

MOST URGENT

From

Director, Higher Education, Haryana,
Shiksha Sadan, Sector-5, Panchkula

To

1. The Registrars of all the State Universities in Haryana.
2. The Principals of Govt./Govt. Aided Private Colleges of Haryana.

Memo No. KW DHE-010001/2/2021-Coord.(1)
Dated, Panchkula the **9-8-2024**

Subject: D.O. letter of Secretary, Department of Social Justice and Empowerment reg. highlighting Nasha Mukh Bharat Abhiyan (NMBA) during the 78th Independence Day, with Theme "Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra".

Kindly refer to the subject cited above.

Please find the D.O. DP-5/16/2024-DP-III dated August 3, 2024 received from Secretary, Government of India, Ministry of Social Justice & Empowerment, Department of Social Justice & Empowerment and to implement the directions mentioned therein on **12th August at 9:00 AM**, which are as under:-

- (i) Inter/intra school/college competitions, seminars, webinars, workshops, anti drug human chain formations, students rallies, flash mobs, nukkad nataks in the state/districts.
- (ii) Sports and physical activities like marathons, walkathons, run against drug abuse, sports tournaments to be organised.
- (iii) Planting 1 (one) sapling in all the school/college campus, dedicating it to Nasha Mukh Bharat Abhiyaan.
- (iv) An e-pledge has been made available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>). All the students, youth, women, employees and others may be urged to take this e-pledge and download the certificate.

It is further mentioned that you will be the Nodal Officer for the activities to be performed and sharing of the activities conducted. Sh. Rajeev Kumar, Under Secretary, Deptt. of Social Justice & Empowerment, (GoI) (Mob. 09968096822) (Nodal Officer) may be contacted in case of any requirement.

Encl: As above.

9/8/24
Deputy Director Co-ordination
for Director, Higher Education, Haryana,
Panchkula

CC:- Incharge IT Cell

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



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-5/16/2024-DP-III

August 3, 2024

Dear Chief Secretary,

The Department of Social Justice and Empowerment (DoSJE) being the nodal agency for drug demand reduction launched the flagship mass awareness campaign 'Nasha Mukta Bharat Abhiyaan' (NMBA) on 15th August 2020 which is now expanded to all the districts of the country. With your constant support, NMBA has been able to sensitize and educate 11.20+ crore people including 3.54+ lakh youth, 2.35+ lakh women, 3.38+ lakh educational institutions and 9000+ master volunteers through 3.40 lakh activities conducted at various levels across the country.

2. As we approach 78th Independence Day, NMBA is entering its 5th year since the launch. For this, a set of activities has been planned that can be conducted in all States/UTs. The theme for this year's NMBA celebration is: '**Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra**'

3. On this occasion, DoSJE is organising a country-wide mass pledge against Drugs which is enclosed (**Annexure I**) on **12th August 2024, at 9:00 AM**, covering all schools, colleges, universities including engineering and medical colleges, IIMs, IITs, polytechnic colleges, fashion institutes, and other public institutions. I request you to convene a meeting of all the officials and stakeholders of your State to make this programme a success by taking the following action:

(A) Make arrangements for all the schools, colleges, universities, public institutions to take pledge on on 12 August 2024, at 9:00AM.

(B) Appoint nodal officers at both state and district level for coordination between DoSJE and state/districts for smooth execution of the program

(C) The concerned authorities may consider display of backdrop during pledge taking ceremony while taking photographs/videos. A suggested sample is enclosed (Annexure II).

(D) A suggestive list of social, cultural and sports activities that can be conducted in educational institutions/ hotspot areas/ prominent public places is as follows:

(i) Inter/intra school/college competitions, seminars, webinars, workshops, anti drug human chain formations, students rallies, flash mobs, nukkad nataks in the state/districts.

(ii) Sports and physical activities like marathons, walkathons, run against drug abuse, sports tournaments to be organised

(iii) Planting 1 (one) sapling in all the school/college campus, dedicating it to Nasha Mukta Bharat Abhiyaan.

(iv) An e - pledge has been made available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>). All the students, youth, women, employees and others may be urged to take this e- pledge and download the certificate.

4. During the Independence Day function, a paragraph on the relevance of NMBA may be included in the speech of the chief guests. Suggested contents for the speech in Hindi and English is enclosed (Annexure III).

5. All the activities done in the state are to be captured on the NMBA app as they would be projected at National level by DoSJE. The State and district login IDs for the app have been shared with the concerned authorities. The App can be accessed by clicking on: <https://shorturl.at/wQRlu> A tutorial on the usage of the App can be accessed by clicking on: <https://shorturl.at/YHa4Q>

6. The activities conducted may be shared by the concerned nodal officers in the prescribed format (Attached as **Annexure IV**) on nmba-dosje@gov.in by 15th August 2024. Shri Rajeev Kumar, Under Secretary, DoSJE is the nodal officer (Mob. 09968096822) of this Department, who may be contacted in case of any requirement.

7. I look forward to your support in our efforts for making our country drug free.

With regards.

Yours sincerely,



(Amit Yadav)

To
All Chief Secretaries of States/UTs

Dear friends,

Youth is the energy of any nation and the power of youth has an important contribution in the development of society and country. Therefore, it is very important that maximum number of youth join the drug free India campaign. Accepting this challenge of the country, today we unite under the Nasha Mukta Bharat Abhiyan and take a pledge that not only the community, family, friends, but also ourselves will be drug free because change should start with ourselves.

So let us all together take a firm decision to make our district/state.....(name) drug-free.

I pledge that I will do everything possible to the best of my ability to make my country drug-free.

Jai Hind..

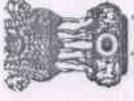
प्रिय साथियों

युवा किसी भी राष्ट्र की ऊर्जा होते हैं तथा युवाओं की शक्ति का समाज एवं देश के विकास में महत्वपूर्ण योगदान है। अतः यह अति आवश्यक है कि नशामुक्त भारत अभियान में सर्वाधिक संख्या में युवा जुड़े। देश की इस चुनौती को स्वीकार करते हुए हम आज नशामुक्त भारत अभियान के अंतर्गत एक जुट होकर प्रतिज्ञा करते हैं कि न केवल समुदाय, परिवार, मित्र, बल्कि स्वयं को भी नशामुक्त कराएँगे क्योंकि बदलाव की शुरुआत अपने आप से होनी चाहिए।

इसलिए आइए हम सब मिलकर अपने ज़िले/ राज्य...
..(नाम) को नशामुक्त कराने का दृढ़ निश्चय करें।

मैं प्रतिज्ञा करता हूँ कि अपने देश को नशामुक्त करने के लिए अपनी क्षमता के अनुसार हर सम्भव प्रयास करूँगा।

जय हिन्द।।



Ministry of Social Justice and Empowerment
Government of India

NASHA MUKT BHARAT ABHIYAN

celebrates

Independence Day 2024

Theme: 'Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra'

Programme Name:

Date:

ORGANISED BY:



सामाजिक न्याय और अधिकारिता मंत्रालय

भारत सरकार

नशा मुक्त भारत अभियान

के अन्तर्गत

स्वतंत्रता दिवस 2024

का अनुसरण

प्रसंग: 'विकसित भारत का मंत्र, भारत ही नशे से स्वतंत्र'

कार्यक्रम का नाम:

तिथि:

आयोजक :

Annexure III

English Version of the speech

Today, as we celebrate our Independence Day, we also mark the fourth anniversary of the Nasha Mukta Bharat Abhiyaan. This initiative embodies our collective commitment to creating a drug-free India, empowering our youth to lead healthier, more productive lives. Reaching more than 11.22 crore people, NMBA has transformed as a Jan andolan, garnering support from 3.54+ lakh youth & 2.35+ lakh women.

On this auspicious occasion, I would like to urge all the young individuals and women, who have the capacity to shape our future as a Viksit Bharat, to spearhead the abhiyaan and actively participate in the ground level activities to make it a success.

As responsible citizens of the country, let us all break free of the shackles of drugs by signing an e-pledge available at on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>) and also download the certificate. I would like to conclude by saying that we must all unify in building a future where every citizen can thrive free from the scourge of drugs, ensuring Nasha Mukta Bharat for all.

Hindi Version of the speech

आज, जब हम अपना स्वतंत्रता दिवस मना रहे हैं, हम नशा मुक्त भारत अभियान की चौथी वर्षगांठ भी मना रहे हैं। यह पहल एक नशीली दवाओं से मुक्त भारत बनाने की हमारी सामूहिक प्रतिबद्धता को दर्शाती है, जिससे हमारे युवाओं को स्वस्थ और अधिक उत्पादक जीवन जीने का अवसर मिलता है। 11.22 करोड़ से अधिक लोगों तक पहुंचकर, NMBA एक जन आंदोलन के रूप में बदल गया है, जिसे 3.54 लाख से अधिक युवा और 2.35 लाख से अधिक महिलाओं का समर्थन प्राप्त हुआ है।

इस शुभ अवसर पर, मैं सभी युवाओं और महिलाओं से आग्रह करना चाहूंगा, जो भविष्य में हमें एक विकसित भारत देने की क्षमता रखते हैं, कि वे इस अभियान का नेतृत्व करें और इसे सफल बनाने के लिए आधार स्तर पर सक्रिय रूप से भाग लें।

देश के जिम्मेदार नागरिकों के रूप में, आइए हम सभी नशे की बेड़ियों को तोड़ें और NMBA वेबसाइट (<https://nmba.dosje.gov.in/content/take-a-pledge>) पर उपलब्ध ई-प्रतिज्ञा पत्र पर हस्ताक्षर करें और प्रमाणपत्र डाउनलोड करें।

मैं यह कहकर अपनी बात समाप्त करना चाहूंगा कि हम सभी को एकजुट होकर एक ऐसा भविष्य बनाना चाहिए जहां हर नागरिक नशे की बुराई से मुक्त होकर समृद्ध हो सके, जिससे सभी के लिए नशा मुक्त भारत सुनिश्चित हो सके।

