



ज्ञान-विद्यान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

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Secretary



सत्यमेव जयते



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)

30 कार्तिक, 1947/ 21st November, 2025

Subject: 5th Anniversary of the Nasha Mukta Bharat Abhiyan (NMBA)-reg.

आदरणीय महोदया/महोदय,

The Ministry of Social Justice & Empowerment (MoSJE) is commemorating the 5th Anniversary of the Nasha Mukta Bharat Abhiyan (NMBA) through a series of nationwide activities continuing until 30th November 2025. These initiatives aim to generate mass awareness and engage nearly 10 crore citizens through online and offline outreach, with active participation from students, My Bharat volunteers, NCC cadets, sportspersons, spiritual leaders, and members of the general public to build a strong social movement for a drug-free India.

In this context, all Higher Educational Institutions (HEIs) are requested to undertake the following activities as part of the ongoing NMBA campaign:

- Create mass awareness for the NMBA mascot, tagline "Nasha Mukta Bharat, Khushaal Bharat", and hashtag #NashaMuktBharat, which were unveiled on 13th August, 2025.
- Publicize and facilitate wide participation in the NMBA Mass Pledge Activity by prominently displaying the provided QR code within campuses and public areas of institutions. The Standard Operating Procedure (SOP) for the pledge, along with the QR code is enclosed for reference.
- Ensure large-scale participation of students, faculty and staff in the pledge campaign and in dissemination of awareness material through mass circulation, outreach events and social media handles.
- Popularize and encourage sports and recreational activities as a positive and constructive alternative to substance use and addiction, integrating such themes within ongoing campus wellness programmes.

All HEIs are further requested to upload details of the pledge and awareness activities conducted on the NMBA Portal: <https://nmba.dosje.gov.in/login>, which facilitates real-time monitoring and reporting of the campaign's progress. For any technical assistance, institutions may contact the NIC Team of DoSJE at 011-24364648 / 011-24360791 or via email at ba2.dosje@govcontractor.in.

Further, each institution is also requested to nominate a suitable Nodal Officer (preferably a Faculty Member) for coordination regarding the QR code and portal-related issues. The name, designation, email, and mobile number of the nominated officer should be submitted at the earliest through the following link: <https://docs.google.com/spreadsheets/d/1UM37gCJAFX0ikY8btYKtTq7j8d64pgLHd8xeZKT1v4w/edit?gid=0#gid=0>

Contd.

All HEIs are urged to disseminate this information widely and actively encourage participation in this national endeavour to ensure a drug-free and healthy India under the Nasha Mukh Bharat Abhiyan.

HEIs are also requested to submit the Action Taken Report on the activities undertaken latest by 30th November, 2025 at the above mentioned google sheet link.

सादर,

भवदीय,



(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।



qrcode_eK0= 12) Ministry of Railways



Standard Operating Procedure for Conducting Mass Pledge under the Nasha Mukta Bharat Abhiyaan

1. Objective

- To mobilize citizens across the country to participate in the Nasha Mukta Bharat Abhiyaan (NMBA) by conducting online/offline pledge ceremonies
- Contribute to a drug-sensitized India and promote awareness about substance abuse prevention.

2. Stakeholders (Implementing Agency/Partners)

- Government & Private Offices
- State Level NMBA Committees, and District Level NMBA Committees
- Line Departments (Narcotics Control Bureau (NCB), Railways, Aviation, Youth Affairs, Health, Education Department, Women & Child Development, Police & Paramilitary organisations)
- Students (Schools/Colleges/Universities), Youth volunteers (NMBA Master Volunteers /NSS/My Bharat Volunteers, etc) & Youth clubs including Sports Clubs.
- SHGs, Panchayati Raj Institutions, ULBs, PSUs and other allied institutions
- NGOs, spiritual organizations (e.g., Art of Living, ISKCON), educational institutions,
- Various Associations and community groups, Professional Association/bodies including Medical & Paramedical, Bar association, Engineers, Social workers, Skilled and Unskilled workforce in manufacturing industries, employees of ITES and other service sector Industries, Artists bodies, Industry bodies & General Public.



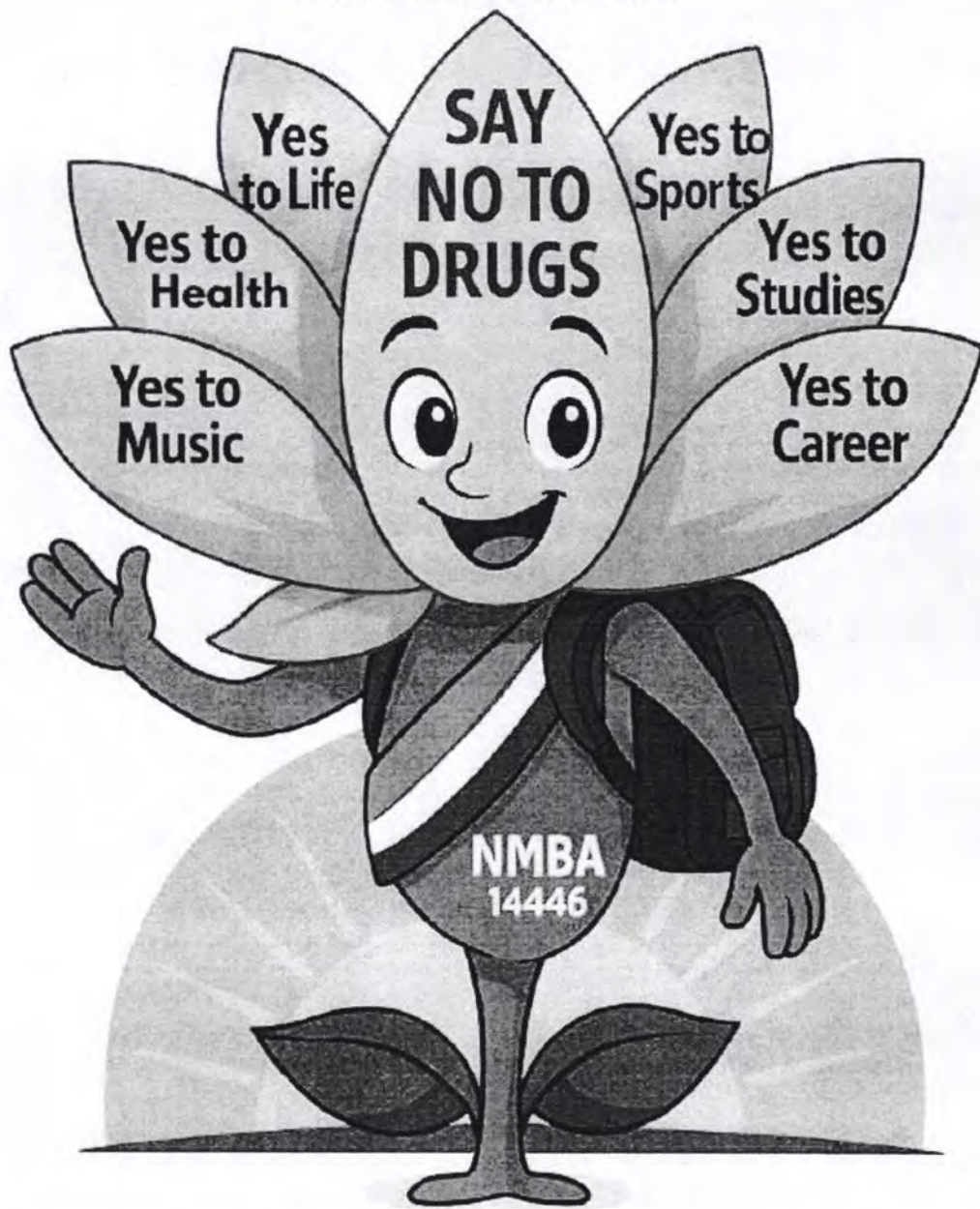
3. Campaign Period:

A focused campaign starting from August 1st, 2025 until End October/Beginning November- 2025. with a special focus on the 5 years of Nasha Mukta Bharat Abhiyaan.

4. Process

- a) Print pledge text for offline pledge (<https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>) to be distributed to the participants
- b) Use NMBA banners and IEC Material (https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive_link) for the events.
- c) For Offline Pledge Functions - Conduct a mass pledge against substance use in groups and organise cultural activities.
- d) Use this link for online pledge: <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>
- e) Share and display online **Pledge QR Code attached in your letter and share it:** Official social media handles, social media, print media, and digital media & at Railway stations, panchayat offices, police stations, educational institutions, toll plazas, cantonment areas, and bus stands, etc.
- f) Post photos and videos of the mass pledge on social media handles with hashtags **#NMBA** and **#NashaMuktBharat** and tag social handles of DoSJE as below:
 - i) X (https://x.com/NMBA_MSJE),
 - ii) Instagram (<https://www.instagram.com/nashamuktbharatabhiyaan/>)
 - iii) Facebook (<https://www.facebook.com/NMBA.MSJE>)

NASHA MUKT BHARAT ABHIYAAN



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Drug De-addiction**