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सत्यमेव जयते

Immediate  
Please

Ms. Bherh

01/06/2025  
16/6

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

Dated: 13<sup>th</sup> June, 2025

D.O. No. 6-36/2023-SSPart

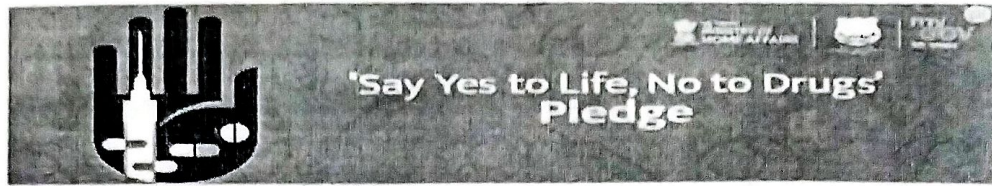
Dear Sirs / Mams,

424/A01/424  
B. S. M.

Please refer to Narcotics Control Bureau's DO letter No. III/04/26th June/A&C/2024/202 dated 11.06.2025 regarding activities to be undertaken to commemorate International Day against Drug Abuse and Illicit Trafficking. (Copy Enclosed)

2. NCB has stated that this year, the Government of India has reiterated its vision of "Nasha Mukta Bharat" with a focus on unified action, awareness, and public participation.
3. Building on the notable momentum and success of last year's initiatives, this year the campaign aims to reach deeper into communities through a more inclusive and impactful approach. The nationwide observance witnessed enthusiastic participation in 2024, and it is expected that participation will be ensured with even greater determination this year.
4. To mark this occasion, the Narcotics Control Bureau (NCB) proposes to organize a nationwide campaign "Nasha Mukta Bharat" from 12<sup>th</sup> to 26<sup>th</sup> June 2025. A key feature is encouraging citizens to take the e-pledge against drug abuse in the format (Annexure-A) attached.
5. You are requested to kindly promote activities (list of which is Annexed as Annexure-B) to maximize participation among schools/colleges/technical institutes. Your leadership in mobilizing institutions and communities will be critical to the campaign's success.
6. Further it is requested that necessary instructions may be issued to the educational institutes under your purview to extend necessary support for carrying out awareness activities under NMBA.
7. The Ministry of Education looks forward to the active participation of students/teachers/faculty/office bearers from the schools/colleges/technical institutes/medical institutes in your State/UT to actively participate in the Pledge and the activities listed out by Narcotics Control Bureau, so as to spread the message of Nasha Mukht Bharat.

## HOW TO TAKE PLEDGE ( STEP )



<https://pledge.mygov.in/fightagainstdrugabuse/>

Click on the Take Pledge

Enter Basic Details

Proceed for Language Selection

### TAKE PLEDGE

We realize that drug abuse is increasing in our country, especially among the youth and this is a matter of concern. We pledge that we will cooperate in stopping the drug abuse. We promise that we will not consume any harmful or illegal drugs in any way for any purpose.

We will create awareness about the ill effects of drug abuse by encouraging every person, especially the youth so that the youth of India can live drug-free and they can become creative and important members of the society.

Today we pledge that we will stay away from drugs and live a healthy life.

Enter OTP received on Mobile

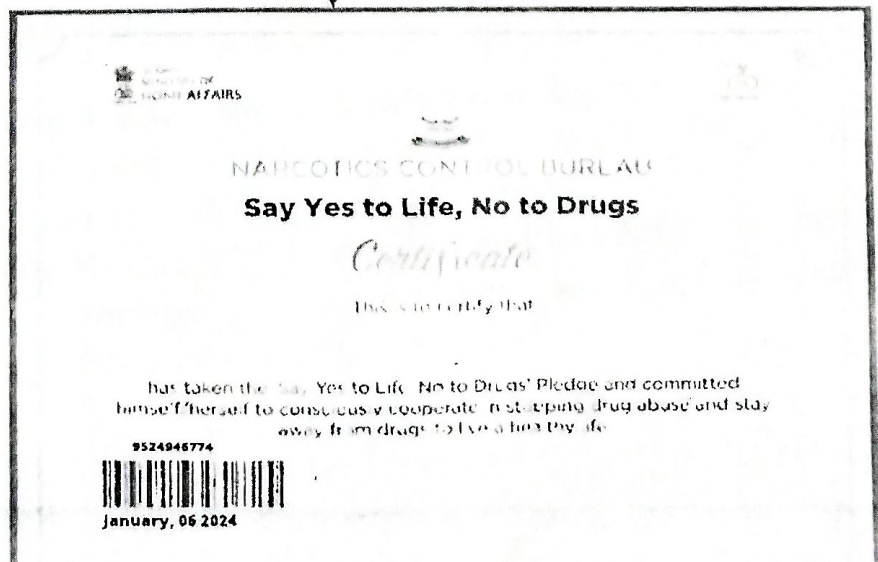
Certificate will be Generated

प्रमाणपत्र अपने मोबाइल पर भेजें  
Send certificate to your mobile

प्रमाणपत्र | शपथ अपने ई-मेल पर भेजें  
Send certificate | Pledge to your email

छाप | डाउनलोड प्रमाणपत्र  
Print | Download Certificate

फेसबुक के साथ साझा करें  
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## ANNEXURE-B

- i. Observance of "नशा मुक्त भारत पखवाडा "during 12-26 June 2025.
- ii. Organize awareness programme& symposium in Primary & Higher Secondary School.
- iii. Conducting Awareness programme as part of **"MISSION-DRUG FREE CAMPUS"**
- iv. **Displaying /publishing of E-Signage** with the help of various central agencies at Railway stations/ Airports, Bus Stands, Malls, Public Places & other prominent locations.
- v. **Organizing talk shows on TV/FM Radio/Akashwani&** other social media channels by Senior Officers of NCB etc.
- vi. **Organization of Workshops and Seminars** in coordination with various Govt. agencies and NGOs about ill effects of drug abuse and trafficking.
- vii. **Flashing of SMS alerts on Drug Awareness** through mobile service providers (ISPs) & Ticker message on Cable TV, News Channel for spreading message.
- viii. **Awareness Campaigns in Border Districts/Drug-Affected Areas:** Targeted awareness drives in vulnerable border regions prone to drug trafficking and abuse.
- ix. **Awareness in Identified Hotspot Districts/Areas:** Focused intervention through awareness programs in districts or areas identified as drug trafficking/ abuse hotspots.
- x. **Awareness at Known Drug Landing Points:** Public sensitization activities conducted at key drug entry points to curb local proliferation.
- xi. **Engagement of Influential Youth, Religious, and Social Groups:** Mobilization of youth icons, religious leaders, and prominent social organizations across states
- xii. **Awareness Programs in Select Panchayats:** Grassroots-level campaigns initiated in identified high-risk panchayats to ensure early intervention.
- xiii. **Outreach in Renowned Educational Institutions:** Implementation of awareness sessions in leading schools such as DPS, Kendriya Vidyalaya, and Navodaya Vidyalaya for effective youth engagement.
- xiv. **Release of Anti-Drug Messages by Celebrities and Leaders:** Broadcast of impactful video messages from celebrities, sportspersons, and respected community leaders against drug use.

- xv. **Programs via Religious & Social Organizations under Mission Spandan:** Awareness efforts carried out in collaboration with five key religious/social groups affiliated with Mission Spandan and NCB.
- xvi. **Inter-Departmental Coordination for Awareness Programs:** Joint initiatives with State Departments of Excise, Forest, Education, Social Welfare, and Health to ensure multi-sectoral outreach as well as units of CAPFs.
- xvii. **Focused Workshops for Drug Wholesalers and Retailers:** Special workshops organized at the state level in coordination with State Drug Controllers to sensitize pharmaceutical stakeholders.
- xviii. **Workshops/Symposiums with De-addiction Centre Personnel** Capacity-building programs for staff and in-charges of counselling and de-addiction centres across states.