

## PRESS RELEASE



### **Veteran Friendly Football Match Held to Promote Drug-Free Society under Nasha Mukta Bharat Abhiyaan 2026**

**Jowai, June 25, 2026:** In an effort to promote a healthy and drug-free society, the Office of the District Social Welfare Officer (DSWO), West Jaintia Hills District, in collaboration with Shri W. Shylla, Hon'ble Minister for Health & Sports, Government of Meghalaya, organized a Veterans Friendly Football Match under the Nasha Mukta Bharat Abhiyaan 2026.



The football match was held on 24<sup>th</sup> June 2026 at Wahiajer Stadium and commenced at 3:00 PM. The event witnessed the enthusiastic participation of veteran football players and members of the community, who gathered to support the nationwide campaign against drug abuse.



The programme aimed to spread awareness on the harmful effects of substance abuse while encouraging people, especially the youth, to adopt sports and healthy lifestyles as positive alternatives to drugs. Through the spirit of sportsmanship and community participation, the event highlighted the importance of collective efforts in building a drug-free society.



Speaking on the occasion, the organizers emphasized that sports serve as a powerful tool in promoting discipline, unity, physical fitness, and resilience among young people, thereby helping them stay away from the menace of drug abuse.

At the conclusion of the friendly match, mementoes were presented to all participating veteran football players as a token of appreciation for their valuable participation and continued contribution to promoting sports and supporting the objectives of the Nasha Mukta Bharat Abhiyaan 2026.

The programme concluded successfully with a renewed pledge from all participants and stakeholders to work together towards achieving the vision of a Drug-Free India.