



# ਰਾਜ ਵਿਦਿਅਕ ਖੋਜ ਅਤੇ ਸਿਖਲਾਈ ਪ੍ਰੀਸ਼ਦ, ਪੰਜਾਬ

ਪੀ.ਐਸ.ਈ.ਬੀ. ਕੰਪਲੈਕਸ, ਵਿੱਦਿਆ ਭਵਨ, ਬਲਾਕ ਈ, ਛੇਵੀ ਮੰਜਿਲ, ਫੇਜ਼-8, ਮੋਹਾਲੀ,

ਈ-ਮੇਲ: [directorscert@punjabeducation.gov.in](mailto:directorscert@punjabeducation.gov.in), ਫੋਨ ਨੰਬਰ: 0172-221222

ਵੱਲ

ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫ਼ਸਰ (ਸੈ.ਸਿੱ.),  
ਪੰਜਾਬ।

ਮੀਮੇ ਨੰਬਰ: 815470/200

ਮਿਤੀ, ਐਸ.ਏ.ਐਸ. ਨਗਰ/17.06.2026

ਵਿਸ਼ਾ: 17 ਤੋਂ 26 ਜੂਨ 2026 ਤੱਕ "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਸਪਤਾਹ" ਮਨਾਉਣ ਸਬੰਧੀ।

ਹਵਾਲਾ: ਸਕੱਤਰ, ਭਾਰਤ ਸਰਕਾਰ, ਸਮਾਜਿਕ ਨਿਆਂ ਅਤੇ ਸਸ਼ਕਤੀਕਰਨ ਮੰਤਰਾਲਾ, ਜੀ ਦਾ ਅਰਧ ਸਰਕਾਰੀ  
ਪੱਤਰ ਨੰ DP-1 301 1 (6)t 47 t2023-DP -I ਮਿਤੀ 10.06.2026.

- 1.0 ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਦੇ ਸਬੰਧ ਵਿੱਚ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਆਪ ਜੀ ਨੂੰ ਭੇਜ ਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ "ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਅਭਿਆਨ, ਵਿਕਸਿਤ ਭਾਰਤ ਕੀ ਪਹਿਚਾਨ" ਥੀਮ ਤਹਿਤ 17.06.2026 ਤੋਂ 26.06.2026 ਤੱਕ ਆਪ ਅਧੀਨ ਆਉਂਦੇ ਸਮੂਹ ਸਕੂਲਾਂ ਵਿੱਚ ਨਸ਼ਾ ਮੁਕਤ ਭਾਰਤ ਸਪਤਾਹ ਮਨਾਉਣ ਲਈ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਵਿੱਚ ਦਰਜ ਗਤੀਵਿਧੀਆਂ ਕਰਵਾਈਆਂ ਜਾਣ।
- 2.0 ਕਰਵਾਈਆਂ ਗਈਆਂ ਗਤੀਵਿਧੀਆਂ ਸਬੰਧੀ ਸੂਚਨਾਂ NMBA ਪੋਰਟਲ ਤੇ ਅਪਲੋਡ ਕੀਤੀ ਜਾਵੇ।
- 3.0 ਇਸ ਸਪਤਾਹ ਦੌਰਾਨ ਕਰਵਾਈਆਂ ਗਈਆਂ ਗਤੀਵਿਧੀਆਂ ਸਬੰਧੀ Action Taken Report 26.06.2026 ਤੱਕ ਇਸ ਦਫ਼ਤਰ ਦੀ ਈ-ਮੇਲ [buddyprogramme01@gmail.com](mailto:buddyprogramme01@gmail.com) ਤੇ ਭੇਜਣੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।
- 4.0 ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਵਿੱਚ ਦਰਜ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।

ਨੋਟ: ਉਪਰੋਕਤ ਅਨੁਸਾਰ

ਕਿਰਨ ਸ਼ਰਮਾ, ਪੀ.ਸੀ.ਐਸ.

ਡਾਇਰੈਕਟਰ, ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ.,  
ਪੰਜਾਬ

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਨੇਡਲ ਅਫ਼ਸਰ 'ਯੁੱਧ ਨਸ਼ਿਆਂ ਵਿਰੁੱਧ' ਨੂੰ ਸੂਚਨਾ/ਯੋਗ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ।

ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ

ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ., ਪੰਜਾਬ





सामाजिक न्याय और  
अधिकारिता मंत्रालय  
भारत सरकार



# नशा मुक्त भारत सप्ताह

मादक द्रव्यों के दुरुपयोग और अवैध तस्करी के खिलाफ  
अंतर्राष्ट्रीय दिवस

विषय: नशा मुक्त भारत अभियान : विकसित भारत की पहचान

17 जून से 26 जून 2026



ई-शपथ लेने के लिए  
QR कोड स्कैन करें



14446

राष्ट्रीय नशामुक्ति हेल्पलाइन

#नशामुक्तभारत





MINISTRY OF  
SOCIAL JUSTICE &  
EMPOWERMENT  
GOVERNMENT OF INDIA



# NASHA MUKT BHARAT SAPTAH

## Celebration of International Day Against Drug Abuse and Illicit Trafficking

**Theme: “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”**

17<sup>th</sup> June to 26<sup>th</sup> June 2026



Scan the QR code to  
take e-pledge



14446

National De-addiction Helpline

**#NashaMuktBharat**



Call 14446 today and get help with  
Drug De-addiction



D.O.No. DP-13011(6)/47/2023-DP-I

June 10, 2026

Dear Ma'am / Sir,

The Department of Social Justice & Empowerment (DoSJE) being the nodal Department for Drug Demand Reduction in the country is implementing the National Action Plan for Drug Demand Reduction (NAPDDR) with the objective of creating awareness and educating general masses about the ill-effects of substance abuse. Under NAPDDR, the Department launched the *Nasha Mukh Bharat Abhiyaan* (NMBA) on 15<sup>th</sup> August 2020 that has been extended to all districts across the country.

2. 26th June is observed as the "International Day against Drug Abuse & Illicit Trafficking". In recognition of the significance of this day, a series of both on-ground and online activities is conducted annually under the NMBA across States / UTs and Districts, and educational institutions. These initiatives aim to raise awareness about the dangers of drug use and its harmful consequences.

3. To ensure that the occasion is effectively utilized, you are requested to support the cause and organize awareness programmes/events under NMBA from **17th June to 26th June 2026**, with the theme "**Nasha Mukh Bharat Abhiyaan, Viksit Bharat ki Pehchaan**" ensuring extensive outreach and publicity through various media platforms, including social media.

4. You are requested to direct the concerned nodal officer of your Ministry to undertake the following actions on priority-

i. Request your stakeholders to plan and conduct awareness generation of activities. A suggestive plan and list of proposed activities are provided as **Annexure I**.

ii. Participate in the online inaugural and culmination event on 17th and 26th June 2026 in collaboration with DoSJE.

iii. Intensify the online registration of your stakeholders as *Nasha Mukti Mitr* (earlier master volunteers) on <https://nmba.dosje.gov.in/volunteer/registration>.

iv. Use standardized NMBA banners for all events and activities to maintain uniformity. The banner design is attached as **Annexure II**. Other IEC material can be accessed at <https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=sharing>

5. You are requested to submit an Action Taken Report (ATR) through the NMBA portal by **26th June 2025**. The link to access the NMBA data is: <https://nmba.dosje.gov.in/login>. You are requested to login with the ID and password shared with your nominated nodal officer. In case of any technical issue, please contact Ms Deepshikha Goel at [deepshikha.goel@govcontractor.in](mailto:deepshikha.goel@govcontractor.in). The best performing stakeholders will be recognised by DoSJE.

6. Your leadership and coordination will significantly contribute to the realization of Nasha Mukht Bharat.

*With best regards.*

Yours sincerely,

*Sudhansh Pant*

Enclosure: As above.

( Sudhansh Pant )

**The Secretaries of Line Ministries/Departments (as per list)**

## List of Line Ministries/ Departments

1. Department of Financial Services
2. Ministry of Ayush
3. Ministry of Civil Aviation
4. Ministry of Consumer Affairs, Food and Public Distribution
5. Ministry of Cooperation
6. Ministry of Corporate Affairs
7. Ministry of Defence
8. Ministry of Food Processing Industries
9. Ministry of Health and Family Welfare
10. Ministry of Home Affairs
11. Ministry of Housing and Urban Affairs
12. Ministry of Petroleum and Natural Gas
13. Ministry of Ports, Shipping and Waterways
14. Ministry of Railways
15. Department of Higher Education
16. Department of Revenue
17. Department of Rural Development
18. Department of School Education
19. Department of Youth Affairs
20. Ministry of Women and Child Development
21. Narcotics Control Bureau
22. Ministry of Panchayati Raj
23. Department of Sports
24. Ministry of Information and Broadcasting
25. Ministry of Skill Development and Entrepreneurship



MINISTRY OF  
SOCIAL JUSTICE &  
EMPOWERMENT  
GOVERNMENT OF INDIA



# NASHA Mukht Bharat Saptah

## Celebration of International Day Against Drug Abuse and Illicit Trafficking

**Theme: "Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan"**

17<sup>th</sup> June to 26<sup>th</sup> June 2026



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14446

National De-addiction Helpline

**#NashaMukhtBharat**





**Government of India**  
**Ministry of Social Justice and Empowerment**  
**Department of Social Justice and Empowerment**

**Concept Note for the celebration of International Day Against Drug  
Abuse and Illicit Trafficking**

**“Nasha Mukta Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”**

**2026**

**Drug Prevention Division**

## Title: **Nasha Mukht Saptah**

Theme: “**Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan**”

UNODC theme: Break the Cycle #StopOrganisedCrime

Tentative Timeline: 17 June to 26 June 2026

### Detailed Action Plan

S.no	Date	Focus area	Stakeholders	Description
1	17 June 2026	General Masses with a focus on women, youth and educational institutions	Line Ministries, States / UTs, Districts, GIA institutions, NCB, spiritual organisations, other stakeholders	Inaugural of Nasha Mukht Saptah in MoSJE and States / UTs – a) Press release on theme: Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan b) Mass pledge drives (online / offline) by States / districts. E-Pledge Link <a href="https://nmba.dosje.gov.in/content/take-a-pledge">https://nmba.dosje.gov.in/content/take-a-pledge</a> . QR attached below c) My Gov Quiz launch
2	18 June 2026	General Masses, Sports, Arts, Music and Culture as an alternative to substance abuse	MoCulture, DoSEL, DoHE, MoYAS, GIA institutions, States / UTs, Districts, NCB,	A suggestive list of awareness generation activities: a) Online mass pledge campaign by all stakeholders at <a href="https://nmba.dosje.gov.in/content/take-a-pledge">https://nmba.dosje.gov.in/content/take-a-pledge</a> b) Online poster-making, slogan-writing and essay competitions

3	19 June 2026		spiritual organisations, other stakeholders	<ul style="list-style-type: none"> <li>c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at <a href="https://tinyurl.com/ztzktret">https://tinyurl.com/ztzktret</a></li> <li>d) Webinars and online interactive sessions with experts</li> <li>e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs</li> </ul>
4	20 June 2026			<ul style="list-style-type: none"> <li>f) IEC exhibitions and cultural art/craft stalls in public spaces</li> <li>g) Signature campaigns for a Nasha Mukti Bharat</li> <li>h) Folk songs, puppet shows and traditional cultural awareness programmes on drug-free themes</li> <li>i) Street plays (Nukkad Natak), theatre performances and role plays in schools, colleges and public spaces</li> <li>j) Community awareness drives by NSS / MY Bharat volunteers</li> <li>k) Registration drive for “Nasha Mukti Mitr” volunteers</li> <li>l) Awareness generation and pledge drives through Panchayati Raj Institutions and community leaders</li> <li>m) Door-to-door IEC distribution in vulnerable areas by ASHA/Anganwadi workers during regular visits</li> <li>n) Special health camps, art therapy sessions, talks with recovering / recovered users and counselling sessions by GIA institutions of DoSJE</li> </ul>

				<p>o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels</p> <p>p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention</p> <p>q) Group discussions on stress management, peer pressure and substance abuse prevention</p> <p>r) Bulk SMS and email campaigns for outreach to stakeholders</p> <p>s) Social media campaigns with hashtag #NashaMuktBharat</p>
5	21 June 2026	World Yoga Day – Yoga for Wellness, Wisdom and World Peace	MoAYUSH, GIA institutions, States / UTs, Districts, NCB, spiritual organisations, other stakeholders	<p>a) Online Mass pledge against drug abuse at <a href="https://nmba.dosje.gov.in/content/take-a-pledge">https://nmba.dosje.gov.in/content/take-a-pledge</a></p> <p>b) Short yoga and meditation session by spiritual organisations and GIA institutions</p> <p>c) Short “Yoga for Wellness, Say No to Drugs” walkathon or cycling rally involving youth clubs, MY Bharat (NSS / NYKS volunteers), and local residents.</p>
6	22 June 2026	Sports, Arts, Music and Culture as an	MoCulture, DoSEL, DoHE, MoYAS, GIA institutions,	<p>A suggestive list of awareness generation activities:</p> <p>a) Online mass pledge campaign by all stakeholders at <a href="https://nmba.dosje.gov.in/content/take-a-pledge">https://nmba.dosje.gov.in/content/take-a-pledge</a></p>

7	23 June 2026	alternative to substance abuse	States / UTs, Districts, NCB, spiritual organisations, other stakeholders	b) Online poster-making, slogan-writing and essay competitions
8	24 June 2026			c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at <a href="https://tinyurl.com/ztzktret">https://tinyurl.com/ztzktret</a>
9	25 June 2026			d) Webinars and online interactive sessions with experts e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs f) IEC exhibitions and cultural art/craft stalls in public spaces g) Signature campaigns for a Nasha Mukti Bharat h) Folk songs, puppet shows and traditional cultural awareness programmes on drug-free themes i) Street plays (Nukkad Natak), theatre performances and role plays in schools, colleges and public spaces j) Community awareness drives by NSS / MY Bharat volunteers k) Registration drive for "Nasha Mukti Mitr" volunteers l) Awareness generation and pledge drives through Panchayati Raj Institutions and community leaders m) Door-to-door IEC distribution in vulnerable areas by ASHA/Anganwadi workers during regular visits n) Special health camps, art therapy sessions, talks with recovering / recovered users and counselling sessions by GIA institutions of DoSJE

				<p>o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels</p> <p>p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention</p> <p>q) Group discussions on stress management, peer pressure and substance abuse prevention</p> <p>r) Bulk SMS and email campaigns for outreach to stakeholders</p> <p>s) Social media campaigns with hashtag #NashaMuktBharat</p>
10	26 June 2026	Culmination Event - International Day Against Drug Abuse and Illicit Trafficking	All line Ministries, Central (MoSJE), NCB, NISD, States, UTs & District, NCB, spiritual organisations, other stakeholders	<p>Event at the central level by MoSJE at New Delhi</p> <p>At the State / UT level, Programme with VIPs and other dignitaries (online or offline)</p> <ul style="list-style-type: none"> <li>Note: Mass pledge (online / offline) by States / districts. E-Pledge Link: <a href="https://nmba.dosje.gov.in/content/take-a-pledge">https://nmba.dosje.gov.in/content/take-a-pledge</a></li> </ul>

**Reporting mechanism:**

A dedicated category on NMBA Portal / APP to be created for capturing activities from **17 June 2026 – 26 June 2026**

**Recognition and Appreciation:**

The best performing nodal officers from Line Ministries, States / UTs, Districts will be recognised by MoSJE

**Output and Outcome**

- Widespread awareness reaching Crores through physical and digital channels.
- Strengthened institutional capacities and inter-ministerial collaboration.
- Increased uptake of yoga/wellness practices and screening services.
- Momentum for long-term demand reduction and supply reduction effort

## Media Strategy attached as Annexure I

## Annexure I

**1. Objectives:** To create sustained nationwide awareness on prevention of substance abuse through coordinated media outreach, citizen participation, youth engagement, and community mobilisation during the “Nasha Mukh Saptah” under the theme “Nasha Mukh Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”

### 2. Target Audience






- a. **Primary:** Youth (15–35 years), students, women, educational institutions, parents, community leaders.
- b. **Secondary:** General public, policymakers, grassroots institutions, NGOs, SHGs, women groups.
- c. **Tertiary:** Media houses, influencers, international community.






### 3. Activities

- |  |
|--|
| • Ads in National and regional dailies and monthly magazines   |
| • Pre Press release and Post press release                     |
| • Podcasts from officers                                       |
| • Intensive message campaign through WhatsApp, SMS, emails etc |

- |   |
|---|
| <ul style="list-style-type: none"><li>• Banners on MyGov, MoSJE, PIB websites with pledge QR code.</li></ul>  |
| <ul style="list-style-type: none"><li>• Reels &amp; Shorts: Real stories, pledge appeals by influencers</li></ul>   |
| <ul style="list-style-type: none"><li>• Hoardings (digital + Print) at prominent locations across the country</li></ul>   |
| <ul style="list-style-type: none"><li>• Activities done by states like participative campaign including marathons/quiz/essay competition Nukkad Natak, Pantomime Shows, Street Plays, Awareness Rath, Community Campfires, Wall paintings etc</li></ul> |
| <ul style="list-style-type: none"><li>• Broadcasting short films on social media channels of MoSJE and line ministries</li></ul>  |
| <ul style="list-style-type: none"><li>• Publicising customised WhatsApp DP for one week</li></ul>   |

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**NMBA Pledge QRCode and Login**

**QRCode Content**

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<https://nmba.dosje.gov.in/pledge/eas=>

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<https://nmba.dosje.gov.in/pledge/cw==>

<https://nmba.dosje.gov.in/pledge/cg==>

**Credentials List**

<b>Assign To</b>	<b>Username</b>
Ministry of Women and Child Development	officer-wcd
Ministry of Skill Development and Entrepreneurship	officer-msde
Ministry of Information and Broadcasting	officer-moib
Department of Sports	officer-dos
Ministry of Panchayati Raj	officer-mopr

Narcotics Control Bureau	officer-ncb
Department of Financial Services	officer28@gmail.com
Department of Higher Education	officer1@gmail.com
Department of School Education	officer2@gmail.com
Department of Youth Affairs	officer3@gmail.com

Ministry of Home Affairs	officer4@gmail.com
Ministry of Health and Family Welfare	officer5@gmail.com
Department of Revenue	officer6@gmail.com
Ministry of Ayush	officer7@gmail.com
Department of Rural Development	officer8@gmail.com

Ministry of Housing and Urban Affairs	officer10@gmail.com
Ministry of Cooperation	officer11@gmail.com
Ministry of Defence	officer12@gmail.com
Ministry of Railways	officer13@gmail.com
Ministry of Civil Aviation	officer14@gmail.com

Ministry of Ports Shipping and Waterways	officer15@gmail.com
Ministry of Corporate Affairs	officer16@gmail.com
Ministry of Petroleum and Natural Gas	officer17@gmail.com
Ministry of Food Processing Industries	officer18@gmail.com
Ministry of Consumer Affairs Food and Public Distribution	officer19@gmail.com

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