

F.No.4-10(39)/2024-HR-II

12 August 2024
Dated _____

To
Directors/ Heads,
All Labs/ Institutes/ Units

Sub:- Mass Awareness Campaign on 'Nasha Mukht Bharat Abhiyan' (NMBA) - reg.

Kindly find attached with this letter a DO letter D.O. No. DP-5/16/2024-DP-III dated 3.8.2024 from Secretary, Department of Social Justice and Empowerment (DoSJE), Ministry of Social Justice & Empowerment, Government of India, wherein it has been stated that the DoSJE has launched a flagship mass awareness campaign 'Nasha Mukht Bharat Abhiyan' (NMBA) on 15.8.2020.

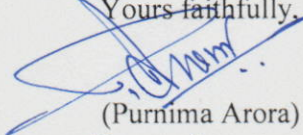
As a sequel to this campaign, DoSJE is organizing a country-wide mass pledge against drugs on 12.8.2024 on the occasion of 78th Independence Day. The theme for this year NMBA celebration is, 'Viksit Bharat ka Mantra, Bharat ho Nashe se Swtantra'. The campaign covers all line ministries and departments, schools, colleges, universities including engineering and medical colleges, IIMs, IITs, polytechnic colleges, fashion institutes and other public institutions.

Accordingly, all the Labs / Instts of CSIR are requested to:-

- encourage all the officers/ officials, stakeholders, beneficiaries and organisations to participate in this country wide mass pledge;
- all the officers/ officials/ stakeholders may be urged to take e-pledge and download the certificate. The e-pledge is available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>);
- organize awareness talks / Nukkad Natak etc., wherever possible, as a part of the campaign.

The Sr. CoA/ CoA/ AO of the concerned Lab/ Institute will work as Nodal Officers in respect of their respective Lab/ Institute to provide the report of the activities conducted in the prescribed format in email id sohrii@csir.res.in **latest by 5 PM on 13.8.2024.**

Yours faithfully,


(Purnima Arora)
Deputy Secretary

Encl: As above.

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 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 11.22+ 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. On this occasion, DoSJE is organising a country-wide mass pledge against Drugs (Attached as **Annexure I**) on **12th August 2024**, covering all line ministries & departments, schools, colleges, universities including engineering and medical colleges, IIMs, IITs, polytechnic colleges, fashion institutes and other public institutions. The theme for this year's NMBA celebration is: '**Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra**'. I request your Ministry/Department to:

- Encourage all the officers/officials, stakeholders, beneficiaries & organisations to participate in this country wide mass pledge on this day
- Appoint a nodal officer for coordination between DoSJE and Ministry/Department for smooth execution of the program
- All the officers/officials/stakeholders may be urged to take e-pledge and download the certificate. The e - pledge is available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>).

3. The activities conducted may be shared by the concerned nodal officer of the Ministry/Department in the prescribed format (Attached as **Annexure II**) on nmba-dosje@gov.in by 15th August

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Room No. 604, 'A' Wing, Shastri Bhawan, New Delhi-110 001
Tel : 011-23382683, 23389184, Mail : secywel@nic.in

2024. Mr Rajeev Kumar, Under Secretary (9013781699), may be contacted in case of any clarifications.

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

With warm regards.

Yours sincerely,



(Amit Yadav)

All Secretaries, Line Ministries & Departments, Government of India

Annexure I

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 Mukh 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॥

ANNEXURE II					
NMBA					
celebrates					
Independence Day 2024					
'Viksit bharat ka Mantra, Desh ho Nashe se Swatantra'					
PLEDGE DATA					
S.no	Name of the Ministry/department	Number of officials/officers participated (A)	Number of stakeholders participated (B)	Total participation (A+B)	Photo/video Link (Please attach a google drive link of photographs)