

No. EDN-SE(21)F(9)07/2024-Drug
Directorate of School Education
Himachal Pradesh, Shimla-1

To Dated: Shimla-171001 the June, 2025

All the Deputy Directors of Higher/Elementary Education,
in Himachal Pradesh.

Subject: - E-Pledge campaign against Drugs in view of 26th June, International
Day Against Drug Abuse and Illicit Trafficking.

Please find enclosed herewith a photocopy of letter No. EDUA-
A009/10/2024-EDU-A/235809, dated 23-06-2025 along with its enclosures, received from the
Secretary (Education) to the Govt. of HP, on the subject cited above.

In this context, as you are aware that the United Nations General
Assembly has designated 26th June as the International Day against Drug Abuse and Illicit
Trafficking. This day reaffirms our commitment towards a drug-free India and raises awareness
about the devastating impact of drug abuse on individuals and society. You are therefore
directed to ensure immediate necessary action as follows:-

- A. Encourage all the Teachers, Staff of Educational Institutions, Students and Parents of
the Students to participate in this Nationwide mass pledge starting from 26th June to
26 July, 2025.
- B. Appoint a Nodal Officer of each educational institution for smooth implementation
of this campaign.
- C. All the officers/officials/students/parents may urged to take E-pledge and download
the certificate from – <https://pledge.mygov.in/fightagainstdrugabuse/>

Action taken report may be sent to this Directorate.

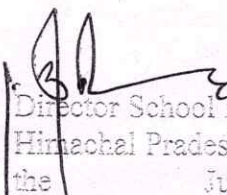
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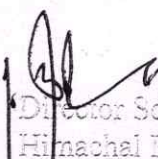
Endst. No. Even dated Shimla -I

Copy for information and necessary action is forwarded to:-

1. The Secretary (Education) to the Govt. of HP w.r.t. letter referred to the above please.
- ✓ 2. Nodal Officer, IT Cell, D.S.E. HP Shimla-1 to upload the same on the Departmental
website.
3. Guard File

Directorate of School Education
25 JUN 2025
Himachal Pradesh, Shimla-171001


Director School Education
Himachal Pradesh
the June, 2025


Director School Education
Himachal Pradesh

No. EDUA-A009/10/2024-EDU-A/235809
Government of Himachal Pradesh,
Department of Higher Education

91

P. Cell	125864
DHE.	
24 JUN 2025	
Branch	Gen-bx

From

The Secretary (Education) to the
Government of Himachal Pradesh

To

1. The Director of Higher Education
Himachal Pradesh, Shimla-01
2. The Director of School Education
Himachal Pradesh, Shimla-01

Dated, Shimla-2, the

22nd June, 2025

Subject:

E-Pledge Campaign against Drugs in view of 26th June, International Day
against Drug Abuse and Illicit trafficking.

Sir,

I am directed to enclose herewith a photocopy of letter No. ADGP/CID/HP/ANTF/8(1)-29974 dated 21.06.2025 received from Addl. Director General of Police, State CID, H.P. Kasumpti, Shimla-09 on the subject cited above and to request you to take immediate necessary action in this regard under intimation to this department as well as to the quarter concerned.

Sh. Lal Chand.
25/6/25

Yours faithfully,

Signed by Manjeet Singh

Date: 23-06-2025 16:48:43

(Manjeet Singh)

Under Secretary (Hr. Edu) to the
Government of Himachal Pradesh



राज्य गुप्तचर विभाग, हिमाचल प्रदेश, शिमला
OFFICE OF THE
ADDITIONAL DIRECTOR GENERAL OF POLICE
STATE CID, HIMACHAL PRADESH

257 5534

23.06.25

No: ADGP/CID/HP/ANTF/8(1)- 29974

Dated: 21-06-2025

To

The Secretary (Education) to the
Government of Himachal Pradesh.

Subject: - E-Pledge Campaign against Drugs in view of 26th June, International
Day Against Drug Abuse and Illicit Trafficking.

Sir,

In reference to the aforementioned subject, it is informed that the
Department of Social Justice and Empowerment (DoSJE) being the Nodal Agency for
Drug Demand Reduction launched the Flagship Mass Awareness Campaign "Nasha
Mukt Bharat Abhiyaan (NMBA)" on 15th August 2020 which is now explained to all the
Districts of the country.

2. In this regard, it is stated that the Department of Higher Education as
well as Elementary Education may be requested for the following:-

- A. Encourage all the Teachers, Staff of Educational Institutions, Students and
Parents of the Students to participate in this Nationwide mass pledge starting
from 26th June to 26 July, 2025.
- B. Appoint a Nodal Officer of each educational institutions for smooth
implementation of this campaign.
- C. All the officers/officials/students/parents may urged to take E-Pledge and
download the certificate from - <https://pledge.mygov.in/fightagainstdrugabuse/>.

3. The Nodal officer on the behalf of Anti-Narcotics Task Force (ANTF) of
Himachal Pradesh is Sh. Arvind Digvijay Negi, IPS, Superintendent of Police, ANTF,
State CID assisted by HC Parul Nainta (98050-43866) and Ct. Vishal Sharma (86790-
15338).

Yours Sincerely,

(Gyanshwar Singh, IPS)
Addl. Director General of Police,
State CID H.P. Kasumpti Shimla-9

A. SRIJA, IES

Economic Adviser

Tel. 011-23383202

e-mail: srija.a@gov.in



सत्यमेव जयते

भारत सरकार

शिक्षा मंत्रालय

स्कूल शिक्षा और साक्षरता विभाग

107, डी विंग, शास्त्री भवन

नई दिल्ली-110015

GOVERNMENT OF INDIA

MINISTRY OF EDUCATION

DEPARTMENT OF SCHOOL EDUCATION & LITERACY

107, 'D' WING, SHASTRI BHAVAN

NEW DELHI-110015

Dated: 13th June, 2025

D.O. No. 6-36/2023-SSPart

Dear Sirs / Mams,

Please refer to Narcotics Control Bureau's DO letter No. III/04/26th June/A&C/2024/202 dated 11.06.2025 regarding activities to be undertaken to commemorate International Day against Drug Abuse and Illicit Trafficking. (Copy Enclosed)

2. NCB has stated that this year, the Government of India has reiterated its vision of "Nasha Mukta Bharat" with a focus on unified action, awareness, and public participation.

3. Building on the notable momentum and success of last year's initiatives, this year the campaign aims to reach deeper into communities through a more inclusive and impactful approach. The nationwide observance witnessed enthusiastic participation in 2024, and it is expected that participation will be ensured with even greater determination this year.

4. To mark this occasion, the Narcotics Control Bureau (NCB) proposes to organize a nationwide campaign "Nasha Mukta Bharat" from 12th to 26th June 2025. A key feature is encouraging citizens to take the e-pledge against drug abuse in the format (Annexure-A) attached.

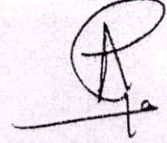
5. You are requested to kindly promote activities (list of which is Annexed as Annexure-B) to maximize participation among schools/colleges/technical institutes. Your leadership in mobilizing institutions and communities will be critical to the campaign's success.

6. Further it is requested that necessary instructions may be issued to the educational institutes under your purview to extend necessary support for carrying out awareness activities under NMBA.

7. The Ministry of Education looks forward to the active participation of students/teachers/faculty/office bearers from the schools/colleges/technical institutes/medical institutes in your State/UT to actively participate in the Pledge and the activities listed out by Narcotics Control Bureau, so as to spread the message of Nasha Mukht Bharat.

With warm regards,

Yours sincerely,



(A. Srija)

Encl: as above.

1. The Additional Chief Secretary/ Principal Secretary/ Secretary School/Higher Education of all States/UTs
2. Chairman, Central Board of Secondary Education (CBSE) Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi - 110092
3. The Commissioner, Kendriya Vidyalaya Sangathan 18, Institutional Area Shaheed Jeet Singh Marg, New Delhi - 110 016
4. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Institutional Area, Sector 62, Noida, Uttar Pradesh 201307
5. The Chairperson, National Institute of Open Schooling, A-24/25, Institutional Area, Sector - 62, NOIDA
6. The Director, Regional Institutes of Education, NCERT
7. The Director, SCERT of all States & UTs

Copy to:

1. The Director, Directorate of School/Higher Education of all States/UTs
2. The Director General, Narcotics Control Bureau.

Anurag Garg, IPS

Director General
Narcotics Control Bureau

Post Block - 1, Wing - 5, R. K. Puram

New Delhi - 110066 India

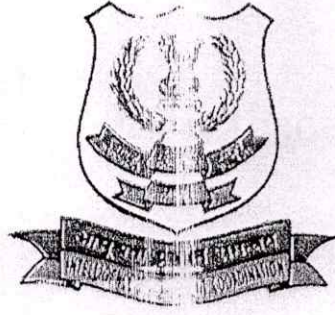
Tel. : +91-11-26172089

Fax : +91-11-26105747

E-mail : dg-ncb@nic.in

Twitter : @dg_ncb

DO F. No. III/04/26th June/A&C/2024/202



अनुराग गर्ग, भा.पु.से.

महानिदेशक

स्वापक नियंत्रण ब्यूरो

पश्चिमी खंड-1, विंग-5, आर. के. पुरम

नई दिल्ली-110066 भारत

दूरभाष : +91-11-26172089

फैक्स : +91-11-26105747

ई-मेल : dg-ncb@nic.in

ट्विटर : @dg_ncb

Date: 11.06.2025

Dear Sir,

We all know that the United Nations General Assembly has designated 26th June as the International Day against Drug Abuse and Illicit Trafficking. This day reaffirms our commitment to a Drug-Free India and raises awareness about the devastating impact of drug abuse on individuals and society.

2. As we approach 26th June 2025, I extend my sincere appreciation for your continued support in advancing this national goal. This year, the Government of India reiterates its vision of "नशा मुक्त भारत" with a focus on unified action, awareness, and public participation.

3. Building on the notable momentum and success of last year's initiatives, this year the campaign aims to reach deeper into communities through a more inclusive and impactful approach. The nationwide observance witnessed enthusiastic participation in 2024, and we aspire to surpass that engagement with even greater determination this year.


4. To mark this occasion, the Narcotics Control Bureau (NCB) will organize a nation-wide campaign, "नशा मुक्त भारत पखवाड़ा" from 12th to 26th June 2025. A key feature is encouraging citizens to take the e-pledge against drug abuse (Annexure-A).

5. You are requested to kindly promote activities (list of which is Annexed as Annexure-B) to maximize engagement. Your leadership in mobilizing institutions and communities will be critical to the campaign's success.

6. I shall be obliged for your kind contribution to this cause which would go a long way in our collective efforts to free our society from the menace of drugs and realize the vision of "नशा मुक्त भारत by 2047".

With warm regards.

Yours sincerely,


(Anurag Garg)

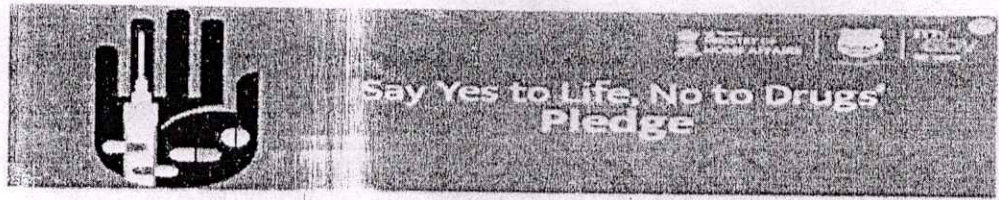
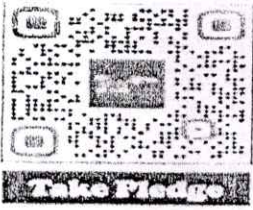
Shri Sanjay Kumar

Secretary,

Department of School Education & Literacy

New Delhi

HOW TO TAKE PLEDGE (STEP)



<https://pledge.mygov.in/fightagainstdrugabuse/>

Click on the Take Pledge

Enter Basic Details

Proceed for Language Selection

TAKE PLEDGE

We realize that drug abuse is increasing in our country, especially among the youth and this is a matter of concern. We pledge that we will cooperate in stopping the drug abuse. We promise that we will not consume any harmful or illegal drugs in any way for any purpose. We will create awareness about the ill effects of drug abuse by encouraging every person, especially the youth so that the youth of India can live drug-free and they can become creative and important members of the society. Today we pledge that we will stay away from drugs and live a healthy life.

Enter OTP received on Mobile

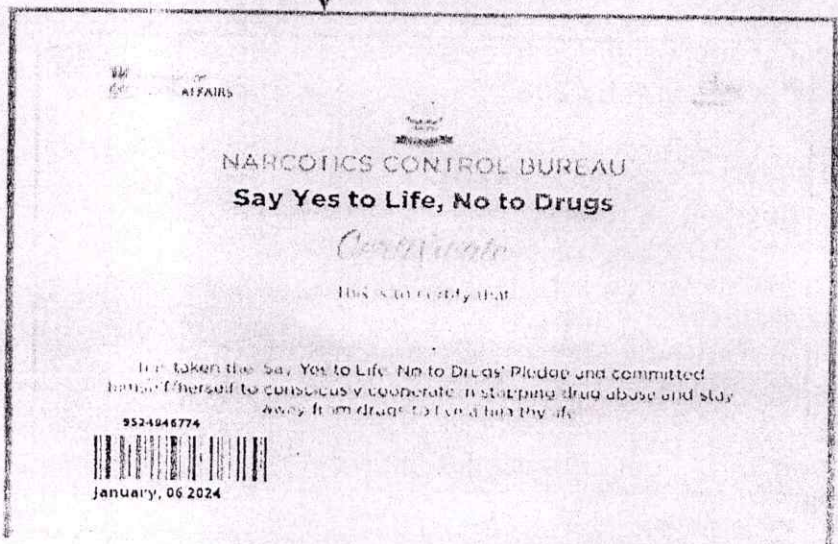
Certificate will be Generated

प्रमाणपत्र अपने मोबाइल पर भेजें
Send certificate to your mobile

प्रमाणपत्र | शपथ अपने ई-मेल पर भेजें
Send certificate | Pledge to your email

छाप | डाउनलोड प्रमाणपत्र
Print | Download Certificate

फेसबुक के साथ साझा करें
Share with Facebook



ANNEXURE-B

- i. Observance of "नशा मुक्त भारत पखवाडा" during 12-26 June 2025.
- ii. Organize awareness programme & symposium in Primary & Higher Secondary School.
- iii. Conducting Awareness programme as part of "MISSION-DRUG FREE CAMPUS"
- iv. **Displaying /publishing of E-Signage** with the help of various central agencies at Railway stations/ Airports, Bus Stands, Malls, Public Places & other prominent locations.
- v. **Organizing talk shows on TV/FM Radio/Akashwani** & other social media channels by Senior Officers of NCB etc.
- vi. **Organization of Workshops and Seminars** in coordination with various Govt. agencies and NGOs about ill effects of drug abuse and trafficking.
- vii. **Flashing of SMS alerts on Drug Awareness** through mobile service providers (ISPs) & Ticker message on Cable TV, News Channel for spreading message.
- viii. **Awareness Campaigns in Border Districts/Drug-Affected Areas:** Targeted awareness drives in vulnerable border regions prone to drug trafficking and abuse.
- ix. **Awareness in Identified Hotspot Districts/Areas:** Focused intervention through awareness programs in districts or areas identified as drug trafficking/ abuse hotspots.
- x. **Awareness at Known Drug Landing Points:** Public sensitization activities conducted at key drug entry points to curb local proliferation.
- xi. **Engagement of Influential Youth, Religious, and Social Groups:** Mobilization of youth icons, religious leaders, and prominent social organizations across states
- xii. **Awareness Programs in Select Panchayats:** Grassroots-level campaigns initiated in identified high-risk panchayats to ensure early intervention.
- xiii. **Outreach in Renowned Educational Institutions:** Implementation of awareness sessions in leading schools such as DPS, Kendriya Vidyalaya, and Navodaya Vidyalaya for effective youth engagement.
- xiv. **Release of Anti-Drug Messages by Celebrities and Leaders:** Broadcast of impactful video messages from celebrities, sportspersons, and respected community leaders against drug use.

- xv. **Programs via Religious & Social Organizations under Mission Spandan:** Awareness efforts carried out in collaboration with five key religious/social groups affiliated with Mission Spandan and NCB.
- xvi. **Inter-Departmental Coordination for Awareness Programs:** Joint initiatives with State Departments of Excise, Forest, Education, Social Welfare, and Health to ensure multi-sectoral outreach as well as units of CAPFs.
- xvii. **Focused Workshops for Drug Wholesalers and Retailers:** Special workshops organized at the state level in coordination with State Drug Controllers to sensitize pharmaceutical stakeholders.
- xviii. **Workshops/Symposiums with De-addiction Centre Personnel** Capacity-building programs for staff and in-charges of counselling and de-addiction centres across states.