ACTION TAKEN REPORT

NASHA MUKT YUVA – VIKSIT BHARATAWARENESS CAMPAIGN AND DRIVE

Organised by Raidighi College NSS Unit–1Raidighi, South 24 Parganas, West Bengal

1. Introduction

With the vision of building a healthy, empowered and drug-free society, Raidighi College NSS Unit–1 undertook awareness and outreach activities under the Nasha Mukt Yuva – Viksit Bharat Awareness Campaign and Drive. The initiative aimed to sensitise students and the wider college community about the harmful consequences of substance abuse and drug addiction. Recognising the important role of youth in nation-building, the campaign encouraged students to adopt a healthy lifestyle, stay away from drugs and contribute actively towards a drug-free India.

The campaign also promoted awareness of the MANAS initiative and the National Narcotics Helpline number 1933, encouraging individuals to seek appropriate assistance for substance-related concerns.

2. Objectives

- To create awareness about the harmful physical, psychological and social consequences of drug and substance abuse.
- To motivate young people to lead healthy, disciplined and addiction-free lives.
- To encourage students to participate in the national effort to build a drug-free India.
- To sensitise the college community about prevention, early intervention and support for people affected by substance abuse.
- To disseminate information about the MANAS initiative and National Narcotics Helpline 1933.
- To develop leadership, social responsibility and community participation among NSS volunteers.
- To promote the message “Say No to Drugs, Say Yes to Life” in alignment with the vision of Viksit Bharat.

3. Activities Undertaken

A. Campus awareness and pledge-taking drive: NSS volunteers conducted campus-level awareness and pledge-taking activities on 30 and 31 July, 1st August 2026. Students were encouraged to take a stand against drug abuse and commit themselves to a healthy, drug-free lifestyle. Group activities promoted collective responsibility for a drug-free campus and society.

Mega Drive was conducted on 5th October 2026 as per instructions from RD NSS Kolkata office.

8th October 2026- Psychological Counseling program through students seminar was organised to generate awareness on substance addictions and ways stay away from such addictions.

B. Poster display and awareness campaign: Posters carrying messages such as “Say No to Drugs, Say Yes to Life” and other drug-prevention messages were displayed at prominent locations on campus. Volunteers helped disseminate the campaign messages among students.

C. Student sensitisation and awareness sessions: Volunteers interacted with fellow students and encouraged discussion about the effects of substance abuse on health, mental well-being, academic performance, family relationships and society. Students were encouraged to act as peer educators and spread awareness.

D. Promotion of MANAS and helpline 1933: MANAS awareness banners and posters were displayed to familiarise students with the support initiative. The National Narcotics Helpline number 1933 was publicised through campaign materials.

E. Classroom and outreach activities: The photographs document student-facing awareness and information-sharing activities, including a classroom interaction on 1 August 2026 and campus-based MANAS awareness activities on 25 September 2026. Volunteers also assisted students in accessing campaign-related information digitally.

4. Role of National Service Scheme (NSS)

NSS Unit–1 of Raidighi College provided an organised platform for mobilising students and encouraging their participation in the campaign. Its contributions included:

- Youth mobilisation: Engaging NSS volunteers and students in awareness and pledge-taking activities.
- Awareness generation: Sharing prevention messages through posters, banners, classroom interactions and peer communication.
- Peer education: Encouraging volunteers to act as peer educators and motivate fellow students to adopt addiction-free lifestyles.
- Information dissemination: Promoting awareness of MANAS and the National Narcotics Helpline 1933.
- Community responsibility: Encouraging young people to contribute to a drug-free campus and society.
- Leadership development: Providing opportunities to practise communication, teamwork, leadership and social commitment.

Through these efforts, NSS put its motto, “Not Me But You,” into practice by encouraging young people to work collectively for the welfare of society.

5. Conclusion

The Nasha Mukt Yuva – Viksit Bharat Awareness Campaign and Drive organised by Raidighi College NSS Unit–1 was a meaningful effort to increase awareness about substance abuse and promote a healthy, responsible and addiction-free youth community. The campus awareness and pledge-taking drive, poster displays, student interactions, classroom sensitisation and promotion of the MANAS initiative reinforced the message of prevention and collective social responsibility.

The campaign reaffirmed the commitment of Raidighi College NSS Unit–1 to the vision of a Nasha Mukt Bharat and Viksit Bharat. The Unit remains committed to continuing awareness and outreach activities that empower young people and contribute to a healthier society.

Submitted by:NSS Programme OfficerNSS Unit–1, Raidighi College

PHOTOGRAPHIC DOCUMENTATION

Selected photographs documenting awareness, student sensitisation, pledge-taking and MANAS outreach activities.



Photograph 1: Awareness material and MANAS campaign banner presented during an outreach/coordination activity.



Photograph 2: NSS volunteer assisting students with access to digital campaign information.



Photograph 3: Display of drug-prevention and Viksit Bharat awareness posters on the college campus.



Photograph 4: Students and NSS volunteers participating in a collective pledge-taking activity.



Photograph 5: Women students participating in the campus awareness and pledge-taking drive.



Photograph 6: MANAS awareness banner displayed at the college entrance to publicise available support.



Photograph 7: Student interaction and dissemination of campaign information about MANAS and the helpline.



Photograph 8: Students participating in a classroom-based awareness and sensitisation session.



Photograph 9: NSS volunteers displaying an addiction-prevention awareness poster on campus.



Photograph 10: Students displaying campaign materials as part of the Nasha Mukt Yuva awareness drive.



Preparation of Digital posters by volunteers published in NSS social media handles and telegram group

RAIDIGHI COLLEGE
RC
PROGRESS OF LEARNING
জ্ঞানম্ সত্যম্ মোক্ষম্

मेरा भारत

राष्ट्रीय सेवा योजना
NATIONAL SERVICE SCHEME

STAY AWAY
FROM DRUGS

Do not let drugs drag you down





REACH OUT FOR HELP

#NASHAMUKTYUVA

End stigma and extend hand of support message



Pledge certificates have been uploaded in Portal



Pledge taking and awareness Campaign by Nss programme officer - Dr Arvinda Shaw





Psychological counseling session and Students Seminar how to stay positive



Online social media handles upload is still continuing on Nasha Mukht Yuva for Vikshit Bharat