

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

The Chief Education Officer (All)
Jammu Division

No: DSEJ/Counselling Cell/ 6923-35

Dated: 16/06/2022

Subject: Public outreach programme e-pledge against drug-reg.

Reference: Communication received from Ministry of Home Affairs, Department of Internal Security Jammu, J&K vide No. NCB/JZU/MISC/2022/636, Dated: 30-05-2022.

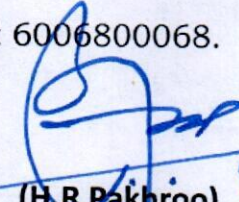
Apropos the subject and references cited above, in this context, it is hereby informed that Narcotics Control Bureau (NCB) being the premier Drug Law Enforcement Agency works for better deliverance in all areas of drug administration such as demand reduction & harm reduction with special emphasis on supply reduction wants to conduct a mass movement for fight against drugs.

NCB is also entrusted with the responsibility of spreading awareness against the ill-effects of drugs in co-ordination with state authorities and other stakeholders. In this regard, an e-pledge titled "Say yes to life, No to drugs" has been uploaded on the website mygov.in (<https://pledge.mygov.in/fightagainstdrugabuse>).

The objective of this pledge is to spread the message to ill effect of drugs among the citizens so that they may show their resolve in making India a drug free nation and leading a healthy life.

You are, therefore, directed to intimate Govt. Schools (HSS/HS/MS) of Jammu Division to take e-pledge or pledge in groups on online/off-line mode & Action Taken report i.e group photographs mentioning therein the number of participants (Students/Teachers) may kindly be submitted to this office email id counsellingcelldsej@gmail.com for further submission to NCB Hqrs, New Delhi before 18th June, 2022

In case of any query counselling cell DSEJ can be contacted at 6006800068.


(H.R Pakhroo) 16.6.22
Joint Director School Education
Jammu

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. I/C Website for uploading it on Website.

भारत सरकार गृह मंत्रालय
आंतरिक सुरक्षा विभाग
स्वापक नियंत्रण ब्यूरो
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GOVERNMENT OF INDIA
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F.No. NCB/JZU/MISC./2022/ 636

Dated: 30.05.2022

To

The Director,
School Education,
Muthi Camp, Jammu.

Sub:- **Public outreach programme e-pladge against drug-reg.**

Sir,

It is submitted that Narcotics Control Bureau (NCB) being the premier Drug Law Enforcement Agency for better deliverance in all areas of drug administration such as demand reduction & harm reduction with special emphasis on supply reduction. In view of this, NCB is also entrusted with the responsibility of spreading awareness against the ill-effects of drugs in co-ordination with state authorities and other stakeholders. The fight against drugs will only be successful, if we take this fight to each and every house hold in India.

To achieve the aforesaid goal, an e-pladge titled "**Say yes to life, No to drugs**" has been uploaded on the website **mygov.in**. The objective of this pledge is to spread the message to ill effect of drugs among the citizens so that they may show their resolve in making India a drugs free nation and leading a healthy life.

In view of the above, it is requested to further disseminate this information across all the formations under your kind jurisdiction, so that a mass movement (जन आंदोलन) can be generated in fight against drugs. Further they were also directed to take e-pledge or pledge in groups on off-line mode & a report/group photographs in this regard mentioning therein the number of participants may kindly be mailed to this office on the mail id- zdjmzu-ncb@nic.in, for further submission to NCB Hqrs. New Delhi before 26th June, 2022.

Yours faithfully,

(Rajesh Kumar)
Zonal Director
NCB, Jammu

