



# Anjana Singh Raises Anti-Drug Banner at Mount Elbrus

## Why in News?

**Anjana Singh**, a 26-year-old from Amarpatan in Maihar, Madhya Pradesh, raised a banner with the message "**Nashe Se Duri Hai Zaroori**" (Say No to Drugs) atop **Mount Elbrus**, Europe's highest peak, at 18,510 feet.

- This initiative is part of a broader campaign by the Madhya Pradesh Police to raise [awareness about drugs](#) and support recovery for addicts.
- The Maihar Police is also running the '**Prabodhini**' program to educate adolescent girls on safety, social risks, and to inspire them to focus on education and career goals.

## Key Points

- **About Anjana Singh:** She reached the summit of Mount Elbrus in about 72 hours and proudly **promoted Hindi** as the primary language for the banner's message.
  - Upon returning from Mount Elbrus, she was honored by senior police officials for her contributions to the **anti-drug campaign**.
  - In addition to her mountaineering accomplishments, Singh serves as the **brand ambassador** for the '[Beti Bachao, Beti Padhao](#)' campaign in her district.
    - This initiative focuses on **empowering women** and promoting their education and safety.

## Mt. Elbrus

- Mt. Elbrus, the summit of the **Caucasus Mountains**, is located in southern Russia just north of the Georgian border, and is distinguished as **Europe's highest peak (5642 m)**.
  - The Caucasus Mountains form a long (more than 1200 kilometers) and steep spine connecting the [Black Sea to the Caspian Sea](#).
- Elbrus is also an **ancient volcano (dormant volcano)**, although it has not erupted for nearly 2000 years.
  - Elbrus's profile comprises **two volcanic peaks (East and West)**.
- They are popular trekking and mountain climbing destinations; the saddle between them provides access to the region.



### Prabodhini Campaign for Adolescent Girls

- The **Prabodhini campaign** was launched in **October 2024** and has since involved extensive outreach to schools and villages.
- It was launched to educate adolescent girls in the district and focuses on **safety, social risks**, and encourages girls to pursue **educational** and **career goals**.
- **Police teams visit schools and villages**, aiming to raise awareness and reduce the vulnerabilities of young girls.
- As part of the ongoing expansion of the campaign, a **WhatsApp group** will be created for schoolgirls to create a strong network of **informed** and **empowered young girls** who can **identify** and **report abuse**, inspiring others to take similar action.

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