

કમિશનર શાળાઓની કચેરી,
બીજો માળ, વિદ્યા સમીક્ષા કેન્દ્ર, સેક્ટર-૧૯, ગાંધીનગર

પ્રતિ,
જિલ્લા શિક્ષણાધિકારીશ્રી,
તમામ

વિષય:- નશા મુક્ત ભારત અભિયાન કાર્યક્રમ બાબત

સંદર્ભ:- ૧. શિક્ષણ વિભાગના તા. ૦૬/૦૮/૨૦૨૫નો ઈ-મેઈલ

૨. શિક્ષા મંત્રાલય, ભારત સરકાર નવી દિલ્હીના અ.સ. પત્ર નં. 6- 36/2023/SS-Part,

તા. ૦૬/૦૮/૨૦૨૫

૩. સામાજિક ન્યાય અને અધિકારીતા મંત્રાલય, ભારત સરકાર, નવી દિલ્હીના અ.સ. પત્ર

ક્રમાંક: DP-5/7/2025-DP-III-Part(1), તા. ૨૯/૦૭/૨૦૨૫

૪. **Director General, Narcotics Control Bureau** ના પત્ર ક્રમાંક: ૧૬૩૫૫૫૪,

તા. ૦૬/૦૮/૨૦૨૫

ઉપર્યુક્ત વિષય પરત્વે જણાવવાનું કે, સંદર્ભ-૨ પત્રમાં જણાવ્યા મુજબ તા. 29/07/2025 ના રોજ સચિવ, સામાજિક ન્યાય અને અધિકારીતા વિભાગ તરફથી પ્રાપ્ત થયેલ ડી.ઓ. લેટર નં. **DP-5/7/2025-DP-III-Part (1)** ના અનુસંધાને દરેક રાજ્ય/કેન્દ્રીય શાસિત પ્રદેશોને 13 ઓગસ્ટ, 2025ના રોજ નશાબંધી અંગે સામૂહિક પ્રતિજ્ઞા કાર્યક્રમ તેમજ 15 અને 16 ઓગસ્ટ, 2025ના રોજ નશા વિરોધી જનજાગૃતિ અભિયાન આયોજિત કરવાની વિનંતી કરવામાં આવેલ છે.

આ કાર્યક્રમ અંતર્ગત આપના જિલ્લાની તાબા હેઠળની માધ્યમિક અને ઉચ્ચતર માધ્યમિક શાળાઓમાં એન.સી.સી/એન.એસ.એસ.ના સભ્યો સહિત વિદ્યાર્થીઓના સક્રિય સહભાગીથી કાર્યક્રમ આયોજિત કરવા અને 13 ઓગસ્ટ, 2025ના રોજ નશા વિરોધી સામૂહિક પ્રતિજ્ઞા લેવડાવવી. તેમજ, 15 અને 16 ઓગસ્ટ, 2025ના રોજ જનજાગૃતિ અભિયાન આયોજિત કરવાનું રહેશે. તેમજ 15 અને 16 ઓગસ્ટ, 2025ના રોજ આયોજિત પ્રવૃત્તિઓના હેતુ નશા અંગે જનજાગૃતિ ફેલાવવો અને નશા નિવારણ માટે સમર્થન મેળવવાનું રહેશે. જે **Director General, Narcotics Control Bureau** દ્વારા મોકલવામાં આવેલ પ્રવૃત્તિ સૂચિ પ્રમાણે કરવાનું રહેશે. જેની વિગતો નીચે મુજબ છે.

- (૧) એક દિવસીય રાષ્ટ્રીય માનવ સાંકળ - દેશભરની શાળાઓમાં નશા વિરોધી અભિયાનના વિષય પર માનવ સાંકળ બનાવવી.
- (૨) વ્યાખ્યા, વર્કશોપ અને સેમિનાર - શાળાઓ, કોલેજો અને યુનિવર્સિટીઓમાં સમગ્ર દેશભરમાં આયોજિત કરવા.
- (૩) પોસ્ટર, નિબંધ અને સૂત્રલેખન સ્પર્ધાઓ - તમામ જિલ્લાની શાળાઓમાં આયોજન કરવું અને 15મી ઓગસ્ટના રોજ જિલ્લા સ્તરે વિજેતાઓને સન્માન આપવું.
- (૪) એન.એસ.એસ. અને એન.સી.સી. દ્વારા - વિદ્યાર્થીઓના નેતૃત્વ હેઠળ રાષ્ટ્રીય સ્તરે જનજાગૃતિ અભિયાન, કેમ્પ



અને વર્કશોપનું આયોજન કરવું.

આ પ્રતિજ્ઞા ઓનલાઈન પણ લઈ શકાય છે અને પ્રતિજ્ઞા પ્રમાણપત્ર nmba.dosje.gov.in વેબસાઈટ પરથી ડાઉનલોડ કરી શકાય છે. રાષ્ટ્રીય અભિયાન અંતર્ગત 1 ઓગસ્ટથી 31 ઓગસ્ટ, 2025 દરમિયાન આ પ્રવૃત્તિઓ યોજવાની છે. કાર્યક્રમોની વિગત અને ફોટોગ્રાફ્સ પણ ઉપરોક્ત વેબસાઈટ પર અપલોડ કરવાના રહેશે.

આમ, "નશા મુક્ત ભારત" માટે લોકોમાં જાગૃતિ ફેલાવવા માટે ઉક્ત જણાવ્યા મુજબની પ્રવૃત્તિઓનું આયોજન કરવા આપના જિલ્લાના તાબા હેઠળની તમામ માધ્યમિક અને ઉચ્ચતર માધ્યમિક શાળાઓને સૂચના આપવા જણાવવામાં આવે છે.

બિડાણ:- સંદર્ભદર્શિત ૦૨ થી ૦૪ ના પત્રો

નાયબ શિક્ષણ નિયામક ,


માધ્યમિક ,

ગુ.રા. , ગાંધીનગર

જા.નં.ક-૩/પરચ/૨૦૨૫-૨૬/ ૩૧૯
જિલ્લા શિક્ષણાધિકારી કચેરી,
અનાવીલ ભવન સામે, કારેલીબાગ,
વડોદરા તા. ૦૮/૦૮/૨૦૨૫

પ્રતિ,
આચાર્યશ્રી,
સરકારી તથા બિન સરકારી માધ્ય. અને ઉ.મા. શાળાઓ, (તમામ)
જિ.વડોદરા

૨/- જાણ તથા અમલવારી સારું.


જિલ્લા શિક્ષણાધિકારી
વડોદરા

નકલ રવાના :

- શિ.નિ.શ્રી/મ.શિ.નિ.શ્રી, (તમામ) (જાણ તથા અમલવારી કરાવવા સારું.)

A. SRIJA, IES

Economic Adviser

Tel : 011-23383202

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सत्यमेव जयते

भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
107, डी विंग, शास्त्री भवन
नई दिल्ली-110015
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
107, 'D' WING, SHASTRI BHAVAN
NEW DELHI-110015

D.O. No. 6-36/2023-SS Part

Date: 06.08.2025

Dear Sirs/Madam,

Please refer to the copy of the D.O. letter No. DP-5/7/2025-DP-III-Part(1) dated 29.07.2025 received from Secretary, Department of Social Justice & Empowerment, Ministry of Social Justice & Empowerment requesting the respective State/Union Territory to organize an event and to conduct a Mass Pledge against Drug abuse on 13th August, 2025 (**copy enclosed**) and the D.O. Letter No.III/4/9/MHA Corres/HM Review/Coord/2025/P.16/355 dt. 4th August, 2025 received from Director General, Narcotics Control Bureau, requesting to conduct a Nationwide Drug Awareness Campaign on the 15th & 16th of August 2025 (**copy enclosed**).

2. You are requested to organize events in your institutions alongwith the students including active participation of the members of NCC/NSS and conduct a Mass pledge against Drug Abuse in the schools/ institutions in your respective state/ union territory under your purview on **13th August, 2025** as well as Awareness Campaign on the **15th & 16th August, 2025** as per the List of Activities shared by Director General, Narcotics Control Bureau.

3. The pledge may be taken online and the pledge certificate may be downloaded from [website: nmba.dosje.gov.in] as part of the national campaign starting from 1st August to 31st August, 2025. The details of events organized along with photographs may please be uploaded on nmba.dosje.gov.in.

4. The activities to be conducted on the 15th & 16th of August, 2025 to raise public awareness regarding menace of drug and mobilise support for drug control is detailed in the D.O.letter of Director General, Narcotics Control Bureau.

5. Looking forward to your cooperation in promoting awareness about Nasha Mukht Bharat.

With warm regards,

Yours sincerely,

(A. Srija)

Encl.: as above.

To,

1. The Additional Chief Secretary/ Principal Secretary/ Secretary School Education of all States/UTs.
2. The Chairman, Central Board of Secondary Education (CBSE) Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi – 110092
3. The Commissioner, Kendriya Vidyalaya Sangathan 18, Institutional Area Shaheed Jeet Singh Marg, New Delhi - 110 016
4. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Institutional Area, Sector 62, Noida, Uttar Pradesh 201307
5. The Director, NCERT, Regional Institutes of Education, Aurobindo Marg, Hauz Khas, New Delhi.
6. The Director, SCERT of all States & UTs

Copy for information to:

1. The Secretary, Department of Social Justice & Empowerment, Ministry of Social Justice & Empowerment.
2. The Director General, Narcotics Control Bureau, R.K.Puram, New Delhi.

अमित यादव, भा.प्र.से.
सचिव
Amit Yadav, IAS
Secretary



भारत सरकार
सामाजिक न्याय और अधिकारिता मंत्रालय
सामाजिक न्याय और अधिकारिता विभाग
Government of India
Ministry of Social Justice & Empowerment
Department of Social Justice & Empowerment

D.O.No. DP -5/7/2025-DP-III-Part(1)

July 29th, 2025

Dear Secretary,

As you are aware, the Department of Social Justice and Empowerment is implementing Nasha Mukht Bharat Abhiyaan (NMBA) in all districts across the country with an aim to create mass awareness about the ill effects of substance abuse.

2. Nasha Mukht Bharat Abhiyaan launched five years ago, has been a significant national initiative towards building a society free from substance abuse. Over the years, the campaign has successfully engaged youth, civil society, and stakeholders across the country, generating awareness and promoting positive behavioural change.

3. To commemorate the 5th anniversary of this Campaign, the Department of Social Justice & Empowerment is organizing an event collaboration with the Government of NCT of Delhi. The event is scheduled on 13th August, 2025 (forenoon) at Kendriya Vidyalay No. 2, Gurgaon- Delhi Expy, NH-8, APS Colony, Delhi Cantonment, New Delhi, Delhi – 110010.

4. The aim is to reach out to 3 crore individuals through both physical and online mode starting from 1st August to 31st August, 2025 with special focus on 13th August, 2025 which aims to:


- Celebrate the milestones achieved by the campaign,
- Engage stakeholders, especially youth, to strengthen anti-drug efforts,
- Reinforce the message of a drug-free society through impactful storytelling, performances, and testimonials, and
- Inspire continued advocacy and community action.

5 It is requested that your Ministry/Department and PSUs, institutions, autonomous bodies under your Ministry/Department may organize an event on 13th August, 2025, and to conduct a Mass pledge against Drug Abuse. The pledge may be taken online and the pledge certificate may be downloaded [website: nmba.dosje.gov.in] as a part of national campaign starting from 1st August to 31st August, 2025. The details of events organised along with photographs may be uploaded on nmba.dosje.gov.in.

6. Let us take the momentum forward to achieve the goal of making our county drug free. In case of any help and information Shri Vijender Kumar, Under Secretary may be contacted [e-mail: vijender.kr@nic.in; Phone: 09899844550].

With regards.

Yours sincerely,


(Amit Yadav)

To,
Secretary, Government of India (as per list)

Anurag Garg, IPSDirector General
Narcotics Control Bureau

अनुराग गर्ग, भा.पु.मे.

महानिदेशक

स्वापक नियंत्रण ब्यूरो

West Block - 1, Wing - 5, R. K. Puram

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पश्चिमी खंड-1, विंग-5, आर. के. पुरम

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फैक्स : +91-11-26105747

ई-मेल : dg-ncb@nic.in

ट्विटर : @dg_ncb

Date: 04th August, 2025

Dear Sir,

Drug abuse remains one of the most pressing public health and safety challenges facing our nation today. While law enforcement and rehabilitation efforts play a critical role, a proactive, large-scale media campaign serves as a powerful tool to prevent drug abuse by raising awareness, changing perceptions, and empowering communities to take action.

2. In light of the directions of the Hon'ble Union Home Minister a Nationwide Drug Awareness Campaign is proposed on 15-16 August 2025 to raise public awareness regarding menace of drug and mobilise support for drug control.

3. In this regard, a draft list of activities that can form part of a comprehensive nationwide media campaign aimed at educating, engaging, and inspiring individuals across all demographics is enclosed. These activities would include leveraging television, radio, social media, print, and community outreach to:

- (a) Educate the Public to disseminate accurate information about the dangers of drug abuse, including the risks of opioids, synthetic drugs, and prescription medication misuse.
- (b) Reduce Stigma by encouraging open conversations about addiction and recovery to foster supportive environments for those seeking help.
- (c) Promote Prevention by targeting youth and vulnerable populations with evidence-based messaging to deter early experimentation.
- (d) Mobilize Communities by partnering with schools, colleges, healthcare providers, NGOs, and local leaders, sportspersons, lawyers and industry associations to amplify the campaign's reach and impact.

4. I request you for undertaking the suggested activities in your respective domain to significantly impact public attitudes and behaviours toward drug use.

5. The officers concerned may also be kindly advised to share the activities undertaken by them with local Press Information Bureau for wider publicity.

With warm regards.

Yours sincerely,

Encl.: As above

(Anurag Garg)
Shri Sanjay Kumar, IAS

Secretary,

Department of School Education & Literacy

New Delhi

"Say 'No' to Drugs, 'Yes' to Life"

"ड्रग्स को 'ना' जीवन को 'हाँ'"

The List of Activities/ Programmes being carried out on Drug Awareness Campaign schedule for 15-16 August, 2025 would include the following:-

Mass Awareness & community engagement:-

(a) At Educational Institutions

- (i) Single-day nation-wide human chain across schools in the country on anti-drug campaign theme.
- (ii) Lectures, workshops and seminars across schools colleges and universities nationwide
- (iii) Poster, essay, slogan competitions in schools across all districts followed by honouring the winners at district level events on 15th August.
- (iv) Organizing nationwide student-led awareness campaigns, camps and workshops by National Service Scheme (NSS) and NCC

(b) At Public Places

- (i) Street plays, skits, Nukkad Nataks, role-play activities at major public locations across all districts on eve of Independence Day.
- (ii) To conduct discussions on anti-drug campaign in villages & panchayats.
- (iii) District collector & District Police Superintendent to issue a unified anti-drug message through religious institutions-temples, mosques churches, gurdwaras) in religious gatherings or prayers.
- (iv) District Administrators to set up anti-drug stalls and exhibitions on 15th & 16th August.

(c) Sports Activities

- (i) Organise marathons, "Run for Drug Free India" events, cycle rallies and fitness challenges in district.

(d) Workplace and Institutional campaigns

- (i) One day nationwide session and workshops in government offices, Industry associations

(e) Health and rehabilitation services organisation

- (i) Display of information posters and helpline numbers at government hospitals and health centers.
- (ii) Dissemination of information on drug abuse & its effects through Health Department helpline numbers, mobile apps, chatbot services.
- (iii) NSS NCC-led outreach programs in slums and rural areas.
- (iv) Awareness campaigns at De-addiction centres in all districts.

(f) Digital Media Campaign

- (i) Digital awareness displays at Railway Stations, Post Offices Metro Stations, Airports and other public places.
- (ii) Broadcast of anti-drug messages via Doordarshan, private channels, cinema halls, OTT banners and digital ad space.
- (iii) Publish messages from Celebrities & Sports persons.
- (iv) Publish articles & advertisements in newspaper & Digital Media.

(g) Social Media Campaign

- (i) Tweet messages from the official twitter handles of Ministries/Departments/State Administration.
- (ii) Run Social Media Campaigns
- (iii) Online Challenges and Hashtag Campaigns (#AzadiFiomDrugs)
- (iv) Interactive infographics and myth-busting content

Observance of 15

Sarita Kataria < supdtaws-ncb@gov.in >

Tue, 05 Aug 2025 1:44:36 PM +0530

To "Sanjay Kumar"<secy.sel@nic.in>

Cc "DDG NR"<ddgnr-ncb@nic.in>,"Sambit Mishra"<ddgnwr-ncb@gov.in>,"Hitesh Godara IRS"<ddger-ncb@nic.in>,"R Sudhakar"<ddgner-ncb@nic.in>,"Hema Meena"<office-ddgwr-ncb@gov.in>,"OFFICE OF DDG SWR"<office-ddgswr-ncb@gov.in>,"TG Venkatesh"<office-ddgsr-ncb@gov.in>,"adncbasrchd"<adncbasr.chd@nic.in>,"Additional Director Zdazu Ncb"<zdazu-ncb@nic.in>,"Sandeep Kumar Yadav"<agzu-ncb@gov.in>,"Zonal Unit"<blzu-ncb@nic.in>,"Ritesh Ranjan"<zdbzu-ncb@nic.in>,"bbsr-ncb"<bbsr-ncb@nic.in>,"Zdszu Ncb"<zdszu-ncb@nic.in>,"Zonal Director"<zdczu-ncb@nic.in>,"kochincb"<kochincb@gmail.com>,"Zonal Director"<zddzu-ncb@nic.in>,"ncbddn"<ncbddn@gmail.com>,"ZDGKP NCB"<zdgkp-ncb@gov.in>,"Prakash Ranjan Mishra"<zdghtzu-ncb@nic.in>,"Surjeet Singh"<supdt-ncb.goa@nic.in>,"NCB Hyderabad"<ichyd-ncb@nic.in>,"Zonal Director"<zdimzu-ncb@nic.in>,"zdimzu-ncb"<zdimzu-ncb@nic.in>,"Samuel C Hangzo"<itzu-ncb@gov.in>,"zdmzu-ncb"<zdmzu-ncb@nic.in>,"Avdesh Kumar"<supdt-ncb.jaipur@gov.in>,"Ghanasyam Soni"<zdzju-ncb@nic.in>,"S D Jambotkar"<zdkzu-ncb@nic.in>,"Shailendra Kumar Mishra"<zdvzu-ncb@nic.in>,"Addl Director NCB Mumbai"<zdmzu-ncb@nic.in>,"Abhishek Anand"<zdpzu-ncb@nic.in>,"NCB Ranchi"<rzuranchi-ncb@nic.in>,"NCB Raipur"<rzu-ncb@nic.in>,"Siliguri Zonal Unit"<slgzu-ncb@gov.in>,"Deepak Hilori"<zdsnr-ncb@gov.in>,"Rajan Kumar"<supdtvszu-ncb@gov.in>

1 Attachment(s)

Department of School Educati...

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