

पत्रांक-14प०/विविध-01-985/2024/.....11803...../प०रा०

बिहार सरकार  
पंचायती राज विभाग

प्रेषक,

अखिलेश कुमार सिंह,  
विशेष कार्य पदाधिकारी

सेवा में,

सभी जिला पंचायत राज पदाधिकारी,  
बिहार।

पटना, दिनांक 14/8/2026

विषय:- 15 अगस्त 2026 को विशेष ग्राम सभा के माध्यम से नशा मुक्त भारत अभियान के तहत गतिविधि शामिल करने के संबंध में।

प्रसंग:- सामाजिक न्याय एवं अधिकारिता मंत्रालय, भारत सरकार के D.O.No-DP-13011(6)/9/2026-DP-III दिनांक-11.08.2026

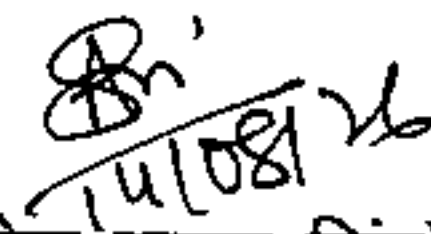
महाशय,

उपर्युक्त विषयक प्रासंगिक पत्र के संबंध में कहना है कि सामाजिक न्याय एवं अधिकारिता मंत्रालय से प्राप्त पत्र के माध्यम से स्वतंत्रता दिवस, 2026 को विशेष ग्राम सभा आयोजित कर नशा मुक्त भारत अभियान के तहत गतिविधि शामिल करने का अनुरोध किया गया है।

अतः पत्र की प्रति संलग्न कर अनुरोध है कि पत्र में वर्णित गतिविधियों पर नियमानुसार आवश्यक कार्रवाई करने की कृपा की जाए।

अनुलग्नक:-यथोक्त।

विश्वासभाजन

  
(अखिलेश कुमार सिंह)  
विशेष कार्य पदाधिकारी





सचिव  
पंचायती राज विभाग  
गोपनीय कोषांग  
ई-ऑफिस डायरी सं० 607 2.663  
दि० 12-08-2026

**Most Urgent  
Time Bound**

**F.No. DP-13011(6)/9/2026-DP-III**  
**Government of India**  
Ministry of Social Justice and Empowerment  
(Department of Social Justice and Empowerment)  
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निदेशक  
पंचायती राज विभाग  
गोपनीय कोषांग  
सं० 2014  
दि० 13-08-2026

GPOA-3, Netaji Nagar, New Delhi  
**Dated: 11.08.2026**

To,

The Special Chief Secretary / Additional Chief Secretary / Principal Secretary/ Secretary of Panchayati Raj Department  
(All States and UTs)

**Subject: Request to undertake activities under Nasha Mukh Bharat Abhiyaan during the Special Gram Sabha session on the Independence Day – reg.**

Sir,

I am directed to refer to this Ministry's D.O. letter dated 03.07.2026 and subsequent D.O. letter dated 11.08.2026 issued by Ministry of Panchayati Raj to all the States/UTs (copies enclosed) inter-alia requesting therewith to undertake the following activities during the Gram Sabha sessions organized on Independence Day:

- Mobilize Panchayat representatives and leaders to register themselves as Nasha Mukti Mitras (NMMs) and actively support awareness activities in villages.
- Ensure that all participants present in the Gram Sabha take the NMBA Pledge (offline/e-Pledge) as a collective commitment towards a drug-free society.

**Online pledge Link** -<https://nashamukt.dosje.gov.in/eplledge>

**Offline Pledge** - (Attached at Annexure I)

- Encourage PRIs and NMMs to prominently use the official NMBA logo, mascot, and the National De-Addiction Helpline Number (14446) in all awareness and outreach activities.

2. In view of the above, it is requested to issue necessary instructions for undertaking the above activities during the Gram Sabha sessions organized on Independence Day on priority.

Yours faithfully,

(Astik Kumar Pandey)

Director

Tele.: 011-24670095

Email: dir-dp1-dosje@gov.in

Copy to:

- i. Secretary, Ministry of Panchayati Raj
- ii. Chief Secretaries of all the States/UTs

**Annexure -I**

**NMBA Pledge**

प्रिय साथियों,

युवा किसी भी राष्ट्र की ऊर्जा एवं शक्ति का प्रतीक होते हैं। समाज तथा देश के विकास में उनका महत्वपूर्ण योगदान होता है। अतः नशामुक्त भारत अभियान में हम आज यह शपथ लेते हैं कि न केवल अपने समुदाय, परिवार, मित्रों बल्कि स्वयं को भी नशे से दूर रखेंगे।

मैं प्रतिज्ञा करता हूँ कि अपने जिले, अपने राज्य और अपने देश को नशा मुक्त रखने में अपनी क्षमता अनुसार हर संभव प्रयास करूँगा।

जय हिंद।

**Dear friends,**

The youth represent the energy and strength of any nation. They play a vital role in the development of society and the country. Therefore, as part of the 'Nasha-mukt Bharat Abhiyan' (Drug-Free India Campaign), we pledge today to keep not only our communities, families, and friends but also ourselves free from substance abuse.

I vow to make every possible effort, to the best of my ability, to keep my district, my state, and my country free from drugs.

**Jai Hind.**



मुक्ता शेखर  
संयुक्त सचिव

MUKTA SHEKHAR  
Joint Secretary



पंचायती राज मंत्रालय  
भारत सरकार  
11वीं मंजिल, जीवन प्रकाश बिल्डिंग,  
25, के. जी. मार्ग, नई दिल्ली - 110001  
MINISTRY OF PANCHAYATI RAJ  
GOVERNMENT OF INDIA  
11<sup>th</sup> Floor, Jeevan Prakash Building  
25, K. G. Marg, New Delhi - 110001

D.O.No.M-11015/39/2025-POLICY

Date: 11<sup>th</sup> August, 2026

*Dear Madam/Sir,*

As you are aware, the States/UTs are facilitating to hold Gram Sabha meetings on the national days of importance such as Republic Day, Independence Day, Gandhi Jayanti, etc. The Ministry of Panchayati Raj has also issued advisories to the States, from time to time in this regard.

2. As part of whole-of-government approach, the Ministry of Panchayati Raj has compiled the important points relating to schemes / programs, etc. dealt by various Ministries of Government of India for inclusion in the agenda of the upcoming Gram Sabhas to be scheduled on Independence Day. A copy of this compilation is attached with this letter for your convenience. These may be further translated in local / regional languages for easy understanding of Gram Sabha members.

3. I therefore request you to issue suitable instructions for facilitating the conduct of Gram Sabha on 15 August, 2026, in accordance with the applicable State Panchayati Raj Acts, Rules and local procedures. The State Government/UTs should also ensure the presence of all line-department officials in the Gram Sabha to ensure that they explain the agenda points sent by their respective Ministries along with the dissemination of required information to the Gram Sabha for making GPDP.

4. The Gram Sabha may also be scheduled through 'Panchayat NIRNAY' Portal of the Ministry and the photographs, short videos and proceedings may be uploaded on it for public visibility.

*With Regards,*

*Enclosed: As above*

Yours sincerely,

*Mukta*  
11/8/26  
(Mukta Shekhar)

To.

Special Chief Secretary / Additional Chief Secretary / Principal Secretary /  
Secretary of Panchayati Raj Department  
(All States and UTs)

Copy to:

1. Secretary of all the concerned Ministries, Government of India
2. Chief Secretary of all the States and UTs

## MINISTRY 7

### Ministry of Social Justice and Empowerment

- i. Mobilize Panchayat representatives and leaders to register themselves as Nasha Mukti Mitras (NMMs) and actively support awareness activities in villages. Register at <https://nmba.dosje.gov.in/volunteer/registration> or Scan the QR code attached with this letter.
- ii. Ensure that all participants present in the Gram Sabha take the NMBA Pledge (offline/e-Pledge) as a collective commitment towards a drug-free society. Take Pledge at <https://nmba.dosje.gov.in/pledge?type=e-pledge>
- iii. Encourage PRIs and NMMs to prominently use the official NMBA logo, mascot, and the National De-Addiction Helpline Number (14446) in all awareness and outreach activities.
- iv. Rights and entitlements of persons with disabilities under the Rights of Persons with Disabilities Act, 2016 (RPwD Act, 2016).
- v. Schemes, programs, and benefits of the Department of Empowerment of Persons with Disabilities
- vi. Disability Etiquette and inclusive behavior towards persons with disabilities, with special emphasis on dignity, respect, and equal participation of persons with disabilities in the community.

#### *Attached:*

- **Annexure III: Nasha Mukti Bharat Abhiyan logo, pledge, Nasha Mukti Mitras (NMMs) registration QR Code, NMBA Mascot, National Deaddiction Helpline number**
- **Annexure IV: IEC Material on RPwD Act 2016, Schemes of DEPwD, Disability Etiquette**



NMBA logo



NMBA Pledge QR



Nasha Mukti Mitr  
Registration QR Code



NMBA Mascot



National Deaddiction  
Helpline

14446





सत्यमेव जयते

भारत सरकार

सामाजिक न्याय और अधिकारिता मंत्रालय

सामाजिक न्याय और अधिकारिता विभाग

Government of India

Ministry of Social Justice & Empowerment

Department of Social Justice & Empowerment

D.O.No.DP-13011(6)/9/2026-DP-III

July 3, 2026

Dear Sir,

Please refer to this Ministry's D.O. letter of even number dated 20.03.2026 and our Joint D.O. letter dated 27<sup>th</sup> May, 2026 to the Chief Secretaries of all the States/UTs (copies enclosed), wherein the need to further strengthen grassroots awareness generation under the Nasha Mukh Bharat Abhiyaan (NMBA) was emphasized.

2. In continuation of ibid letters, I invite your personal attention to the Special Gram Sabha convened in all Gram Panchayats every year on Independence Day. This platform is an excellent opportunity to engage rural communities and raise awareness against substance abuse at the grassroots level. Since 15<sup>th</sup> August of the current year also marks the 6<sup>th</sup> anniversary of the NMBA, it is a significant occasion to deepen community participation in the Abhiyaan.

3. I request you to issue suitable instructions to the Panchayati Raj Departments in the States/UTs to undertake the following activities during the Special Gram Sabha session on the Independence Day:

(i) Mobilize Panchayat representatives and leaders to register themselves as Nasha Mukti Mitras (NMMs) and actively support awareness activities in villages. Register at <https://nmba.dosje.gov.in/volunteer/registration> or Scan the QR code attached with this letter.

(ii) Ensure that all participants present in the Gram Sabha take the NMBA Pledge (offline/e-Pledge) as a collective commitment towards a drug-free society. Take Pledge at <https://nmba.dosje.gov.in/pledge?type=e-pledge>

(iii) Encourage PRIs and NMMs to prominently use the official NMBA logo, mascot, and the National De-Addiction Helpline Number (14446) in all awareness and outreach activities.

4. Moreover, the nodal officer of MoPR may be requested to upload the outreach data generated through these activities on the NMBA Portal using the credentials which have already been shared. The portal may be accessed at: <https://nmba.dosje.gov.in/login>. For any technical

assistance, Ms. Deepshikha Goel, Consultant, may be contacted at [deepshikha.doel@govcontractor.nic.in](mailto:deepshikha.doel@govcontractor.nic.in).

5. I shall be grateful for your personal intervention in facilitating the above activities. Your support will significantly contribute towards achieving our shared national goal of a Nasha Mukta Bharat.

*With best regards.*

Yours sincerely,

*Sudhansh Pant*

( Sudhansh Pant )

Enclosure: as above

**Shri Vivek Bhardwaj**  
Secretary  
Ministry of Panchayati Raj  
Krishi Bhawan  
New Delhi  
[ Email: [secy-mopr@nic.in](mailto:secy-mopr@nic.in) ]



NMBA logo



NMBA Pledge QR



Nasha Mukti Mitr  
Registration QR Code



**NMBA Mascot**



**National Deaddiction  
Helpline**

**14446**



सुधांशु पंत, भा.प्र.से.  
सचिव  
Sudhansh Pant, IAS  
Secretary



भारत सरकार  
सामाजिक न्याय और अधिकारिता मंत्रालय  
सामाजिक न्याय और अधिकारिता विभाग  
Government of India  
Ministry of Social Justice & Empowerment  
Department of Social Justice & Empowerment

D.O.No. DP-13011(6)/9/2026-DP-III

March 20, 2026

*Dear Sir,*

The Ministry of Social Justice and Empowerment is the nodal Ministry for drug demand reduction in the country, which coordinates and monitors all aspects of drug abuse prevention, assessment of the extent of the problem, preventive action, treatment and rehabilitation of users and dissemination of information.

2. Nasha Mukht Bharat Abhiyaan (NMBA) was launched on 15<sup>th</sup> August 2020 by the Department of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country with effect from 15<sup>th</sup> August 2023. Nasha Mukht Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use.

3. Till now, through the various activities undertaken on-ground, 26+ crore people including 9.4+ crore youth, 6.4+ crore women and 28,000+ master volunteers have been sensitized on substance use through 8.2 lakh activities conducted at various levels including in educational institutions, across the country.

4. Your kind intervention is invited for increasing awareness against drug abuse under the Nasha Mukht Bharat Abhiyaan by involving Panchayat Resource persons as Master Volunteers in the awareness generation under the Abhiyan. This initiative will greatly strengthen grassroots awareness under NMBA. Further discussions may be held in this regard and accordingly, necessary directions could be issued to the States/UTs.

5. Your intervention for this noble cause would enhance the impact of the Nasha Mukht Bharat Abhiyaan.

*With regards.*

Yours sincerely,

*Sudhansh Pant*  
(Sudhansh Pant) 20/3

Shri Vivek Bhardwaj  
Secretary,  
Ministry of Panchayati Raj,  
New Delhi  
Email: [secy-mopr@nic.in](mailto:secy-mopr@nic.in)

**Sudhansh Pant**  
Secretary  
Department of Social Justice &  
Empowerment  
8th Floor, GPOA-3, Netaji  
Nagar, New Delhi-110023



सत्यमेव जयते

**Vivek Bharadwaj**  
Secretary  
Ministry of Panchayati Raj  
A-Wing, Krishi Bhawan  
Dr. Rajendra Prasad Road  
New Delhi - 110001

D.O. No. DP-13011(6)/9/2026-DP-III

27<sup>th</sup> May, 2026

*Dear Ma'am/Sir,*

The Department of Social Justice & Empowerment (DoSJE), as the nodal Department for Drug Demand Reduction in the country, is implementing the National Action Plan for Drug Demand Reduction (NAPDDR) with a focused mandate to prevent substance abuse through sustained awareness and outreach. The Nasha Mukti Bharat Abhiyaan (NMBA), under the NAPDDR, was launched on 15th August 2020 and currently being implemented in all districts of the nation, with priority focus on youth, women and educational institutions. Please refer to the D.O. letter of even number dated 22<sup>nd</sup> April 2026 of Ministry of Panchayati Raj in this regard. (copy enclosed)

2. The Hon'ble Union Home Minister and Minister of Cooperation, during the 9th Apex Level Meeting of the Narco-Coordination Centre (NCORD) held on 09th January 2026, issued clear directions for formulation and implementation of a time-bound three-year action plan aimed at measurable reduction in drug demand across the country.

3. In view of the above, it is requested that the Department of Panchayati Raj in your State / UT may:

a. Issue appropriate directives to Panchayati Raj Institutions (PRIs) at the District, Block and Gram Panchayat levels to identify and engage Panchayat Resource Persons as Nasha Mukti Mitra (NMM) for NMBA

b. Ensure NMMs are integrated into existing awareness drives, utilizing the NMBA logo, NMBA mascot and de-addiction helpline number 14446

c. Promote the mass pledge (both online and offline) against drug abuse as a movement at the grassroots level with the help of these NMMs and other local stakeholders. The QR code for online pledge, NMBA logo and NMBA mascot is attached at <https://drive.google.com/drive/folders/1cArYFi8v9vyhU9Gd3UGodEYg8RWe37FP?usp=sharing>

4. Your support and cooperation in creating Nasha Mukti Bharat is highly appreciated.

*With best regards.*

Yours sincerely,

*Sudhansh Pant*  
(Sudhansh Pant)

*Vivek Bharadwaj*  
(Vivek Bharadwaj)

To

The Chief Secretaries of All States & UTs



**Request to undertake activities under Nasha Mukta Bharat Abhiyaan during the Special Gram Sabha session on the Independence Day – reg.**

**secy-panchayat-** < secy-panchayat-bih@nic.in >  
**bih**

**Ms Preeti** < preeti.09@gov.in >

Tue, 11 Aug 2026 6:12:30 PM +0530

To "Kantilal Dande, IAS"<prlsecy\_pr@ap.gov.in>,"secretaryprrd"  
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