



Government of Haryana/हरियाणा सरकार
Directorate of Food, Civil Supplies & Consumer Affairs
 खाद्य, नागरिक आपूर्ति तथा उपभोक्ता मामले, निदेशालय

ORDER

Sh. Ashwani Kumar, Superintendent, Establishment-I, Headquarters, is hereby appointed as the Nodal Officer for the "**National Pledge Against Drug Abuse under Nasha Mukh Bharat Abhiyaan (NMBA)**" at the Directorate level in the State. At the district level, the concerned District Food & Supplies Controllers, and at the block level, the Assistant Food & Supplies Officers of each district, shall serve as the Nodal Officers with immediate effect. The particulars of the Nodal Officers are as under:-

Sr. No.	Name & Designation of Nodal Officer (As the case may be)	Scheme/Project	Contact Detail	Branch/Staff related to Projects/ Schemes
1.	Sh. Ashwani Kumar, Superintendent, Establishment-I, Headquarters at the level of Directorate.	National Pledge Against Drug Abuse under Nasha Mukh Bharat Abhiyaan (NMBA)	Mob. No. 9417199595 Email.id foodesti@gmail.com	Establishment-I Br.
2.	District Food & Supplies Controller's (in the State of Haryana) at the level of District.		As per list attached.	Concerned district office staff.
3.	Assistant Food & Supplies Officers (in the State of Haryana) at the level of Block.			

All the Nodal Officers are directed to ensure strict compliance of the instructions conveyed vide letter dated 24.07.2026 from the Department of Social Justice, Empowerment, Welfare of SC & BC, and Antyodaya (SEWA).

**Dated, Chandigarh, the
10.08.2026**

ANSHAJ SINGH, IAS
**Director General, Food Civil Supplies &
Consumer Affairs Department Haryana**

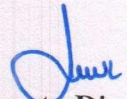
Endst. No. 6E(1)-20 Part-2026/15490

Dated Chandigarh, the 17-8-26

A copy of the above is forwarded to the following for information and necessary action:-

1. The Additional Chief Secretary to Govt. Haryana, Social Justice Empowerment, Welfare of Scheduled Castes & Backward Classes and Antyodaya (SEWA) Department vide w.r.t. their letter memo No. 30/24/2026-4SW dated 24.07.2026.
2. Sh. Ashwani Kumar, Superintendent, Establishment-I Br. Hqrs.
3. All the District Food & Supplies Controllers (In the State of Haryana).
4. All the Assistant Food & Supplies Officers in the State of Haryana through DFSCs.
5. All the Branch Officers/Branch In-charge at Hqrs.
6. Smt. Shikha, Junior Programmer, Hqrs. for uploading the order on the website of the department.

Encls: As above letter dated 24.07.2026.


Deputy Director (Estt.-I)
**for Director General, Food Civil Supplies &
Consumer Affairs Deptt. Haryana**

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From

The Additional Chief Secretary to Government Haryana,
Social Justice, Empowerment, Welfare of Scheduled Castes &
Backward Classes and Antyodaya (SEWA) Department.

To,

✓ All the Administrative Secretaries to Government Haryana.

Memo No. 30/24/2026-4SW
Dated Chandigarh the 24th July, 2026

Subject: Organizing "National Pledge against Drug Abuse" on 18th August 2026 under Nasha Mukh Bharat Abhiyaan (NMBA) – Regarding.

Refer to the subject noted above.

2. A Demi Official letter No. DP-13/4/2026-DP-I dated 07.07.2026 received from the Secretary, Ministry of Social Justice & Empowerment (MoSJE), Government of India, regarding the upcoming 6th Anniversary celebrations of the Nasha Mukh Bharat Abhiyaan (NMBA).

3. As you are aware, the Department of Social Justice & Empowerment (DoSJE), GoI, is implementing the National Action Plan for Drug Demand Reduction (NAPDDR) to prevent substance abuse through sustained awareness and community outreach. As part of entering the 6th year of NMBA, the Ministry has directed all States and UTs to organize a mega-drive titled "National Pledge Against Drug Abuse" on 18th August 2026.

4. The primary objective of this mass mobilization campaign is to engage citizens across the nation to take a collective pledge against drug abuse. In compliance with the central directives, Haryana State must make every endeavor to maximize public participation, with a target of covering at least 10% of the total population of the State administering the National Pledge on 18th August 2026.

5. For the meticulous and successful implementation of this national program, you are hereby requested to initiate the following immediate actions within your jurisdiction:

- Ensure the organization of the "National Pledge Against Drug Abuse" across all offices, schools, colleges, universities, private institutions, and public institutions under your administrative control on 18th August 2026.
- Designate dedicated Nodal Officers at the State, District, and Block levels immediately for your department to ensure smooth planning and execution. The details of the nominated officers must be shared with this department by 30th July 2026.
- Actively encourage students, youth, women, government employees, and the general public to take the online e-Pledge via the official portal <https://nmba.dosje.gov.in/pledge?type=e-pledge> and download their participation certificates.
- Collate the detailed participation data of your department (with specific counts for women and youth mobilized) in the prescribed format (Annexure-I) and submit it to the District Social Welfare Officers of respective districts by 12:00 PM on 18th August 2026, enabling onward submission to the Government of India by the afternoon deadline.
- In addition to the format please share geo-tagged photographic evidence of the ceremonies and an excel sheet indicating the names, institutions and age of the participants with respective DSWOs'.
- Encourage the Headquarter and all field office staff to virtually connect and participate actively in the central National Programme to be hosted by DoSJE on 18th August 2026. The virtual meeting link will be shared in due course.

6. Given the high priority and time-bound nature of this national campaign, you are requested to issue necessary directions to all wings under your administrative control and ensure cross-

departmental mobilization to achieve the targeted participation milestone successfully. For any queries regarding the program, you may reach out to Dr. Vishal Saini (94684-37792), Deputy Director, SEWA.

Encl: Annexure-I (Reporting Format).

Jai Bhawan

Superintendent Social Welfare

for Additional Chief Secretary to Government Haryana,
Social Justice, Empowerment, Welfare of Scheduled Castes &
Backward Classes and Antyodaya (SEWA) Department.

Enclosed: As above

Memo No: 30/24/2026-4SW

Dated Chandigarh the 24th July, 2026

A copy is forwarded to the following for information and necessary action:-

1. The Joint Secretary (Drug Prevention Division), Department of Social Justice & Empowerment, Ministry of Social Justice & Empowerment, Government of India, New Delhi.
2. All the Heads of Departments of Haryana, for immediate compliance and field mobilization within their respective directorates/offices.
3. All the Deputy Commissioners of Haryana, for district-level inter-departmental coordination and successful execution.
4. All the District Social Welfare Officers of Haryana, with the direction to coordinate closely with the District Administration and monitor the program effectively.
 - Ensure that all mobilized pledge counts from department's field offices are uploaded on the official NMBA portal <https://nmba.dosje.gov.in/login> or the NMBA Mobile App using the pre-shared login IDs.
 - Ensure mandatory usage of the official NMBA logo, mascot, and national helpline number 14446 during all pledge ceremonies. The official branding assets can be accessed via the designated Google Drive link: <https://drive.google.com/drive/folders/1dODVdFJ0dDo6tu3bn31IGqi-96Xui163?usp=drive link>

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Superintendent Social Welfare

for Additional Chief Secretary to Government Haryana
Social Justice, Empowerment, Welfare of Scheduled Castes &
Backward Classes and Antyodaya (SEWA) Department