



ज्ञान-विज्ञान विमुक्तये

प्रो. श्यामा रथ
सचिव

Prof. Shyama Rath

Secretary



सत्यमेव जयते

75
आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No. 2-73/2023(CPP-II)(C.137463)

03 आषाढ, 1948 /24th June, 2026

Subject: Observance of International Day against Drug Abuse & Illicit Trafficking- reg.

आदरणीय महोदया/महोदय,

A communication has been received from Ministry of Social Justice & Empowerment (DoSJE), regarding observance of the International Day against Drug Abuse and Illicit Trafficking on 26th June 2026.

The 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 15th August 2020 that has been extended to all districts across the country.

In this regard, all Higher Education Institutions (HEIs) are requested to organise awareness programmes/events under NMBA during 17th to 26th June 2026, under the theme "Nasha Mukh Bharat Abhiyaan – Viksit Bharat Ki Pehchaan", ensuring outreach and publicity through various media platforms, including social media.

HEI are also requested to:

1. Plan and conduct awareness generation of activities. A suggestive plan and list of proposed activities are provided as Annexure I (copy enclosed).
2. Participate in the online inaugural and culmination event on 17th and 26th June 2026.
3. Intensify the online registration of stakeholders as Nasha Mukh Mitra (earlier master volunteers) on <https://nmba.dosje.gov.in/volunteer/registration>
4. Use standardized NMBA banners for all events and activities to maintain uniformity. The banner design is attached as Annexure II (copy enclosed). Other IEC material can be accessed at <https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGgi96Xui163?usp=sharing>

HEIs are requested to widely publicize this initiative and encourage the active participation of students and other stakeholders, thereby making a significant contribution toward the realization of a Nasha Mukh Bharat.

सादर,

भवदीया,

श्यामा रथ

(श्यामा रथ)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।

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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"

17th June to 26th June 2026

14446

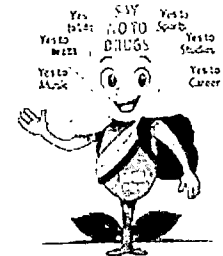
National De-addiction Helpline

#NashaMukhtBharat



Scan the QR code to
take e-pledge

NASHA Mukht BHARAT
ABHIYAAN





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 Mukh Saptah

Theme: "Nasha Mukh 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 Mukh Saptah in MoSJE and States / UTs – a) Press release on theme: Nasha Mukh Bharat Abhiyaan – Viksit Bharat Ki Pehchaan b) Mass pledge drives (online / offline) by States / districts. E-Pledge Link https://nmba.dosje.gov.in/content/take-a-pledge . 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 https://nmba.dosje.gov.in/content/take-a-pledge b) Online poster-making, slogan-writing and essay competitions

3	19 June 2026		spiritual organisations, other stakeholders	<ul style="list-style-type: none"> c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztzktret
4	20 June 2026			<ul style="list-style-type: none"> 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>	<p>a) Online Mass pledge against drug abuse at https://nmba.dosje.gov.in/content/take-a-pledge</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>	<p>A suggestive list of awareness generation activities:</p> <p>a) Online mass pledge campaign by all stakeholders at https://nmba.dosje.gov.in/content/take-a-pledge</p>		<p>MOAYUSH, GIA institutions, States / UTs, Districts, NCB, spiritual organisations, other stakeholders</p>	<p>MoCulture, DOHE, MoYAS, GIA institutions,</p>		<p>World Yoga Day – Yoga for Wisdom, Wellness, and World Peace</p>	<p>Sports, Arts, Music and Culture as an</p>	<p>21 June 2026</p>	<p>22 June 2026</p>	<p>5</p>	<p>6</p>
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7	23 June 2026	alternative to substance abuse	States / UTs, Districts, NCB, spiritual organisations, other stakeholders	<ul style="list-style-type: none"> b) Online poster-making, slogan-writing and essay competitions c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztzktret 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
8	24 June 2026			
9	25 June 2026			

				<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"> Note: Mass pledge (online / offline) by States / districts. E-Pledge Link: https://nmba.dosje.gov.in/content/take-a-pledge

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

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| • 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">• Banners on MyGov, MoSJE, PIB websites with pledge QR code.
<ul style="list-style-type: none">• Reels & Shorts: Real stories, pledge appeals by influencers
<ul style="list-style-type: none">• Hoardings (digital + Print) at prominent locations across the country
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• Broadcasting short films on social media channels of MoSJE and line ministries
<ul style="list-style-type: none">• Publicising customised WhatsApp DP for one week
