

GOVERNMENT OF ANDHRA PRADESH
DEPARTMENT FOR WELFARE OF DIFFERENTLY ABLED,
TRANSGENDER & Sr. CITIZENS

From	To
The Director, Dept., for Welfare of Differently Able, Transgender & Senior Citizens, A.P., Vijayawada – 520 007. E-mail ID: dwdascap@gmail.com Tel No. 0866 2975602	All the Collectors and District Magistrates in the State.

Lr.No.E/2521709/2024, Dt:09.08.2024

Sir/Madam,

Sub:	WDA, TG & SC – Organize a Mass Pledge on 12 August 2024 at 9AM in all Schools, Colleges, Universities, Public institutions – Ensure the programme's success – Req - Reg.
Ref:	D.O.No.12-2/2020-DP-I, Dt;02.08.2024 of Ministry of Social Justice and Empowerment (Drugs Prevention Division), Government of India addressed to the Principal Secretary, WCDA & SC, A.P.,

** **

I wish to inform that, in the reference cited Government of India have informed that the Department of Social Justice and Empowerment being the nodal agency for drug demand reduction launched the flagship mass awareness campaign 'NashaMukt Bharat Abhiyaan' (NMBA) on 15th August 2020 which is now expanded to all the districts of the country. With your constant support, NMBA has been able to sensitize and educate 11.20+ crore people including 3.54+ lakh youth, 2.35+ lakh women, 3.38+ lakh educational institutions and 9000+ master volunteers through 3.40 lakh activities conducted at various levels across the country.

Further, it was informed that on the occasion of NMBA entering the 5th year since launch the Department is organising a country-wide Mass Pledge against Drugs (Attached as Annexure I) on 12 August 2024, at 9AM, covering all Schools, Colleges, Universities including Engineering and Medical colleges, IIMs, IITs, Polytechnic colleges, Fashion institutes, and other public institutions.

In this regard, the Joint Secretary, MSJ & E has already requested the District Collectors in the State to make arrangements for taking the mass pledge and ensuring the programme's success.

In view of the above, you are requested that the activities mentioned in the letter addressed to the District Collectors by the Government of India are organized in a proper manner to ensure the programme grand success.

All the district activities must be captured on the NMBA app, as they will be projected at the National level by the Department of Social Justice and Empowerment. The district login Ids for NMBA app have been shared with the Assistant Directors, Welfare of, Differently Abled, Transgender & Senior Citizens of your district.

Yours Faithfully,



DIRECTOR



To

All the Collectors and District Magistrates in the State

Copy to

1. The Commissioner, School Education for necessary action.
2. The Director, Intermediate Education for necessary action.
3. The Commissioner, Higher Education for necessary action.
4. The Commissioner, Technical Education for necessary action.
5. All Registrars of Universities in the State for necessary action.
6. All the Assistant Directors, WDA, TG & SC in the State for immediate action.

Copy submitted to the Secretary to Government, Women, Children,
Differently Abled & Senior Citizens, A.P. Secretariat, Velagapudi.

बी. राधिका चक्रवर्ती
संयुक्त सचिव
B. Radhika Chakravarthy
Joint Secretary



सत्यमेव जयते



भारत सरकार
सामाजिक न्याय और अधिकारिता मंत्रालय
सामाजिक न्याय और अधिकारिता विभाग
GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT
DEPARTMENT OF SOCIAL JUSTICE & EMPOWERMENT

D.O.No.12-2/2020-DP-I

Dated: 2nd August, 2024

Dear Colleague,

The Department of Social Justice and Empowerment being the nodal agency for drug demand reduction launched the flagship mass awareness campaign 'Nasha Mukta Bharat Abhiyaan' (NMBA) on 15th August 2020 which is now expanded to all the districts of the country. With your constant support, NMBA has been able to sensitize and educate 11.20+ crore people including 3.54+ lakh youth, 2.35+ lakh women, 3.38+ lakh educational institutions and 9000+ master volunteers through 3.40 lakh activities conducted at various levels across the country.

2. As we approach 78th Independence Day, NMBA is entering its 5th year since the launch. For this, a set of activities has been curated that can be conducted in your states/UT. The theme for this year's NMBA celebration is: **'Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra'**

3. On this occasion, DoSJE is organising a country-wide mass pledge against Drugs (**Attached as Annexure I**) on **12 August 2024, at 9AM**, covering all schools, colleges, universities including engineering and medical colleges, IIMs, IITs, polytechnic colleges, fashion institutes, and other public institutions. I request you to convene a meeting of all the officials and stakeholders of your state to make this programme a success by taking the following action:

- Make arrangements for all the schools, colleges, universities, public institutions to take pledge on **12 August 2024, at 9AM**
- Appoint nodal officers at both state and district level for coordination between DoSJE and state/districts for smooth execution of the program
- The concerned authorities may ensure display of the backdrop (**Attached as Annexure II**) during pledge taking ceremony while taking photographs/videos.
- A suggestive list of social, cultural and sports activities that can be conducted in educational institutions/ hotspot areas/ prominent public places is as follows:
 - Inter/intra school/college competitions, seminars, webinars, workshops, anti drug human chain formations, students rallies, flash mobs, nukkad natak in the state/districts.
 - Sports and physical activities like marathons, walkathons, run against drug abuse, sports tournaments to be organised

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- Planting 1 (one) sapling in all the school/college campus, dedicating it to Nasha Mukta Bharat Abhiyaan.
- An e - pledge has been made available on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>). All the students, youth, women, employees and others may be urged to take this e- pledge and download the certificate.

4. On Independence Day, 15th August 2024, state/districts to ensure that a paragraph on the relevance of NMBA is included in the speech of the chief guests. The content is **attached as Annexure III**, available in both English and Hindi.

5. The media and data of the activities conducted may be shared by the nodal officers in the prescribed format (**Attached as Annexure IV**) on nmba-dosje@gov.in by 15th August 2024.

6. All the activities done in the state are to be captured on the NMBA app as they would be projected at National level by DoSJE. The State and district login IDs for the app have been shared with the concerned authorities. The App can be accessed by clicking on: <https://shorturl.at/wQRlu> A tutorial on the usage of the App can be accessed by clicking on: <https://shorturl.at/YHa4Q>

7. Let us continue the momentum and unify to achieve the goal of making India drug sensitised.

Best Regards

Yours sincerely,

Encls: as above.

Radhika

(B. Radhika Chakravarthy)

Principal Secretary (States/UTs)

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 Mukta 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॥



Ministry of Social Justice and Empowerment
Government of India

NASHA MUKT BHARAT ABHIYAAN

celebrates

Independence Day 2024

Theme: 'Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra'

Programme Name:

Date:

ORGANISED BY:



सामाजिक न्याय और अधिकारिता मंत्रालय
भारत सरकार
नशा मुक्त भारत अभियान
के अन्तर्गत
स्वतंत्रता दिवस 2024
का अनुसरण

प्रसंग: 'विकसित भारत का मंत्र, भारत हो नशे से स्वतंत्र'

कार्यक्रम का नाम:

तिथि:

आयोजक :

Annexure III:

English Version of the speech by chief guest

Today, as we celebrate our Independence Day, we also mark the fourth anniversary of the Nasha Mukta Bharat Abhiyaan. This initiative embodies our collective commitment to creating a drug-free India, empowering our youth to lead healthier, more productive lives. Reaching more than 11.22 crore people, NMBA has transformed as a Jan andolan, garnering support from 3.54+ lakh youth & 2.35+ lakh women.

On this auspicious occasion, I would like to urge all the young individuals and women, who have the capacity to shape our future as a Viksit Bharat, to spearhead the abhiyaan and actively participate in the ground level activities to make it a success.

As responsible citizens of the country, let us all break free of the shackles of drugs by signing an e-pledge available at on the NMBA website (<https://nmba.dosje.gov.in/content/take-a-pledge>) and also download the certificate. I would like to conclude by saying that we must all unify in building a future where every citizen can thrive free from the scourge of drugs, ensuring Nasha Mukta Bharat for all.

Hindi Version of the speech by chief guest

आज, जब हम अपना स्वतंत्रता दिवस मना रहे हैं, हम नशा मुक्त भारत अभियान की चौथी वर्षगांठ भी मना रहे हैं। यह पहल एक नशीली दवाओं से मुक्त भारत बनाने की हमारी सामूहिक प्रतिबद्धता को दर्शाती है, जिससे हमारे युवाओं को स्वस्थ और अधिक उत्पादक जीवन जीने का अवसर मिलता है। 11.22 करोड़ से अधिक लोगों तक पहुंचकर, NMBA एक जन आंदोलन के रूप में बदल गया है, जिसे 3.54 लाख से अधिक युवा और 2.35 लाख से अधिक महिलाओं का समर्थन प्राप्त हुआ है।

इस शुभ अवसर पर, मैं सभी युवाओं और महिलाओं से आग्रह करना चाहूंगा, जिनके पास हमारे भविष्य को एक विकसित भारत के रूप में आकार देने की क्षमता है, कि वे इस अभियान का नेतृत्व करें और इसे सफल बनाने के लिए जमीनी स्तर पर सक्रिय रूप से भाग लें।

देश के जिम्मेदार नागरिकों के रूप में, आइए हम सभी नशे की बेड़ियों को तोड़ें और NMBA वेबसाइट (<https://nmba.dosje.gov.in/content/take-a-pledge>) पर उपलब्ध ई-प्रतिज्ञा पत्र पर हस्ताक्षर करें और प्रमाणपत्र डाउनलोड करें।

मैं यह कहकर निष्कर्ष निकालना चाहूंगा कि हमें सभी को एकजुट होकर एक ऐसा भविष्य बनाना चाहिए जहां हर नागरिक नशे की बुराई से मुक्त होकर फल-फूल सके, जिससे सभी के लिए नशा मुक्त भारत सुनिश्चित हो सके।

ANNEXURE IV									
NMBA celebrates Independence Day 2024 'Viksit bharat ka Mantra, Bharat ho Nashe se Swatantra'									
PLEDGE DATA						OTHER SOCIAL, CULTURAL, SPORTS ACTIVITIES DATA			
S.no	Name of the state	Number of people participated	Number of schools/colleges/universities participated	Number of public offices participated	Photo/video Link (Please attach a google drive link of photographs)	Total activities conducted in the state	Name of the activities conducted	Number of people participated	Photo/video Link (Please attach a google drive link of photographs)