

S.E. Rizwi  
Joint Secretary  
Tel. No. 23383872  
E-mail: syed.rizwi@gov.in



भारत सरकार  
शिक्षा मंत्रालय  
उच्चतर शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. 29-10/2025-S&S

Sir / Madam

New Delhi, the 6<sup>th</sup> Aug., 2025

As you are aware, drug abuse continues to pose a serious threat to the well-being of our youth and the broader society. The Narcotics Control Bureau, under the Ministry of Home Affairs, has outlined a nationwide drug awareness campaign to be observed on **15-16 August 2025**, aligning with the Hon'ble Union Home Minister's directions to mobilize efforts across all domains.

2. In light of this, I am forwarding herewith the D.O. letter dated 4<sup>th</sup> August, 2025 from the Director General, Narcotics Control Bureau (NCB), which details the proposed activities to be undertaken during the campaign. These activities emphasize awareness generation, community outreach, digital and social media engagement and institutional participation. The mass awareness and community engagement includes –

**(a) At Educational Institutions**

- i. Single-day nation-wide human chain across HEIs in the country on anti-drug campaign theme
- ii. Lectures, workshops and seminars across colleges and universities and organizing nationwide student led awareness campaign, camps and workshops by NSS and NCC including outreach programs in slums and rural areas

**(b) Social Media Campaign**

- i. Tweet messages from the official twitter handles of HEIs.
- ii. Run Social Media Campaigns & Hashtag Campaigns (#AzadiFromDrugs)

3. In addition to the above, **Nasha Mukht Bharat Abhiyaan pledge** is available at the QR code given below and <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>. All the students and the faculty may be encouraged to take this pledge. The link and the QR code may be given wide publicity by way of standees, displaying on the home page of the HEIs and in mass circulation areas such as Common rooms, hostels, mess, hallways etc.



4. I request you to take the above proactive steps in your institution to support this initiative and the events may be planned and carried out immediately to achieve the end of “नशा मुक्त भारत”

With regards,

Encl.: as above

VCs and Directors of all CFHEIs

Yours sincerely,

(S.E. Rizwi)