



## PRESS RELEASE



### **Nasha Mukht Saptah to be observed from 17<sup>th</sup> to 26<sup>th</sup> June 2026 under the theme “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”**

**Shillong, June 16, 2026:** The Ministry of Social Justice and Empowerment, Government of India, through the Department of Social Justice and Empowerment, will observe “Nasha Mukht Saptah” from 17<sup>th</sup> to 26<sup>th</sup> June 2026 as part of the nationwide Nasha Mukht Bharat Abhiyaan, culminating in the observance of the International Day Against Drug Abuse and Illicit Trafficking on 26<sup>th</sup> June 2026.

This year's campaign is being organized under the theme “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”, in consonance with the United Nations Office on Drugs and Crime (UNODC) theme “Break the Cycle #StopOrganisedCrime”.

The week-long campaign aims to create sustained awareness on the prevention of substance abuse through coordinated efforts involving Central Ministries, States and Union Territories, District Administrations, educational institutions, spiritual organizations, NGOs and community stakeholders.

A wide range of activities, including mass pledge drives, poster and essay competitions, awareness rallies, cycle rallies, street plays, folk performances, yoga and meditation sessions, health camps, counselling sessions, community outreach programmes, youth-led interactive sessions, and social media campaigns, will be undertaken across the country to promote a drug-free society.

Special emphasis will be laid on engaging youth, women, educational institutions and community leaders, while promoting sports, arts, music and culture as healthy alternatives to substance abuse. Activities will also focus on stress management, peer pressure, and rehabilitation through community participation and wellness practices.

The observance will culminate with programmes at the national level by the Ministry of Social Justice and Empowerment in New Delhi and parallel events across States and Union Territories on 26<sup>th</sup> June 2026.

The campaign is expected to reach millions of citizens through physical and digital platforms, strengthen inter-ministerial collaboration, and reinforce India's commitment towards achieving a Drug-Free India.

Citizens are encouraged to join the movement by taking the online pledge available at: <https://nmba.dosje.gov.in/content/take-a-pledge>

Together, let us #BreakTheCycle, #StopOrganisedCrime, and work towards a Nasha Mukht Bharat – Viksit Bharat Ki Pehchaan.