



केन्द्रीय माध्यमिक शिक्षा बोर्ड CENTRAL BOARD OF SECONDARY EDUCATION

CBSE/M&PR/NCB/2024/

Date: 04 June 2024

All the Heads of Schools
Affiliated to CBSE

Subject: Awareness Campaign through E-Pledge titled "Say Yes to Life, No to Drugs"

Dear Principals,

The Narcotics Control Bureau (NCB), under the Ministry of Home Affairs, is the Nodal Agency for all matters related to Drug Law Enforcement. The NCB is pivotal in spreading awareness about the ill effects of drugs and cultivating a collective commitment to making India drug-free, in coordination with various Ministries, Departments, and organizations.

The menace of substance use has become a critical problem in contemporary times, stealing the most productive and promising years from young minds. It is essential to foster a supportive environment in schools, families, and communities to eliminate the risks associated with substance use, thereby promoting a culture of overall well-being and development.

In collaboration with the NCB, CBSE is launching an Awareness Campaign to motivate everyone particularly the youth, to take an E-pledge against the menace of drugs. The E-pledge campaign titled "**Say Yes to Life, No to Drugs**" will be a commendable step towards ensuring a healthy and drug-free environment for our youth and our country.

Action Plan for Schools:

I. E-Pledge Campaign: Launch the E-pledge campaign from 5 June 2024 to 26 June 2024.

- **E-Pledge Access:** All students and staff members should take the e-pledge at <https://pledge.mygov.in/fightagainstdrugabuse/> before 26 June 2024. Detailed step-wise instructions on 'How to take Pledge' and generate and download the e-Certificate are provided in **Annexure-'A'**.
- **Participation:** Schools should encourage participation from students, teachers, parents, and all related stakeholders.

II. Commemoration Activities:

- Encourage and implement activities and programs that empower students towards a healthy and happier life.
- Actively spread awareness against drug abuse to contribute towards a "DRUG-FREE INDIA". Display standees, banners, and e-cards related to awareness against substance abuse at prominent places in the school and websites.
- Conduct suitable activities and share audio-visual creatives related to the theme of the ill effects of drugs, commitment to eradicating drug abuse, and fostering a healthy and drug-free society.
- Organize advocacy and awareness-building activities such as Poster Making/Painting, Role Plays/Nukkad Natak for senior classes, and Essay Writing/Poetry/Jingles for middle school classes.

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III. Campaign Report Submission:

Schools may upload a brief report on the campaign activities on the Google form link <https://forms.gle/psEAjYzFZvXdCBhS6> by **27.06.2024**.

We urge you to disseminate this information among all students, teachers, parents and other stakeholders and encourage them to take the E-pledge. **Your proactive participation in this campaign is crucial for its success. Thank you for your cooperation and commitment.**

Let us all come together to support this noble cause and eradicate the menace of drug abuse collectively.

Best wishes,

(Himanshu Gupta, IAS)
Secretary

Encls: Annexure- 'A'

Copy to the respective Heads of Schools, Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Deputy Director General (Awareness), Narcotics Control Bureau, RK Puram, New Delhi-110066
2. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
3. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
4. The Secretary, Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
5. The Secretary, Sainik Schools Society, Room No. 101, D-1 Wing, Sena Bhawan, New Delhi-110001
6. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odhisha-751005
7. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
8. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017 8.
9. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –7371019
10. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791111
11. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
12. The Director of School Education, Ladakh, Room No.101-102, Ground Floor, Council Secretariat, Kurbathang, Kargil - Ladakh
13. The Director of School Education, Andhra Pradesh, 3rd Floor, B block, Anjaneya Towers, VTPS Rd, Bhimaraju Gutta, Ibrahimpatnam, Andhra Pradesh – 521456
14. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector -3, Rohini, Delhi
15. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
16. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
17. DS to the Chairperson, CBSE
18. All the Directors/ Controller of Examinations/ CVO, CBSE
19. All Regional Directors/ Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions.
20. All Joint Secretary/ Deputy Secretary/ Under Secretary/ Assistant Secretary, CBSE
21. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
22. Joint Secretary (IT Unit) with the request to upload this letter on the CBSE Website.

ANNEXURE - A

HOW TO TAKE PLEDGE (STEP)



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

Click on the Take Pledge

Enter Basic Details

Proceed for Language Selection

TAKE PLEDGE

We realize that drug abuse is increasing in our country, especially among the youth and this is a matter of concern. We pledge that we will cooperate in stopping the drug abuse. We promise that we will not consume any harmful or illegal drugs in any way for any purpose.

We will create awareness about the ill effects of drug abuse by encouraging every person, especially the youth so that the youth of India can live drug-free and they can become creative and important members of the society.

Today we pledge that we will stay away from drugs and live a healthy life.

Enter OTP received on Mobile

Certificate will be Generated

प्रमाणपत्र अपने मोबाइल पर भेजें
Send certificate to your mobile

प्रमाणपत्र | शपथ अपने ई-मेल पर भेजें
Send certificate | Pledge to your email

छाप | डाउनलोड प्रमाणपत्र
Print | Download Certificate

फेसबुक के साथ साझा करें
Share with Facebook

ट्विटर के साथ साझा करें
Share with Twitter

