

No. EDN-HE(3)F(10)42/2026
Directorate of Higher Education
Himachal Pradesh, Shimla-1

Dated: Shimla-171001 the October, 2026

To

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

Subject: - **Participation in the campaign Road Safety, substance abuse prevention, healthy lifestyles and youth volunteering through 13th MTB Shimla, 2026.**

Find enclosed herewith a photocopy of letter No. Hastpa/MtbShimla 2026/19 dated 05.10.2026 received from the President, Himalayan Adventure Sports & Tourism Promotion Association (HASTPA), Shimla, regarding the campaign "Safe Roads. Strong Choices.", aimed at promoting road safety, helmet awareness, prevention of substance abuse, sports, fitness and environmental responsibility.

In this regard, you are directed to go through the aforesaid communication and encourage voluntary participation of students in the proposed awareness and pledge activities through NSS units, student clubs and sports societies, wherever feasible, without adversely affecting academic activities. All activities may be conducted under appropriate supervision, in accordance with the feasibility of the institution, without any financial commitment, and strictly within the framework of applicable rules and regulations.

Encls: As above.

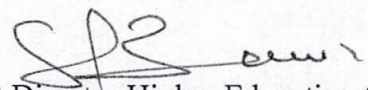

Joint Director Higher Education (C)
Himachal Pradesh

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

Copy for information and necessary action is forwarded to: -

1. The the President, Himalayan Adventure Sports & Tourism Promotion Association (HASTPA), Stockes Place Shimla-02.
2. Technical Officer I.T. Cell (Internal) DHE, HP Shimla-1 to upload the same on departmental website.
3. Guard File.

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15 OCT 2026
शिमला-1


Joint Director Higher Education (C)
Himachal Pradesh

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7/16/26



DATE : 05th / Oct, 2026

The Director
Mrs Suneeta Singh
Directorate of Higher Education
Government of Himachal Pradesh
Shimla, Himachal Pradesh

Letter no: Hastpa/MtbShimla2026/19

Subject: Partnership with colleges for road safety, substance abuse prevention, healthy lifestyles and youth volunteering through MTB Shimla 2026

Respected Madam,

We are writing on behalf of **HASTPA**, A NGO based out of Shimla was has pioneered the sport of cycling over the last 21 years, we have engaged with the youth of the state and channelized their energies in the right positive direction into sports fitness health environment consciousness. Some of the most lasting lessons for young people are learnt not only in classrooms, but through participation, responsibility, teamwork, sport and meaningful engagement with society.

With this belief, **HASTPA** seeks the partnership of the **Directorate of Higher Education** in involving colleges across Himachal Pradesh in the **13th MTB Shimla, being held from 23–25 October 2026**, and in a broader youth campaign focused on **road safety, substance abuse prevention, healthy choices, volunteering and responsible citizenship**.

For over **21 years**, **HASTPA** has worked at the intersection of sport, adventure tourism, youth engagement and community development. Through **MTB Himalaya, MTB Shimla** and several grassroots initiatives like school programs, mission smile, we have introduced young people to cycling, endurance sport, fitness, discipline and the Himalayan outdoors.

We now wish to use this established platform for a larger social purpose.

HASTPA has joined hands with **Royal Enfield Social Mission** to promote safe riding and helmet awareness. Building on this partnership, we propose a public youth campaign titled:

“SAFE ROADS. STRONG CHOICES.”

Through **MTB Shimla** and subsequent outreach from **23 October to 5 November 2026**, **HASTPA** proposes to mobilise at least **10,000 voluntary signatures and pledges** around four simple messages:

Wear a Helmet. Stay Sober. Choose Sport. Respect Nature.

We believe colleges can play a particularly meaningful role in this initiative because students are not only beneficiaries of awareness — they can become **messengers, volunteers, peer leaders and agents of change** within their own institutions and communities.

Why School/ College participation can make this campaign more meaningful

Through the support of the Directorate, the campaign can move beyond a three-day sporting event and become an opportunity for students to participate in a structured programme of public engagement.

The partnership can:

1. **Encourage positive youth leadership** by involving students in volunteering, awareness activities and peer-to-peer communication.
2. **Promote healthier lifestyles** through cycling, sport and outdoor activity as constructive alternatives to substance abuse and inactivity.
3. **Strengthen road safety awareness** among a demographic that is increasingly mobile and directly exposed to road-related risks.
4. **Provide meaningful volunteering opportunities** for NSS units, student clubs and interested NCC units through their competent authorities.
5. **Create interaction with athletes, cyclists, professionals and public institutions**, giving students access to inspiring role models and experiential learning.
6. **Build institutional ownership**, with colleges recording participation, pledges, outreach activities and student engagement.
7. **Create a replicable annual model** that can eventually be expanded through colleges across the State.

Support requested from the Directorate

We respectfully request the Directorate to consider:

1. Circulation and institutional participation ✓

Circulating the proposal to Government and other interested colleges under the Directorate and encouraging voluntary participation in the campaign.

2. Nomination of institutional coordinators ✓

Facilitating coordination through Principals, NSS Programme Officers, faculty coordinators, student welfare officers or other appropriate institutional representatives.

3. NSS, NCC and student club engagement ✓

Encouraging NSS units, student clubs, sports societies and interested NCC units, through their competent authorities, to participate in supervised volunteering, outreach and awareness activities.

4. Student-led pledge campaign ✓

Supporting institution-wise participation in the **10,000-Pledge Campaign**, with simple documentation of students engaged and pledges collected.

5. Expert and athlete interactions ✓

Facilitating sessions on road safety, substance abuse prevention, fitness, cycling, mental resilience and healthy lifestyles, including interactions with athletes and experienced cyclists.

Himalayan Adventure Sports & Tourism Promotion Association (HASTPA)

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6. Youth volunteering at MTB Shimla

Allowing interested students to participate, wherever feasible and with institutional approval, as supervised volunteers in event support, public awareness, registration, outreach and community engagement.

7. Institutional resources and approved awareness material

Supporting the initiative through available institutional channels, suitable awareness material and existing youth engagement mechanisms.

Where any permissible student outreach, NSS, awareness or youth development provision may apply, we would also be grateful if the Directorate could consider assistance for eligible activities or guide us towards the appropriate funding mechanism.

Beyond the event: a continuing college youth engagement programme

HASTPA would like this partnership to continue beyond MTB Shimla.

We propose that the 2026 campaign serve as the beginning of a broader **College Youth Engagement Programme**, which could include:

- annual college cycling and fitness drives;
- campus road safety campaigns;
- substance abuse prevention outreach;
- athlete and inspirational speaker interactions;
- student volunteering programmes;
- inter-college cycling and outdoor activities;
- environment and responsible tourism campaigns;
- youth leadership and community service initiatives; and
- an annual institutional participation framework linked with MTB Shimla and other HASTPA programmes.

Such a partnership would allow students to become active stakeholders in creating **safer roads, healthier campuses and stronger communities**.

For HASTPA, MTB Shimla has never been only about who crosses the finish line first. It is about what sport can teach young people — **discipline, resilience, responsibility, courage and the confidence to make better choices**.

With the Directorate's support, these lessons can travel from the trails of Shimla into classrooms, campuses and communities across Himachal Pradesh.



We would be honoured to meet your officers, present the proposed programme and submit a detailed **activity plan, institutional engagement framework and budget** for consideration.

We sincerely hope the Directorate will join us in making **“Safe Roads. Strong Choices.”** a meaningful youth movement across the State.

With regards,

Himalayan Adventure Sports &
Tourism Promotion Association
(HASTPA)
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