



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी  
सचिव

**Prof. Manish R. Joshi**  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव  
विश्वविद्यालय अनुदान आयोग  
**University Grants Commission**  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No. 2-73/2023(CPP-II)(C.137463)

17 आश्विन, 1947/ 9<sup>th</sup> October, 2025

**Subject: Implementation of Awareness Activities and Institutional Mechanisms for Nasha Mukht Bharat Abhiyan (NMBA) in Higher Education Institutions-reg.**

**आदरणीय महोदया/महोदय,**

In line with the national objective of creating drug-free campuses and promoting healthy, productive environments for students, and in continuation of UGC letter dated 08.08.2024 (copy enclosed), all Higher Education Institutions (HEIs) are encouraged to undertake comprehensive awareness and prevention activities under the Nasha Mukht Bharat Abhiyan (NMBA).

The awareness activities under the Nasha Mukht Bharat Abhiyan (NMBA) for Higher Education Institutions (HEIs) include nukkad natak, skits, plays, yoga, meditation, sports and physical activities including leveraging influential alumni from colleges for the NMBA. The program aims to institutionalize NMBA covering the whole academic cycle of a student, starting from an anti-drug declaration and a seminar for fresh batches. It also envisaged formation of anti-drug committee, constitution of clubs aimed at drug free campus, provision of individual and group counselling and formation of Nasha Mukht Hostel Committee for continuous engagement with hostellers.

The progress on creating awareness about NMBA on the campuses also came up for review in the 8th APEX Level Meeting of Narco-Coordination Centre (NCORD) held on 15.05.2025 under the chairmanship of Union Home Secretary. It was decided that in addition to the ongoing activities as part of NMBA on the campus, the following initiatives may also be carried out:

1. Increased focus on the institutions based on proximity to international border, pressure environments and known hotspots
2. Need for holistic student development beyond academics and engaging youths in extracurricular activities like yoga, sports etc.
3. Dining halls to be professionally managed with supply of wholesome food and those skipping on meals should be monitored for likely substance abuse or any other problem
4. CCTVs should be installed in the perimeter wall and entrances to the campus to check on entry of drug couriers and suppliers
5. Holding of week-long awareness/ de-addiction camp in the Universities/ Institution every 6 months with an objective of Drug Free Campuses
6. Designate the Registrar or equivalent officer as Anti-Drug Officer in each institution.

Contd.

All Higher Education Institutions (HEIs) are urged to disseminate this information widely and actively encourage student participation in the outlined activities alongwith the ongoing NMBA initiatives to achieve the objectives of Nasha Mukht Bharat and ensure the success of NMBA.

HEIs are also requested to submit the Action Taken Report, on quarterly basis, through the Google form. The link to the Google form is : <https://docs.google.com/forms/d/e/1FAIpQLSdcRtjyeG3Kqjj fs0zvCEtgxLR4Lmx3-UZS-SY6K61No1nAQ/viewform?usp=dialog>

सादर,

भवदीय,

  
(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।



आचार्य मनिष र. जोशी  
सचिव

Prof. Manish R. Joshi  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No.2-73/2023(CPP-II)

08<sup>th</sup> August, 2024/ 17 श्रावण, 1946

Subject: **Nasha Mukh Bharat Abhiyaan (NMBA)**

आदरणीय महोदया/महोदय,

The Department of Social Justice & Empowerment (DoSJE) launched the Nasha Mukh Bharat Abhiyaan (NMBA) in August 2020 to address substance abuse through mass awareness, counseling, and providing treatment and care. Since its launch in 2020, the Abhiyaan has evolved into a Jan Aandolan with the participation of more than 11.22 Crore citizens, including 3.55 crore youth. Now, Nasha Mukh Bharat Abhiyaan has been extended to all districts of the country, with a special focus on youth, students, and educational institutions.

In a meeting of Narco-Coordination Centre (NCORD) chaired by the Hon'ble Home Minister and Minister of Cooperation it was decided to encourage all to take up activities in mission mode for successful nationwide execution of the NMBA. Hon'ble Home Minister also desired that Nasha Mukh Bharat Abhiyaan activities be carried out in the hostels of the educational institutions, to aid the young students in the fight against substance use, and to cope with factors like academic stress, peer influences etc. and promote the abilities in students to make good choices of life.

In this regard, please find enclosed a joint letter signed by the Secretary (Higher Education) and the Ministry of Social Justice & Empowerment in which it is requested that all the hostels in Higher Education Institutions, including polytechnic colleges, industrial Training institutes (ITIs) implement series of measures. A concept note for expanding Nasha Mukh Bharat Abhiyaan in hostels of higher educational institutions is also enclosed.

All the Higher Education Institutions (HEIs) are requested to implement the suggested measures in letter and spirit and ensure the success of NMBA.

HEIs are also requested to submit the Action Taken Report to the Department of Social Justice and Empowerment with a copy to the Department of Higher Education, Ministry of Education in the prescribed format.

सादर,

भवदीय

(मनिष जोशी)

संलग्नक: यथोपरि

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।

**K. Sanjay Murthy**  
Secretary  
Department of Higher  
Education



**Amit Yadav**  
Secretary  
Department of Social  
Justice and  
Empowerment

D.O. No. DP/7/2023-DP-I

August 6, 2024

The Department of Social Justice & Empowerment (DoSJE) launched the **Nasha Mukh Bharat Abhiyaan (NMBA)** in August 2020 to combat the menace of substance use through mass awareness, counselling and providing treatment and care. Since its launch in the year 2020, the Abhiyaan has transformed into a Jan Aandolan through the participation of 11.22+ Crore citizens of the country including 3.55 + crore youth. Now, Nasha Mukh Bharat Abhiyaan is extended to all the districts of the country with special focus on the youth, Students and educational institutions.

2. The Hon'ble Home Minister and Minister of Cooperation chaired the 7th Apex Level Meeting of Narco-Coordination Centre (NCORD) on 18th July, 2024, in New Delhi, and reviewed the progress of Nasha Mukh Bharat Abhiyaan. While appreciating the efforts of all the stakeholders of the Abhiyaan including the states and UTs, Hon'ble Home Minister encouraged all to take up activities in mission mode for successful nationwide execution of the Abhiyaan. Hon'ble Home Minister also desired that Nasha Mukh Bharat Abhiyaan activities be carried out in the hostels of the educational institutions, to aid the young students in the fight against substance use, and to cope with factors like academic stress, peer influences etc., and promote the abilities in students to make good choices of life.

3. With this vision, it is requested of all the hostels in Central Universities, Indian Institutes of management (IIMs), Indian Institutes of Technology (IITs), All India Institute of Medical Sciences (AIIMS) medical colleges, engineering colleges, polytechnic colleges, Industrial Training Institutes (ITIs) and hostels of other Higher Educational Institutions to implement the following measures:

3.1. Formation of a Nasha Mukh hostel committee in all educational institutions. The composition, roles and responsibilities of this committee are attached in the Concept Note (Part I) attached as Annexure I

3.2. Formation of an annual schedule of activities to ensure sensitisation and awareness of the student community, faculty and residents of the hostel. Training and sensitisation of all the counsellors, shall be done with the help of NIMHANS/ AIIMS, New Delhi and National Institute of Social Defence (NISD). A non exhaustive list of awareness activities is also attached in the Concept Note (Part II).

3.3. Universities should have a collaborative mechanism with the enforcement agencies to ensure that supply of narcotic drugs from neighbouring boundary areas/slums/hotspot etc., is curbed. Sensitization efforts in university campuses should be conducted with various stakeholders to ensure the student population remains in a safe and drug-free environment. This collaborative approach aims to create a vigilant community, effectively combating drug peddling and illegal trafficking.

3.4. Proper referral & networking systems may be evolved through the following helpline numbers:

a. National Toll-free de-addiction helpline: 14446 - This helpline is to provide confidential psychosocial support and counselling by trained counsellors is supported by the Department of Social Justice and Empowerment (DoSJE).

b. Tele Manas: 14416 - provide free tele-mental health services is supported by the Ministry of Health & Family Welfare

c. MANAS (Madak Padarth Nisedh Asuchna Kendra): 1933 - Citizens of the country can anonymously share information on drug supply, peddlers and illegal drug trafficking. This helpline is supported by Ministry of Home Affairs (MHA) and Narcotics Control Bureau (NCB) where identity of callers is kept confidential.

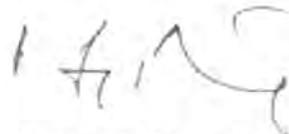
3.5. As you are aware, newly admitted students (hostel residents as well as day scholars) are at higher risk of substance use due to peer pressure, academic stress, lack of supervision and mental health issues among others. The absence of structured routines and easy access to substances also contribute to this risk. First-year students also face emotional challenges due to transitioning to independence, loneliness, and homesickness, which can further lead to substance use as a coping mechanism. Therefore, NMBA activities in hostels may put special focus on sensitising and training 1<sup>st</sup> year students and parents through a sustainable plan of action.

3.6. A structured approach has to be implemented to provide students with continuous support throughout their academic journey, ensuring they receive assistance as explained in the Concept Note (Part III).

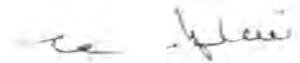
4. An Action Taken Report (ATR) may be submitted by Vice Chancellors/dean/head of the institutes of the concerned higher educational institutions to Department of Social Justice and Empowerment (DoSJE) with a copy to Department of Higher Education (DoHE) as per proforma attached in the Concept Note (Part IV). The names and contact details of nodal officer of the Nasha Mukta Hostel Committee may provided so that login access to NMBA mobile application may be provided by DoSJE for uploading the activities in upcoming academic years.

Your prompt action in this regard is much appreciated.

Yours sincerely,



**K. Sanjay Murthy**  
Secretary  
Department of Higher  
Education



**Amit Yadav**  
Secretary  
Department of Social  
Justice and Empowerment

Copy to:

1. The Chairman, University Grants Commission
2. The Chairman, All India Council for Technical Education
3. The Chairman, National Medical Commission
4. Directors of IITs (23) and Council of Indian Institute of Technology
5. Directors of IIMs (21)
6. Heads of Medical Colleges (Government and Private) (706)
7. Heads of Universities (1016), Colleges (17453) and Stand Alone Institutions (SAIs) (6203) (as mentioned in Annexure V)



## **ANNEXURE I:**

### **CONCEPT NOTE FOR EXPANDING NASHA Mukta BHARAT ABHIYAAN IN HOSTELS OF HIGHER EDUCATIONAL INSTITUTIONS**

#### **NASHA Mukta BHARAT ABHIYAAN**

The Department of Social Justice and Empowerment being the nodal agency for drug demand reduction launched its flagship mass awareness campaign 'Nasha Mukta Bharat Abhiyaan' (NMBA) on 15th August 2020 in the 272 identified districts. It has successfully evolved into a Jan Andolan covering all the districts of the country since 15 August 2023, and is now entering its fifth year. In the past four years, a wide range of activities under the banner of NMBA have been undertaken across the country with the participation of youth, children, educational institutions, women and the community. With the active participation of all the stakeholders, NMBA has been able to sensitize, educate & inform 11.22+ crore people including 3.55+ lakh youth, 2.35+ lakh women, 3.39+ lakh educational institutions and 9000+ master volunteers through 3.91 lakh activities conducted at various levels across the country. Recognising the exemplary efforts of the states and districts under NMBA, the Hon'ble Prime Minister also appreciated the abhiyaan activities in his Mann Ki Baat episode on 30 July 2023.

#### **BACKGROUND**

Young students in hostels are at an increased risk of substance use disorders due to several key factors including peer pressure, stress and academic pressure, lack of supervision, mental health issues, and experimental curiosity among others. The absence of structured routines and the ready availability of substances further elevates this risk. Additionally, the emotional challenges of transitioning to independence, loneliness and homesickness, can drive students to use substances as a coping mechanism. To address this issue, Nasha Mukta Bharat Abhiyaan aims to strategically sensitise and train hostel students, teachers, parents and other stakeholders through a sustainable plan of action.

## **PART I: COMPOSITION, ROLES AND RESPONSIBILITIES OF NMBA HOSTEL COMMITTEES**

### **FORMATION OF NASHA MukT HOSTEL COMMITTEES**

The hostels of all the central universities/institutions and hostels of DoSJE, would be required to form Nasha MukT Hostel committees in the hostels constituting member representatives from the university, student representatives, and hostel staff. More members may be added on a need and relevance basis.

### **COMPOSITION OF THE COMMITTEE**

1. Nodal officer appointed by the university Vice-Chancellor (1)
2. Warden of the hostel (2)
3. Counsellor deployed in the higher educational institution (1).
4. Resident student representatives in the hostel (6)

### **ROLES AND RESPONSIBILITIES OF THE COMMITTEE MEMBERS**

#### **I. NODAL OFFICER**

- a. Overseeing the workings of the hostel committee.
- b. Dealing with grievances presented by the parents, resident students and other beneficiaries.
- c. Planning the schedule of activities in the hostel. A non exhaustive list of activities is attached. (**Part II**)
- d. Ensuring regular updation of activities in NMBA mobile application
- e. Submission of quarterly ATR (proforma attached as **Part IV**) to the Department of Social Justice and Empowerment.

#### **II. WARDEN**

- a. Monitor hostel activities and behaviours of the residing students to identify any signs of substance use or risky behaviour
- b. Report/deal with the grievances of the hostel residents with regards to the availability, consumption and distribution of narcotics in and around the educational institutions.
- c. Establish effective confidential referral systems in collaboration with campus health services/ counselling centres/helpline numbers to assist resident students with available treatment facilities and services in the district.

#### **III. COUNSELOR**

- a. Establish a mechanism for substance use related counselling service within hostels.
- b. Visiting the hostel two days a week to counsel students on priority basis on their struggle and vulnerabilities.
- c. Group counselling of 1<sup>st</sup> year hostellers every month.
- d. Awareness creation workshop on substance use disorders/consequences of substance use etc.

#### IV. STUDENT REPRESENTATIVES

- a. Establish peer support groups or networks within the hostel to provide a supportive environment.
- b. Serve as role models by demonstrating responsible behaviour and healthy choices, influencing peers positively.
- c. Participate in NMBA-related activities, such as discussions, workshops, and seminars, to deepen understanding and engagement in substance use prevention efforts.

#### PART II: LIST OF ACTIVITIES THAT CAN BE DONE UNDER THE ABHIYAAN (NON – EXHAUSTIVE)

S.N O	LIST OF ACTIVITIES THAT CAN BE DONE UNDER THE ABHIYAAN (NON – EXHAUSTIVE)
1	Training and awareness generation activities with children, adolescents, youth and master volunteers.
2	Sports and physical activities
3	Seminars, Webinars or Workshops for awareness generation
4	Nukkad Natak, Skits and Play
5	Flash mobs, drives and Rallies
6	NMBA pledge (including e-pledge) in educational institutions, hotspots and public places
7	Walkathons and marathons
8	Wall Paintings/Graffiti and art competitions
9	Slogan writing or jingle making
10	Video-making or short film making
11	Yoga and Meditation Activities
12	Documentaries/Film Screenings on substance use and discussions
13	Awareness generation through NMBA vehicles
14	Distribution of IEC Material available on the NMBA website
15	Organise Inter/Intra University Debate/Essay/Painting/Drawing Competitions (online/offline,any)
16	Identifying influential alumnis from the colleges to advertise the Abhiyaan
17	Focus Group Discussions with various stakeholders in high risk areas (online and offline).

18	Social Media Campaigns
19	Celebration of international/national days of importance (for ex: celebrating World Aids Day and spreading awareness about AIDS and how Injecting drug users increase the chances of getting AIDS)
20	Formation of support groups and initiating counselling networks to address the issues related to substance use.
21	A sub-campaign to increase awareness about the ban of licit/ illicit substances near college areas with the help of police/competent authority

### PART III: Structured approach for continuous support to students in hostels

Sr. No.	Stages	Activities
1.	Admission	<ul style="list-style-type: none"> <li>• Anti-Drug Declaration</li> <li>• A seminar on awareness against substance use for the fresh batch as a part of their orientation</li> </ul>
2.	During the Course (special focus on first year students)	<ul style="list-style-type: none"> <li>• Formation of anti drug committee</li> <li>• Workshops and seminars at regular interval every month for 1<sup>st</sup> year hostellers</li> <li>• Group counselling of 1<sup>st</sup> year hostellers twice a month</li> <li>• Provision for individual counselling twice a week</li> <li>• Messenger/Representative from 1<sup>st</sup> year students of every course for smooth communication between the hostellers and authorities</li> <li>• Awareness activities (as attached in Annexure II)</li> <li>• Clubs aimed at drug free campus in the institute for both hostellers and day-scholars</li> </ul>
3.	Final Semester	<ul style="list-style-type: none"> <li>• Valedictory Session showcasing achievements and motivating students to lead a drug free life</li> </ul>

### PART IV: ACTION TAKEN REPORT PROFORMA

1	<b>Institution Details</b> <ul style="list-style-type: none"> <li>• Name of Institution</li> <li>• Location:</li> <li>• Academic Year:</li> </ul>
2	Formation of Anti-Drug Hostel Committee

	<ul style="list-style-type: none"> <li>● Whether Anti-Drug Hostel Committee has been formed:</li> <li>● Name, Designation &amp; contact of Nodal Officer:</li> <li>● No. of Committee trainings held:</li> <li>● No. of activities undertaken:</li> <li>● No. of people reached out:</li> </ul>
3.	<b>Sensitization of neighbouring boundary areas:</b> <ul style="list-style-type: none"> <li>● Whether the hostel has sensitised neighbouring boundary:</li> <li>● Indicate the number of people reached out in community:</li> </ul>
4.	<b>Referral &amp; Networking Systems:</b> <ul style="list-style-type: none"> <li>● Whether proper referral &amp; networking systems evolved:</li> <li>● No. of resident students referred:</li> </ul>
5.	<b>Structured Support for 1st year Resident Students:</b> <ul style="list-style-type: none"> <li>● No. of Students who signed Anti-Drug Declaration form:</li> <li>● No. of workshops/training/Seminars conducted:</li> <li>● No. of individual Counselling Sessions held:</li> <li>● No. of group Counselling Sessions held:</li> <li>● Total No. of residents reached out:</li> <li>● Whether messenger/representative selected:</li> </ul>
6	<b>Structured Support for 1st year Day-scholar Students:</b> <ul style="list-style-type: none"> <li>● No. of Students who signed Anti-Drug Declaration form:</li> <li>● Whether any club has included drug-free campus as one of its agenda: (Specify the name of the club)</li> <li>● No. of awareness activities conducted by the club:</li> <li>● Total no. of people reached out:</li> </ul>

**Feedback:**

Feedback from students:

Challenges Faced:

Recommendations for Improvement: