



Ministry of Social Justice
and Empowerment
Government of India

Nasha Mukh Bharat
Abhiyaan



NASHA Mukh BHARAT ABHIYAAN

organises

PLEDGE AGAINST DRUG ABUSE

The Department of Social Justice and Empowerment being the nodal agency for drug demand reduction launched the flagship mass awareness campaign 'Nasha Mukh Bharat Abhiyaan' (NMBA) on 15th August 2020 which is now expanded to all the districts of the country. The abhiyaan was launched with the vision to sensitize and provide preventive education to the masses with a special focus on children, youth, women and educational institutions. Till date, NMBA has reached out to 11.26+ crore people including 3.55+ crore youth, 2.35+ crore women, 3.40+ lakh educational institutions and 9000+ master volunteers through 3.93 lakh activities conducted at various levels across the country. The Hon'ble Prime Minister in his 'Mann ki Baat' address in July 2023 placed a significant emphasis on the efforts being undertaken by all the stakeholders of NMBA.

As we approach the 78th Independence Day, Nasha Mukh Bharat Abhiyaan is entering its 5th year since the launch. The theme for this year's NMBA celebration is: '**Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra**'. On this occasion, Hon'ble Minister for Social Justice & Empowerment, Dr. Virendra Kumar, is conducting a mass **Pledge against Drug Abuse (Annexure I)** in the campus of Modern High School, Barakhamba Road, New Delhi on **12 August 2024, at 9AM**. At the same time, lakhs of participants from all the educational institutions, states/districts and public institutions would be taking the pledge in their respective locations across the country.

In view of this, you are requested to:

1. Ensure that all students, faculty, and all colleges/educational institutions take pledge on 12 August 2024.
2. Share the data of the activities conducted may be shared by the nodal officers in the prescribed format (**Attached as Annexure II**) on nmba-dosje@gov.in by 15th August 2024. Mr Rajeev Kumar, Under Secretary (9013781699) may be contacted in case of any clarifications.

You are also requested to kindly increase and intensify the efforts to further enhance the impact of this programme and NMBA

You can join the programme by scanning the QR or clicking on following link:
<https://nisd1.webex.com/nisd1/j.php?MTID=med2028b1bf6809b256ec1d5edae668a0>





Ministry of Social Justice
and Empowerment
Government of India

Nasha Mukh Bharat
Abhiyaan



NASHA Mukh BHARAT ABHIYAAN

organises

PLEDGE AGAINST DRUG ABUSE

ANNEXURE I: PLEDGE AGAINST DRUG ABUSE

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 Mukh 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।।



NASHA Mukh BHARAT ABHIYAAN

organises

PLEDGE AGAINST DRUG ABUSE

ANNEXURE II: FORMAT FOR DATA SUBMISSION

NMBA celebrates Independence Day 2024 'Viksit Bharat ka Mantra, Desh ho Nashe se Swatantra'				
PLEDGE DATA				
<u>S.no</u>	Name of the state	Number of institutions (educational, public/private institutions) where pledge was administered	Number of students who took the pledge (A)	Number of faculty who took the pledge (B)
				Total participation (A+B)