



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

प्रा.डॉ. गणेश भामे

एम.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

स्वातंत्र्याचा अमृत महोत्सव

संदर्भ : रासेयो/२०२६-२७/९९

दि. १७/०६/२०२६

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : 'नशा मुक्त भारत अभियान, विकसित भारत की पहचान' अंतर्गत जनजागृती उपक्रमांचे आयोजन करण्याबाबत...

संदर्भ : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे दि. १६/०६/२०२६ रोजीचा मेल

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार आणि मा. सचिव, सामाजिक न्याय व अधिकारिता मंत्रालय, भारत सरकार, नवी दिल्ली यांच्या निर्देशानुसार 'नशा मुक्त भारत अभियान, विकसित भारत की पहचान' अभियान राबविण्याबाबत सूचित करण्यात आले आहे.

देशातील अंमली पदार्थांच्या मागणीत घट आणणे या उद्देशाने सामाजिक न्याय व अधिकारिता मंत्रालय हे नोडल मंत्रालय म्हणून राष्ट्रीय अंमली पदार्थ मागणी घट कृती आराखडा राबवत आहे. या अंतर्गत सर्वसामान्य नागरिकांमध्ये व्यसनाधीनतेचे दुष्परिणाम याविषयी जनजागृती व प्रबोधन करण्यासाठी 'नशा मुक्त भारत अभियान' सुरू करण्यात आले आहे. दरवर्षी २६ जून हा दिवस 'अंमली पदार्थांचा गैरवापर व बेकायदेशीर तस्करी विरोधी आंतरराष्ट्रीय दिन' म्हणून साजरा केला जातो.

सादर दिनांचे औचित्य साधून आपल्या महाविद्यालयामध्ये विद्यार्थी, प्राध्यापक आणि शिक्षकेतर कर्मचारी यांच्या सहभागातून दि. १७ ते २६ जून २०२६ दरम्यान, 'नशा मुक्त भारत अभियान, विकसित भारत की पहचान' या विषयावर विविध जनजागृती उपक्रमांचे आयोजन करावे, तसेच सामाजिक न्याय व अधिकारिता मंत्रालयाच्या सहकार्याने आयोजित करण्यात येणाऱ्या ऑनलाईन कार्यक्रमांमध्ये सहभागी होण्याबाबत सूचित करावे.

या उपक्रमाबाबत फेसबुक, व्हाट्सअप व इतर सोशल मिडीयाच्या माध्यमातून जास्तीत जास्त प्रसिध्दी द्यावी. सादर उपक्रमाचे My Bharat पोर्टलवर Event Create करून माहिती अपलोड करण्यात यावी. तसेच याबाबतचा अहवाल BOD लॉगिनमध्ये NSS - Gov Other Reports - Add New - योजना/उपक्रम निवडा यामध्ये उपक्रमाचे नाव "नशा मुक्त भारत अभियान, विकसित भारत की पहचान" या विषयाची निवड करून सादर करण्यात यावा. सादर कार्यक्रमाचे सविस्तर पत्र आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडले आहे. कळावे, ही विनंती.

(Signature)

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

Subject **Organisation of Awareness Programmes/ Events under
Nasha Mukht Bharat Abhiyan from 17th June to 26th June,
2026 with the Theme "Nasha Mukht Bharat Abhiyan, Viksit
Bharat ki Pehchaan**

From NSSRD Pune <nssrcpune@gmail.com>

To <osd.nssmu@gmail.com>, nssmu.pc1 <nssmu.pc1@gmail.com>,
nss <nss@unipune.ac.in>, nsscellrtmnu
<nsscellrtmnu@gmail.com>, sopandeo pise
<psopandeo@gmail.com>, dsw <dsw@unishivaji.ac.in>, nss
<nss@unishivaji.ac.in>, Co-ordinator NSS <nss@bamu.ac.in>,
Sominath Khade <sominath.khade@gmail.com>, Director N.S.S.
<directornss@sgbau.ac.in> [160 more...](#)

Cc NATIONAL SERVICE SCHEME DIRECTORATE OF NSS
<pacnss@gmail.com>, NSS Mantralaya
<nssmantralaya@gmail.com>, Milind Kale
<milindrck19@gmail.com>

Date 2026-06-16 17:55



-
- 25 Secretaries DO_001.pdf (~3.7 MB)
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To,

- 1. University NSS Program Coordinators/ NSS Directors in Maharashtra & Goa**
- 2. District Coordinators in Maharashtra**

Dear Sir/ Madam,

In reference to the communication received from the Directorate of NSS New Delhi along with communication on the campaign "Nasha Mukht Bharat Abhiyaan, Viksit Bharat ki Pehchaan" received from the Ministry of Social Justice & Empowerment.

The Department of Social Justice & Empowerment (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 Mukht Bharat Abhiyaan (NMBA) on 15th August 2020 that has been extended to all districts across the country

2. 26th June is observed as the International Day against Drug Abuse & illicit Trafficking". In recognition of the significance of this day, a series of both on ground and online activities is conducted annually under the NMBA across all States and Districts, and educational institutions. These initiatives aim to raise awareness about the dangers of drug use and its harmful consequences

3. To ensure that the occasion is effectively utilized, it is requested kindly inform NSS units to organize awareness programmes/events under NMBA from 17th June to 26th June 2026 with the theme "Nasha Mukht Bharat Abhiyaan, Viksit Bharat ki Pehchaan" ensuring extensive outreach and publicity through various media platforms, including social media.

4. All Universities are requested to inform all NSS units to undertake the following actions on priority

a) Plan and conduct awareness generation activities by NSS units. A suggestive plan and list of proposed activities are provided in Annexure I

b) . Participate in the online inaugural and culmination event on 17th and 26th June 2026 in collaboration with DoSJE

c) Intensify the online registration of Volunteers/ Students as Nasha Mukti Mitr (earlier master volunteers) on <https://nmba.dosje.gov.in/volunteer/registration>

d) Use standardized NMBA banners for all events and activities to maintain uniformity. The banner design is attached as Annexure II. Other IEC material can be accessed at <https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGq-96Xui163?usp=sharing>

e) It is requested to kindly submit the report for the activities Please refer para 5 in the enclosed letter for submission of Action taken report through Portal. .

5. Your leadership and coordination will significantly contribute to the realization of Nasha Mukti Bharat.

with regards

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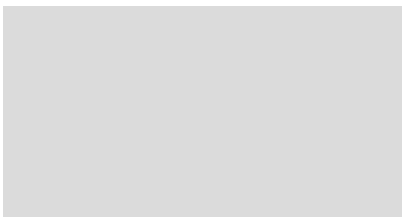
AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

अजय बा. शिंदे
क्षेत्रीय निदेशक (महाराष्ट्र एवं गोवा)
क्षेत्रीय निदेशालय रा से यो
भारत सरकार, युवा कार्यक्रम और खेल मंत्रालय,
'ए' ब्लॉक, कृषि महाविद्यालय परिसर,
शिवाजी नगर, पुणे - ४११ ००५ I

Copy to 1) The Director , Directorate of NSS , MoYAS, New Delhi

2) State NSS Officer, Govt of Maharashtra, Deptt of Higher & Technical Education, Mumbai

3) State NSS officer, Govt of Goa- Directorate of Sports & Youth Affairs Goa .





D.O.No. DP-13011(6)/47/2023-DP-I

June 10, 2026

Dear Ma'am / Sir,

The Department of Social Justice & Empowerment (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.

2. 26th June is observed as the "International Day against Drug Abuse & Illicit Trafficking". In recognition of the significance of this day, a series of both on-ground and online activities is conducted annually under the NMBA across States / UTs and Districts, and educational institutions. These initiatives aim to raise awareness about the dangers of drug use and its harmful consequences.

3. To ensure that the occasion is effectively utilized, you are requested to support the cause and organize awareness programmes/events under NMBA from **17th June to 26th June 2026**, with the theme "**Nasha Mukh Bharat Abhiyaan, Viksit Bharat ki Pehchaan**" ensuring extensive outreach and publicity through various media platforms, including social media.

4. You are requested to direct the concerned nodal officer of your Ministry to undertake the following actions on priority-

i. Request your stakeholders to plan and conduct awareness generation of activities. A suggestive plan and list of proposed activities are provided as **Annexure I**.

ii. Participate in the online inaugural and culmination event on 17th and 26th June 2026 in collaboration with DoSJE.

iii. Intensify the online registration of your stakeholders as *Nasha Mukti Mitr* (earlier master volunteers) on <https://nmba.dosje.gov.in/volunteer/registration>.

iv. Use standardized NMBA banners for all events and activities to maintain uniformity. The banner design is attached as **Annexure II**. Other IEC material can be accessed at <https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=sharing>

5. You are requested to submit an Action Taken Report (ATR) through the NMBA portal by **26th June 2025**. The link to access the NMBA data is: <https://nmba.dosje.gov.in/login>. You are requested to login with the ID and password shared with your nominated nodal officer. In case of any technical issue, please contact Ms Deepshikha Goel at deepshikha.goel@govcontractor.in. The best performing stakeholders will be recognised by DoSJE.

6. Your leadership and coordination will significantly contribute to the realization of Nasha Mukht Bharat.

With best regards.

Yours sincerely,

Sudhansh Pant

Enclosure: As above.

(Sudhansh Pant)

The Secretaries of Line Ministries/Departments (as per list)

List of Line Ministries/ Departments

1. Department of Financial Services
2. Ministry of Ayush
3. Ministry of Civil Aviation
4. Ministry of Consumer Affairs, Food and Public Distribution
5. Ministry of Cooperation
6. Ministry of Corporate Affairs
7. Ministry of Defence
8. Ministry of Food Processing Industries
9. Ministry of Health and Family Welfare
10. Ministry of Home Affairs
11. Ministry of Housing and Urban Affairs
12. Ministry of Petroleum and Natural Gas
13. Ministry of Ports, Shipping and Waterways
14. Ministry of Railways
15. Department of Higher Education
16. Department of Revenue
17. Department of Rural Development
18. Department of School Education
19. Department of Youth Affairs
20. Ministry of Women and Child Development
21. Narcotics Control Bureau
22. Ministry of Panchayati Raj
23. Department of Sports
24. Ministry of Information and Broadcasting
25. Ministry of Skill Development and Entrepreneurship



MINISTRY OF
SOCIAL JUSTICE &
EMPOWERMENT
GOVERNMENT OF INDIA



NASHA MukT 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



Scan the QR code to
take e-pledge



14446

National De-addiction Helpline

#NashaMukhtBharat





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 d) Webinars and online interactive sessions with experts e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs
4	20 June 2026			<ul style="list-style-type: none"> 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>
5	21 June 2026	World Yoga Day – Yoga for Wellness, Wisdom and World Peace	MoAYUSH, GIA institutions, States / UTs, Districts, NCB, spiritual organisations, other stakeholders	<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>
6	22 June 2026	Sports, Arts, Music and Culture as an	MoCulture, DoSEL, DoHE, MoYAS, GIA institutions,	<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>

7	23 June 2026	alternative to substance abuse	States / UTs, Districts, NCB, spiritual organisations, other stakeholders	b) Online poster-making, slogan-writing and essay competitions
8	24 June 2026			c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztzktret
9	25 June 2026			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>
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

- | |
|--|
| • 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 |
