Council of Scientific and Industrial Research
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No. : 5-1(17)/2008-PD Date: 04.11.2026

OFFICE MEMORANDUM

Sub : Action Taken Report regarding dissemination of awareness films on Nasha Mukt Bharat Abhiyan – reg.

The undersigned is directed to state that the Competent Authority has accorded approval to forward the Office memorandum No. DP-13011(6)/15/2023-DP-II dated 12th October, 2026 on the above subject issued by Department of Social Justice and Empowerment, Ministry of Social Justice and Empowerment, Government of India to all CSIR Labs./Instts./Units for information, guidance and compliance.

Vandana Digvijay Singh
Deputy Secretary (PD)

Encl. : As above
Copy to:

1. The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
2. Dr. Anoj Kumar Chadar, Nodal Officer – Nasha Mukt Bharat Abhiyan, DSIR and Chief Scientist, TMD, CSIR Headquarters
3. Head SCDD, with a request to disseminate information regarding Nasha Mukt Bharat Abhiyan through social media handles of CSIR
4. CSIR Website
5. Office copy

F.No. DP-13011(6)/15/2023-DP-II
Government of India
Ministry of Social Justice and Empowerment
Department of Social Justice and Empowerment
(Drug Prevision Section)
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GPOA-3, Netaji Nagar, New Delhi
Dated: 12-10-2026

OFFICE MEMORANDUM

Subject: Action Taken Report regarding dissemination of awareness films on Nasha Mukt Bharat Abhiyaan – reg.

The undersigned is directed to refer to this Department's OM No. DP-13011(6)/ 15/2023-DP-II dated 27.08.2026 (copy enclosed) vide which awareness videos/short films on the following topics were shared with the Ministries/Department for appropriate publicity and outreach under the Nasha Mukt Bharat Abhiyaan (NMBA):

Sl. No.	Title of PSA Film
1.	Understanding early warning signs and behavioural changes of substance use (peer pressure) – 59 seconds
2.	14446 – National De-addiction and Telecounselling Helpline – 60 seconds
3.	Role of parents/teachers in early identification, prevention and treatment of substance use - 60 seconds

2. In this regard, it is requested that the Action Taken Report (ATR) furnishing the dissemination of the three awareness films viz, desimination through social media handles of the Ministry/Department, link to the social media posts, total reach and impressions of those posts, any other relevant details, etc., may kindly be furnished to this Department at the earliest for necessary action at our end please.

3. Moreover, all the Ministries/Departments are requested to issue the directions to its Autonomous Bodies, Attached Ofices, and Subordinate Offices, to screen the aforesaid videos/short films during

public gathering, seminars, events, etc., for appropriate publicity and outreach under the NMBA.

3. This issues with the approval of the competent authority.

Digitally signed by
ARUN KUMAR KARN
Date: 12-10-2026
17:52:32

(Arun Kumar Karn)
Under Secretary to Govt. of India
Email: usdp1-dosje@gov.in

To

i. The Secretaries of all Ministries/Departments of the GoI (as per list)
ii. NMBA, Nodal Officers of all the Ministries/Departments (as per list)

Copy to:
1. PPS to Secretary, DoSJE
2. PPS to Joint Secretary (DP), DoSJE
3. PS to Director (DP)

F.N. DP-13011(6)/15/2023-DP-II
Government of India
Ministry of Social Justice and Empowerment
(Department of Social Justice& Empowerment)

GPOA-3, Netaji Nagar, New Delhi
Dated: 27-08-2026

OFFICE MEMORANDUM

Subject: Sharing of awareness videos for appropriate publicity and outreach -reg.

The undersigned is directed to say that the Department of Social Justice & Empowerment (DoSJE), the Nodal Department for Drug Demand Reduction in the country, has been implementing the Scheme "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 the Scheme, the Department launched Nasha Mukt Bharat Abhiyaan (NMBA) on 15th August 2020, the flagship campaign aimed at creating awareness about the ill effects of substance abuse and promoting a drug-free society.

2. With the aforementioned objective of creating widespread public awareness, the Ministry has finalized 3 short films/videos of 60 seconds on the following topics:

i. Understanding early warning signs and behavioural changes of substance use (peer pressure);
ii. 14446- National De-addiction and Telecounselling Helpline; and
iii. Role of parents/teachers in early identification, prevention, and treatment of substance use.

3. Drive link of the said short films/videos is given below:

https://drive.google.com/drive/folders/1pG3dGRhjvReQjrsMbpivPAXBRWPhGmoZ

4. It is requested to take suitable action to ensure appropriate publicity and outreach among the all stakeholders under the Ministry/Department and also other suitable media platforms, in accordance with the extant guidelines.

5. This issues with the approval of the competentauthority.

Digitally signed by
ARUN KUMAR KARN
Date: 27-08-2026
12:32:18

(Arun Kumar Karn)
Under Secretary to the Govt. of India
Email: usdp1-dosje@gov.in

To

The Secretaries of all Ministries/Departments of the GoI
(as per list)

Copy to:
1. PPS to Secretary, DoSJE
2. PS to Joint Secretary(DP), DoSJE