



सत्यमेव जयते



# ***NASHE SE AZADI***

## **National Youth and Students Interaction Program**

### **About Nasha Mukht Bharat Abhiyaan**

The Ministry of Social Justice and Empowerment, Government of India, is running a flagship campaign known as Nasha Mukht Bharat Abhiyaan that was launched on 15 August 2020 in 272 districts of India. It is a three pronged attack combining the supply curb by Narcotics Control Bureau, outreach activities, awareness generation and demand reduction effort by Social Justice and Empowerment and treatment through Health Department.

### **Nashe se Azadi: National Youth and Students Interaction Program**

As our country is celebrating Azadi Ka Amrit Mahotsav this year, celebrating 75 years of independence, Nasha Mukht Bharat Abhiyaan is organizing *Nashe se Azadi- National Youth and Students Interaction Program wherein 75 institutions have been identified by the ministry that shall be participating in a day-long event (online and offline mode)*

### **Structure of the program:**

**Online event:** An online event that will be chaired by the Honorable Union Minister for Social Justice and Empowerment, Dr. Virendra Kumar, along with the representatives from faculty and students of the identified institutions. The event would be conducted through CISCO WEbEx and live streamed on facebook.

**Date:** 4 August 2022, **Time:** 10AM-11AM



### **Link for the online participation:**

<https://nisd1.webex.com/nisd1/j.php?MTID=mdccf77a3bc87192910ab43dd447d3872>

Meeting number:2519 833 4625

Meeting password:youth

### **Who can participate in the event?**

A total of 10 (maximum) people

- Head of educational Institutions
- Nodal Officer
- Student Representatives can participate in the event online by signing in CISCO, while others can see the event on facebook.

**Link for facebook live streaming:** <https://fb.me/e/2EhTkZMT7>

**Offline event:** For conducting programs in offline mode, the educational institutions are requested to kindly submit an action plan on university letterhead giving a brief of the day-long offline program. A list of suggested activities can be found on clicking here: [Suggested Activities](#)

The action plan shall be emailed to the respective state coordinators who have contacted you telephonically and the same may be copied to [risha.msje@gmail.com](mailto:risha.msje@gmail.com), [karthika.msje@gmail.com](mailto:karthika.msje@gmail.com), [hussan.msje@gmail.com](mailto:hussan.msje@gmail.com)

### **Reward and Recognition:**

The best performing education institutions will be honored by the ministry and a certificate of participation will be provided to all the students who participate in the offline and online events.

## ANNEXURE I

### List of suggested activities under Nasha Mukta Bharat Abhiyaan

1. Nukkad Nataks
2. Seminars, Webinars or Workshops
3. Formation of Student Clubs for NMBA Activities
4. Flash mobs and Rallies
5. Walkathons and marathons
6. Wall Paintings/Graffiti
7. Organising Inter/Intra University Debate/ Essay/ Painting/ Drawing Competitions (online/offline, any competitions)
8. Using regional channels, newspapers, radios and other media outlets, available to discuss the Nasha Mukta Bharat Abhiyaan
9. A sub-campaign to increase awareness about the ban of cigarettes near college areas with the help of police/competent authority
10. Slogan writing or jingle making
11. Video-making or short film making
12. Pledges in the community, schools, colleges, villages to become drug sensitized
13. Awareness vans
14. Panel Discussions on substance use related topics such as prevention, treatment & Rehabilitation
15. Community mobilization through Master Volunteers, NSS, NYK, NCC
16. Focused group discussions in SHG, Youth, Children
17. Pamphlet distribution at hotspots and crowded areas of the district, State
18. Youth forums (Offline programmes) for youth to participate in the campaign
19. Awareness drives by the youth/ women
20. Conducting Sports activities such as kayaking, football, volleyball etc.
21. Roping in celebrities and NMBA Ambassadors to conduct online & offline programmes
22. Health Camps (Medication-based treatment for beneficiaries that need immediate help or start their rehabilitation process with proper consultation)

23. Peer led interventions such as group work in the community
24. Awareness about Drug Helpline (14446)
25. Sensitization of Police Personnel
26. Awareness Generation in Prisons
27. Advertising in public Transport
28. Targeting hospitals/pharmacies to generate awareness through master volunteers.
29. Career Counselling programmes
30. Programmes at international borders with Youth and other target groups