Kick Drugs - Statewide Campaign

Introduction

The youth of Kerala are increasingly falling prey to the influence of drugs, a growing concern that demands urgent attention. This surge in drug abuse poses a serious threat not only to individual health and well-being but also to public safety, as it is closely linked to a rise in violent crimes across the state. The situation is further worsened by the easy availability of synthetic drugs and the manipulative tactics of drug syndicates, who often exploit teenagers by using them as carriers in exchange for free drugs.

Given the gravity of this issue, it is crucial to actively divert the youth away from drug use and guide them towards healthier, more constructive alternatives. In this regard, sports can play a transformative role. By encouraging participation in sports, we can foster a positive addiction—one that promotes discipline, teamwork, and a healthy lifestyle. Engaging in sports not only offers numerous physical and mental health benefits but also provides a strong sense of purpose and community. This can significantly reduce the likelihood of young people turning to drugs and instead channel their energy into building a brighter future.

In alignment with the State Government's initiative *"Lahari Vimuktha Keralam,"* the Sports Department is launching a state-wide anti-drug campaign to tackle this pressing issue. The **Kick Drugs – Statewide Campaign** is a collaborative effort by the **Sports Department of Kerala.** It aims to raise awareness about the dangers of drug abuse and promote a healthy, drug-free lifestyle across the state.

Through a series of engaging events, educational programs, and wide-reaching outreach activities, the campaign seeks to inspire individuals—particularly the youth—to steer clear of drugs and embrace a positive, active, and purposeful way of life.

For more details visit the Kick Drugs Statewide Campaign Website:
https://keralakayikakshamathamission.com/

Marathon Registration Website : https://registrations.keralakayikakshamathamission.com/