भारतीय कृषि अनुसंधान परिषद
INDIAN COUNCIL OF AGRICULTURAL RESEARCH
कृषि भवन, नई दिल्ली–110001
KRISHI BHAWAN, NEW DELHI-110 001

F.No.GAC-21-26/2026-CDN Dated: 29.10.2026

ENDORSEMENT

Sub: "Celebration of Nasha Mukt Bharat Abhiyaan (NMBA)"

Ref: D.O.No.DP-13/4/2026-DP-IPart (3) dated 13.10.2026

The ICAR is in receipt of above referred OM issued by Department of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, GoI, on the subject cited above.

The matter has been examined in this Department and with the approval of Competent Authority in the ICAR, the undersigned is directed to endorse the above mentioned DO for information, guidance and compliance.

Encl: As above

29/10/2026

(Rakesh Kumar)
Under Secretary (CDN)

Distribution:

1. All the Constituent Units of ICAR (Institutes/NRCs/PDs/ATARIs/ASRB etc.)
2. PSO to DG, ICAR/Sr. PPS to Secretary, ICAR/ PPS to FA, ICAR.
3. ICAR e-office Portal

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

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-13/4/2026-DP-I-Part (3)

October 13, 2026

Dear 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 generation, capacity building, and community outreach. Under NAPDDR, the Nasha Mukt Bharat Abhiyaan (NMBA) was launched on 15 August 2020 and is presently being implemented across all districts of the country, with a special focus on youth, women and educational institutions.

2. As we are entering the 7th year of Nasha Mukt Bharat Abhiyaan, DoSJE is commemorating this important milestone by organising a National Programme for the "Celebration of six years of Nasha Mukt Bharat Abhiyaan" (tentatively scheduled in the Last week of October 2026) which is expected to be graced by highest dignitaries. This programme is envisaged as a major nationwide mobilisation, with an objective of reaching more than 10 crore people. The date and other details of the programme will be communicated separately in due course.

3. Given the scale and significance of this national initiative, I request your kind intervention in advising the **Indian Council of Agricultural Research (ICAR), Agricultural Scientists Recruitment Board (ASRB), Central Agricultural Universities, ICAR Institutes, Krishi Vigyan Kendras (KVKs), and other organizations/institutions functioning under the administrative control of DARE** to actively participate in the National Programme and undertake the following preparatory activities :

a) Kindly have the enclosed Concept Note (Annexure-I) examined by the concerned authorities and ensure that necessary preparations are undertaken in accordance with the broad framework outlined therein.

b) The Department of Agricultural Research & Education (DARE) may kindly ensure that **ICAR , Agricultural Universities, Agricultural Scientists Recruitment Board (ASRB), Central Agricultural Universities, and other organizations/institutions functioning under its administrative control** undertake the following activities as part of the nationwide mobilisation.

Administer the NMBA e-Pledge through QR code (dedicated QR Code linked to MoA&FW pledge count, enclosed as Annexure-II) and/or undertake the pledge in offline mode;

- Undertake a visible on-ground awareness/sensitisation activity on substance-use prevention, particularly among farmers, rural youth, women and farming communities;

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- Ensure virtual participation in the National Programme by KVKs, FPOs, farmers' organisations and other relevant agricultural and community-based institutions/networks;

- Mobilise agricultural extension personnel, KVK functionaries, FPOs, farmer groups, rural youth, women farmers and community-level stakeholders to participate in the nationwide NMBA mobilisation.

c) You are also requested to fill the pre-event information in the prescribed format available at https://nashamukt-admin.dosje.gov.in/login. This will enable DoSJE to map the potential outreach and provide necessary coordination and support, wherever required.

d) Designate a Nodal Officer to coordinate with DoSJE and ensure the smooth planning and execution of this programme. The details of the nodal officer may be sent at usdp1-dosje@gov.in

e) The actual participation/mobilised numbers following the activities may kindly be captured on the NMBA Portal on a real-time basis, as the consolidated figures will be monitored and projected at the national level. The NMBA Portal may be accessed at https://nashamukt-admin.dosje.gov.in/login. The login credentials for the NMBA Portal have been shared with the concerned authorities and are being reshared for your ready reference at https://drive.google.com/drive/folders/1HiKNCK0jZKJgOfkWTLaaFLa-Bc3h_o2Z?usp=drive_link

f) For any technical assistance of query, you may contact Ms Deepshikha Goel (Deepshikha.goel@govcontractor.nic.in, 8384052282) or Ms Risha Nusrat (risha.msje@gmail.com, 8218176478).

4. The extensive network of agricultural extension institutions, KVKs, FPOs, farmer groups and rural community networks provides a valuable platform for reaching farmers, rural youth, women and families at the grassroots level. Their active participation in NMBA would significantly strengthen awareness and community mobilisation on substance-use prevention, particularly in rural and agricultural communities.

5. Your personal involvement and guidance would ensure the success of the programme and further enhance the impact of the Nasha Mukt Bharat Abhiyaan.

With best regards.

Yours sincerely,

Sudhansh Pant

(**Sudhansh Pant**) 15/1

Dr. Mangi Lal Jat
Secretary
Department of Agricultural Research and Education (DARE)
Room No. 120, Krishi Bhawan
New Delhi.-01

Annexure I

Concept Note for the

"Celebration of six years of Nasha Mukt Bharat Abhiyaan"

Background

The Nasha Mukt Bharat Abhiyaan (NMBA) was launched on 15 August 2020 has evolved into a nationwide Jan Bhagidari movement, with extensive participation of States/UTs, Ministries/Departments of Government of India, educational institutions, NGOs, spiritual organisations, youth groups, civil society and communities.

As NMBA enters its 7th year, it provides an opportunity not merely to commemorate the journey of the Abhiyaan, but to create a national mobilisation moment that translates six years of awareness into a renewed public commitment towards a Nasha Mukt Bharat. Accordingly, **it is proposed to organise a three-month nationwide awareness and mobilisation campaign** after the execution of this grand national programme.

Objectives

1. National Visibility – create a major national moment around the shared vision of creating a Nasha Mukt Bharat.
2. Mass Participation – mobilise 10 crore citizens on national programme day.
3. Institutional Ownership – make substance-abuse prevention a shared responsibility of Government, communities, institutions, private sector and civil society.

Proposed Format

1. The National Programme for **"Celebration of six years of Nasha Mukt Bharat Abhiyaan"** is proposed to be graced by the **highest authority**, tentatively scheduled in last week of October 2026. The exact date, venue and other details will be shared in due course.

2. The national programme will be complemented by simultaneous activities across all 36 States/UTs, districts, all 53 Line Ministries/Departments and thousands of participating organisations, connected virtually with DoSJE. Each participating organisation will undertake common components:

   - **Administration of Nasha Mukt Bharat Pledge (available in both online / offline mode)**
   - **A visible on-ground awareness/community activity by States/UTs, spiritual organisations, NGOs etc**

3. On ground activities may include awareness drives, youth engagement, cultural programmes, sports activities, community mobilisation, street plays, exhibitions, pledge drives and other locally relevant interventions. A suggestive list of such activities is attached at https://acesse.one/n87o820

4. The participation of Nasha Mukti Mitrs and persons in recovery will also bring lived experience and a human face to the movement, strengthening its implementation.

5. The said programme aims to reach 10 crore people through pledges and on-ground activities being undertaken in convergence with all the States/UTs, Line Ministries/Departments, spiritual organisations, schools and higher education institutions, SHG women, Panchayati Raj Institutions, ASHA and Anganwadi workers, PSUs, de-addiction centres, NGOs/CBOs, and Nasha Mukti Mitrs.

Conclusion: The National programme will transform the 6 years of Nasha Mukt Bharat Abhiyaan from a commemorative event into a nationwide Jan Bhagidari movement, leveraging the institutional reach of the Government and the mass mobilisation capacity of spiritual organisations/NGOs, providing a single national platform for the 10-crore pledge milestone.