OFFICE OF THE SSP CYBER CRIME
No: 932/CR
DATE: 30/10/26.
PUDUCHERRY

Office of the Sr. Supdt. of Police
(ANTF) Pondicherry.
No.: 120/CR/2026
Received on : 28/10/26
Despatched on : 29/10/26

No. I-12023/18(E)/2026-NCB-II
Government of India
Ministry of Home Affairs
Internal Security-II Division
NCB-II Section
*****

Room No.10, 2nd Floor Gallery
Major Dhyan Chand National Stadium,
India Gate, New Delhi-110002
Dated the October, 2026

OFFICE MEMORANDUM

Subject: Dissemination of awareness films under Nasha Mukt Bharat Abhiyaan (NMBA) and submission of Action Taken Report (ATR) – reg.

The undersigned is directed to forward herewith Ministry of Social Justice and Empowerment (MoSJE)'s OMs no. DP-12011(6)/15/2023-DP.II dated 12.10.2026 and OM dated 27.08.2026 regarding dissemination of awareness films under the Nasha Mukt Bharat Abhiyaan (NMBA) and submission of Action Taken Report (ATR). The awareness films cover the following subjects:

i. Understanding early warning signs and behavioural changes of substance use (peer pressure);
ii. 14446 – National De-addiction and Telecounselling Helpline; and
iii. Role of parents/teachers in early identification, prevention and treatment of substance use.

2. All are requested to take necessary action to ensure appropriate publicity and wide dissemination of the aforesaid awareness films and furnish Action Taken Report (ATR) in this regard to MoSJE.

3. Further, you are also requested to popularize the toll free number 1933, which is 24*7 National Narcotics Helpline number (MANAS) maintained by NCB for receiving information on drug related matters through running of a scroll in your respective websites.

4. This issues with the approval of the Competent Authority.

Encl.: As above.

Digitally signed by
Vandana Chaudhary
Date: 28-10-2026 12:35:43

(Vandana Chaudhary)
Deputy Secretary to the Government of India
Tel. No. 011-23075114

To,

1. Secretary, D/o Official language, Ministry of Home Affairs, New Delhi
2. The Registrar General & Census Commissioner of India (RGI), New Delhi

SSP (Cyber) for kind perusal

3. The Director, Intelligence Bureau (IB)
4. The Additional Secretaries / Joint Secretaries of all Division of MHA
5. The DGsP/ Police Heads of all States/UTs
6. The Director General, National Investigation Agency (NIA)
7. The Director General, Narcotics Control Bureau (NCB)
8. The Director General, Bureau of Police Research & Development (BPR&D)
9. The Director, National Crime Records Bureau (NCRB)
10. The Director General, Border Security Force (BSF)
11. The Director General, Central Reserve Police Force (CRPF)
12. The Director General, Central Industrial Security Force (CISF)
13. The Director General, Indo-Tibetan Border Police (ITBP)
14. The Director General, Sashastra Seema Bal (SSB)
15. The Director General, Assam Rifles (AR)
16. The Director General, National Security Guard (NSG)
17. The Director, Directorate of Coordination Police Wireless (DCPW), New Delhi
18. The Director, Directorate of Forensic Science Services (DFSS), New Delhi
19. The Director, Central Forensic Science Laboratory (CFSL) / LNJN NICFS, New Delhi
20. The Director, National Civil Defence College (NCDC), Nagpur
21. The Director, National Fire Service College (NFSC), Nagpur
22. The Director General, National Disaster Response Force (NDRF)
23. The Director, National Institute of Disaster Management (NIDM)
24. The Chairman, Land Ports Authority of India (LPAI), New Delhi
25. The Secretary, Committee of Parliament on Official Language
26. The Director, Bureau of Immigration (BOI)
27. The Director, Sardar Vallabhbhai Patel National Police Academy (SVP NPA), Hyderabad
28. The Director, North Eastern Police Academy (NEPA), Shillong
29. The Commissioner, Bureau of Immigration, New Delhi
30. The Director, Central Hindi Training Institute, New Delhi
31. The Director, Central Translation Bureau, New Delhi
32. The Custodian of enemy property, New Delhi
33. The Director General, Directorate General, Fire Services, Civil Defence and Home Guards, New Delhi
34. The CEO, I4C, New Delhi
35. The Director, Institution of Correctional Administration, Chandigarh
36. The Secretary, Inter-State Council Secretariat, New Delhi
37. Member & HoD, National Disaster Management Authority, New Delhi
38. The Vice Chancellor, National Forensic Secience University, Gandhinagar
39. The Chairperson, NHRC
40. The CEO, National Intelligence Grid
41. The Vice Chancellor, Rastriya Raksha University

Copy to:
Under Secretary (DP-II), D/oSJE, MoSJE, New Delhi

F.No. DP-13011(6)/15/2023-DP-II
Government of India
Ministry of Social Justice and Empowerment
Department of Social Justice and Empowerment
(Drug Prevision Section)
****

GPOA-3, Netaji Nagar, New Delhi
Dated: 12-10-2026

OFFICE MEMORANDUM

Subject: Action Taken Report regarding dissemination of awareness films on Nasha Mukt Bharat Abhiyaan – reg.

The undersigned is directed to refer to this Department's OM No. DP-13011(6)/ 15/2023-DP-II dated 27.08.2026 (copy enclosed) vide which awareness videos/short films on the following topics were shared with the Ministries/Department for appropriate publicity and outreach under the Nasha Mukt Bharat Abhiyaan (NMBA):

Sl. No.	Title of PSA Film
1.	Understanding early warning signs and behavioural changes of substance use (peer pressure) – 59 seconds
2.	14446 – National De-addiction and Telecounselling Helpline – 60 seconds
3.	Role of parents/teachers in early identification, prevention and treatment of substance use - 60 seconds

2. In this regard, it is requested that the Action Taken Report (ATR) furnishing the dissemination of the three awareness films viz, desimination through social media handles of the Ministry/Department, link to the social media posts, total reach and impressions of those posts, any other relevant details, etc., may kindly be furnished to this Department at the earliest for necessary action at our end please.

3. Moreover, all the Ministries/Departments are requested to issue the directions to its Autonomous Bodies, Attached Ofices, and Subordinate Offices, to screen the aforesaid videos/short films during

public gathering, seminars, events, etc., for appropriate publicity and outreach under the NMBA.

3. This issues with the approval of the competent authority.

Digitally signed by
ARUN KUMAR KARN
Date: 12-10-2026
17:52:32

(Arun Kumar Karn)
Under Secretary to Govt. of India
Email: usdp1-dosje@gov.in

To

i. The Secretaries of all Ministries/Departments of the GoI (as per list)
ii. NMBA, Nodal Officers of all the Ministries/Departments (as per list)

Copy to:
1. PPS to Secretary, DoSJE
2. PPS to Joint Secretary (DP), DoSJE
3. PS to Director (DP)

F.N. DP-13011(6)/15/2023-DP-II
Government of India
Ministry of Social Justice and Empowerment
(Department of Social Justice& Empowerment)

GPOA-3, Netaji Nagar, New Delhi
Dated: 27-08-2026

OFFICE MEMORANDUM

Subject: Sharing of awareness videos for appropriate publicity and outreach -reg.

The undersigned is directed to say that the Department of Social Justice & Empowerment (DoSJE), the Nodal Department for Drug Demand Reduction in the country, has been implementing the Scheme "National Action Plan for Drug Demand Reduction (NAPDDR)" with the objective of creating awareness and educating general masses about the ill-effects of substance abuse. Under the Scheme, the Department launched Nasha Mukt Bharat Abhiyaan (NMBA) on 15th August 2020, the flagship campaign aimed at creating awareness about the ill effects of substance abuse and promoting a drug-free society.

2. With the aforementioned objective of creating widespread public awareness, the Ministry has finalized 3 short films/videos of 60 seconds on the following topics:

i. Understanding early warning signs and behavioural changes of substance use (peer pressure);
ii. 14446- National De-addiction and Telecounselling Helpline; and
iii. Role of parents/teachers in early identification, prevention, and treatment of substance use.

3. Drive link of the said short films/videos is given below:

https://drive.google.com/drive/folders/1pG3dGRhjvReQjrsMbpivPAXBRWPhGmoZ

4. It is requested to take suitable action to ensure appropriate publicity and outreach among the all stakeholders under the Ministry/Department and also other suitable media platforms, in accordance with the extant guidelines.

5. This issues with the approval of the competentauthority.

Digitally signed by
ARUN KUMAR KARN
Date: 27-08-2026
12:32:18

(Arun Kumar Karn)
Under Secretary to the Govt. of India
Email: usdp1-dosje@gov.in

To

SSP (Cyber)

The Secretaries of all Ministries/Departments of the GoI
(as per list)

Copy to:
1. PPS to Secretary, DoSJE
2. PS to Joint Secretary(DP), DoSJE