



स्वातंत्र्याचा अमृत महोत्सव



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२४-२५/३१४

दि. ०८/११/२०२४

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहमदनगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : 'नशा मुक्त भारत अभियान' बाबत

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार युवा व्यवहार आणि क्रीडा मंत्रालय, रासेयो, नवी दिल्ली यांच्या निर्देशानुसार 'नशा मुक्त भारत अभियान' राबविण्यात यावेत. त्यानुसार आपल्या महाविद्यालयामध्ये खालील उपक्रम राबविण्यात यावेत.

१. जनजागृती कार्यक्रम राबविण्यात यावेत.
२. उच्च शैक्षणिक संस्थामध्ये विविध उपक्रम राबविण्यात यावेत.
३. जीओटिंग केलेली रूग्णालये आणि पुर्नवसन केंद्रामधील समुदेशन आणि उपचार सुविधांवर लक्ष केंद्रित करणे.
४. सेवा प्रदात्यांसाठी क्षमता-निर्मिती कार्यक्रम राबविणे.

आपल्या महाविद्यालयात रासेयो स्वयंसेवकांमार्फत उपक्रमांचे आयोजन करून या उपक्रमाना ट्विटर, फेसबुक, व्हाट्सअप व इतर सोशल मिडीयाच्या माध्यमातून प्रसिध्दी द्यावी. तसेच राबविण्यात येणाऱ्या उपक्रमांची माहिती My Bharat पोर्टलवर Event Create करून अपलोड करण्यात यावे. या उपक्रमाचा सविस्तर अहवाल व छायाचित्रे nss_student_list@pun.unipune.ac.in या मेलवर "नशा मुक्त भारत अभियान" या विषयासह पाठवावा. आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडलेल्या पत्राचे अवलोकन करावे. कळावे, ही विनंती.

संचालक
राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

To,
The Program Coordinators of
(Maharashtra & Goa States)

Sir/Madam,

In reference to the Ministry of Youth Affairs and Sports/ Directorate of NSS email dated 04 November 2024 on the subject mentioned above.

2. Please find attached the Office Memorandum (O.M.) F. No. DP/2/2023-DP-1 dated 16/10/2024 regarding the **Concept Notes on the integration of the NSS Network with the Nasha Mukh Bharat Abhiyaan (NMBA)**. A copy of concept note is attached herewith for reference.

3. In this regard, activities to be carried out under this initiative are as follows:-

(i) Awareness generation programmes.

(ii) Focus on higher educational institutions, university campuses, and schools.

(iii) Reaching out to the community and identifying dependent populations.

(iv) Focus on counseling and treatment facilities in hospitals and rehabilitation centres that have been geotagged.

(v) Capacity-building programmes for service providers.

4. All Program Coordinators of NSS are requested to **disseminate awareness and ensure wide publicity of this programme across all NSS units under your jurisdiction to conduct various activities and ensure creation of events on MY Bharat Portal by NSS Programme Officers.**

Regards,

AJAY B SHINDE

Regional Director (Maharashtra & Goa)

Regional Directorate of N.S.S.

Government of India, Ministry of Youth Affairs & Sports

A Block, College of Agriculture Campus, Shivaji Nagar, Pune- 411005

F. No. P. 32-1/NSS/DTE/2024/2369-2386
Government of India
Ministry of Youth Affairs & Sports
Directorate of NSS
Shivaji Stadium, New Delhi – 110001

04th November, 2024

To,
All Regional Directors,
Regional Directorate of NSS

Sub: Concept notes on Integration of NSS Network with NMBA - Reg.

Sir/Madam,

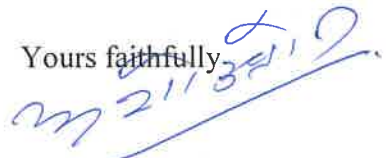
This is with reference to email dated 04.11.2024 received from NSS Section on the subject cited above. Attached O.M. F. No. DP/2/2023-DP-I dated 16/10/2024 regarding Concept Notes on integration of NYKS & NSS Network with Nasha Mukh Bharat Abhiyaan (NMBA) and Minutes of Meeting between Dept. of Youth Affairs & Dept. of Social Justice & Empowerment on 02/06/2023. The Concept note on integrating NSS network with NMBA is attached. (copy enclosed)

The activities to be carried out are as follows: -

1. Awareness generation programmes.
2. Focusing on higher Educational institutions, University campuses & Schools
3. Reaching out to the community and identifying dependent populations
4. Focusing on counseling and treatment facilities in hospitals and rehabilitation centres that have been geotagged.
5. Capacity building programmes for service providers.

All the Regional Directors of Regional Directorate of NSS are requested to provide awareness, wide publicity to this programme in all the Universities, Colleges, Schools, etc in all the NSS Units under your jurisdiction. This is for your kind information and necessary action.

Yours faithfully


(Dr Ashok Kumar Shroti)
Deputy Programme Adviser

Copy to :-

1. Director, NSS, Ministry of Youth Affairs, Shastri Bhawan, New Delhi.
2. Under Secretary (NSS Section), Ministry of Youth Affairs, Shastri Bhawan, New Delhi.
3. Under Secretary (CDN Section), Ministry of Youth Affairs, Shastri Bhawan, New Delhi



सत्यमेव जयते
Government of India

File No.DP/2/2023-DP-I
Government of India
Ministry of Social Justice and Empowerment
(Department of Social Justice and Empowerment)

Shastri Bhawan, New Delhi-110001

Dated: 16-10-2024

OFFICE MEMORANDUM

Subject: Concept Notes on integration of Nehru Yuva Kendra Sangathan (NYKS) and NSS Network with NMBA- reg.

The undersigned is directed to refer to the subject mentioned above and to say that with reference to para 3 and para 4 regarding integration of Nehru Yuva Kendra Sangathan (NYKS) and NSS Network with NMBA of the minutes of the meeting held on 02.06.2023 (copy enclosed), Concept Notes on integration of NYKS and NSS Network with NMBA have been approved by Secretary, SJ&E.

2. The aforesaid Concept Notes are enclosed herewith for further necessary action.

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

Encl: as above

Signed by

Rajeev Kumar

Date: 16-10-2024 11:41:50

(Rajeev Kumar)

Under Secretary to the Government of India

Tel. No. 011-23385171

Email: rajeev.swati@nic.in

To

Subject: Concept Notes on integration of Nehru Yuva Kendra Sangathan (NYKS) and NSS Network with NMBA- reg.

From : Ms Preeti <preeti.09@gov.in>

Wed, Oct 16, 2024 12:30 PM

Subject : Subject: Concept Notes on integration of Nehru Yuva Kendra Sangathan (NYKS) and NSS Network with NMBA- reg.

4 attachments

Secy (YA)
FTS No. 236679
Date. 24-10-24
(S).....

To : Secretary Youth Affairs <secy-ya@nic.in>

Cc : Ms Radhika Chakravarthy <jssd-msje@nic.in>, Rajesh Kumar Makkar <rajesh.makkar@nic.in>, Rajeev Kumar <rajeev.swati@nic.in>, BhanuPratapSingh Asst <bhanu.ps@gov.in>, Prateek Yadav <prateek.yadav323@gov.in>

Me
MEETA RAJIVLOCHAN
Secretary (YA),

JS(YA) Please find attached herewith an OM on the above mentioned subject.

Regards,
Preeti,
Assistant Section Officer
Drug Prevention Division
Ministry of Social Justice and Empowerment

*JS(NYKS)
JS(NSS)*

- document-376.pdf**
84 KB
- Minutes with DoYA 02.06.23-3.pdf**
55 KB
- concept note on integration of NYKS with NMBA (2).pdf**
51 KB
- concept note on integrating NSS network on NMBA.pdf**
67 KB

*25/10/24
US(NYKS)
Havir
SENTHIA
25-10-24
Muthusi
28/10/2024*

*JS(NSS) / Sh. Arshad
(ASO)*

*A
30/10/24*

*US(NSS) for info.
Shri Rahul*

IMMEDIATE



सत्यमेव जयते
Government of India

F.No.DP/2/2023-DP-I

Government of India

Ministry of Social Justice and Empowerment

(Department of Social Justice and Empowerment)

Shastri Bhawan, New Delhi-110001

Dated the 18th July, 2023

OFFICE MEMORANDUM

Subject: Minutes of Meeting held on 02-06-2023 between Department of Youth Affairs and Department of Social Justice and Empowerment .

The undersigned is directed to refer to the Department of Youth Affairs' O.M. No. 1-5/2023-Cdn dated 23.6.2023 on the subject mentioned above and to forward herewith a copy of the final minutes of meeting held between Department of Youth Affairs and Department of Social Justice and Empowerment on 02-06-2023 for information and necessary action.

Encls.: As above.

Signed by

Rajeev Kumar

Date: 18-07-2023 16:31:39

(Rajeev Kumar)

Under Secretary to the Government of India

Tel: 011-23385171

E-mail: rajeev.swati@nic.in

To

1. Secretary, Department of Youth Affairs
2. Joint Secretary (DoYA) (Kind attn.: Shri Nitesh Kumar Mishra)

3. Director (NSS)
4. Director (NYKS)
5. Under Secretary, National Service Scheme (NSS)

Coy to:

1. Sr PPS to Secretary, SJE
2. PPS to JS(SD), SJE

Minutes of Meeting held between Department of Youth Affairs and Department of Social Justice & Empowerment on 02-06-2023.

A meeting was held under the joint Chairmanship of Smt. Meeta Rajivlochan, Secretary, Department of Youth Affairs (DoYA), and Shri. Saurabh Garg, Secretary, Department of Social Justice & Empowerment on 2nd June 2023 in Room 1 , C wing, Shastri Bhavan, New Delhi to discuss the points of convergence between both the Departments on the Nasha Mukh Bharat Abhiyaan (NMBA), the Drug Demand Reduction Program of DoSJE. Shri Nitesh Kumar Mishra, Joint Secretary (DoYA), Smt. Radhika Chakravarthy, Joint Secretary DoSJE, and Under Secretary, National Service Scheme (NSS) attended the meeting.

2. The meeting started with an introduction on NMBA, DoSJE's flagship campaign for outreach and awareness generation on substance use in the identified 372 most vulnerable districts of the country. The Abhiyaan is regularly reviewed as a part of the NCORD mechanism in meetings chaired by the Home Secretary.

3. After discussion, the following Points of Action have been discussed and decided:

1. DoSJE will provide the list of the identified 372 districts under NMBA to DoYA to facilitate an effective integration of NMBA with the youth related activities conducted by DoYA in these districts
2. DoYA shall provide the list of districts/places where Yuva Utsavs

- are conducted. DoSJE can undertake NMBA awareness activities and set up stalls in these Yuva Utsavs.
3. NYKS volunteers shall be trained and sensitized about conducting NMBA activities. Members of NYK Youth Clubs shall be integrated with NMBA and volunteers of the clubs may be requested to undertake awareness activities for the Abhiyaan. A detailed discussion on leveraging the NYK network for NMBA may be done between both the teams.
 4. NMBA-related activities may be added to the mandate of NSS volunteers and NSS volunteers may be requested to lead awareness programs for substance use prevention in Educational Institutions. A detailed discussion on leveraging the NSS network for NMBA may be done and a plan of action may be evolved immediately.
 5. Online/Offline Discussions/Programs organized by the DoYA may include the agenda of NMBA as well. A calendar of activities, if any, and regular exchange of information about such activities may be provided to DoSJE. DoSJE shall provide details about expert speakers who can be invited to these programs
 6. NMBA IEC designs will be provided to DoYA for distribution and display in the Youth Hostels. DoYA shall also provide DoSJE with a list of operational youth hostels and NMBA-related awareness programs should be undertaken in these hostels.
 7. Department of Social Justice and Empowerment will also explore the possibility of giving funds to NYKS which is autonomous body under Department of Youth Affairs and Sports for running the activity as being given by Ministry of Social Justice and Empowerment for Nasha Mukt Bharat Abhiyaan.



NASHA MukT BHARAT ABHIYAAN (NMBA)

Concept note on integrating NSS network with NMBA

The Nasha MukT Bharat Abhiyaan (NMBA) is the flagship campaign of the Ministry of Social Justice & Empowerment. The Government of India launched it on 15th August, 2020 to address the issue of substance use and addiction in 272 districts of the country. Since its launch 3 years ago, the Abhiyaan has been extended to all the districts of the country and has transformed into a Jan Aandolan through the participation of 11+ Crore citizens of the country by implementing a comprehensive strategy that includes prevention, treatment, and rehabilitation measures.

The primary goal of the Abhiyaan is to increase awareness about the dangers of substance use and promote healthy lifestyles among individuals, families, and communities. It highlights the importance of early intervention and prevention programs to discourage substance use and protect vulnerable populations, particularly the youth, women, and those in higher educational institutions.

Nasha MukT Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use through various activities like:

1. Awareness generation programmes
2. Focusing on higher educational institutions, university campuses and schools
3. Reaching out to the community and identifying dependent

populations

4. Focusing on counselling and treatment facilities in hospitals and rehabilitation centres that have been geo-tagged
5. Capacity building programmes for service providers

Integrating NSS Network with NMBA

National Service Scheme (NSS) aims for its volunteers to take part in various government-led community service, activities & programmes. The network of NSS is expanded throughout the schools and colleges of India for voluntary community service, which can be leveraged with the Nasha Mukta Bharat Abhiyaan (NMBA) to contribute to the aim of this flagship campaign of the Ministry of Social Justice and Empowerment.

1. **Programme Structure of NSS:** At present there are over 39 lakhs NSS volunteers. NSS is being implemented in 11,988 Senior Secondary Schools, 20,669 Colleges and 657 Universities. The design of the NSS envisages that each educational institution covered under the scheme has at least one NSS unit of normally 100 student volunteers, led by a teacher designated as Programme Officer (PO). Each NSS unit adopts a village or slum for taking up its activities. An NSS volunteer is required to undertake the following work/ activities:
 - 1.1. Regular NSS Activity: Each NSS volunteer is required to put in minimum 120 hours of community service per year for two years, i.e., total 240 hours. This work is undertaken in villages/ slums adopted by NSS unit or school/college campuses, usually after study hours or during weekends.
 - 1.2. Special Camping Programme: Each NSS unit organises a Special Camp of 7 days duration

in adopted villages or urban slums during vacations with some specific projects by involving the local communities. Each volunteer is required to participate in a Special Camp once during the 2-year period.

2. **Nature of Activities under NSS:** Briefly, the NSS volunteers work on issues of social relevance, which keep evolving in response to the needs of the community, through regular and special camping activities. Such issues include (i) literacy and education, (ii) health, family welfare and nutrition, (iii) environment conservation, (iv) social service programmes, (v) programmes for empowerment of women, (vi) programmes connected with economic development activities, (vii) rescue and relief during calamities, etc.
3. **Adding NMBA activities to the mandate of NSS volunteers:** NMBA activities can be included in the activities undertaken by NSS volunteers and can be added in their hours of community service. The same may be ensured by the Programme Officer of the respective NSS unit.

4. **Aims and Objectives:**

4.1. **Prevention and Awareness:** Spreading awareness about the impacts and consequences of substance use to prevent the initiation of such harmful practices.

4.2. **Community Engagement:** Engaging Community to sensitise them about substance use.

4.3. **Mainstreaming the Vulnerable Section:** Conducting educational, sports, and other such upskilling sessions to enable the vulnerable section for their mainstreaming into the society.

4.4. **Promotion of wellness and wellbeing of the youths and children:** For promotion of

physical, mental and emotional well-being activities that support healthy lifestyles and stress management could be conducted.

4.5. **Ground-level problem solving:** Activities of NSS involve the volunteers to engage in the community at ground level. The Volunteers can identify the needs and problems of the community related to substance use and provide the information about National toll free deaddiction helpline no. 14446. The main purpose of this toll free helpline is to provide tele-counselling to substance dependents and refer them to the nearest de-addiction centres that are being financially assisted by the Ministry of Social Justice and Empowerment under the scheme for National Action Plan for Drug Demand Reduction.

5. TRAINING OF PROGRAMME OFFICERS

5.1. Training in orientation course and refresher course:

Every NSS Programme Officer has to undergo training within one year of his/her appointment as Programme Officer. The Training & Orientation Centre of NSS conducts two types of courses i.e. Orientation Course and Refresher Course. NSS manual mentions that during the period of training, subject specialists and resource persons of different agencies may be invited to participate in the training. Accordingly, a component of Nasha Mukh Bharat Abhiyaan may be added in the section of 'Laws and Legislation relating to Social Welfare' in the model syllabus for the training course of Programme Officer. For this, experts from National Institute of Social Defence (NISD)/resource persons of NMBA may be invited by the training centres.

6. TRAINING OF THE NSS VOLUNTEERS FOR NMBA

6.1. Training in National Integration Camp:

6.1.1. In the National Integration Camp of NSS, one session of five hours, or two sessions of two and a half hours each can be scheduled, where the volunteers can be briefed about Nasha Mukh Bharat Abhiyaan.

6.2. Training in every State/UT:

6.2.1. One day training session may be organised in every State in the first month of the Academic Session.

6.2.2. One college in the State having NSS unit can be the venue, where NSS volunteers and Programme Officer can facilitate the training.

* These training shall be done by NISD/NMBA team/Project Monitoring Unit (PMU) State Coordinators.

7. LIST OF ACTIVITIES

In the annual schedule of the activities to be conducted by NSS Unit, Programme Officer of the NSS unit shall ensure that activities for Nasha Mukh Bharat Abhiyaan are also included, such that, one activity per week should be designated to Nasha Mukh Bharat Abhiyaan. (Refer Annexure 1 for inclusion of activities in annual schedule of NSS units)

8. DOCUMENTATION:

Step 1. Download the Nasha Mukh Bharat Abhiyaan Mobile Application

<https://play.google.com/store/apps/details?id=com.ne.gd.nashamukhbharatabhiyaan>

<https://survey.ncog.gov.in/NMBA/weblogin>

Step 2. Register in the Section of Nasha Mukta Bharat Abhiyaan in Educational institutions. Registration details shall be verified by the NSS division of the Department of Youth Affairs. After the verification, Login Credentials will be shared to the email provided at the time of registration.

Step 3. In the section of Upload Activities, images of the activities conducted by the NSS unit and its volunteers (in jpg/jpeg format) are to be uploaded*, along with a brief report of activities.

* Activity details should be uploaded on a real time basis. The same should be ensured by the Programme Officer of the NSS Unit.

9. REWARD AND RECOGNITION

9.1. **Representation in events of the Ministry of Social Justice and Empowerment:** Best performing NSS volunteers may be called as resource persons/facilitators/guests in the offline and online events organised by the Ministry of Social Justice and Empowerment for their representation.

9.2. **Certificates:** Certificate of Recognition may be issued to all the NSS volunteers who have undertaken activities related to Nasha Mukta Bharat Abhiyaan.

9.3. **Addition to working Hours:** Hours devoted to the activities of Nasha Mukta Bharat Abhiyaan shall be included in the 120 hours to be devoted to community service by the NSS volunteers in a year.

Academic Calendar Wise Schedule¹

S. No.	Month	Theme based on Days of National and International Importance ²	List of Activities ³
1.	August	Independence Day: Freedom from Substance Dependence	i. Theme based Events ii. Pledge- NSS volunteers will take pledge against drugs and ensure that pledges are taken by students with whom they interact and work with.
2.	September	International Literacy Day: Foster the habit of books not drugs	iii. Skit/ Nukkad Natak iv. Marathon
3.	October	National Unity Day: United against substance use	v. Walkathon vi. Rallies vii. Awareness Activities viii. Educational Outreach
4.	November	National Education Day: Educate to Liberate	for underprivileged section of society ix. IEC Distribution x. Wall Painting in nearby community areas

			xi. Presentations
			xii. Social Media Campaign through the already existing social

5.	December	Human Rights Day: Break the stigma. Support, don't punish.	media accounts of the NSS unit if any.
6.	January	Youth Day: Youth for Change	xiii. Competitions: Poster making, Slogan Writing, Painting
7.	February	World Day of Social Justice: Breaking the barriers for inclusive growth	xiv. Community Outreach Programme
8.	March	International Women Day: Women leading against substance use	xv. Awareness Sessions
9.	April	World Health Day:	xvi. Meditation
			xvii. Yoga
			xviii. Lectures by Experts
			xix. Workshops
			xx. Stall for exhibitions of recovered users may be designated in annual NSS fests (if any) of the Educational

		Substance use Reduction through Healthy Youths	Institutions.
10.	May	World Anti Tobacco Day:	xxi. Promotion of the National toll free deaddiction helpline number 14446 (through painting in the community gathering areas,

		Ensuring a healthy future and tobacco free generation	banners, pamphlets etc.)
11.	June	International Day against Drug Abuse and Illicit Trafficking	xxii. Special event on 26 th June.
12.	July	World Youth Skills Day: Appreciating the talent of youths	xxiii. Camps related to physical and mindfulness activities during vacations.

¹ Any event (relevant to the theme) from the column of list of activities may be conducted, such that one activity per week is dedicated to Nasha Mukta Bharat Abhiyaan.

² Any other day of National and International Importance may

be included

³ Every month a two hour session to spread awareness about the impacts of substance use and provide assistance to those who need it is to be provided in the slum/village adopted by the NSS Unit or school/college campuses where the NSS unit usually conducts educational activities. For these sessions talking point can be taken from the IEC material section of

Nasha

Mukt

Bharat

Abhiyan
materal

Portal: <https://nmba.dosje.gov.in/page/iec->