MY Bharat-NSS Organises Nationwide ‘Diwali Sneh Milan’ to Promote Substance Abuse-Free Festive Celebrations

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MY Bharat-National Service Scheme (NSS) organised nationwide ‘Diwali Sneh Milan’ celebrations across 153 institutions under the **Nasha Mukt Yuva for Viksit Bharat 100 Week Sankalp Abhiyan**, recording 1,07,494 participations. The eighth weekly intervention marked the conclusion of the campaign's second month and brought together young people, families and community members to promote an addiction-free Diwali through community gatherings, cultural activities, collective pledges and voluntary service.



The initiative sought to extend the message of substance abuse prevention beyond educational institutions to homes and neighbourhoods, encouraging families and communities to take collective responsibility for promoting healthy choices and responsible festive celebrations. Activities at the remaining institutions will be held after the vacation period.

As part of the **Nasha Mukt Deepotsav**, volunteers, community elders and children lit earthen diyas, symbolising the victory of light over the darkness of addiction. The Deepotsav and Sneh Milan gatherings together engaged over 41,600 participants, using the festive occasion to promote community participation in substance abuse prevention.



Participating institutions organised Nukkad Nataks in regional languages, along with Rangoli-making activities and Nasha Mukt songs. These cultural programmes engaged over 24,100 participants and used traditional and creative forms of expression to communicate the importance of preventing substance abuse and adopting healthy lifestyles.

The collective ‘Addiction-Free Diwali Sankalp’ was a key component of the gatherings, with nearly 25,000 individuals and family members pledging to celebrate Diwali without intoxicants. The pledge encouraged families to adopt responsible festive practices and support young people in making healthy choices.



In keeping with the NSS motto, **‘Not Me, But You’**, volunteers combined festive celebrations with community service. Under the Seva vertical, over 16,700 volunteers visited old-age homes, orphanages, hospitals and slum areas, distributing diyas and sweets. The outreach reflected the values of compassion, inclusivity and service to society.

Youth volunteers also used digital platforms to extend the campaign's reach. More than 1,100 social media posts and reels, specifically featuring the mandatory Nukkad Nataks, were uploaded on Instagram using the hashtag #NashaMuktYuva to spread the message of an addiction-free Diwali.

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