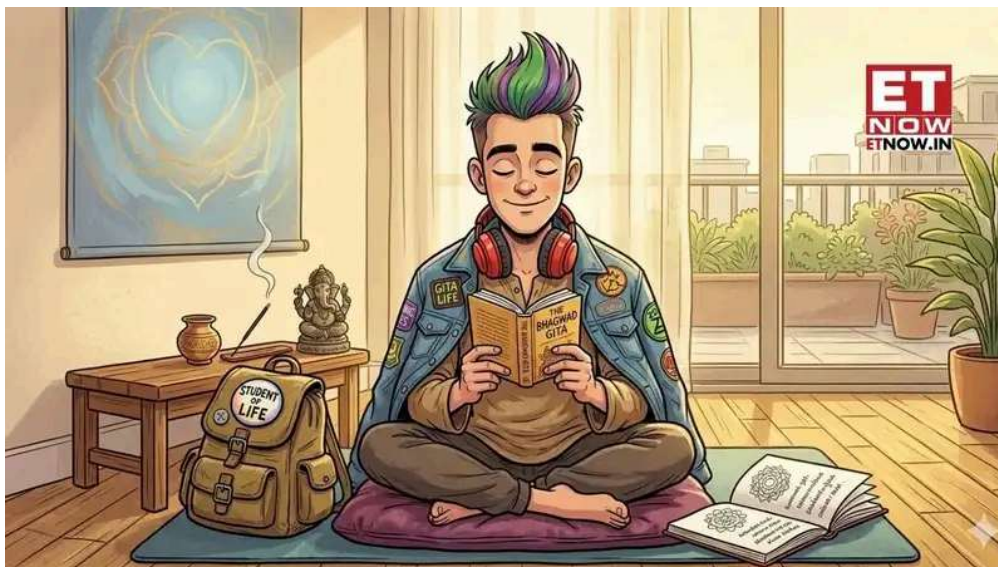


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In the age of algorithms and hustle culture, why the Bhagwad Gita is emerging as Gen Z's blueprint for purpose and emotional strength

In an age of algorithms, hustle culture and constant comparison, the Bhagwad Gita offers Gen Z clarity, emotional resilience and purposeful action. Its timeless message of focusing on right action over obsessive results provides a practical framework for navigating anxiety, ambition and identity.

Edited by: ET Now Digital
Updated Apr 29, 2026 18:33 IST



Why Gen Z Is Turning To The Bhagwad Gita For Mental Clarity, Better Decision-Making And Freedom From Outcome Obsession

In a world driven by algorithms, notifications, hustle culture and constant comparison, Gen Z faces a unique paradox: unlimited information, yet increasing confusion; hyper-connectivity, yet rising anxiety. Amid this digital noise, the Bhagwad Gita offers something surprisingly relevant: mental clarity, emotional resilience and purposeful action.

Often misunderstood as merely a religious scripture, the Gita is fundamentally a dialogue on decision-making under pressure. On the battlefield of Kurukshetra, Arjuna is paralysed by doubt, fear and moral confusion: emotions that mirror modern anxieties around career choices, identity, expectations and performance. The guidance he receives is not about escape, but about clarity and action rooted in awareness.

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What are key lessons for teenagers from the Gita?

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The Bhagavad Gita offers invaluable lessons for teenagers, emphasizing self-discipline, the importance of actions over results, authenticity, mindfulness, and balanced detachment. These teachings help teens navigate their emotions and societal pressures effectively, fostering resilience and self-awareness. By focusing on personal growth and present actions, teenagers can better cope with the complexities of modern life.

How does the Gita address anger management?

+

What practices enhance mindfulness according to the Gita?

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One of the Gita's most quoted teachings, "Karmanyev adhiparajayate, ma phaleshu kadachana," is also the most misunderstood. This verse is commonly interpreted as "do your work and do not worry about the results." However, prominent Gita teacher Acharya Prashant explains the real meaning of the verse as this: if you do the right work, then there arises no question of worrying about the results. Right action, by definition, loosens one's psychological attachment to outcomes. This right action is what the Gita terms 'Nishkaam Karma.' For a generation measured by engagement rates, academic scores, salary packages and social validation, this principle is deeply countercultural. The obsession with results fuels stress. The Gita reframes success: focus on the correctness of action; outcomes are not yours to cling to.



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• Other • FoFs Domestic • Very High

AUM (₹ Cr)

2,370.49

Returns (p.a)

▲ 33.22

NAV (₹)

41.37



Bank of India Credit Risk Fund - Direct
• Debt • Credit Risk Fund • Moderately High

AUM (₹ Cr)

104.69

Returns (p.a)

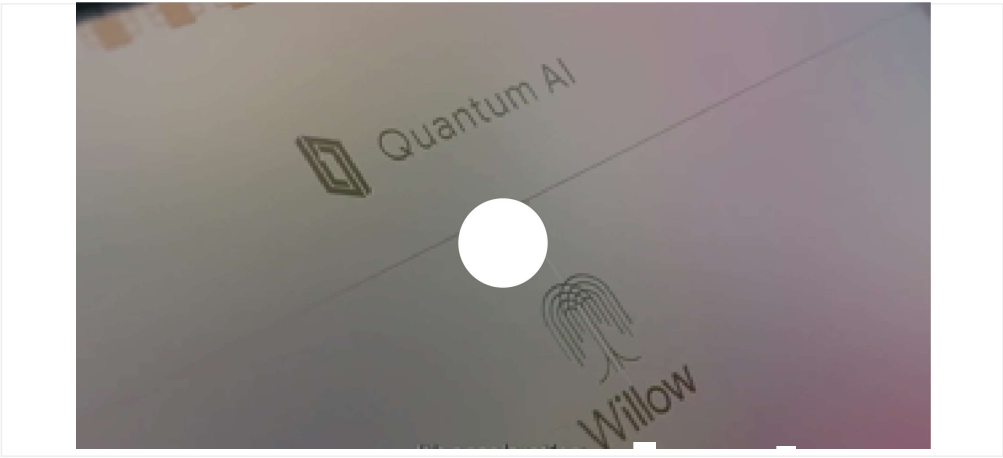
▲ 27.89

NAV (₹)

14.55



Motilal Oswal Nasdaq 100 FOF - Direct (G)
• Other • FoFs Overseas • Very High



Interestingly, the renewed engagement with the Gita is not confined to temples or traditional study circles. Earlier this year, the PrashantAdvait Foundation removed all participation fees from its Bhagwad Gita programme, initially offering free access to one million people as a New Year initiative. Within weeks, the scope expanded to over 1.2 million participants globally.

Long before emotional intelligence became a corporate buzzword, the Gita emphasized freedom from the mind's compulsions. It speaks of balance, not as emotional adjustment, but as freedom from attachment and inner compulsion. For Gen Z, navigating burnout, outrage cycles and constant stimulation, this discipline is invaluable.

The Gita does not deny action. It refines the intention behind it.

Right Action Over Cultural Trends



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Bhagwad Gita In The Digital Age: A Countercultural Guide For Gen Z Battling Burnout, Comparison And Career Pressure

In a culture that rewards virality, the Gita prioritizes dharm: right action aligned with clarity. Trends change. Algorithms evolve. External applause fades. Right action sustains. Gen Z is redefining work, relationships and identity. The Gita offers a psychological framework to make decisions without fragmentation.

NEW the Bhagwad Gita does not require ritualism. It requires reflection, right understanding and geous action. Whether accessed through traditional study or modern digital platforms reaching millions, its relevance lies not in its age but in its powerful core message, which is timeless. In a hyper-speed world, what matters most may not be speed, but clarity. And that is precisely what the Gita teaches.

AUM (₹ Cr)	Returns (p.a)	NAV (₹)
7,690.83	▲ 27.54	69.09

LIC MF Gold ETF Fund of Fund - Direct (G)

Other • FoFs Domestic • High

AUM (₹ Cr)	Returns (p.a)	NAV (₹)
779.49	▲ 25.84	42.98

SBI Children's Fund - Investment Plan-Dir (G)

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AUM (₹ Cr)	Returns (p.a)	NAV (₹)
6,114.10	▲ 25.68	49.00

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