



भारतीय अन्तर्देशीय जलमार्ग प्राधिकरण (पत्तन, पोत परिवहन और जलमार्ग मंत्रालय, भारत सरकार)

मुख्यालय: जलमार्ग भवन, ए-13, सेक्टर-1, नोएडा-201 301 (उ०प्र०)

INLAND WATERWAYS AUTHORITY OF INDIA

(Ministry of Ports, Shipping and Waterways, Govt. of India)

Head Office : Jalmarg Bhawan, A-13, Sector-1, Noida-201 301 (U.P.)

Website: www.iwai.gov.in | www.iwai.nic.in

Tel. : +91-120-2544036, 2543972, 2527667, 2448101 Fax : +91-120-2544009, 2544041, 2543973, 2521764

F No. IWAI-11014/16/2025-ADMIN RECTT

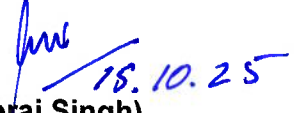
Date: 15.10.2025

CIRCULAR

In pursuance of the Ministry of Social Justice & Empowerment D.O no. DP-13011(6)/17/2025-DP-II-Part (1) dated 29.09.2025 regarding celebration of the 5th Anniversary of the Nasha Mukta Bharat Abhiyan (NMBA).

The same is **enclosed** herewith for information and for necessary action.

This issues with the approval of the Competent Authority.


(Neeraj Singh)

Assistant Secretary (Admn. & Estt.)

Email Id: nsingh@iwai.gov.in

Phone: 0120-2474050

Encl: As above

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अमित यादव, भा.प्र.से.
सचिव
Amit Yadav, 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)/17/2025-DP-II-Part (1) September 29, 2025

Dear T.K.

Please refer to my earlier DO letter dated 29.07.2025 regarding the 5th Anniversary of the Nasha Mukta Bharat Abhiyan (NMBA), Department of Social Justice and Empowerment had organized an event on 13th August, 2025. As part of celebrations, the activities under the Nasha Mukta Bharat Abhiyan are to continue till the last week of October, 2025/first week of November, 2025.

2. On culmination a final event to mark the vibrant, three-month nationwide campaign conducted from August to October 2025 would be held with various activities and mass pledge awareness being conducted across the entire country.

3. It is targeted to reach around 10 crore individuals through both physical and online mode during this period with participation of individuals, school students (Classes 6–12), My Bharat and NCC youth volunteers, spiritual leaders, sports personalities, and volunteers. In this regard, following is requested: -

(a) Mass awareness may be created for the mascot, tagline "Nasha Mukta Bharat, Khushaal Bharat" and hashtag #NashaMuktBharat unveiled at the event held on 13th August, 2025. The Standard Operating Procedure (SOP) for the mass pledge and QR code is enclosed.

(b) Give wide publicity to the mass pledge by displaying the QR scanner at all public and prominent places.

(c) Direct institutions, autonomous bodies, attached and subordinate offices under your Ministry/Department to give wide publicity to the mass pledge by amplifying the pledge campaign among their large stakeholder base.

4. The Line Ministries/Departments are requested to kindly login on the NMBA Portal (<https://nmba.dosje.gov.in/login>) to view and track the progress of the pledge activities undertaken by them. The portal provides real-time information on the status of pledges, which

will assist in monitoring and ensuring timely reporting of the outreach achieved under the Abhiyaan.


5. It is requested that a contact of nodal officer details of your Ministry/Department (preferably a Technical Officer) for the QR code may kindly be provided: For any technical NIC team of DoSJE may be contacted at 011-24364468/ 011-24360791[e-mail id - ba2.dosje-di@govcontractor.in].

6. A coordination meeting with nodal officers is being scheduled soon, the date of which would be communicated shortly.

7. I look forward to your continued support to achieve the goal of making India drug free.

With regards

Yours sincerely,


(Amit Yadav)

Enclosers: As above.

Shri T.K. Ramchandran
Secretary
Ministry of Ports, Shipping and Waterways
Room 401, Parivahan Bhavan, 1, Parliament Street
New Delhi – 110 001
Email: secyship@nic.in



qrcode_eKk= 14) Ministry of Ports, Shipping and Waterways



Standard Operating Procedure for Conducting Mass Pledge under the Nasha Mukta Bharat Abhiyaan

1. Objective

- To mobilize citizens across the country to participate in the Nasha Mukta Bharat Abhiyaan (NMBA) by conducting online/offline pledge ceremonies
- Contribute to a drug-sensitized India and promote awareness about substance abuse prevention.

2. Stakeholders (Implementing Agency/Partners)

- Government & Private Offices
- State Level NMBA Committees, and District Level NMBA Committees
- Line Departments (Narcotics Control Bureau (NCB), Railways, Aviation, Youth Affairs, Health, Education Department, Women & Child Development, Police & Paramilitary organisations)
- Students (Schools/Colleges/Universities), Youth volunteers (NMBA Master Volunteers /NSS/My Bharat Volunteers, etc) & Youth clubs including Sports Clubs.
- SHGs, Panchayati Raj Institutions, ULBs, PSUs and other allied institutions
- NGOs, spiritual organizations (e.g., Art of Living, ISKCON), educational institutions,
- Various Associations and community groups, Professional Association/bodies including Medical & Paramedical, Bar association, Engineers, Social workers, Skilled and Unskilled workforce in manufacturing industries, employees of ITES and other service sector Industries, Artists bodies, Industry bodies & General Public.



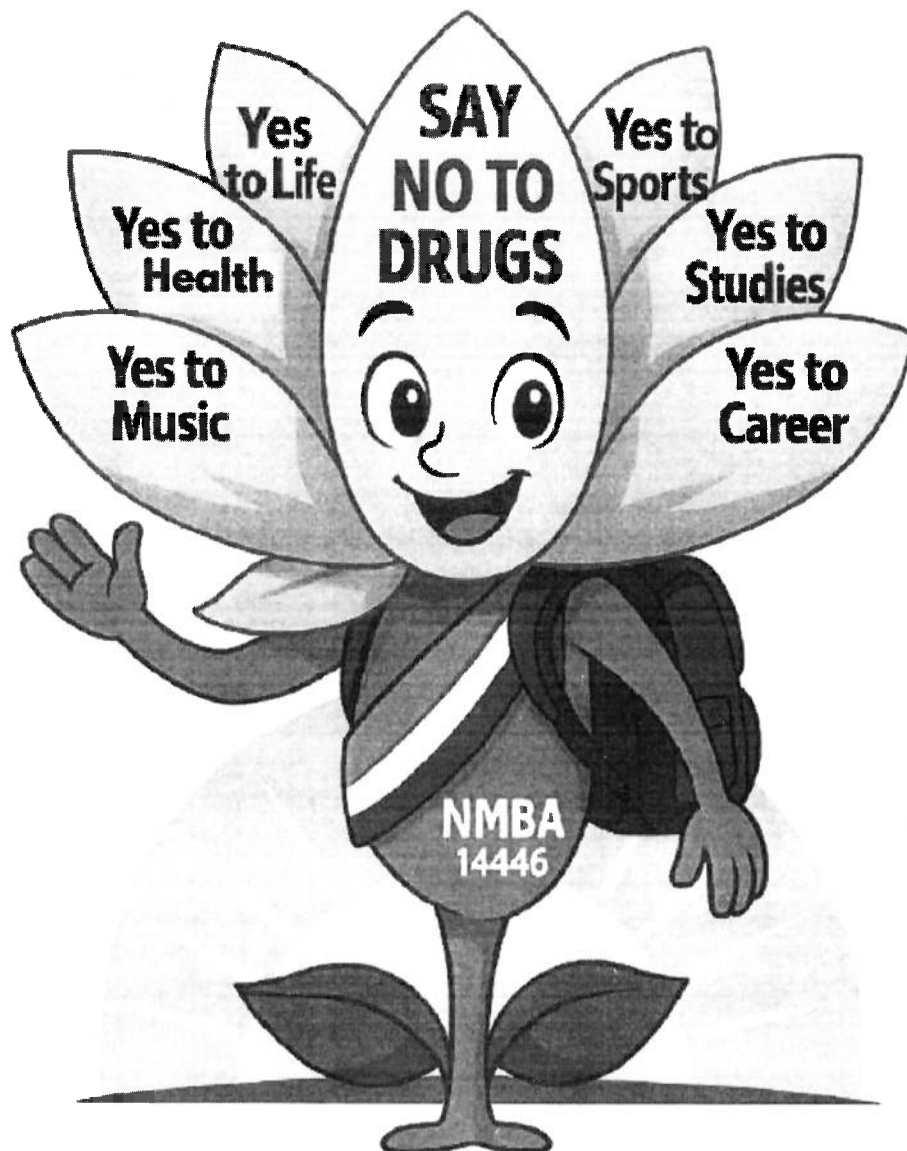
3. Campaign Period:

A focused campaign starting from August 1st, 2025 until End October/Beginning November- 2025. with a special focus on the 5 years of Nasha Mukta Bharat Abhiyaan.

4. Process

- a) Print pledge text for offline pledge (<https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>) to be distributed to the participants
- b) Use NMBA banners and IEC Material ([https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive link](https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive_link)) for the events.
- c) For Offline Pledge Functions - Conduct a mass pledge against substance use in groups and organise cultural activities.
- d) Use this link for online pledge: <https://nmba.dosje.gov.in/content/take-a-pledge?type=e-pledge>
- e) Share and display online **Pledge QR Code attached in your letter and share it:** Official social media handles, social media, print media, and digital media & at Railway stations, panchayat offices, police stations, educational institutions, toll plazas, cantonment areas, and bus stands, etc.
- f) Post photos and videos of the mass pledge on social media handles with hashtags **#NMBA** and **#NashaMuktBharat** and tag social handles of DoSJE as below:
 - i) X (https://x.com/NMBA_MSJE),
 - ii) Instagram (<https://www.instagram.com/nashamuktbharatabhiyaan/>)
 - iii) Facebook (<https://www.facebook.com/NMBA.MSJE>)

NASHA MUKT BHARAT ABHIYAAN



**Call 14446 today and get help with
Drug De-addiction**