

No. EDN-HE(3)F(9)41/2026
Directorate of Higher Education
Himachal Pradesh, Shimla-1

Dated: Shimla-171001 the October, 2026

To

All the Principals,
Govt. Degree / Skt. Colleges in Himachal Pradesh.

Subject: - Nationwide 14-Day Online Yoga & "Nasha Mukh Bharat" Pledge Campaign by the Art of Living.

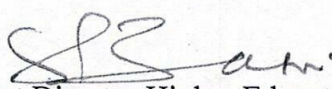
Find enclosed herewith a copy of letter No. No. 4-16(7)2019-SOM-Wel-NMBA-II 17172-17272 dated 06.10.2026 received from the Director of Empowerment of SCs, OBCs, Minorities & Specially Abled, Himachal Pradesh, on the subject cited above.

In this regard, it is intimated that the Art of Living has proposed a Nationwide 14-day complimentary online Yoga & "Nasha Mukh Bharat" Pledge Campaign in collaboration with the Ministry of Social Justice and Empowerment. The campaign also aims to promote awareness, sensitization, prevention and community participation under the Nasha Mukh Bharat Abhiyaan.

In view of the above, you are, therefore, directed to widely disseminate the information regarding the aforesaid campaign amongst the students, teaching and non-teaching staff of your institution.

The registration link is: <https://challenge.srisriyoga.in/oct26/user-msji>

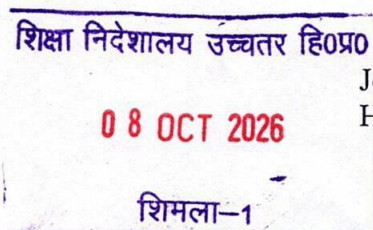
Encl: As above.


Joint Director Higher Education (C)
Himachal Pradesh

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

Copy for information and necessary action is forwarded to: -

1. The Secretary (Education) to the Government of Himachal Pradesh, Shimla-2.
2. The Director, Empowerment of SCs, OBCs, Minorities & the Specially Abled, HP Shimla-09 w.r.t. letter referred to the above.
3. The Technical Officer I.T. Cell (Internal) D.H.E. Shimla HP to upload the same on departmental website.
4. Guard File.




Joint Director Higher Education (C)
Himachal Pradesh

No. 4-16(7)2019-SOM-Wel-NMBA-II 17172-1727
Directorate for the Empowerment of SCs, OBCs, Minorities &
the Specially Abled, Himachal Pradesh, Shimla-09

To

1. All Head of the Departments
(as per mailing list) In Himachal Pradesh

2. All Deputy Commissioners
In Himachal Pradesh

Dated:- Shimla-09,

6th October, 2026

Subject: Regarding Nationwide 14-Day Online Yoga & "Nasha Mukh Bharat"
Pledge campaign by the Art of living.

Sir/Madam,

In reference to the D.O No. DP-9/4/2023-DP-I dated 01.10.2026 received from the Ministry of Social Justice and Empowerment, Government of India on the subject cited above. The Government of India has entered into MoUs with 12 prominent spiritual organizations. These organizations have committed to supporting of NMBA through awareness, sensitization, prevention and community mobilization activities.

In view of the above, the Art of Living has proposed a Nationwide 14-day complimentary online Yoga & "Nasha Mukh Bharat" Pledge Campaign in collaboration with the Ministry of Social Justice and Empowerment. The campaign is proposed to commence from 05.10.2026 and will comprise free online live Yoga sessions, with 7 batches daily in 5 languages. These sessions will cover Yoga Asanas, Pranayama, Meditation and Stress Management. The following key action is required:

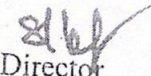
1. **Internal Departmental Circulation:** Direct schools, colleges, corporate bodies, and district offices to circulate the campaign details and registration link widely.
2. **Whats app & Social Media Amplification:** Urge internal communication cells to broadcast the provided whats app message draft across official employee groups, citizen network and social media platforms.
3. **Appointment of Nodal Officers:** Designate a nodal officer to facilitate this synergy.
4. **Local Press & Media Coverage:** Schedule local press conference and media briefings at state and district headquarters to amplify public participation and community engagements.

In this regard, it is requested that the information regarding the aforesaid campaign may kindly be disseminated widely and participation in the initiative may be encouraged. Wide publicity may also be given to the campaign through the District-level and other available platforms. The registration link provided by the Art of Living is <https://challenge.srisriyoga.in/oct26/user-msji> and the

same is being suitably integrated on Nasha Mukh Bharat Abhiyaan portal.

Encl. as above

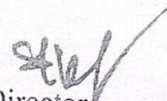
Yours faithfully,


Director

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

Dated

Endst. No. 1772-172706 OCT 2026
Copy forwarded to the all District Welfare Officers in Himachal Pradesh for information and necessary action.


Director

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