



NASHA MUKT BHARAT

VIKSIT BHARAT KI PEHCHAAN

7-DAY DIGITAL AWARENESS CAMPAIGN

17th to 23rd June, 2026 | 9:00 AM to 11:59 AM

Venue: Acharya Campus



About the Program

The "Nasha Mukta Bharat – Viksit Bharat Ki Pehchaan: 7-Day Digital Awareness Campaign" is a premier nationwide initiative organized by Acharya NSS unit in proud association with the **Ministry of Youth Affairs and Sports**. Recognizing that a drug-free youth is the future of a developed nation (Viksit Bharat), this week-long digital movement mobilizes the collective energy of our faculty, staff, and students. Participants are actively leading the charge on social media by updating their WhatsApp and Instagram display pictures daily with powerful, purpose-driven campaign graphics. Each day, a new theme—ranging from empowering youth and strengthening family units to promoting mental well-being—is broadcasted to shatter the stigma around substance abuse and inspire healthy choices. By transforming personal digital spaces into beacons of social advocacy, Acharya and the NSS are fostering a resilient, conscious, and empowered community committed to building a healthier and brighter future for India.

Objectives of the Program

- **To Mobilize Youth Leadership:** To leverage the network of Acharya NSS volunteers and students as active ambassadors in the digital crusade against substance abuse.
- **To Create Widespread Digital Awareness:** To saturate social media platforms like WhatsApp and Instagram with daily, impactful anti-drug messaging, maximizing visibility among the youth demographic.
- **To Promote Holistic Well-being:** To educate the community on the vital correlation between a drug-free lifestyle, mental health, strong family structures, and personal success.
- **To Align with National Goals:** To instill a sense of national responsibility by connecting individual choices directly to the larger vision of a developed India.

Expected Outcomes of the Program

- **Amplified Social Media Footprint:** A measurable surge in online advocacy, with faculty members and students actively changing their DPs to spark peer-to-peer conversations.
- **Heightened Community Awareness:** Increased sensitization among participants and their digital networks regarding the dangers of addiction and the importance of saying "No" to drugs.
- **Empowered and Resilient Youth:** Formation of a support network of conscious citizens who are equipped to reject peer pressure and prioritize healthy, productive lifestyle choices.
- **Strengthened Institutional Synergy:** A successful demonstration of collaborative social action between educational bodies, the Ministry of Youth Affairs, and the NSS to drive national-level reform.

Target Audience: Faculty and Students of AIT

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Committee Members

ADVISORY COMMITTEE

- Dr. C K Marigowda, Principal AIT

CONVENER

- Dr. Shilpa Sivashankar, Dean Outreach, HoD Biotechnology, AIT

COORDINATOR

- Dr. Tejaskumar R, Asst. Professor, Dept. of Mathematics, AIT



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LOCATE US

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