



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grad



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जा.क्र.रा.: रासेयो/२०२६-२७/५७

दिनांक : १७/०६/२०२६

परिपत्रक

प्रति,

मा.प्राचार्य/रा.से.यो.कार्यक्रम अधिकारी,

रा.से.यो.संलग्नीत सर्व महाविद्यालय,

प्रस्तुत विद्यापीठ.

विषय:— रा.से.यो.संलग्नीत सर्व महाविद्यालयात विद्यार्थ्यांमध्ये अमली पदार्थ विरोधी जनजागृती अभियान आणि नशामुक्त सप्ताह राबविणे बाबत....

संदर्भ:— १.डॉ.मिलींद काळे, राज्यसंपर्क अधिकारी, विशेष कार्य अधिकारी, राष्ट्रीय सेवा योजना, महाराष्ट्र शासन यांचे दि.१६ जून २०२६ रोजीचे पत्र.

२. भारत सरकार, सामाजिक न्याय आणि सक्षमीकरण मंत्रालय यांचे पत्र क्र. D.O. No. DP-13011(6)/47/2023-DP-I, दि.१० जून २०२६ रोजीचे पत्र.

महोदय/महोदया,

उपरोक्त विषयी आपणास कळविण्यात येते की, भारत सरकारच्या सामाजिक न्याय आणि सक्षमीकरण मंत्रालयाच्या निर्देशानुसार, देशभरात १७ जून ते २६ जून या कालावधीत “नशा मुक्त भारत अभियान, विकसित भारत की पहचान” या संकल्पनेवर (Theme) आधारित नशा मुक्त भारत सप्ताह साजरा करण्यात येत आहे. २६ जून हा दिवस अंमली पदार्थांचे सेवन आणि अवैध तस्करी विरुद्धचा आंतरराष्ट्रीय दिन म्हणून पाळला जातो त्या दिवशी विद्यार्थ्यांना नशा मुक्तीची शपथ देण्यात यावी.

या मोहिमेत तरुणांचा सहभाग अत्यंत महत्त्वाचा असल्याने, आपल्या विद्यापीठाशी रा.से.यो.संलग्नीत सर्व महाविद्यालये आणि विद्यापीठ परिसरातील रा.से.यो. पथकांनी या कालावधीत विविध उपक्रम राबवून व्यापक जनजागृती करणे अनिवार्य आहे.

या सप्ताहाच्या यशस्वी आयोजनासाठी खालील मुद्द्यांनुसार प्राधान्याने कार्यवाही करावी:—

• प्रतिज्ञा मोहीम:— सर्व रा.से.यो. स्वयंसेवक, प्राध्यापक आणि शिक्षकेतर कर्मचार्यांनी dosje-gov.in या लिंकवर जाऊन अंमली पदार्थ विरोधी ऑनलाईन ई-प्रतिज्ञा घ्यावी.

• वैविध्यपूर्ण उपक्रमांचे आयोजन: महाविद्यालयाने आपल्या स्तरावर ऑनलाईन/ऑफलाईन पद्धतीने खालील

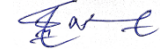
उपक्रम आयोजित करावेत,

१. अंमली पदार्थ विरोधी वेशभूषा, भिक्तीपत्रक, घोषवाक्य आणि निबंध स्पर्धा.
 २. सायकल रॅली, बाईक रॅली, मानवी साखळी आणि जनजागृती रॅलींचे आयोजन.
 ३. महाविद्यालय व सार्वजनिक ठिकाणी पथनाट्य आणि सांस्कृतिक कार्यक्रमांचे सादरीकरण
 ४. तज्ज्ञ व्यक्तींचे वेबिनार किंवा व्याख्याने आणि ताणतणाव व्यवस्थापनावर गटचर्चा.
- २१ जून – जागतिक योग दिन:— २१ जून रोजी योग आणि निरोगी जीवन, अंमली पदार्थांना नकार या संदेशासह विशेष योग सत्राचे आयोजन करावे.
 - स्वयंसेवक नोंदणी:— आपल्या युनिटमधील जास्तीत जास्त स्वयंसेवकांची नशा मुक्ती मित्र म्हणून dosje-gov-in या पोर्टलवर नोंदणी करून घ्यावी.
 - प्रमाणित बॅनर्सचा वापर करू कार्यक्रमाच्या ठिकाणी भारत सरकारने विहित केलेले अधिकृत बॅनर वापरावे. आवश्यक माहिती व IEC साहित्य google.com या लिंकवर उपलब्ध आहे.
 - सोशल मीडिया प्रचार:— सर्व कार्यक्रमांचे फोटो आणि व्हिडिओ #Nasha Mukh Bharat हा हॅशटॅग वापरून कॉलेजच्या सोशल मीडिया अकाउंटवर प्रसारित करावेत.

अहवाल सादरीकरण:—

सर्व महाविद्यालयांनी आयोजित केलेल्या कार्यक्रमांचा संक्षिप्त अहवाल, फोटोंसह २५ जून २०२६ पर्यंत रा.से.यो. विभागाच्या अधिकृत ईमेलवर पाठवावा, जेणेकरून विद्यापीठाचा एकत्रित कृती अहवाल (ATR) केंद्र सरकारच्या पोर्टलवर वेळेत सादर करता येईल.

“नशा मुक्त भारत” या राष्ट्रीय मोहिमेत स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठाचे योगदान महत्त्वपूर्ण ठरेल, या दृष्टीने सर्व प्राचार्य/कार्यक्रम अधिकार्यांनी वैयक्तिक लक्ष देऊन हा सप्ताह यशस्वी करावा, ही विनंती.



प्रा.डॉ. मारोती गायकवाड
संचालक
राष्ट्रीय सेवा योजना विभाग

प्रत माहिती स्तव:—

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. प्र-कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा.जनसंपर्क अधिकारी, जनसंपर्क कार्यालय, प्रस्तुत विद्यापीठ.

प्रत माहितीतथा कार्यवाहिस्तव:

- १) सिस्टीम एक्सपर्ट, संगणक कक्ष, प्रस्तुत विद्यापीठ, यांना प्रत देवून कळविण्यात येते की, सादरील परिपत्रक विद्यापीठाच्या व रा.से.यो विभागाच्या संकेतस्थळावर प्रसिध्द करावे, ही विनंती.



महाराष्ट्र शासन

उच्च व तंत्र शिक्षण विभाग, मंत्रालय,

एल्फिन्स्टन तंत्र विद्यालय परिसर, ३, महापालिका मार्ग, धोबी तलाव, मुंबई-४०० ००१.

ई-मेल- nssmantralaya@gmail.com

दूरध्वनी क्र. ०२२-२२६७९५६५.

क्रमांक: रासेयो-२०२६/प्र.क्र. ४८/रासेयो कक्ष,
प्रति,

दिनांक: १६ जून, २०२६

कार्यक्रम समन्वयक तथा संचालक,
रासेयो संलग्नित,
सर्व विद्यापीठे/संचालनालये

विषय:- राज्यातील महाविद्यालयीन विद्यार्थ्यांमध्ये अमली पदार्थ विरोधी जनजागृती अभियान राबविणेबाबत
संदर्भ:- मा. राज्यमंत्री, गृह (ग्रामीण), गृहनिर्माण शालेय शिक्षण, सहकार, खनिकर्म यांचे दिनांक १४ मे, २०२६ रोजीचे पत्र कृपया पहावे.

महोदय,

उपरोक्त संदर्भाधिन पत्रातील विषयान्वये, मा. राज्यमंत्री, गृह (ग्रामीण), गृहनिर्माण, शालेय शिक्षण, सहकार, खनिकर्म यांनी मा. मंत्री, उच्च व तंत्र शिक्षण यांना उद्देशून लिहिलेले दिनांक १४ मे, २०२६ रोजीच्या पत्राचे कृपया अवलोकन व्हावेत. (संदर्भाधिन पत्राची प्रत सोबत जोडली आहे.)

२. सन २०२६ करिता जून मध्ये नवीन शैक्षणिक सत्र सुरू झाले असून, संदर्भीय पत्रान्वये गृह विभागामार्फत घेतलेल्या आढावा बैठकीमध्ये अमली पदार्थांच्या तस्करी व विक्री होत आहे, असे नमूद करण्यात आले आहेत. तसेच अमली पदार्थांच्या विळख्यामध्ये विशेषतः युवा पिढीमध्ये अमली पदार्थांच्या आहारी जाण्याचे प्रमाण वाढण्याची शक्यता नाकारता येत नाही. करिता अमली पदार्थांच्या दुष्परिणामाच्या पार्श्वभूमीवर विद्यापीठे व विद्यापीठांतर्गत महाविद्यालयीन युवकांमध्ये तसेच नागरिकांमध्ये याबाबत जनजागृती करणे अत्यावश्यक आहे.

३. या अनुषंगाने महाविद्यालयातील रासेयो स्वयंसेवकांमार्फत महाविद्यालयात प्रवेशित होणाऱ्या विद्यार्थ्यांमध्ये जागरूकता निर्माण करावी. तसेच महाविद्यालयाच्या दर्शनीस्थळी अमली पदार्थांच्या सेवनाने होणारे दुष्परिणाम, याबाबतचे भिंतीफलक तयार करून लावण्यात यावेत.

(डॉ.मिलिंद काळे)

राज्य संपर्क अधिकारी, विशेष कार्य अधिकारी,
राष्ट्रीय सेवा योजना, महाराष्ट्र शासन

- १) मा. मंत्री, उच्च व तंत्र शिक्षण यांचे खाजगी सचिव, मंत्रालय, मुंबई-४०० ०३२.
- २) मा. अपर मुख्य सचिव (उ.व तं.शि.), उच्च व तंत्र शिक्षण विभाग, मंत्रालय, मुंबई-४०० ०३२.
- ३) मा. उपसचिव (समन्वय/ रासेयो कक्ष), उच्च व तंत्र शिक्षण विभाग, मंत्रालय, मुंबई.
- ४) निवडनस्ती- रासेयो कक्ष.



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 the *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 the concerned nodal officer of your Ministry to undertake the following actions on priority-

i. Request your stakeholders to plan and conduct awareness generation of activities. A suggestive plan and list of proposed activities are provided as **Annexure I**.

ii. Participate in the online inaugural and culmination event on 17th and 26th June 2026 in collaboration with DoSJE.

iii. Intensify the online registration of your stakeholders as *Nasha Mukti Mitr* (earlier master volunteers) on <https://nmba.dosje.gov.in/volunteer/registration>.

iv. 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. You are requested to submit an Action Taken Report (ATR) through the NMBA portal by **26th June 2025**. The link to access the NMBA data is: <https://nmba.dosje.gov.in/login>. You are requested to login with 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 Mukht Bharat.

With best regards.

Yours sincerely,

Sudhansh Pant

Enclosure: As above.

(Sudhansh Pant)

The Secretaries of Line Ministries/Departments (as per list)

List of Line Ministries/ Departments

1. Department of Financial Services
2. Ministry of Ayush
3. Ministry of Civil Aviation
4. Ministry of Consumer Affairs, Food and Public Distribution
5. Ministry of Cooperation
6. Ministry of Corporate Affairs
7. Ministry of Defence
8. Ministry of Food Processing Industries
9. Ministry of Health and Family Welfare
10. Ministry of Home Affairs
11. Ministry of Housing and Urban Affairs
12. Ministry of Petroleum and Natural Gas
13. Ministry of Ports, Shipping and Waterways
14. Ministry of Railways
15. Department of Higher Education
16. Department of Revenue
17. Department of Rural Development
18. Department of School Education
19. Department of Youth Affairs
20. Ministry of Women and Child Development
21. Narcotics Control Bureau
22. Ministry of Panchayati Raj
23. Department of Sports
24. Ministry of Information and Broadcasting
25. Ministry of Skill Development and Entrepreneurship



MINISTRY OF
SOCIAL JUSTICE &
EMPOWERMENT
GOVERNMENT OF INDIA



NASHA MukT BHARAT SAPTAH

Celebration of International Day Against Drug Abuse and Illicit Trafficking

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

17th June to 26th June 2026



Scan the QR code to
take e-pledge



14446

National De-addiction Helpline

#NashaMukhtBharat





Government of India
Ministry of Social Justice and Empowerment
Department of Social Justice and Empowerment

**Concept Note for the celebration of International Day Against Drug
Abuse and Illicit Trafficking**

“Nasha Mukta Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”

2026

Drug Prevention Division

Title: **Nasha Mukht Saptah**

Theme: “**Nasha Mukht 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 Mukht Saptah in MoSJE and States / UTs – a) Press release on theme: Nasha Mukht 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	<ul style="list-style-type: none"> c) Screening of short awareness films in schools / colleges / GIA centres. NMBA films are available at https://tinyurl.com/ztzktret d) Webinars and online interactive sessions with experts e) Cycle rallies, bike rallies, awareness yatras, youth rallies and human chains against drugs
4	20 June 2026			<ul style="list-style-type: none"> f) IEC exhibitions and cultural art/craft stalls in public spaces g) Signature campaigns for a Nasha Mukti 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

				<p>o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels</p> <p>p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention</p> <p>q) Group discussions on stress management, peer pressure and substance abuse prevention</p> <p>r) Bulk SMS and email campaigns for outreach to stakeholders</p> <p>s) Social media campaigns with hashtag #NashaMuktBharat</p>
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	<p>a) Online Mass pledge against drug abuse at https://nmba.dosje.gov.in/content/take-a-pledge</p> <p>b) Short yoga and meditation session by spiritual organisations and GIA institutions</p> <p>c) Short “Yoga for Wellness, Say No to Drugs” walkathon or cycling rally involving youth clubs, MY Bharat (NSS / NYKS volunteers), and local residents.</p>
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> <p>a) Online mass pledge campaign by all stakeholders at https://nmba.dosje.gov.in/content/take-a-pledge</p>

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/ztkret
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 Mukti 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

				<p>o) Sharing testimonials, success stories and best practices from GIAs, States and Districts through media channels</p> <p>p) Student and youth-led interactive sessions in schools, colleges and communities on substance abuse prevention</p> <p>q) Group discussions on stress management, peer pressure and substance abuse prevention</p> <p>r) Bulk SMS and email campaigns for outreach to stakeholders</p> <p>s) Social media campaigns with hashtag #NashaMuktBharat</p>
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	<p>Event at the central level by MoSJE at New Delhi</p> <p>At the State / UT level, Programme with VIPs and other dignitaries (online or offline)</p> <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

Reporting mechanism:

A dedicated category on NMBA Portal / APP to be created for capturing activities from **17 June 2026 – 26 June 2026**

Recognition and Appreciation:

The best performing nodal officers from Line Ministries, States / UTs, Districts will be recognised by MoSJE

Output and Outcome

- Widespread awareness reaching Crores through physical and digital channels.
- Strengthened institutional capacities and inter-ministerial collaboration.
- Increased uptake of yoga/wellness practices and screening services.
- Momentum for long-term demand reduction and supply reduction effort

Media Strategy attached as Annexure I

Annexure I

1. Objectives: To create sustained nationwide awareness on prevention of substance abuse through coordinated media outreach, citizen participation, youth engagement, and community mobilisation during the “Nasha Mukh Saptah” under the theme “Nasha Mukh Bharat Abhiyaan – Viksit Bharat Ki Pehchaan”

2. Target Audience

- a. **Primary:** Youth (15–35 years), students, women, educational institutions, parents, community leaders.
- b. **Secondary:** General public, policymakers, grassroots institutions, NGOs, SHGs, women groups.
- c. **Tertiary:** Media houses, influencers, international community.

3. Activities

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| • Ads in National and regional dailies and monthly magazines |
| • Pre Press release and Post press release |
| • Podcasts from officers |
| • Intensive message campaign through WhatsApp, SMS, emails etc |

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| <ul style="list-style-type: none">• Banners on MyGov, MoSJE, PIB websites with pledge QR code. |
| <ul style="list-style-type: none">• Reels & Shorts: Real stories, pledge appeals by influencers |
| <ul style="list-style-type: none">• Hoardings (digital + Print) at prominent locations across the country |
| <ul style="list-style-type: none">• Activities done by states like participative campaign including marathons/quiz/essay competition Nukkad Natak, Pantomime Shows, Street Plays, Awareness Rath, Community Campfires, Wall paintings etc |
| <ul style="list-style-type: none">• Broadcasting short films on social media channels of MoSJE and line ministries |
| <ul style="list-style-type: none">• Publicising customised WhatsApp DP for one week |
