



PRESS RELEASE



Awareness Campaign through Flash Mob organized at Khliehriat Market under Nasha Mukta Bharat Abhiyaan

Khliehriat, June 25, 2026: As part of the observance of the International Day Against Drug Abuse and Illicit Trafficking, the Office of the District Social Welfare Officer (DSWO), East Jaintia Hills District, today organized a Flash Mob Awareness Campaign at Khliehriat Market under the Nasha Mukta Bharat Abhiyaan (NMBA) to create awareness on the harmful effects of drug abuse and substance use.



Speaking on the occasion, Programme Manager, Mih-Myntdu Community Social Welfare Association (MCSWA), Khliehriat Smti. R. Patlong highlighted the significance of the International Day Against Drug Abuse and Illicit Trafficking, observed annually on June 26 even as she informed that a series of awareness programmes have been organized throughout the week to educate the public, particularly the youth, on the harmful effects of drug abuse.

She stated that the Nasha Mukta Bharat Abhiyaan, launched by Hon'ble Prime Minister of India, Shri. Narendra Modi on 15th August, 2020 aims to create a drug-free India through sustained awareness and community participation. Smti. Patlong urged citizens, especially young people, to stay away from drugs and join the collective effort towards building a healthier and drug-free society.



A dance performance conveying anti-drug messages was presented by students of Jaintia Eastern College (JEC), East Jaintia Hills District. Through their performance, the students highlighted the harmful effects of drug abuse and encouraged the public to adopt healthy and responsible lifestyles free from substance abuse.



As part of the programme, a pledge against drug abuse was administered by Smti. R. Patlong, wherein participants reaffirmed their commitment towards combating the menace of drugs and promoting a drug-free society.



An interactive question-and-answer session was also conducted, providing an opportunity for participants and members of the public to engage in discussions and enhance their understanding of issues related to drug abuse, prevention and rehabilitation.