

GOVERNOR'S SECRETARIAT

MEGHALAYA, SHILLONG

Press Communiqué

Shillong, December 15, 2025 : To advise Universities and Colleges to take effective and coordinated steps for promoting awareness against drug abuse and to add strength to the national campaign, the Governor of Meghalaya, Shri C. H. Vijayashankar, chaired a meeting with Vice Chancellors of State and Central Universities, Principals of Colleges and Heads of various Institutes of Higher Studies. Director General of Meghalaya Police and senior officials from Social Welfare, Education, Health and Family Welfare and Home (Police) Departments and various other stakeholders from the Government of Meghalaya were also present in the meeting.

The main aim of the program was to sensitise Institutes of Higher Education and community representatives to become active partners in the on-going war against drugs and to build a strong, collaborative approach involving all stakeholders. Vice Chancellors, Principals and directors of leading institutions of Higher Education in Meghalaya such as Captain Williamson Sangma State University, North-Eastern Hill University (NEHU), National Institute of Fashion Technology (NIFT), Indian Institute of Management (IIM), National Institute of Technology (NIT), Shillong College, St. Edmund's College, St. Anthony's College, and various other Universities and Colleges participated in the meeting.

Headmen of various localities in Shillong along with Secretary of Ki Synjuk Ki Rangbah Shnong Shri R.L. Blah were also present, reflecting the importance of community-level involvement. The Hon'ble Governor emphasised that only through close coordination between institutes of higher education, traditional village leadership, civil society, and government agencies, the youth and communities can be protected from the menace of drug abuse.

Shri H.C. Chaudhary, Principal Secretary to the Governor of Meghalaya, delivered the welcome address in which he highlighted the importance of curbing the menace of drug and substance abuse and taking necessary steps to stop our young and creative minds to fall for this trap. He emphasized that Universities and colleges are not just centers of learning; they are the spaces where young minds are shaped, aspirations take root, and values are cultivated. Institutes of

Higher Education where students spent a substantial part of their minds, play a pivotal role in influencing attitudes and behaviours, making them indispensable partners in this national campaign.

This was followed by brief presentations by Shri Pravin Bakshi, Commissioner & Secretary, Social Welfare Department; Shri Roger Vincent from DREAM; and Shri Aditya Goenka, from the DGP Office, highlighting ongoing efforts by their respective departments and organisations to combat drug abuse and rehabilitation of the victims of drug abuse in the State.

Addressing the meeting, the Hon'ble Governor stated that the meeting holds special significance as it is a direct initiative of the Hon'ble Prime Minister Shri Narendra Modi, aimed at building a healthy and drug-free India. He described drug abuse as a serious social challenge affecting individuals, families, and communities, and stressed that higher educational institutions have a vital role to play in prevention and awareness. He underscored the need for mass awareness campaigns and workshops in schools and colleges; community-level monitoring mechanisms at the State, District, Block, village and institution level, and active involvement of motivators and law enforcement agencies.

The Hon'ble Governor emphasized that youth are the greatest asset of the nation and called for structured mechanisms at the district level to receive public suggestions and information related to drug abuse. He also proposed recognising and honouring villages that declare themselves "Nasha Mukh Villages" as a mark of community commitment. He promised to honour such villages during the at home to be organized by the Lok Bhawan on the ensuring Republic Day.

The interaction reflected a shared commitment of the Government, educational institutions, and civil society to work together towards the vision of a *Nasha Mukh Meghalaya* and a *Nasha Mukh Bharat*. This initiatives like *Nasha Mukh Bharat Abhiyaan* initiated by the Government of India five years ago under the aegis of the Ministry of Social Justice and Empowerment, adopts a comprehensive approach towards drug demand reduction. As part of this strategy, Higher Educational Institutions (HEIs) have been identified as key nodal units for prevention, awareness, and early intervention against substance abuse. Programs like these will strengthen the efforts being made under the *Nasha Mukh Bharat Abhiyaan* and will help in spreading awareness among the youths to fight the war against drug menace.