

भारत सरकार
गृह मंत्रालय
आंतरिक सुरक्षा विभाग
कार्यालय क्षेत्रीय निदेशक
स्वापक नियंत्रण ब्यूरो
मुंबई क्षेत्रीय इकाई
बल्लार्ड एस्टेट
मुंबई - ४००००१.



Government of India
Ministry of Home Affairs
Department of Internal Security
Office of the Zonal Director
Narcotics Control Bureau
Mumbai Zonal Unit
Ballard Estate
Mumbai - 400 001

F. No.II/24(7)/NCB/MZU/Awareness/Estt-2024 11874

Date: 13.06.2025

To,

The Vice Chancellor,
Savitribai Phule Pune University, Pune
Email : puvc@unipune.ac.in

**Subject: Request for Collaboration in "Nasha Mukht Bharat Pakhwada"
Awareness Campaign (12-26 June 2025) - reg.**

Sir/Madam,

In December 1987, the United Nations General Assembly designated 26th June as the "International Day against Drug Abuse and Illicit Trafficking." Under the Government of India's "Nasha Mukht Bharat Pakhwada," the Narcotics Control Bureau (NCB) will conduct a nationwide awareness drive from 12th to 26th June 2025. College students represent a critical demographic in this effort, as they are both vulnerable to peer pressure and powerful agents of change.

2. We respectfully request your esteemed institution to support the following initiatives during the campaign period:

- **Host Interactive Awareness Workshops:** Invite NCB officials to conduct 45-60-minute interactive sessions covering the physical, social, and legal repercussions of drug abuse, coping strategies, and an overview of the MANAS Helpline (1933). The MANAS website <https://www.ncbmanas.gov.in/> (posters and all other details are available here), may also be popularized among students and staff.

- **Display Visual Outreach Materials:** Place campaign posters, digital displays, and banners highlighting anti-drug messages and the MANAS Helpline in high-traffic areas such as libraries, cafeterias, and student lounges. These serve as constant reminders and encourage help-seeking.



- **Organize Campus Engagement Activities:** Facilitate events like poster competitions, essays, pledge drives, etc. focused on drug-free living. Encourage student clubs and societies to co-host and document these activities.
 - **Leverage Student Media:** Collaborate with college radio, newsletters, and social media teams to run brief PSAs, articles, and posts during the campaign week. Share recovery stories and campaign updates to maximize peer reach.
 - **Share Documentation:** Compile photos, short video clips, feedback summaries, and participation metrics. Forward these to the NCB to showcase your institution's proactive role and inspire others.
3. Your collaboration will empower students with knowledge, foster a supportive campus culture, and contribute significantly to building a drug-free India.
4. For detailed coordination, kindly contact Sh. Akshay Hunurker, Superintendent, NCB Mumbai, at Email: mzu-ncb@nic.in, Ph. No. 9821252494.

With regards,

Amit Ghawate 11/3/16

(Amit Ghawate) IRS
Additional Director
NCB Mumbai Zonal Unit