through website

No. EDN-HE(3)F(9)41/2025
Directorate of Higher Education
Himachal Pradesh, Shimla-1

Dated: Shimla-171001 the August, 2025

To

All the Principals,
Govt. Degree / Skt. / Pvt. Colleges /GCTE Dharamshala,
SCERT Solan, in Himachal Pradesh.

Subject: - **Organization of Mass Pledge activities from 1st August, 2025 to 31st August, 2025 to commemorate the 5th anniversary of Nasha Mukt Bharat Abhiyaan.**

Sir,

Please find enclosed herewith photocopy of letter No. 6-21/87-WEL-CW-V-Drug Abuse Day-IV-13674-13680, dated 07-08-2025 alongwith its enclosures received from the Director, Empowerment of SCs, OBCs, Minorities & the Specially Abled, H.P. Shimla-09, on the subject cited above.

In this context, it is requested to go through the contents of the aforesaid letter and take appropriate steps to organize the suggested mass activities from 1st August, 2025 to 31st August, 2025, in your respective institution, encouraging wide participation from students, youth, women, and employees to commemorate the 5th anniversary of the Nasha Mukt Bharat Abhiyaan (NMBA).

Encls: As Above.

Jt. Director Higher Education (C)
Himachal Pradesh

Endst. No. Even dated Shimla –I the August, 2025

Copy for information and necessary action is forwarded to:-

1. The Director, Empowerment of SCs, OBCs, Minorities & the Specially Abled, H.P. Shimla-09 w.r.t. his letter referred to the above please.
2. The Registrars, HPU/SPU & Private Universities in Himachal Pradesh with the request to take similar action in the matter.
3. Technical Officer I.T. Cell (Internal) to upload the same on the departmental website.
4. Guard File.

Jt. Director Higher Education (C)
Himachal Pradesh

शिक्षा निदेशालय उच्चतर हि0प्र0
22 AUG 2025
शिमला–1

21-08-25

No.6-21/87-WEL-CW-V-Drug Abuse Day-IV 13674-13680
Directorate for the Empowerment of SCs, OBCs, Minorities &
the Specially Abled, Himachal Pradesh, Shimla-09

To

1. The Director, Higher Education, H.P Shimla-171001
2. The Director, School of Education, H.P Shimla- 171001
2. The Director, Women and Child Development, H.P 171005
3. The Director, Panchayati Raj Department, Kasumpti, Shimla-09
4. The Director, Rural Development, Kasumpti, Shimla-09
5. The Director, Ayush Vibhag, Kasumpti, Shimla -171009
6. The Director General of Prisons & Correctional Services, H.P-171002

Dated:- Shimla-9, August, 2025

Subject:- **Organization of Mass Pledge acitivities from 1st August, 2025 to 31st August, 2025 to commemorate the 5th anniversary of Nasha Mukt Bharat Abhiyaan.**

07 AUG 2025

Sir/Madam,

I am to enclose herewith a copy of D.O. letter : DP- 5/7/2025-DP-III dated 26.07.2025, recieved from Ministry of Social Justice & Empowerment GoI, vide which it has been requested to take appropriate steps to organize **Mass Activities from 1st August, 2025 to 31st August, 2025, encouraging wide participation from Students, Youth, Employees, Mahila Mandals, Panchayati Raj Institutios (PRIs), Self-Help Groups (SHGs), Community-Based Organisations (CBOs), Public etc** to commemorate the 5th anniversary of the Nasha Mukt Bharat Abhiyaan (NMBA).

In this regard, it is also requested for organizing a **Mass Pledge against Drug Abuse on 13th August, 2025.** For Downloading certificate after taking pledge by individuals, they may login to NMBA Website **(nmba.dosje.gov.in)** and click on "**Take a Pledge Today** "on upper right part of the web page or **Scan the QR Code** to login and be a part of the Nasha Mukt Bharat Abhiyaan.

Encl. as above

Yours faithfully,

Director
Empowerment of SCs, OBCs, Minorities
& the Specially Abled, H.P. Shimla-09

Endst No. : As Above 13681 01 AUG 2025 Date

Copy Forwarded to:-

1. The Secretary (SJ&E) to the Govt. of Himachal Pradesh for kind information please.

Director
Empowerment of SCs, OBCs, Minorities
& the Specially Abled, H.P. Shimla

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

सत्यमेव जयते

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

July 29 2025

Dear Chief Secretary,

The Department of Social Justice and Empowerment is implementing the **Nasha Mukt Bharat Abhiyaan (NMBA)** across all districts of the country with the aim of creating mass awareness about the ill effects of substance abuse.

2. The NMBA, launched five years ago, has made remarkable progress in promoting a drug-free society through the active participation of youth, civil society, and various stakeholders. To commemorate the **5th Anniversary** of this flagship campaign, an event is being organized at New Delhi in collaboration with the Government of NCT of Delhi on 13th August 2025 (forenoon).

3. Our aim is to reach out to 3 crore people, across the country through physical and online mode stating from 1st August to 31st August 2025 with special focus on 13th August 2025. In this regard, it is suggested that your State may promote and facilitate the online pledge campaign from 1st August to 31st August 2025, encouraging wide participation from students, youth, women, employees, and public. A suggestive list of social, cultural and sports activities that may be conducted in educational institutions/ hotspot areas/prominent public place, is as follows

a) Inter/intra school/collage competitions, seminars, webinars, workshops, anti-drug human chain formations, students rallies, flash mobs, nukkad nataks in the State/districts.
b) Sports and physical activities like marathons, walkathons, run against drug abuse, sports tournaments to be organised.
c) Planting 1 (one) sapling in all the school/collage campus, dedicating it to Nasha Mukt Bharat Abhiyaan.
d) All the students, youth women, employees and others to take e-pledge and download the certificate.

4. In this regard, may I request for organizing a Mass Pledge against Drug Abuse on 13th August 2025 across schools, colleges, universities, and public institutions in your State. A similar request has been made by the Union Minister of Social Justice and Empowerment to the Hon'ble Chief Minister of your State. This collective pledge will serve as a powerful symbol of our united commitment to building a society free from substance drug abuse.

Room No. 604, 'A' Wing, Shastri Bhawan, New Delhi-110 001

5. All related activities and events organized in your State may kindly be uploaded on the NMBA mobile app, using the login credentials which have been already shared with the State and District authorities. The App can be accessed by clicking on https://nmba.dosje.gov.in/nmba-app.apk, https://nmba.dosje.gov.in/app-tutorial.pptx. The State and District nodal officers may upload the activities conducted during the monthly as per prescribed format on nmba.dosje.gov.in. These entries will capture data of the number of persons reached out to during the month-long campaign. For downloading Certificate after taking Pledge by individuals, they may login to NMBA website (nmba.dosje.gov.in) and click on 'Take a pledge today' on upper right part the web page.

6. I look forward to your active participation and support in making this nationwide effort a grand success. 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
Chief Secretaries of all States

Annexure I

Scan the QR Code and be a part of the Nasha Mukt Bharat!

(This is a model design for the QR-Code-based NMBA pledge Standees, and the State Governments are encouraged to translate it into their regional languages.)

14446

Toll-Free De-addiction Helpline Number