



Dated: Shimla-171001

the August, 2026

To

All the Principals,
Govt. Colleges, in Himachal Pradesh.

Subject: - Celebration of the 6th Year of the Nasha Mukta Bharat Abhiyaan (NMBA) through organization of a "National Pledge Against Drug Abuse" on 18th August, 2026.

Find enclosed herewith a copy of Letter No. 4-16(7)2019-SOM-Wel-NMBA-II-10998-11001 dated 17.07.2026 alongwith its enclosures, received from the Director, Empowerment of SCs, OBCs, Minorities & the Specially Abled, Himachal Pradesh, Shimla on the subject cited above.

In this regard, you are directed to go through the aforesaid letter and take necessary action on the following points:-

1. Organize the National Pledge Against Drug Abuse in your institution on 18th August, 2026.
2. Ensure maximum participation of students, faculty and staff in the programme.
3. Encourage all participants to take the e-Pledge available on the NMBA portal and download their participation certificates.
4. Publicize the NMBA logo, mascot and Helpline No. 14446 during the programme.
5. Furnish the programme report in the following proforma immediately after the event through return e-mail to this Directorate to enable onward submission to the concerned Department within the prescribed timeline:-

Sr. No.	Name of College	District	Total Number of students (girls) who have taken the pledge against Drug Abuse.	Total Number of students (boys) who have taken the pledge against Drug Abuse.	Total Number of staff (teaching/non-teaching) who have taken the pledge against Drug Abuse.	Remarks

The matter be treated as Most Urgent.

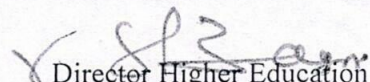
Encl.: As above.


Director Higher Education
Himachal Pradesh शिक्षा निदेशालय उच्चतर विद्यालय

Endst. No. Even dated Shimla -1 the August, 2026

Copy for information and necessary action is forwarded to: -

1. The Secretary (Edu.) to the Government of Himachal Pradesh .
2. The Director, Empowerment of SCs, OBCs, Minorities & the Specially Abled, Himachal Pradesh Shimla-9.
3. P.A. to Worthy Director of Higher Education, Himachal Pradesh Shimla-1.
4. All the Officers/Branch Officers/Superintendents/Officials/Staff of DHE, HP Shimla to take the e-Pledge against Drug Abuse on 18th August, 2026 available on the NMBA website (<https://nmba.dosje.gov.in/pledge?type=e-pledge>) and download your participation certificate.
5. Dr. Renu Rana, OSD (C) Nodal Officer of Drug Abuse DHE, HP, Shimla-1.
6. Technical Officer I.T. Cell (Internal) to upload the same on departmental website.
7. Guard File.


Director Higher Education
Himachal Pradesh

10 AUG 2026

No. 4-16(7)2019-SOM-Wel-NMBA-II - 10998 - 11001
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
3. The Director, Technical Education Vocational & Industrial Training
4. The Vice Chancellor, Himachal Pradesh University, Summer Hill 171005

Dated:- 17 JUL 2026 Shimla-9,

July, 2026

Subject:-

Celebration of the 6th year of the Nasha Mukh Bharat Abhiyaan (NMBA) through organization of a "National Pledge Against Drug Abuse" on 18th August 2026.

Sir/Madam,

Kindly find enclosed herewith a copy of D.O. Letter No. DP-13/4/2026-DP-I dated 07.07.2026, received from the Ministry of Social Justice & Empowerment, Government of India, regarding the celebration of the 6th year of the Nasha Mukh Bharat Abhiyaan (NMBA). On this occasion, the Government of India is organizing a "National Pledge Against Drug Abuse" on 18th August, 2026.

In this regard, it is requested to organize the National Pledge Against Drug Abuse in your respective schools, colleges, universities, institutions etc on 18th August, 2026 and utilize the NMBA logo, mascot, and the helpline number 14446 during the programme. The e-Pledge is available on the NMBA website <https://nimba.dosje.gov.in/pledge?type=e=pledge>. All participants may be encouraged to take the e-Pledge and download their participation certificates. Make ensure that maximum number of students participates in the programme with the objective of covering the 10% of the total population of the state.

Further, it is also requested to submit the report of the programme in the enclosed format to this Directorate by the afternoon of 18th August, 2026, positively.
Encl. as above

Yours faithfully,

Director

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

Dated

Endst. No. - 11002 17 JUL 2026

Copy forwarded to the Secretary (SJ&E) to the Government of Himachal Pradesh for kind information please.

Director

Empowerment of SCs, OBCs, Minorities
& the Specially Abled, Himachal Pradesh

REPORT

Celebrating Six Years of Nasha Mukta Bharat Abhiyaan (NMBA)
National Pledge Against Drug Abuse

This is to certify that _____
(Name of State/UT/District/Department/Ministry/Institution/Organisation)
actively participated in the National Pledge Against Drug Abuse organised
under the Nasha Mukta Bharat Abhiyaan (NMBA) on 18th August 2026.

Details of Participation

1. Category of Stakeholder (State Government/UT Administration/District Administration/Ministry/Educational Institution/NGO/Spiritual Organisation/Corporate/Other): _____
2. State/UT (HQ): _____
3. Number of Citizens Mobilised to Take the National Pledge Against Drug Abuse on 18th August 2026: _____
Of which:
Women: _____
Youth: _____
4. Geo-tagged _____ Photographic _____ Evidence: _____
Geo-tagged photographs have been shared at the following link

Date & Signature: _____

Name: _____

Designation: _____

Official Seal

सुधांश पंत, भा.प्र.से.
सचिव
Sudhansh Pant, IAS
Secretary

Dealth 21/4/96 (मार्ग 1A/1)



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-13/4/2026-DP-1

56502389
09/7/26

July 7, 2026

Dear Ma'am/Sir,

8/7/26
by (SJE)
17/26
15 (SJE-B)
9/7
21/5/26-B
9/7/26
sh-LS

The Department of Social Justice & Empowerment (DoSJE), as the nodal Department for Drug Demand Reduction in the country, is implementing the **National Action Plan for Drug Demand Reduction (NAPDDR)** with a focused mandate to prevent substance abuse through sustained awareness generation, capacity building and community outreach. Under NAPDDR, the **Nasha Mukti Bharat Abhiyaan (NMBA)** was launched on 15 August 2020 and is presently being implemented across all districts of the country, with a special focus on youth, women and educational institutions.

2. Through your support and leadership, NMBA has been able to reach more than 29 crore people, including over 11 crore youth and 7 crore women. To date, 1.19 lakh individuals have registered as **Nasha Mukti Mitras (NMMs)**. In addition, more than 9.22 lakh awareness activities have been conducted at various levels across the country, including in educational institutions.

3. As we enter the 6th year of *Nasha Mukti Bharat Abhiyaan*, DoSJE is celebrating this milestone by organising a "**National Pledge Against Drug Abuse**" on 18th August 2026. In this regard, you are requested to direct the concerned officials to:

- Prepare and coordinate the organisation of the National Pledge Against Drug Abuse across all schools, colleges, universities, private institutions, public institutions, and Government offices on 18th August 2026.
- Designate Nodal Officers at both the State, District and Block levels to coordinate with DoSJE and ensure the smooth planning and execution of this programme.
- Ensure that the State/UT makes every endeavour to maximise participation, with the objective of **covering at least 10% of the total population of your State / UT** administering the National Pledge Against Drug Abuse on 18th August 2026.
- Encourage students, youth, women, Government employees, and the general public to take the e-Pledge, available on the NMBA website

(<https://nmba.dosje.gov.in/pledge?type=e-pledge>), and download their participation certificates.

- e. All the States / UTs are requested to collate and submit the report of this programme in the format enclosed as **Annexure-I**, by the afternoon of 18th August 2026.
 - f. To recognise and appreciate the Nationwide pledge against drug abuse, DoSJE will also be organising a programme on 18th August 2026. You are requested to ensure the **virtual participation of your State / UT Headquarters and District Headquarters** in the programme as a demonstration of their commitment to and support for NMBA. The virtual meeting link and other programme details will be shared separately in due course.
 - g. Utilise NMBA logo, mascot, helpline number 14446 and other IEC material for branding purposes attached at: [https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive link](https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive_link)
4. The mobilised pledge numbers are also supposed to be captured on the NMBA portal (<https://nmba.dosje.gov.in/login>) / App (https://play.google.com/store/apps/details?id=com.dosje.nmba_app) as they would be projected at the National level by the Department of Social Justice and Empowerment. The State and district login IDs for the Portal / App have already been shared with the concerned authorities.
5. Your personal involvement would ensure the success of the programme and enhance the impact of the Nasha Mukta Bharat Abhiyaan.

With kind regards.

Yours sincerely,

Sudhansh Pant

(Sudhansh Pant)

Enclosure: As above.

The Chief Secretaries of States/UTs