

No. Wel-Ka-1/37-2022-NMBA-1695-1784
Office of the Deputy Commissioner,
District Kangra (H.P.)

To

1. Chief Medical Officer, Kangra at Dharamshala
2. District Youth Services & Sports Officer, Kangra at Dharamshala
3. Divisional Manager, HRTC, Dharamshala
4. Deputy Director, Higher Education, Kangra at Dharamshala.
5. Deputy Director, Elementary Education, Kangra at Dharamshala.
6. District Public Relation Officer, Dharamshala
7. Principals, all the Govt. Colleges, District Kangra
8. Secretary, Red Cross Society Dharamshala
9. Principals, all the Govt. ITIs, District Kangra
10. Head of all Govt. offices, Distt. Kangra
11. Head of NGO Swabhiman Foundation, Village Upper Sukkar, Tehsil Dharamshala

Date: - 31-5-2025

Subject : **Organization of activities for Observance of 26th June 2025 as "International Day against Drug Abuse and Illicit Trafficking".**

Sir/Madam,

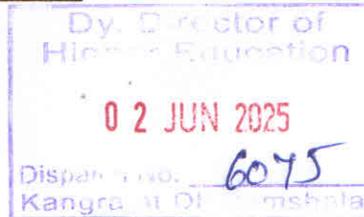
Please find enclosed herewith a copy of letter no. 6-21/87-WEL-CW-V-Drug Abuse Day-IV-7455-7467 dated 19-05-2025 received from Director, Empowerment of SCs, OBCs, Minority & Specially Abled, H.P. Shimla & copy of D.O. letter no. DP-5/9/2025-DP-III dated 23.04.2025 received from Ministry of Social Justice & Empowerment GOI vide which it has been sought to take appropriate steps to organized and conduct awareness programs/ events under Nasha Mukh Bharat Abhiyan from 1st June 2025 to 26th June 2025.

In this context, you are therefore directed to organize activities under Nasha Mukh Bharat Abhiyan in Institutions/offices of your Department as per enclosed calendar. The detailed report of the organized activities/programs along with photographs and videos may be shared on daily basis with the office of District Welfare Officer Kangra at Dharamshala on email ID dwo.kangra@hp.gov.in, so that the report could be uploaded on concerned Website. Information regarding Standardized NMBA banners, standees, Pledge, Slogan etc. can be accessed via the following link :

<http://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163>

This may be given personal attention.

Encl. as above



Hemraj Bairwa (I.A.S.)
Deputy Commissioner
District Kangra (H.P.)

Endst. No. KGR (Sc. Consultant) Drug 2025-26
O/o The Dy. Director of Higher Education Kangra at Dharamshala.
Copy to:- All the Principals/HODs of GSSS/GHS/Pvt. schools
in Distt. Kangra are directed to organized the various
activities as per calendar attached. You are also directed
to share all activities along with photographs and video. on
daily basis with the office of DWO on Email dwo.kangra@hp.gov.in.
Encls:- Activities Calendar of NMBA
2) Pledge in (Hindi & Eng.)

Dy. Director of Hr. Education
Kangra at Dharamshala

NMBA Activity Calender and list of activities June 01 to June 26, 2025

Week start	Week End	Category	Target Group	Activity	Department
01.06.2025	07.06.2025	Sports and Physical Activities	Youth and General Public Educational Institutions	-Mini-marathon or Run Against Drugs -Drug-Free Sports Tournaments (e.g., Volleyball, Football) -Yoga and Fitness Camps	Youth & Sports Deptt., (through Youth Clubs) Technical Education Department (through ITIs/Colleges)
08.06.2025	14.06.2025	Art/ Craft Activities	Educational Institutions Youth	-Poster Making Competition -Graffiti Wall for Anti-Drug Messages	Education Department (through Schools/Colleges)
				-Street Plays (Nukkad Natak)	Public Relation Deptt. (Organize street plays in crowded public places)
15.06.2025	21.06.2025	Workshops	Students, Hotspot areas, Community members	-Awareness Sessions/ Seminars/ Webinars in Schools and Colleges	Education Department (through Schools/Colleges)
				-Workshops with Recovered Users	Red Cross Society
22.06.2025	26.06.2025	Community Engagement	Community members	-NMBA pledge (Offline): Administering offline pledge in all the government offices, educational institutions and hot spot areas.	All Educational Institutes, All Government Offices of District Kangra
				-NMBA pledge (Online): Recovered drug users can take online pledge through NMBA portal. Link: https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge	Red Cross Society
				-Awareness Rallies with Slogans and Banners -Signature Campaigns	Health Deptt.
				-Awareness Vehicles	HRTC (Awareness through Banners on Buses)
				-Street Plays/Flash Mobs	Public Relation Deptt.
22.06.2025	26.06.2025	Digital Engagement	Online Audience	-Short Video or Reel Contests -Online Quizzes or Competition on Drug Awareness -Social Media Campaigns with Hashtags	NGOs
26 June 2025		District level programme under the banner of NMBA	Offline	-DM to preside as chief guest for the programme	


Hemraj Bairwa (I.A.S.)
Deputy Commissioner
District Kangra (H.P.)

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 Mukta 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।।