

**GOVERNMENT OF JAMMU & KASHMIR  
DIRECTORATE OF SCHOOL EDUCATION, JAMMU  
MUTHI CAMP, JAMMU-181205**

The Chief Education Officer (All)  
Jammu Division

No: DSEJ/Counselling Cell/11724-38

Dated: 06/08/2022

**Subject: National Conference on Drug Trafficking and National Security and Regional Meeting on Drugs Scenario in the Northern Region.**

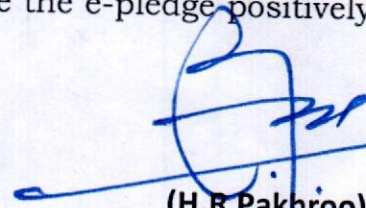
**Reference:** i) Communication received from Director General Narcotics Control Bureau, vide No. VIII/4/N-C/P&C/2022/1130, Dated: 15-07-2022.  
ii) Administrative communication vide No. Edu-Gen/536/2022-01, Dated: 03-08-2022

Apropos the subject and references cited above, in this context, it is hereby informed that Narcotics Control Bureau (NCB) as the central authority continuously strives for a drug free society through coordination with all the stakeholders with a view to create synergy among them. The Government of India has also adopted a vision for a **"Drug Free India"** which reiterates India's resolve to fight against the menace of drugs a abuse.

To raise public awareness regarding menace of drugs and to mobilize mass support to contain the drug menace. NCB had launched an online e-pledge campaign titled "Say yes to life, No to drugs" through mygov.in (<https://pledge.mygov.in/fightagainstdrugabuse>) Portal.

Now NCB proposes to help 75 Lakh citizens to take e-pledge against drugs during the ongoing **"आज़ादी का अमृत महोत्सव"** (75<sup>th</sup> Independence day celebrations).

You are, therefore, directed to intimate Govt. Schools (HSS/HS/MS) of Jammu Division to sensitize the establishments and educational institutions in your district to inspire students, Teachers and Officials to undertake the e-pledge positively so that the 75 lakh mark is achieved during this year.

  
(H.R Pakhroo)  
Joint Director School Education  
Jammu  
6.8.22

**Copy to the:**

1. PS to Principal Secretary to Government, School Education Department, Civil Secretariat, Jammu J&K for kind information.
2. Dr. Romesh Kumar, I/C counselling Cell, DSEJ for coordination.
3. PA to Director for information of Director.
4. I/C Website for uploading it on Website.



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सत्य नारायण प्रधान, भा.पु.से.

महानिदेशक

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Dated: 15 July, 2022

Dear Anita,

NCB as the central authority continuously strives for a drug free society through coordination and cooperation with all the stakeholders with a view to create synergy among them. The Government of India has also adopted a vision for a "Drug Free India" which reiterates India's resolve to fight against the menace of drugs abuse.

2. NCB has been strongly enforcing the fight against the supply side and equally shares the responsibility to spread awareness about the ill-effects of drug abuse among the youth in particular and citizens at large.

3. To raise public awareness regarding menace of drugs and to mobilize mass support to contain the drug menace, NCB had launched an online e-pledge campaign titled "Say yes to Life, No to Drugs" through mygov.in portal. I am glad to inform that, as result of our combined efforts more than 24 lakh citizens have taken the e-pledge till date and NCB appreciates the efforts made by you towards this noble cause.

4. NCB proposes to help 75 lakh citizens to take e-pledge against drugs during the ongoing "आज़ादी का अमृत महोत्सव" (75th Independence day celebrations). NCB cannot achieve this humongous task without your able support and cooperation. I want to request you to sensitize the establishments and educational institutions under the aegis of Department of Education to inspire each student to undertake the e-pledge positively so that the 75 lakh mark is achieved during this year.

5. The link to the e-pledge and Stepwise details of accessing the website/ link has been enclosed with this letter as Annexure-A. You would appreciate that the e-pledge campaign has to be undertaken in mission mode which goes a long way in ensuring a healthy and drug free environment for our youth and our country.

Warm regards

Yours sincerely,

*Satya Narayan Pradhan*  
(Satya Narayan Pradhan)

Smt Anita Karwal, IAS

Secretary, Department of Education (School Education & Literacy)





Click on

<https://pledge.mygov.in/fightagainstdrugabuse/>

Click on the Take Pledge/ Tab

**शपथ लीजिये**  
**Take Pledge**

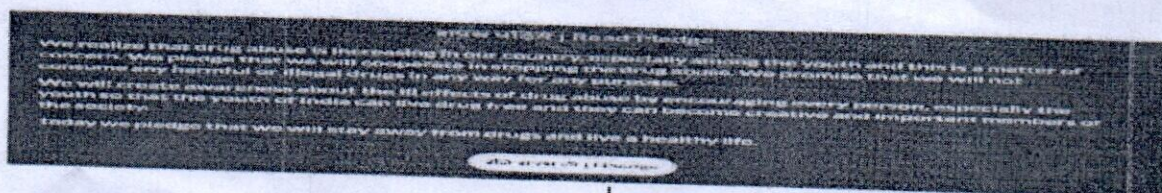
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**बुनियादी ब्योरा दर्ज कीजिये** Enter Basic Details

Proceed for language selection

भाषा के चयन के लिए आगे बढ़ें Proceed for Language selection

Take pledge



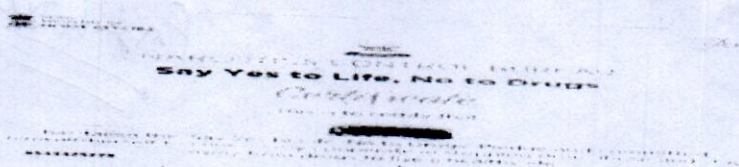
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