



# ACHARYA INSTITUTE OF TECHNOLOGY

Department of NSS

## Nasha Mukh Bharat Viksit Bharat Ki Pehchaan: 7-Day Awareness Campaign



### About the Program

- "Nasha Mukh Bharat – Viksit Bharat Ki Pehchaan" is a 7-day digital awareness campaign organized by the Acharya NSS Unit in association with the Ministry of Youth Affairs and Sports.
- The initiative promotes the vision of a drug-free youth population of a developed and progressive India (Viksit Bharat).
- Faculty, staff, and students can participate by updating their WhatsApp and Instagram display pictures daily with campaign-themed awareness graphics.
- Each day focuses on a different theme, including youth empowerment, family support, mental well-being, and substance abuse prevention.
- Through digital advocacy and community participation, the campaign aims to raise awareness, reduce stigma, and inspire healthier choices among young people.

**17<sup>th</sup> to 23<sup>rd</sup>  
June 2026**

09:00 AM to 11:59 AM

Venue: Acharya Campus

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