



ਰਾਜ ਵਿੱਦਿਅਕ ਖੋਜ ਅਤੇ ਸਿਖਲਾਈ ਪ੍ਰੀਸ਼ਦ, ਪੰਜਾਬ

ਛੇਵੀਂ ਮੰਜ਼ਿਲ, ਬਲਾਕ-ਈ, ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ ਕੰਪਲੈਕਸ, ਫੇਜ਼-8, ਐੱਸ.ਏ.ਐੱਸ.ਨਗਰ

Phone: 0172-2212221

ਵੱਲ

ਸਮੂਹ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ:ਸਿ), ਪੰਜਾਬ।

ਸਮੂਹ ਪ੍ਰਿੰਸੀਪਲ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਤੇ ਸਿਖਲਾਈ ਸੰਸਥਾ, ਪੰਜਾਬ।

ਮੀਮੇ ਨੰ: ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ /2025/ਈ-8।5470 /੧੪੬

ਮਿਤੀ: 17.11.25

ਵਿਸ਼ਾ:- "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਅਭਿਆਨ" ਦੇ ਪੰਜ ਸਾਲ ਪੂਰੇ ਹੋਣ ਤੇ ਮਿਤੀ 18.11.2025 ਨੂੰ ਅੰਮ੍ਰਿਤਸਰ ਪੰਜਾਬ ਵਿਖੇ ਪ੍ਰੋਗਰਾਮ ਕਰਵਾਉਣ ਸਬੰਧੀ।

ਹਵਾਲਾ: ਭਾਰਤ ਸਰਕਾਰ ਦੇ ਪੱਤਰ ਨੰ D.O. NO. DP-13/4/2025-O/o US-(DP) ਮਿਤੀ 04.11.2025 ਅਤੇ V-17020/10/2025-SCD-I ਮਿਤੀ 12.11.2025.

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਅਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਅਨੁਸਾਰ "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਅਭਿਆਨ" ਦੇ ਪੰਜ ਸਾਲ ਪੂਰੇ ਹੋਣ ਤੇ ਭਾਰਤ ਸਰਕਾਰ ਵਲੋਂ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ ਅੰਮ੍ਰਿਤਸਰ ਵਿਖੇ ਪੰਜਾਬ ਸਰਕਾਰ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਮਿਤੀ 18.11.2025 ਮੰਗਲਵਾਰ ਨੂੰ ਇੱਕ ਵਿਸ਼ਾਲ ਪੱਧਰੀ ਮੁੱਖ ਸਮਾਪਤੀ ਪ੍ਰੋਗਰਾਮ ਦਾ ਆਯੋਜਨ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ। ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੇ ਉਦੇਸ਼ ਹੇਠ ਲਿਖੇ ਹਨ:

1.0 "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਅਭਿਆਨ" ਮੁਹਿੰਮ ਦੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ, ਭਾਈਚਾਰੇ ਦੀ ਭਾਗੀਦਾਰੀ ਨੂੰ ਲਾਮਬੰਦ ਕਰਨਾ ਅਤੇ ਨਸ਼ਾ ਮੁਕਤ ਸਮਾਜ ਦੀ ਉਸਾਰੀ ਲਈ ਸਾਡੇ ਸਮੂਹਿਕ ਯਤਨਾਂ ਨੂੰ ਮਜ਼ਬੂਤ ਕਰਨਾ ਹੈ। ਇਸ ਲਈ ਕਈ ਤਰ੍ਹਾਂ ਦੀਆਂ ਗਤੀਵਿਧੀਆਂ ਸ਼ਾਮਲ ਹੋਣਗੀਆਂ, ਜਿਸ ਵਿੱਚ ਸੱਭਿਆਚਾਰਕ ਸਮਾਗਮ ਨਸ਼ਿਆਂ ਵਿਰੁੱਧ ਆਨ-ਲਾਈਨ ਅਤੇ ਆਫ-ਲਾਈਨ ਸਹੁੰ ਚੁੱਕਣਾ ਅਤੇ ਸਕੂਲ/ ਕਾਲਜ ਪੱਧਰ ਤੇ ਇੱਕ ਵਿਸ਼ਾਲ ਰੈਲੀ ਤੋਂ ਇਲਾਵਾ ਮੁਕਾਬਲੇ ਸ਼ਾਮਲ ਹੋਣਗੇ।

2.0 ਇਸ ਪ੍ਰੋਗਰਾਮ ਅਧੀਨ ਨਸ਼ਿਆਂ ਦੀ ਦੁਰਵਰਤੋਂ ਵਿਰੁੱਧ ਜਾਗਰੂਕਤਾ ਪੈਦਾ ਕਰਨ ਲਈ ਰਾਜ ਅੰਦਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਪਲੇਟਫਾਰਮ ਸਮੇਤ ਮੀਡੀਆ ਰਾਹੀਂ ਆਨ-ਲਾਈਨ ਸਹੁੰ ਚੁਕਾਉਣ ਸਮੇਤ ਵਿਆਪਕ ਪ੍ਰਚਾਰ ਆਦਿ ਵੱਖ ਵੱਖ ਗਤੀਵਿਧੀਆਂ ਕਰਵਾਉਣੀਆਂ ਹਨ।

3.0 ਮੁੱਖ ਪ੍ਰੋਗਰਾਮ ਦੌਰਾਨ, ਆਪ ਅਧੀਨ ਆਉਂਦੇ ਸਮੂਹ ਹਾਈ ਅਤੇ ਸੀਨੀਅਰ ਸੈਕੰਡਰੀ ਸਕੂਲਾਂ ਨੂੰ ਮਿਤੀ 18.11.2025 ਨੂੰ ਆਨ-ਲਾਈਨ ਸ਼ਾਮਲ ਹੋਣ ਲਈ ਕਿਹਾ ਜਾਵੇ। ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਸ਼ਾਮਲ ਹੋਣ ਲਈ ਸਮਾਂ ਅਤੇ ਲਿੰਕ ਆਪ ਨਾਲ ਛੇਤੀ ਹੀ ਸਾਂਝਾ ਕੀਤਾ ਜਾਵੇਗਾ।

4.0 "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਅਭਿਆਨ" ਐਪ ਤੇ ਸਕੂਲਾਂ ਵਿੱਚ ਕੀਤੀਆਂ ਗਈਆਂ ਸਾਰੀਆਂ ਗਤੀਵਿਧੀਆਂ ਨੂੰ ਅਪਲੋਡ ਕੀਤਾ ਜਾਵੇ।

ਨੱਥੀ: ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ।

੨੨/੧੧/੨੫ ਐੱਸ

ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ

ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ., ਪੰਜਾਬ।

ਮਿਤੀ: 17.11.25

ਪਿੱਠ ਅੰਕਣ ਨੰ: ੩੨੩

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਹੇਠ ਲਿਖਿਆਂ ਨੂੰ ਸੂਚਨਾਂ ਅਤੇ ਅਗਲੇਰੀ ਯੋਗ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ:

1.0 ਪੀ.ਏ. ਟੂ ਡਾਇਰੈਕਟਰ ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ., ਪੰਜਾਬ।

2.0 ਸਮੂਹ ਸੀਨੀਅਰ ਸੈਕੰਡਰੀ/ਹਾਈ ਸਕੂਲ ਮੁੱਖੀ, ਪੰਜਾਬ।

3.0 ਸਮੂਹ ਡੀ.ਐੱਨ.ਓ./ਡੀ.ਆਰ.ਸੀ., ਪੰਜਾਬ।

੨੨/੧੧/੨੫ ਐੱਸ

ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ

ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ., ਪੰਜਾਬ।



D.O.No. DP-13/4/2025-O/o US-(DP)

Dated the 4th November, 2025.

Dear Madam/Sir,

Please refer to my DO letter dated 01.10.2025 regarding three-month nationwide Pre-Event campaign from August to October 2025 culminating in a final event for celebration of five years of Nasha Mukht Bharat Abhiyaan (NMBA). Now, it has been decided to organize a grand scale culmination event on 18th November, 2025 at Guru Nanak Dev University, Amritsar in convergence with the Government of Punjab.

2. The event aims to highlight the achievements of the campaign, mobilize community participation, and reinforce our collective efforts towards building a drug-free society. The program will feature a range of activities, including cultural events, online and offline oath against drugs and competitions at the school and college levels apart from a mass rally.

3. In this regard, I request you to take necessary steps for conducting various activities including online pledge in your state to create awareness against drug abuse under Nasha Mukht Bharat Abhiyaan with wide publicity through media including social media platform.

4. During the main event, State administration along with other stake holders throughout the State are expected to join online on 18th November, 2025. The link to join the event will be shared in due course of time.

5. All the activities done in the state are to be captured on the NMBA app as they would be projected at National level by Department of Social Justice and Empowerment. The State and district login IDs for the app have already been shared with the concerned authorities.

6. Your personal involvement would ensure the success of the programme and enhance the impact of the Nasha Mukht Bharat Abhiyaan.

With Warm Regards,

Yours sincerely,


(Latha Ganapathy)

Chief Secretaries/Advisors to Administrators
(States/UTs)
(As per Standard list)

Annexure

1. Chief Secretary, Govt. of Andhra Pradesh
2. Chief Secretary, Govt. of Arunachal Pradesh
3. Chief Secretary, Govt. of Assam
4. Chief Secretary, Government of Bihar
5. Chief Secretary, Government of Chattisgarh
6. Chief Secretary, Govt. of Goa
7. Chief Secretary, Govt. of Gujarat
8. Chief Secretary, Govt. of Haryana
9. Chief Secretary, Govt. of Himachal Pradesh
10. Chief Secretary, Govt. of Jharkhand
11. Chief Secretary, Govt. of Karnataka
12. Chief Secretary, Govt. of Kerala
13. Chief Secretary, Govt. of Madhya Pradesh
14. CS Office, Govt. of Maharashtra
15. Chief Secretary, Govt. of Manipur
16. Chief Secretary, Govt. of Meghalaya
17. Chief Secretary, Govt. of Mizoram
18. Chief Secretary, Government of Nagaland
19. Chief Secretary, Govt. of Odisha
20. Chief Secretary, Govt. of Punjab
21. Chief Secretary, Govt. of Rajasthan
22. Chief Secretary, Govt. of Sikkim
23. Chief Secretary, Govt. of Tamil Nadu
24. Chief Secretary, Government of Telangana
25. Chief Secretary, Govt. of Tripura
26. Chief Secretary, Government of Uttar Pradesh
27. Chief Secretary, Govt. of Uttarakhand
28. Chief Secretary, Govt. of West Bengal
29. Chief Secretary, Government of NCT of Delhi
30. Chief Secretary, Government of Puducherry
31. Adviser to Administrator, Lakshdweep Administration
32. Adviser to Administrator, Chandigarh Administration
33. Chief Secretary, Government of Jammu & Kashmir
34. Advisor to LG, Leh-Ladakh, Administration of UT of Ladakh
35. Chief Secretary, Andaman & Nicobar Island
36. Advisor to Administrator, Department of Personnel & Administrative Reforms,

REMINDER

No.V-17020/10/2025-SCD-I
Ministry of Social Justice & Empowerment
Department of Social Justice & Empowerment
SCD-I Section

Shastri Bhawan, New Delhi.

Dated, the 12th November, 2025.

To

The Addl. Chief Secretary / Principal Secretary / Secretary
Social Welfare Department of all States/UTs

Subject: Reminder – High-Level Event to Commemorate the 5th Anniversary of *Nasha Mukh Bharat Abhiyan (NMBA)* – reg.

Sir/Madam,

I am directed to refer to this Department's letter of even number dated 15.10.2025 on the above-mentioned subject and to say that the Ministry of Social Justice and Empowerment (DoSJE), Government of India is organizing a high-level event to commemorate the 5th Anniversary of the *Nasha Mukh Bharat Abhiyan (NMBA)*, scheduled to be held at Guru Nanak Dev University, Amritsar on 18th November, 2025.

2. As informed earlier, this event will mark the culmination of a vibrant nationwide pre-event campaign (August–November 2025), aimed at reaching around 10 crore people across the country through a series of impactful activities, including:

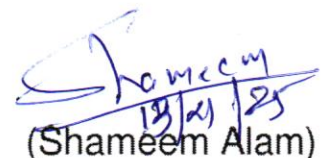
- District, State, and National level competitions on *MyGov.in*;
- Participative campaigns such as *Slogan Writing, Rangoli, and Drawing Competitions* for girls and women, to be organized by State Governments;
- *Mass Pledge Campaigns* (online and offline) promoting the NMBA pledge QR code, mascot, logo, and slogan—coordinated

by Line Ministries, State Governments, associations, and community stakeholders;

- *Marathon, Cyclothon, and Walkathon rallies* at district headquarters, organized by State Governments;
- *Multi-city outdoor media and outreach campaigns* highlighting vulnerable groups, *Nasha Mukh Champions* (recovered addicts), and addiction professionals—facilitated by the Central Bureau of Communication (CBC), Ministry of Information & Broadcasting;
- *Mass Pledge campaigns* in educational institutions targeting 10 crore students;
- *Music band performances* at public locations by Central Universities, educational institutions, and schools; and
- Promotion of *Sports and Sporting Activities* among youth as an effective antidote to addiction.

3. In view of the above, it is once again requested to sensitize schools and educational institutions in your State/UTs, particularly those empanelled under the Pre-Matric and Post-Matric Scholarship Schemes, about this mega event and encourage their active participation in the campaign, including taking the *Mass Pledge*.

Yours faithfully,


(Shameem Alam)

Under Secretary to the Government of India

Encl.: SOP for Mass Pledge and QR Code



qrcode_eK0= 12) Ministry of Railways



Standard Operating Procedure for Conducting Mass Pledge under the Nasha Mukh Bharat Abhiyaan

1. Objective

- To mobilize citizens across the country to participate in the Nasha Mukh Bharat Abhiyaan (NMBA) by conducting online/offline pledge ceremonies
- Contribute to a drug-sensitized India and promote awareness about substance abuse prevention.

2. Stakeholders (Implementing Agency/Partners)

- Government & Private Offices
- State Level NMBA Committees, and District Level NMBA Committees
- Line Departments (Narcotics Control Bureau (NCB), Railways, Aviation, Youth Affairs, Health, Education Department, Women & Child Development, Police & Paramilitary organisations)
- Students (Schools/Colleges/Universities), Youth volunteers (NMBA Master Volunteers /NSS/My Bharat Volunteers, etc) & Youth clubs including Sports Clubs.
- SHGs, Panchayati Raj Institutions, ULBs, PSUs and other allied institutions
- NGOs, spiritual organizations (e.g., Art of Living, ISKCON), educational institutions,
- Various Associations and community groups, Professional Association/bodies including Medical & Paramedical, Bar association, Engineers, Social workers, Skilled and Unskilled workforce in manufacturing industries, employees of ITES and other service sector Industries, Artists bodies, Industry bodies & General Public.



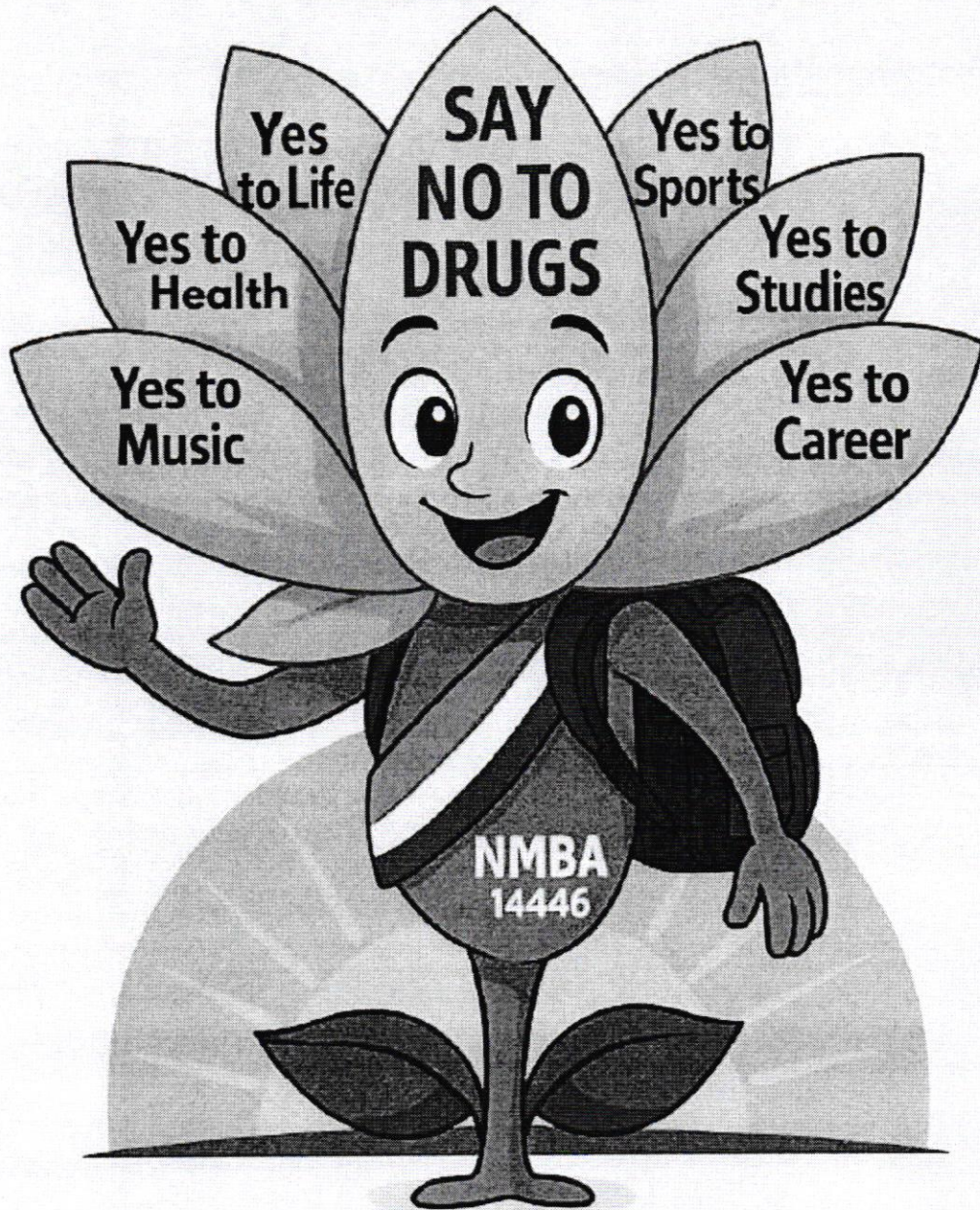
3. Campaign Period:

A focused campaign starting from August 1st, 2025 until End October/Beginning November- 2025. with a special focus on the 5 years of Nasha Mukta Bharat Abhiyaan.

4. Process

- a) Print pledge text for offline pledge (<https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>) to be distributed to the participants
- b) Use NMBA banners and IEC Material (https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive_link) for the events.
- c) For Offline Pledge Functions - Conduct a mass pledge against substance use in groups and organise cultural activities.
- d) Use this link for online pledge: <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>
- e) Share and display online **Pledge QR Code attached in your letter and share it:** Official social media handles, social media, print media, and digital media & at Railway stations, panchayat offices, police stations, educational institutions, toll plazas, cantonment areas, and bus stands, etc.
- f) Post photos and videos of the mass pledge on social media handles with hashtags **#NMBA** and **#NashaMuktBharat** and tag social handles of DoSJE as below:
 - i) X (https://x.com/NMBA_MSJE),
 - ii) Instagram (<https://www.instagram.com/nashamuktbharatabhiyaan/>)
 - iii) Facebook (<https://www.facebook.com/NMBA.MSJE>)

NASHA MUKT BHARAT ABHIYAAN



**Call 14446 today and get help with
Drug De-addiction**