

To

1. Chief Medical Officer, Kangra at Dharamshala
2. District Youth Services & Sports Officer, Kangra at Dharamshala
3. Deputy Director, Higher Education, Kangra at Dharamshala.
4. Deputy Director, Elementary Education, Kangra at Dharamshala.
5. Principal of all the Colleges, Polytechnic Colleges, ITIs, District Kangra
6. Secretary, Red Cross Society Dharamshala
7. Distt. Programme Officer (ICDS), Dharamshala

Subject: Organization of activities for celebrating the International Day against Drug Abuse and Illicit Trafficking.

Sir/Madam,

Please find enclosed herewith a copy of letter no. 21/87-Wel-CW-Drug Abuse Day-IV-Loose-9422-9433 dated 12.06.2026 received from Director, Empowerment of SCs, OBCs, Minority & Specially Aabled, H.P. Shimla & copy of D.O. letter no. DP-13011(6)/47/2023-DP-I dated 10.06.2026 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 Mukta Bharat Abhiyan from 17th June 2026 to 26th June 2026.

In this regard, you are hereby requested to organize the activities specified in Annexure-A in the institutions/offices under your Department, in coordination with the concerned Tehsil Welfare Officer. A detailed report of the activities/programs organized, along with photographs and videos, may be submitted to the Office of the District Welfare Officer, Kangra at Dharamshala, on a daily basis in the prescribed following format at the email address dwo.kangra@hp.gov.in, so that reports could be compiled and uploaded to the concerned website.

Sr. No.	Type of Activity	Date of Activity	Coordinating Department's Name	Total No. of People Participating	No. of Males/Boys	No. of Women/Girls

The IEC material like banners, standees, Pledge, Slogan etc. can be accessed at <http://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31Gqi-96Xui163>

Encl. as above

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

Deputy Director of
School Education (Sec)

Endst. No. as above -1033-1052

Dated

16-06-2026

18 JUN 2026

Endst. No. EDN-KGR (Sci. Consultant) Drug Abuse-2026-27
O/o The Dy. Dir. of School Education (Sec.) Kangra. Dispatch No. 3863
Kangra at Dharamshala

Copy to:-

All the Principal's/HMS of GSSS/GHS/GMS/Private schools in Distt. Kangra are directed to go through the letter and conduct awareness programs under NMBA from 17th June to 26th June, 2026. as per activity calendar enclosed. You are also directed to send the action taken report on daily basis to undersigned and also to DWO, Dharamshala through email dwo.kangra@hp.gov.in as per above format.

Encls:- Activity Calendar.

Dy. Director of School Education (Sec.)
Kangra at Dharamshala.

To

All Deputy Commissioners
In Himachal Pradesh

Dated:-

12 JUN 2026

Shimla-09,

June, 2026

Subject:

Organization of activities for celebrating the International Day against Drug Abuse and Illicit Trafficking.

Sir/Madam,

Please find enclosed copy of D.O. letter No: DP- 13011(6)/47/2023-DP-I dated 10.06.2026, received from Ministry of Social Justice & Empowerment GoI, vide which it has been requested to organize awareness programmes/ events under NMBA from 17th June to 26th June, 2026 with the theme "Nasha Mukta Bharat Abhiyaan, Viksit Bharat Ki Pehchaan" ensuring extensive outreach and publicity through various media platforms, including social media. In this regard, you are requested to undertake the following activities:

- a) Prepare and finalize an activity calendar in advance to ensure the smooth execution of all programmes. A suggestive plan and list of proposed activities is enclosed.
- a) Organize a culmination event at the Districts level on 26th June, 2026.
- b) The use of NMBA banners and publicity material during all events and activities. The IEC material can be accessed at <https://drive.google.com/drive/folders/1dODVdFJOdD06tu3bn31/Gqi-96Xu163?usp=sharing>.
- c) All activities conducted under NMBA are uploaded on the NMBA Portal on the real time basis.

Funds for these activities are being released to concerned District Welfare Officer as per State Action Plan. It is therefore, requested to conduct these activities involving line Departments and Organization Himachal Forum Against Drug Abuse (HFADA).

Encl. as above

Yours faithfully,


Director

Empowerment of SCs, OBCs, Minorities &
the Specially Abled, H.P. Shimla-09

Endst. No.

12 JUN 2026

9434-9446

Dated

Copy:

1. The Secretary (SJ&E) to the Government of Himachal Pradesh for kind information please.
2. All District Welfare Officers in Himachal Pradesh for necessary action and with the directions to conduct the activities and upload on the NMBA dashboard <https://nmba.dosje.gov.in/login> regularly.


Director

Empowerment of SCs, OBCs, Minorities
& the Specially Abled, Himachal Pradesh



D.O.No. DP-13011(6)/47/2023-DP-I

June 10, 2026

Dear Ma'am / Sir,

The Department of Social Justice & Empowerment (DoSJE) being the nodal Department for Drug Demand Reduction in the country is implementing the 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 NAPDDR, the Department launched Nasha Mukh Bharat Abhiyaan (NMBA) on 15th August 2020 that has been extended to all districts across the country.

2. 26th June is observed as the "International Day against Drug Abuse & Illicit Trafficking". In recognition of the significance of this day, a series of both on-ground and online activities is conducted annually under the NMBA across States / UTs and Districts, and educational institutions. These initiatives aim to raise awareness about the dangers of drug use and its harmful consequences.

3. To ensure that the occasion is effectively utilized, you are requested to support the cause and organize awareness programmes/events under NMBA from **17th June to 26th June 2026**, with the theme "Nasha Mukh Bharat Abhiyaan, Viksit Bharat ki Pehchaan" ensuring extensive outreach and publicity through various media platforms, including social media.

4. You are requested to direct all the concerned Departments to undertake the following actions on priority-

i. Prepare and finalize an activity calendar in advance to ensure the smooth execution of all programmes and to avoid any last-minute challenges. A suggestive plan and list of proposed activities are provided as **Annexure I**.

ii. Organise a grand inaugural and/or culmination event at the State/UT and District levels on 17th and/or 26th June 2026. To support these efforts, a token grant has been sanctioned to each State/UT for undertaking awareness and outreach activities.

iii. Use standardized NMBA banners for all events and activities to maintain uniformity. The banner design is attached as **Annexure II**. Other IEC material can be accessed at

<https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=sharing>

5. The NMBA State Committees are requested to submit an Action Taken Report (ATR) through the NMBA portal by **26th June 2025**. The link to upload NMBA data is: <https://nmba.dosje.gov.in/login>. To access the NMBA portal, kindly use the ID and password shared with your nominated nodal officer. In case of any technical issue, please contact Ms Deepshikha Goel at deepshikha.goel@govcontractor.in. The best performing stakeholders will be recognised by DoSJE.

6. Your leadership and coordination will significantly contribute to the realization of Nasha Mukta Bharat.

With best regards.

Yours sincerely,

Sudhansh Pant

(Sudhansh Pant)

Enclosure: As above.

The Chief Secretaries of all States/UTs

Title: Nasha Mukat Saptah

Theme: "Nasha Mukat Bharat Abhiyaan – Viksit Bharat Ki Pehchaan"

UNODC theme: Break the Cycle #StopOrganisedCrime

Tentative Timeline: 17 June to 26 June 2026

Detailed Action Plan

S.no	Date	Focus area	Stakeholders	Description
1	17 June 2026	General Masses with a focus on women, youth and educational institutions	Line Ministries, States / UTs, Districts, GIA institutions, NCB, spiritual organisations, other stakeholders	Inaugural of Nasha Mukat Saptah in MoSJE and States / UTs – a) Press release on theme: Nasha Mukat Bharat Abhiyaan – Viksit Bharat Ki Pehchaan b) Mass pledge drives (online / offline) by States / districts. E-Pledge Link https://nmba.dosje.gov.in/content/take-a-pledge . QR attached below c) My Gov Quiz launch
2	18 June 2026	General Masses, Sports, Arts, Music and Culture as an alternative to substance abuse	MoCulture, DoSEL, DoHE, MoYAS, GIA institutions, States / UTs, Districts, NCB,	A suggestive list of awareness generation activities: a) Online mass pledge campaign by all stakeholders at https://nmba.dosje.gov.in/content/take-a-pledge b) Online poster-making, slogan-writing and essay competitions

3	19 June 2026		spiritual organisations, other stakeholders	c) Screening of short awareness films in schools, colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztzktret
4	20 June 2026			d) Webinars and online interactive sessions with experts e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs f) IEC exhibitions and cultural art/craft stalls in public spaces g) Signature campaigns for a Nasha Mukta Bharat h) Folk songs, puppet shows and traditional cultural awareness programmes on drug-free themes i) Street plays (Nukkad Natak), theatre performances and role plays in schools, colleges and public spaces j) Community awareness drives by NSS / MY Bharat volunteers k) Registration drive for "Nasha Mukti Mitra" volunteers l) Awareness generation and pledge drives through Panchayati Raj Institutions and community leaders m) Door-to-door IEC distribution in vulnerable areas by ASHA/Anganwadi workers during regular visits n) Special health camps, art therapy sessions, talks with recovering / recovered users and counselling sessions by GIA institutions of DoSJE

11/06/2026

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				<ul style="list-style-type: none"> o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention q) Group discussions on stress management, peer pressure and substance abuse prevention r) Bulk SMS and email campaigns for outreach to stakeholders s) Social media campaigns with hashtag #NashaMuktBharat
5	21 June 2026	World Yoga Day – Yoga for Wellness, Wisdom and World Peace	MoAYUSH, GIA institutions, States / UTs, Districts, NCB, spiritual organisations, other stakeholders	<ul style="list-style-type: none"> a) Online Mass pledge against drug abuse at https://nmba.dosje.gov.in/content/take-a-pledge b) Short yoga and meditation session by spiritual organisations and GIA institutions c) Short “Yoga for Wellness, Say No to Drugs” walkathon or cycling rally involving youth clubs, MY Bharat (NSS / NYKS volunteers), and local residents.
6	22 June 2026	Sports, Arts, Music and Culture as an	MoCulture, DoSEL, DoHE, MoYAS, GIA institutions,	<p>A suggestive list of awareness generation activities:</p> <ul style="list-style-type: none"> a) Online mass pledge campaign by all stakeholders at https://nmba.dosje.gov.in/content/take-a-pledge

7	23 June 2026	alternative to substance abuse	States / UTs, Districts, NCB, spiritual organisations, other stakeholders	b) Online poster-making, slogan-writing and essay competitions
8	24 June 2026			c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztkkret
9	25 June 2026			d) Webinars and online interactive sessions with experts e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs f) IEC exhibitions and cultural art/craft stalls in public spaces g) Signature campaigns for a Nasha Mukta Bharat h) Folk songs, puppet shows and traditional cultural awareness programmes on drug-free themes i) Street plays (Nukkad Natak), theatre performances and role plays in schools, colleges and public spaces j) Community awareness drives by NSS / MY Bharat volunteers k) Registration drive for "Nasha Mukti Mitr" volunteers l) Awareness generation and pledge drives through Panchayati Raj Institutions and community leaders m) Door-to-door IEC distribution in vulnerable areas by ASHA/Anganwadi workers during regular visits n) Special health camps, art therapy sessions, talks with recovering / recovered users and counselling sessions by GIA institutions of DoSJE

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- o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels
- p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention
- q) Group discussions on stress management, peer pressure and substance abuse prevention
- r) Bulk SMS and email campaigns for outreach to stakeholders
- s) Social media campaigns with hashtag #NashaMuktBharat

10	26 June 2026	Culmination Event - International Day Against Drug Abuse and Illicit Trafficking	All line Ministries, Central (MoSJE), NCB, NISD, States, UTs & District, NCB, spiritual organisations, other stakeholders	Event at the central level by MoSJE at New Delhi At the State / UT level, Programme with VIPs and other dignitaries (online or offline) <ul style="list-style-type: none">• Note: Mass pledge (online / offline) by States / districts. E-Pledge Link: https://nmba.dosje.gov.in/content/take-a-pledge
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Reporting mechanism: