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11/05/26

PR- YSD
Secy- SWD/WD

Pallavi Jain Govil
Secretary
Department of Youth
Affairs



Sudhansh Pant
Secretary
Department of Social
Justice and
Empowerment

D.O. No. DP/2/2023-DP-I

May 6, 2026

Dear Chief Secretary,

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 a focused mandate to prevent substance abuse through sustained awareness and outreach. The *Nasha Mukta Bharat Abhiyaan (NMBA)*, under NAPDDR, was launched on 15th August 2020 and is being implemented in all districts, with priority focus on youth, women and educational institutions.

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, and considering the critical role of youth in achieving the objective of a *Nasha Mukta Bharat*, the Department of Youth Affairs (DoYA) and DoSJE have jointly decided to undertake structured convergence of efforts for large-scale mobilisation and community-level impact through the MY Bharat and NSS platforms.

4. Accordingly, you are requested to direct the concerned officials on the following:

a. Ensure onboarding of youth as Master Volunteers (*Nasha Mukti Mitra*) in NMBA through MY BHARAT Portal for real-time data capture and monitoring.

b. Systematic mobilisation of My Bharat and National Service Scheme volunteers for conducting regular, structured awareness and sensitisation activities at the grassroots level, including in schools, colleges and communities on substance use disorder.

c. Mandatory integration of NMBA visibility elements—including logo, mascot, helpline number (14446), and pledge QR code—across all relevant

NSS
State NO.

(ಬಿ. ಸದಾನಂದ)
ಹಿರಿಯ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿ
ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿಯವರ ಕಛೇರಿ

ನವೀನ್ ರಾಜ್ ಹೆಂ. ಎಂ.ಎಸ್.
ಸರ್ಕಾರದ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿ
ಯವ ಸುಲಕ್ಷಣ ಸಚಿವ ಕಛೇರಿ, ಬೆಂಗಳೂರು
NSS
AM

programmes, events, portals and IEC materials. All attached as:
https://drive.google.com/drive/folders/1cArYFi8v9vyhU9Gd3UGodEYq8RWe37FP?usp=drive_link

d. Completion of orientation and capacity building of all District Youth Officers on substance use disorder in a time-bound manner through the TAPAS platform of DoSJE (https://tapas.dosje.gov.in/courses_drug.php) to ensure uniform understanding and effective on-ground execution of NAPDDR interventions.

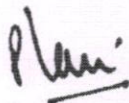
e. Explicit incorporation of drug demand reduction activities within the Annual Action Plan of MY Bharat, with measurable targets and outcomes.

5. You are further requested to personally review the progress of the above initiatives which are aligned with the broader objectives of the National three-year action plan on drug demand reduction.

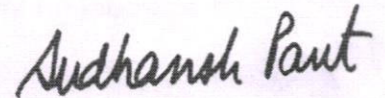
6. The above measures are critical to strengthen the National response towards drug demand reduction, and their timely implementation is essential to achieving the vision of a *Nasha Mukh Bharat*.

With kind regards.

Yours sincerely,



(Pallavi Jain Govil)



(Sudhansh Pant)

To
The Chief Secretaries of all States/UTs

Copy:
ACS / Principal Secretary / Secretary
Department of Youth Affairs of all States/UTs