



PRESS RELEASE



Observance of the International Day Against Drug Abuse and Illicit Trafficking, 2026 and activities under Nasha Mukht Bharat Abhiyaan (NMBA)

Shillong, June 23, 2026: The office of the District Social Welfare Officer, East Khasi Hills in collaboration with various stakeholders will observe the International Day Against Drug Abuse and Illicit Trafficking, 2026 and will undertake various awareness and outreach activities under the Nasha Mukht Bharat Abhiyaan (NBMA), including the observance of Nasha Mukht Saptah as prescribed by the Ministry of Social Justice and Empowerment from the 17th to 26th of June, 2026.

The observance seeks to promote the campaign theme: “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchan” and encourage active participation from educational institutions, NGOs, village authorities, youth and the general public.

The activities during the observance will include: Online Anti-Drug e-Pledge Campaign where citizens are encouraged to take Anti-Drug e-Pledge through the official Nasha Mukht Bharat Abhiyaan portal; Registration of Nasha Mukht Bharat Mitras where individuals are encouraged to register as Nasha Mukht Bharat Mitra volunteers through the official NMBA portal and actively participate in the anti-drug movement; Online Quiz on Nasha Mukht Bharat Abhiyaan where students, youth and the general public are encouraged to participate through the official eGov Quiz; Anti-Drug Instagram Reel Competition, 2026 where students and youth are encouraged to create awareness reels highlighting the harmful effects of drug abuse and the importance of drug-free society upto 24th June, 2026; and Community Outreach and Awareness Programmes to be organised by various stakeholders throughout the district.

Further, to create awareness on the harmful effects of drug abuse, Street Plays (Nukkad Natak) will be held on 24th June, 2026 at Don Bosco Square, Laitumkhrah (2:00 PM), at Nongmynsong (3:00 PM), and at Motphran (2:00 PM); on 25th June, 2026 at Police Point, Laitumkhrah (1:00 PM); on 29th June, 2026 at Mawlai Stand Bus, Mawlai Mawdatbaki (3:00 PM), at Police Bazar (4:00 PM), at Jhalupara (3:00 PM), and at Jaiaw Mawbyinna (3:00 PM).

As part of the culmination and closing programme of the district level observance, a sports activity will be organised on the 30th of June, 2026 at Rangdajied Futsal ground, Pynthorbah.