

क्रमांक/न्याय/गुप-2/()/2020/ 1906 1906

दिनांक: 29 9 20

482
11/10/20

1. पुलिस आयुक्त जयपुर शहर
2. आयुक्त नगर निगम जयपुर
3. जिला पुलिस अधीक्षक जयपुर ग्रामीण
4. मुख्य कार्यकारी अधिकारी जिला पार्षद, जयपुर
5. समस्त उपखण्ड मजिस्ट्रेट जिला जयपुर
6. मुख्य चिकित्सा एवं स्वास्थ्य अधिकारी जयपुर प्रथम/द्वितीय
7. आयुक्त कॉलेज शिक्षा, शिक्षा संकुल, जे0एल0एन मार्ग जयपुर
8. जिला शिक्षा अधिकारी प्रथम/द्वितीय
9. उप निदेशक, सामाजिक न्याय एवं अधिकारिता विभाग, जयपुर शहर/ग्रामीण
10. क्षेत्रीय बाल विकास परियोजना अधिकारी जयपुर

विषय:- नशा मुक्त भारत अभियान दिनांक 15.08.2020 को आरम्भ होने के संबंध में।
प्रसंग:- संयुक्त सचिव, भारत सरकार सामाजिक न्याय और अधिकारिता मंत्रालय सामाजिक न्याय और अधिकारिता विभाग शास्त्री भवन, नई दिल्ली का अर्द्धशासकीय पत्रांक 12-1/2020-DP-II दिनांक 11.09.2020 के क्रम में।

महोदय

उपरोक्त विषयान्तर्गत प्रासंगिक पत्र द्वारा नशा मुक्त भारत अभियान दिनांक 15.08.2020 को आरम्भ होने पर अभियान का प्रचार पिकचर, फेसबुक, ट्विटर, इन्साटाग्राम, यूट्यूब आदि से किये जाने के संबंध में लिखा गया है।

प्राप्त पत्र की प्रतिलिपि संलग्न कर अनुरोध है कि पत्र में दिये गये निर्देशानुसार कार्यवाही करवाकर पालना रिपोर्ट इस कार्यालय को भिजवाने का श्रम करावें।
संलग्न:-उपरोक्तानुसार

क्रमांक/न्याय/गुप-2/()/2020/ 1907
प्रतिलिपि:- संयुक्त सचिव, भारत सरकार सामाजिक न्याय और अधिकारिता विभाग शास्त्री भवन, नई दिल्ली का अर्द्धशासकीय पत्रांक 12-1/2020-DP-II दिनांक 11.09.2020 के क्रम में सूचनार्थ प्रेषित है।

(शंकर लाल सैनी)

अति0 जिला मजिस्ट्रेट
जयपुर शहर दक्षिण एवं
प्रभारी अधिकारी न्याय शाखा

दिनांक 29 9 20

अति0 जिला मजिस्ट्रेट
जयपुर शहर दक्षिण एवं
प्रभारी अधिकारी न्याय शाखा

राजस्थान सरकार

आयुक्तालय कॉलेज शिक्षा, राजस्थान, जयपुर ।

क्रमांक:-एफ-7(4)विविध/अकाद/आकाशि/2020/ 62

जयपुर, दिनांक:- 07-10-2020

पृष्ठांकित प्रति - निम्न को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है :-

1. निजी सचिव, आयुक्त, कॉलेज शिक्षा, राजस्थान, जयपुर ।
2. निजी सचिव, अतिरिक्त आयुक्त, कॉलेज शिक्षा, राजस्थान, जयपुर ।
3. अतिरिक्त जिला मजिस्ट्रेट, जयपुर शहर दक्षिण एवं प्रभारी अधिकारी, न्याय शाखा, कलेक्ट्रेट, जयपुर को उनके पत्रांक - न्याय/गुप-2/()/2020/1906 दिनांक 29 सितम्बर 2020 के क्रम में प्रेषित है ।
4. समस्त प्राचार्य, राजकीय/निजी महाविद्यालय, राजस्थान
5. वेब प्रभारी, आयुक्तालय कॉलेज शिक्षा, राज0, जयपुर को अपलोड करने हेतु प्रेषित है ।

(डॉ0 दीपक मेहरा)

संयुक्त निदेशक (अकादमिक)
कॉलेज शिक्षा, राज0, जयपुर।

बी. राधिका चक्रवर्ती

संयुक्त सचिव

B. Radhika Chakravarthy

Joint Secretary



सत्यमेव जयते

भारत सरकार
सामाजिक न्याय और अधिकारिता मंत्रालय
सामाजिक न्याय और अधिकारिता विभाग
शास्त्री भवन, नई दिल्ली-110 115
GOVERNMENT OF INDIA

MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT
DEPARTMENT OF SOCIAL JUSTICE & EMPOWERMENT
SHASTRI BHAWAN, NEW DELHI-110 115

Dated the 11th September, 2020

21 SEP 2020

B.O. No. 12-1/2020-DP-II

Dear District Magistrate/Collector,

कार्यालय जिला सचिव, जयपुर (राज.)
पत्र प्रतिलिपि क्रमांक: _____ दिनांक: _____
प्रभाषी अधिकारी: _____ शखा: _____

This is regarding Nasha Mukta Bharat Abhiyaan (NMBA) in 272 Districts which was successfully launched on 15.08.2020. States and Districts Collectors have taken keen interest and launched the Abhiyaan. You may like to see their initiatives, launch pictures posted on the Facebook, Twitter, Instagram and YouTube pages of Nasha Mukta Bharat Abhiyaan as well as MSJE Social Media pages.

2. I would like to bring to your notice the following five (5) important developments regarding Abhiyaan.

- (a) **Project Monitoring Unit (PMU) of the Ministry:** PMU will hand hold the Districts in implementing the Abhiyaan. These PMU State Coordinators are Young Professionals who would be in constant touch with the Districts & States. Names, Contact numbers and States allocated to the PMU State Coordinator are enclosed for your information (**Annexure-1**).
- (b) **Output & Outcome parameters:** Please find enclosed (**Annexure-2**) the parameters for assessing the conduct, output and outcome of the Abhiyaan, based on which evaluation would be done to assess and rank top 3 States and top 3 Districts for awarding them at National level. You are requested to keep these parameters and indicators in consideration while implementing the Abhiyaan. A monthly report of progress on this output & outcome parameters may be shared with your PMU State Coordinator with a copy to Ministry.
- (c) **Geo-tagging of all Counselling and Rehabilitation centres:** This Ministry supports organizations that work for preventive education and awareness generation on substance abuse and also builds capacities of treatment and rehabilitation. These organizations broadly are:-
 1. **Integrated Rehabilitation Centre for Addicts (IRCA)** – these are in-patient de-addiction centres with facilities for counselling and treatment.
 2. **Outreach and Drop Centres (ODIC)** – these organizations provide day care facilities of screening, assessment, counselling and also provide referral and linkages to higher treatment and rehabilitation services.
 3. **Community Peer Led Intervention (CPLI)** – these organisations work in the community. Youth volunteers from community are identified for giving early preventive education especially for vulnerable adolescents and youth.

All these centres/organizations have been geo-tagged on Google Earth to enable the public to look for IRCA, ODIC, CPLI nearest to them and access their services. GPS co-ordinates, location/address details, photograph of organization, name and contact details of the head of the IRCA/ODIC/CPLI can be seen when location icon is clicked. You are requested to have these organisations visited and also publicize the availability of these institutions to public. Links for these geo-tagged organizations have been provided with this email.

(d) **Internship program for students in 272 Districts**: To reach out to youth and students of higher education institutions and to create awareness about the objective of the Nasha Mukt Bharat Abhiyaan, an internship programme has been launched by this Ministry. This internship programme is available on AICTE Internship Portal of Ministry of Education, Government of India. Youth aged from 18-30 can apply for the internship. Approximately 5 interns would be selected in each of these 272 Districts only. This would be a paid internship program with every batch interning for two months. This internship programme would continue up to 31.03.2021. As a part of this initiative, interning youth would be creating awareness about the Abhiyaan by extensively using social media and connecting to maximum number of people. You may like to publicise this internship programme in your respective District to ensure that the youth of your District can apply. Details and the application format are available at the link shared on email.

(e) **Nominations to Youth Forum to be held at Vienna in 2021**: I would also like to draw your attention to the Ministry's letter to the States and District Collectors of 272 Districts for nominating youth leaders who are actively working in the identified areas of drug use prevention. You may please nominate suitable person along with relevant details to the Ministry. These nominee youth would undergo selection procedure and on selection would represent the country in the Youth Forum of United Nation Office on Drug and Crime (UNODC) to be held in Vienna, Austria in March, 2021. This is a very good opportunity to the youth of your District to get an exposure to exchange ideas and international participation.

I would like to inform that Hindi version of Training and IEC material has also been circulated to Hindi Speaking States and Districts. I would also request those of who have not given their account details and not mapped their accounts to PFMS may do so on priority to facilitate release of funds by Ministry.

Best Wishes

Yours sincerely,

Radhika

(B. Radhika Chakravarthy)

Encls: as above.

District Collectors (States/UTs)

S. No.	Name	Email Id	States Alloted	Phone No.
1	Dr. Sijo George	drsijogeorge@gmail.com	Madhya Pradesh, Chhattisgarh	8607658725
2	Aneesh V Suresh	aneesh.nisd@gmail.com	Karnataka & Goa	8606442635
3	Avneet Kumar	nisd.pmu.avneet@gmail.com	Punjab and Haryana	9899200748
4	Johny K D	johny.msje@gmail.com	Uttarakhand	9818545929
5	Joseph George	nisd.joseph@gmail.com	Tamil Nadu, Puducherry, Andaman & Nicobar	9495102127
6	Karthika Pillai	karthika.msje@gmail.com	Bihar & Jharkhand	9654227239
7	Md Ajimuddin sheikh	sheikh.msje@gmail.com	Manipur, Tripura	7703894136
8	Mohd Hussan Khan	hussan.msje@gmail.com	Delhi, Himachal Pradesh & Chandigarh	9711214989
9	Dr. Pankaj Gupta	nisd.pmu.pankaj@gmail.com	Mizoram & Nagaland	9868642612, 8700149313
10	Pradnya	nisd.pmu.pradnya@gmail.com	Maharashtra (East)	9594994635
11	Pranjal Kothawade	pranjal.msje@gmail.com	Maharashtra (West)	7021777139, 8149583107
12	Prerna	nisd.pmu.prerna@gmail.com	Odisha	9205503435
13	R. Haritha Alankritha	haritha.msje@gmail.com	Andhra Pradesh and Telangana	8826061467
14	Raju Bishnoi	raju.msje@gmail.com	Rajasthan	7895183128
15	Risha Nusrat	risha.msje@gmail.com	Uttar Pradesh	8218176478
16	Saptadipa Mallick	saptadipa.msje@gmail.com	West Bengal, Sikkim	8638808918
17	Saumya Jauhari	saumya.nisd@gmail.com	Arunachal Pradesh, Assam & Meghalaya	9899338110
18	Shreya Verma	shreya.msje@gmail.com	J&k, Ladakh, UP (UP East)	9582784236
19	Sneha Thomas	sneha.nisd@gmail.com	Kerala and Lakshadweep	9540832111
20	Sparsh Maheshwari	sparsh.msje@gmail.com	Gujrat, Daman & Diu, Dadar & Nagar Haveli	8233068840

NASHA MUKT BHARAT ABHIYAAN - PERFORMANCE INDICATORS					
S. No.	Outcome	Output	Indicators	Weightage for Outcome	Marks
1.1	Mass Awareness & Sensitization	<p>Regular Media Campaigns</p> <p>(a) Use of Print Media (Press releases, interaction or interviews with press men, articles and endorsement of any officer)</p> <p>(b) Use of Electronic Media (TV, Interactions, interview, adverts)</p> <p>(c) Radio (ingles, adverts, programmes, programmes)</p> <p>(d) Media Van, Awareness Vehicle</p> <p>Development of IEC Material (posters, banners, pamphlets, address videos) in regional/local languages</p> <p>Seminars, Lectures</p> <p>Social Media Strategy (Relevant links to be shared)</p> <p>Community Programs</p> <p>Targeted programmes for drop-outs & at-risk youth (children of beggars, destitute, transgender children)</p> <p>Nakkad Natak, Wall Paintings, Flash Mobs, Walkathons (Videos & Photos)</p> <p>Awareness at Police Stations & Prisons Among Truck Drivers</p> <p>Organism Competitions - Poster Making, Quiz, Debates</p> <p>Theme Based Events (Children's Day, World AIDS Day)</p> <p>Awareness through Panchayat Raj Institutions (Gram Sabha, Jan Sabhas)</p>	<p>No. of media activities conducted (field under each category (photos/videos) to be shared)</p> <p>Number of IEC material developed (copies to be shared)</p> <p>No. of Seminars, Lectures Conducted</p> <p>Total participation in seminars/lectures</p> <p>No. of Posts on Social Media (FB, Twitter, Instagram)</p> <p>No. of blogs/articles published on the abhiyaan</p> <p>Activities done for Social Media Engagement (Celebrity, Engagement)</p> <p>No. of people reached (by any means)</p> <p>No. of followers</p> <p>No. of people reached out under each category for awareness activities related to the abhiyaan</p> <p>No. of Events done</p> <p>No. of police personnel and police stations who participated in awareness activities</p> <p>No. of truck drivers who participated in abhiyaan activities</p> <p>No. of Events done</p> <p>No. of competitions events organized</p> <p>No. of relevant themes days celebrated (photos/videos to be shared)</p> <p>No. of local bodies reached out & sessions taken</p>	20	
1.2	Focus on higher educational Institution, university campuses and schools	<p>Schools identified and reached out to for awareness generation programmes</p> <p>Colleges and universities identified where abhiyaan awareness activities are conducted</p> <p>Formation of Clubs & Communities to sensitize students (Mix of students & Teachers)</p>	<p>No. of schools where NMBA programmes are conducted</p> <p>No. of students who reached out in abhiyaan activities</p> <p>No. of teachers reached out to for NMBA activities</p> <p>No. of parents reached out for the abhiyaan activities</p> <p>No. of colleges/universities where awareness are conducted</p> <p>No. of students reached out to create awareness on substance abuse</p> <p>Participation of teachers/professors in abhiyaan activities</p> <p>No. of clubs formed in the district</p> <p>No. of people (students/teachers/parents/principal) who are part of the club</p> <p>No. of activities related to NMBA (offline/online) (pictures/videos to be shared)</p>	25	
1.3		<p>Geographic Reach of the Abhiyaan</p> <p>Hospitals & Vulnerable Population Identification</p> <p>Community Outreach with various vulnerable groups</p> <ul style="list-style-type: none"> Women (Anganwadis, ASHA Workers, Mahila Mandals) Children (Drug-users, unemployed youth, beggar & destitute children, transgender children) Transgender Groups, Sex Workers, Truck Drivers Rural Population (Gram & Jan Sabhas) <p>Referral & Linkages with government centers</p> <p>Data of dependent population</p>	<p>Number of sub-districts & blocks covered for abhiyaan</p> <p>Total villages gram panchayats reached out for the abhiyaan activities</p> <p>No. of vulnerable people identified</p> <p>No. of hospitals identified</p> <p>No. of people reached out to for awareness generation on abhiyaan activities under each group</p> <p>No. of events/sessions conducted with each group</p> <p>No. of institutions reached out to for awareness generation activity (under each category)</p> <p>Report Database of identified users</p> <p>Identified users linked/guided to nearest de-addiction centers</p> <p>Total No. of people covered in community outreach programmes</p> <p>No. of substance users identified in district</p>		
1.4	Focus on counselling and treatment facilities in hospitals and rehabilitation centres	<p>Increase (change) in counselling and treatment facilities in hospitals and rehabilitation centres in district/state</p>	<p>Proper functioning of center (IRCA, CPT, LODCI)</p> <p>Number of referrals received of patients from abhiyaan activities</p> <p>No. of persons who have been counselled & treated</p> <p>No. of follow-ups done by the treatment centers/hospitals</p> <p>Availability of treatment & Counselling centers</p>	10	
1.5	Capacity building programmes for the service providers	<p>Training of Master volunteers before fanning out in the districts for abhiyaan activities</p> <p>Conducting training programmes for the service providers</p>	<p>No. of master volunteers selected & trained (Detailed list to be shared)</p> <p>No. of areas/fields (from education/health/youth/legal/enforcement etc.) master volunteers are selected from</p> <p>No. of trainings provided to master volunteers (Form, refresher)</p> <p>No. of Master Volunteers certified at the end of the abhiyaan</p> <p>Total number of active providers trained</p> <p>Number of medical/para-medical workers working in treatment centers/hospitals</p> <p>No. of workshops conducted on the related themes for service providers</p>	10	
1.6	Action on side supply of Substance	<p>Curb on Supply of Drugs</p> <p>Ensuring strict implementation of ban on sale of cigarettes within 100 meters of any educational institution (Rule refers)</p>	<p>Areas identified where sale of substance takes place</p> <p>Information and intelligence received on the sale of drugs (general public/complaints/NCU)</p> <p>No. of raids conducted to seize illicit substance (action taken)</p> <p>Identification of such areas (within 100m of educational institutions)</p> <p>Implementation of the ban (actions taken)</p> <p>No. of School Management committees formed (Parents, Students, Teachers & Police Representative) to ensure the strict implementation</p>		
1.7	Enhance Review & Feedback Mechanism	<p>Formulating Action Plan for NMBA</p> <p>Ensuring formulation and implementation of the District Level Nasha Mukta Abhiyaan in identified vulnerable districts in the State</p> <p>Guiding and overseeing the implementation of NMBA by the committees</p> <p>Visit to the institutions, hospitals for assessment of preparedness and implementation</p> <p>Monitoring of counselling and treatment facilities in the districts</p>	<p>Action Plan to be submitted to MoSJE</p> <p>No. of meetings held by the committee</p> <p>No. of districts supported through the state action plan</p> <p>Remarks by DSWO/DMs</p> <p>Remarks by Master Volunteers</p> <p>Remarks by PMU</p> <p>No. of visits to institutions for assessment</p> <p>Inspection/Monitoring done by the District Officers</p> <p>Satisfaction/Performance of institutions</p> <p>Model Institutions created</p>		