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



CHENNAI – 10 Nov, 2026 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.