

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 Mukta 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 competent authority.

(Arun Kumar Karn)
Under Secretary to the Govt. of India
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To

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

Copy to:

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