



हैदराबादविश्वविद्यालय / University of Hyderabad
अध्यक्ष, छात्रकल्याणकार्यालय
Office of the Dean, Students' Welfare

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Ref.: No. UoH/DSW/2025 / 9

08.08.2025

CIRCULAR

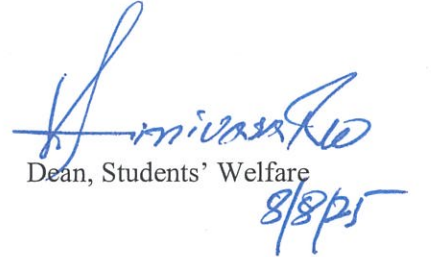
Sub: Participation of students in Nasha Mukh Bharat Abhiyaan pledge- Reg.

Ref: Department of Higher Education D.O.No. 29-10/2025-S&S dated 06.08.2025.

We would like to inform you that the Narcotics Control Bureau, under the Ministry of Home Affairs, is organizing a nationwide drug awareness campaign on August 15-16, 2025.

In this regard, we encourage all students to participate by taking the Nasha Mukh Bharat Abhiyan pledge. You can access the pledge through the attached QR code or via the following link: <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>.

Thank you for your participation and commitment to a drug-free India.


Dean, Students' Welfare
8/8/25

To
All Concerned

Copy to:

1. OSD to VC
2. S.O. to Registrar
3. Webmaster – with a request to circulate through GApps and upload it to the University website.

S.E. Rizwi
Joint Secretary
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E-mail: syed.rizwi@gov.in



भारत सरकार
शिक्षा मंत्रालय
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GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

D.O. No. 29-10/2025-S&S

Sir/Madam

New Delhi, the 6th Aug., 2025

As you are aware, drug abuse continues to pose a serious threat to the well-being of our youth and the broader society. The Narcotics Control Bureau, under the Ministry of Home Affairs, has outlined a nationwide drug awareness campaign to be observed on **15-16 August 2025**, aligning with the Hon'ble Union Home Minister's directions to mobilize efforts across all domains.

2. In light of this, I am forwarding herewith the D.O. letter dated 4th August, 2025 from the Director General, Narcotics Control Bureau (NCB), which details the proposed activities to be undertaken during the campaign. These activities emphasize awareness generation, community outreach, digital and social media engagement and institutional participation. The mass awareness and community engagement includes –

(a) At Educational Institutions

- i. Single-day nation-wide human chain across HEIs in the country on anti-drug campaign theme
- ii. Lectures, workshops and seminars across colleges and universities and organizing nationwide student led awareness campaign, camps and workshops by NSS and NCC including outreach programs in slums and rural areas

(b) Social Media Campaign

- i. Tweet messages from the official twitter handles of HEIs.
- ii. Run Social Media Campaigns & Hashtag Campaigns (#AzadiFromDrugs)

3. In addition to the above, **Nasha Mukht Bharat Abhiyaan pledge** is available at the QR code given below and <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>. All the students and the faculty may be encouraged to take this pledge. The link and the QR code may be given wide publicity by way of standees, displaying on the home page of the HEIs and in mass circulation areas such as Common rooms, hostels, mess, hallways etc.



4. I request you to take the above proactive steps in your institution to support this initiative and the events may be planned and carried out immediately to achieve the end of “नशा मुक्त भारत”

With regards,

Encl.: as above

VCs and Directors of all CFHEIs

Yours sincerely,

(S.E. Rizwi)