

Dated: Shimla-171001 the August, 2025

To

All the Deputy Directors of Secondary/Elementary
Education Himachal Pradesh.

Subject: - Organization of Mass Pledge activities from 1st August, 2025 to 31st August, 2025 to commemorate the 5th anniversary of Nasha Mukh Bharat Abhiyaan.

Sir,

Please find enclosed herewith a photocopy of letter No. 6-21/87-WEL-CW-V-Drug Abuse day-IV 13674-13680 dated 23.08.2025 along with enclosures, received from Director for the Empowerment of SCs, OBCs, Minorities the Specially Abled, HP, on the subjected cited above

In this context, you are hereby directed to circulate these instructions to all the Schools under your control with respect to organize the **Mass Pledge Activity against Drug Abused from 01-08-2025 to 31-08-2025** and encourage wide participation from students to commemorate the 5th anniversary of the Nasha Mukat Bharat Abhiyan (NMBA) and download certificate after taking Pledge by individuals. They may login to NMBA website (nmba.dosje.gov.in) and click on "Take a Pledge Today" on upper right part of the web page or Scan th QR Code to login and be part of the Nasha Mukh Bharat Abhiyaa.

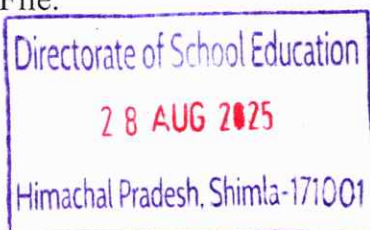
Encl: As above

Addl. Director School Education
Himachal Pradesh

Endst. No. Even dated Shimla-1 the August, 2025

Copy for information and necessary action is forwarded to:

1. The Director for the Empowerment of SCs, OBCs, Minorities & the Specially Abled, Himachal Pradesh w.r.t. his letter referred to the above please.
- ✓ 2. Technical Officer I.T. Cell, D.S.E. HP Shimla-1 to upload the same on the Departmental website.
3. Guard File.



Addl. Director School Education
Himachal Pradesh.



D.No.DP -5/7/2025-DP-III

Dear Chief Secretary,

The Department of Social Justice and Empowerment is implementing the **Nasha Mukta Bharat Abhiyaan (NMBA)** across all districts of the country with the aim of creating mass awareness about the ill effects of substance abuse.

2. The NMBA, launched five years ago, has made remarkable progress in promoting a drug-free society through the active participation of youth, civil society, and various stakeholders. To commemorate the **5th Anniversary** of this flagship campaign, an event is being organized at New Delhi in collaboration with the Government of NCT of Delhi on 13th August 2025 (forenoon).

3. Our aim is to reach out to 3 crore people, across the country through physical and online mode stating from 1st August to 31st August 2025 with special focus on 13th August 2025. In this regard, it is suggested that your State may promote and facilitate the online pledge campaign from 1st August to 31st August 2025, encouraging wide participation from students, youth, women, employees, and public. A suggestive list of social, cultural and sports activities that may be conducted in educational institutions/hotspot areas/prominent public place, is as follows

- Inter/intra school/collage competitions, seminars, webinars, workshops, anti-drug human chain formations, students rallies, flash mobs, nukkad nataks in the State/districts.
- Sports and physical activities like marathons, walkathons, run against drug abuse, sports tournaments to be organised.
- Planting 1 (one) sapling in all the school/collage campus, dedicating it to Nasha Mukta Bharat Abhiyaan.
- All the students, youth women, employees and others to take e-pledge and download the certificate.

4. In this regard, may I request for organizing a Mass Pledge against Drug Abuse on 13th August 2025 across schools, colleges, universities, and public institutions in your State. A similar request has been made by the Union Minister of Social Justice and Empowerment to the Hon'ble Chief Minister of your State. This collective pledge will serve as a powerful symbol of our united commitment to building a society free from substance drug abuse.

5: All related activities and events organized in your State may kindly be uploaded on the NMBA mobile app, using the login credentials which have been already shared with the State and District authorities. The App can be accessed by clicking on <https://nmba.dosje.gov.in/nmba-app.apk>, <https://nmba.dosje.gov.in/app-tutorial.pptx>. The State and District nodal officers may upload the activities conducted during the monthly as per prescribed format on nmba.dosje.gov.in. These entries will capture data of the number of persons reached out to during the month-long campaign. For downloading Certificate after taking Pledge by individuals, they may login to NMBA website (nmba.dosje.gov.in) and click on 'Take a pledge today' on upper right part the web page.

6. I look forward to your active participation and support in making this nationwide effort a grand success. In case of any help and information Shri Vijender Kumar, Under Secretary, may be contacted (e-mail: vijender.kr@nic.in , Phone: 09899844550)

With regards.

Yours sincerely,



(Amit Yadav)

To
Chief Secretaries of all States



Annexure I

Scan the QR Code and be a part of the Nasha Mukta Bharat!

(This is a model design for the QR-Code-based NMBA pledge Standees, and the State Governments are encouraged to translate it into their regional languages.)



14446

Toll-Free De-addiction Helpline Number