

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

**Governor participates in PM's virtual interaction and launching of 'Nasha Muk
Yuva for Viksit Bharat'**

**Governor advocates a 'Detect-Counsel-Prevent-Skill' approach in anti-drugs
campaign**

**Governor stresses skill development, productive youth engagement, and greater
participation in games and sports as effective tools for prevention.**

**Governor emphasizes the use of technology and intelligence-based surveillance
to identify drug trafficking routes, networks and distributors**

The Governor of Arunachal Pradesh, Lt Gen KT Parnaik, PVSM, UYSM, YSM (Retd.), participated in the virtual interaction with the youth of the nation and launching of 'Nasha Muk
Yuva for Viksit Bharat Sankalp Abhiyan' by the Prime Minister of India, Shri Narendra Modi, from Lok Bhavan, Itanagar, on 2nd August 2026.

The Prime Minister launched the 100-week nationwide Jan Bhagidari campaign and addressed more than one crore young people from over 10,000 locations across the country, including educational institutions and youth centres in Arunachal Pradesh. The nationwide programme highlighted the critical role of youth in building a drug-free, healthy and developed India and reinforced the vision of Viksit Bharat@2047.

Following the virtual interaction, the Governor held discussions with officials and called for a sustained people-centric campaign against substance abuse. He proposed organizing 'Nasha Muk
Street Shows' every Sunday in the State for the next 100 days to create widespread awareness and mobilize communities, particularly young people, against the menace of drugs.

Emphasizing the importance of community participation, the Governor advocated a '**Detect-Counsel-Prevent-Skill**' approach at the grassroots level. He urged Gaon Burahs, community elders and Panchayat leaders to identify vulnerable youth, counsel affected families and help prevent drug abuse in villages. At the Circle level, he suggested involving Self Help Groups in rehabilitation and recovery initiatives. He further recommended that recovered youth be designated as 'ADA – Anti-Drugs Ambassadors' to inspire and guide others towards recovery.

Highlighting the need for a multi-pronged strategy, the Governor, who kicked off the Rupa Football League- Independence Cup Football Tournament with the theme 'Say No to Drugs, Yes to Football' recently at Rupa, stressed skill development, productive youth engagement, and greater participation in games and sports as effective tools for prevention. He also emphasized the use of technology and intelligence-based surveillance to identify drug trafficking routes, networks and distributors.

Calling for strict enforcement of the law, the Governor stated that those involved in drug-related offences must be dealt with firmly under the provisions of the Bharatiya Nyaya Sanhita, 2023, and other relevant laws to safeguard the future of the nation's youth.

PRO to Governor
Arunachal Pradesh
ITANAGAR, August 2, 2026