

GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 115

Dr. Amarpreet Duggal  
Joint Secretary  
Tel No. 011-23387218



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आज़ादी का  
अमृत महोत्सव

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26/06/2023

भारत सरकार  
शिक्षा मंत्रालय  
स्कूल शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115

D.O. No. 17-1/2023-Coord

New Delhi, dated the 22<sup>nd</sup> June, 2023

Dear Ma'am/Sir,

As you are aware, International Day against Drug Abuse & Illicit Trafficking is observed on 26<sup>th</sup> June every year. On this day various on-ground and online activities are organized every year in India under the banner of Nasha Mukh Bharat Abhiyaan in States, Districts & Educational institutions with the aim to create awareness against drug abuse and highlight its ill effects.

2. It is requested that all schools affiliated to your State Education Board, including Government schools and Government aided schools may be suitably instructed for mass participation in the suggested activities (as mentioned in Annexure I). Snapshots/Photographs/Videos of all the events conducted may be posted on social media and the official handles of Nasha Mukh Bharat Abhiyaan (@NMBA\_MSJE) may be tagged for its wider dissemination.

3. For any further clarification/assistance etc the Ministry of Social Justice and Empowerment, Govt. can be contacted at [rajeev.swati@nic.in](mailto:rajeev.swati@nic.in).

with regards,

Yours sincerely,

*Amarpreet Duggal*

22/6/23

(Dr. Amarpreet Duggal)

To,

Education Secretaries of all States/UTs

Copy to:

- (i) Chairperson, CBSE
- (ii) Commissioner, KVS
- (iii) Commissioner, NVS
- (iv) Director, NCERT
- (v) Chairperson, NCTE
- (vi) Chairperson, NIOS
- (vii) Director, NBB

સાચું વિદ્યા વિદ્યાનું મનુષ્ય જેવું નામ  
સી.ઈ. ૮૭ ૨૦૨૩/૨૫૭૮ મુદી ૨૬/૦૬/૨૩

જિલ્લા ૨ જેણે જાણ કરાવે છે કે જે વિદ્યાનું  
સી.ઈ. ૩ જે લેવા મળે તેમાં ૫ મ.ઈ. વાળી સરકારી

સાચું વિદ્યાનું મનુષ્ય  
જિલ્લા વિદ્યાનું મનુષ્ય  
મનુષ્ય

**List of suggested activities that can be taken up to mark International Day against Drug Abuse & Illicit Trafficking under Nasha Mukh Bharat Abhiyaan**

1. Nukkad Nataks
2. Seminars, Webinars or Workshops
3. Formation of Student Clubs for NMBA Activities
4. Flash mobs and Rallies
5. Walkathons and marathons
6. Wall Paintings/Graffiti
7. Organising Inter/Intra University Debate/ Essay/ Painting/ Drawing Competitions (online/offline, any competitions)
8. Using regional channels, newspapers, radios and other media outlets, available to discuss the Nasha Mukh Bharat Abhiyaan
9. A sub-campaign to increase awareness about the ban of cigarettes near college areas with the help of police/competent authority
10. Slogan writing or jingle making
11. Video-making or short film making
12. Pledges in the community, schools, colleges, villages to become drug sensitized
13. Awareness vans
14. Panel Discussions on substance use related topics such as sensitization, prevention, treatment & Rehabilitation
15. Community mobilization through Master Volunteers, NSS, NYK, NCC
16. Focused group discussions in SHG, Youth, Children
17. Pamphlet distribution at hotspots and crowded areas of the district, State

18. Youth forums (Offline programmes) for youth to participate in the campaign
19. Awareness drives by the youth/ women
20. Conducting Sports activities such as kayaking, football, volleyball etc.
21. Roping in celebrities and NMBA Ambassadors to conduct online & offline programmes
22. Health Camps (Medication-based treatment for beneficiaries that need immediate help or start their rehabilitation process with proper consultation)
23. Peer led interventions such as group work in the community
24. Awareness about Drug Helpline (14446)
25. Career Counselling programmes
26. Programmes at international borders with Youth and other target groups