

DUHE-19/14/2025-DUHE-DU&HE
**GOVERNMENT OF MANIPUR
DIRECTORATE OF UNIVERSITY**

Imphal the 12th November, 2025

To

Principal,
Government/Aided Colleges

Subject: Awareness campaign against drugs abuse in the Higher Educational Institutions-regarding.

Sir/Madam,

In inviting a reference to the above subject, I am to enclose herewith a letter No. GSM/LA-10/2025 dated 25th July, 2025 received from Governor Office, Raj Bhavan, Imphal regarding awareness campaign against drugs abuse in the Higher Educational Institutions to take effective steps towards promotion of awareness against drug abuse so as to add strength to the national campaign with the following suggestions:

- i. Anti-drug drive at admission level:**
Students should be encouraged to take a "No to drugs" pledge at the time of admission itself.
- ii. Formation of "Say No to Drugs" student bodies:**
Form student organizations under the supervision of faculty members in each HEI, which will also act as an early warning mechanism.
- iii. Policy Guidelines:**
Institutionalize awareness campaigns like seminars, poster competitions, street plays, health talks, workshops, seminars, dialogue programs etc. in the campuses.
- iv. Nodal system and integrated approach:**
In line with the concept note of the Ministry of Social Justice and Empowerment:
 - Make students take anti-drug pledge at the time of admission
 - Form drug-free hostel committees comprising wardens, counsellors, student representatives
 - Provide mental health counselling and a confidential reporting system through National De-Addiction Helpline, Tele-MANAS, and MANAS App
 - Conduct awareness campaigns through influential alumni and famous personalities
- v. Counselling and Support Centre:**
Activate mental health counselling services; arrange confidential support and rehabilitation.
- vi. Inclusion in curriculum:**
Include content based on de-addiction in the academic curriculum.
- vii. Community participation:**
Develop a coordinated mechanism in collaboration with police, NGOs, and student organisations.
- viii. Strong institutional framework:**
Enforce strict regulations to curb the supply and consumption of drugs on educational campuses by keeping a close watch on hostels and surrounding areas.

2. It is, therefore, requested to take appropriate action on the matter and to submit an action taken report (ATR) supported by relevant photographs.

3. A scanned copy of the ATR along with necessary photographs may be sent to the contact No. **8837252033** on or before **18.11.2025** without fail.

Encl: as above.

Yours faithfully,



(L. Radhakanta Singh)

Director of University & Hr. Education.
Manipur

Copy to:

1. Secretary to Governor of Manipur
2. Commissioner (Hr. & Tech. Education), Government of Manipur.
3. Principal concerned.
4. Relevant file.

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GOVERNOR'S SECRETARIAT
RAJ BHAVAN: IMPHAL

No. GSM/LA-10/2025

Imphal, the 25th July, 2025.

To

The Principal Secretary (Higher & Technical Education),
Government of Manipur,
Imphal.

Sub: - Awareness campaign against drugs abuse in the Higher Educational Institutions-
regarding.

Sir,

I am directed to enclose herewith a D.O. Letter No. A.44011/05/2022 – E.IV- Part (4) dated 17/07/2025 received from Shri Dharmendra Pradhan, Hon'ble Minister of Education, Government of India, on the above subject and to request you kindly to take appropriate action in the matter under intimation to this Secretariat.

Encl: As above.

Yours faithfully,



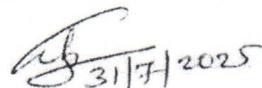
(Sumant Singh)

Secretary to the Governor of Manipur

B/C

D. Singh

ISSUED


31/7/2025

धर्मेंद्र प्रधान
धर्मेंद्र प्रधान
Dharmendra Pradhan



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आज़ादी का
अमृत महोत्सव

शिक्षा मंत्री (302)
भारत सरकार
Minister of Education
Government of India

पत्र जारी किया गया
11-11-2025

17 JUL 2025

Respected Sir,

As you are aware, our universities are not only centres of learning but are also the sources of inspiration for innovation, leadership and nation building. But, in recent years, the increasing prevalence of drugs and drug addiction has emerged as a major challenge in educational institutions. The young students studying in the country's Higher Educational Institutions (HEIs) remain prone to the menace of drug addiction which can have detrimental affect on the future of the students.

2. The Government of India is working on a strong and multi-pronged effort to address this challenge, which includes proactive measures like "Nasha Mukh Bharat Abhiyan" (NMBA) under the aegis of the Ministry of Social Justice and Empowerment, duly identifying HEIs as a major nodal unit for drug prevention. The Hon'ble Prime Minister during the All-India Conference of Director General of Police held in Bhubaneswar between 30th November and 1st December 2024 envisioned and suggested that the Governor of States/UT's may launch a comprehensive awareness campaign against drugs in educational institutions utilizing their position as the Chancellor of the Universities.

3. Further, based on the discussions held in the apex level meeting of the National Narcotics Coordination Portal (NCORD) chaired by the Hon'ble Home Minister, the Ministry of Social Justice and Empowerment prepared a concept note, which was circulated to apex regulatory bodies - University Grants Commission, All India Council for Technical Education, National Medical Commission and the Higher Education Institutions - Universities, IITs, IIMs, Medical Colleges (Government & Private), University Colleges and other Institutions vide joint DO letter from the Secretary, Department of Higher Education and the Secretary, Department of Social Justice and Empowerment. A copy is enclosed for ready reference.

4. Your kind cooperation as the Chancellor of the Universities, is solicited to advise and guide Universities and Colleges to take effective steps towards promotion of awareness against drug abuse so as to add strength to the national campaign. In this regard, the following steps are indicatively suggested :

- I. Anti-drug drive at admission level:- Students should be encouraged to take a "No to drugs" pledge at the time of admission itself.
- II. Formation of "Say No to Drugs" student bodies:- Form student organizations under the supervision of faculty members in each HEI, which will also act as an early warning mechanism.

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सबको शिक्षा, अच्छी शिक्षा

MOE - Room No. 301, 'C' Wing, 3rd Floor, Shastri Bhavan, New Delhi-110 001 Phone : 81-11-23782387. Fax : 91-11-25382385
E-mail : minister.sm@gov.in

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- III. **Policy Guidelines** - Institutionalize awareness campaigns like seminars, poster competitions, street plays, health talks, workshops, seminars, dialogue programs etc. in the campuses.
 - IV. **Nodal system and integrated approach**: - In line with the concept note of the Ministry of Social Justice and Empowerment, making students to take anti-drug pledge at the time of admission, formation of drug-free hostel committees comprising wardens, counsellors, student representatives, mental health counselling and confidential reporting system through National De-Addiction Helpline, Tele-MANAS, and MANAS App, awareness campaigns through influential alumni and famous personalities.
 - V. **Counselling and Support Centre**:- Activating mental health counselling services, confidential support and rehabilitation should be arranged.
 - VI. **Inclusion in curriculum**:- Content based on de-addiction should be included in the academic curriculum.
 - VII. **Community participation**:- A coordinated mechanism should be developed in collaboration with police, NGOs and student organisations.
 - VIII. **Strong institutional framework** :- Strict regulations should be enforced to curb the supply and consumption of drugs on educational campuses by keeping a close watch on hostels and surrounding areas.
5. Looking forward for your active cooperation and guidance.

With regards,

Yours sincerely,



(Dharmendra Pradhan)