



D.O.No. DP -12/41/2022-DP-II

Dear Dr. Sah,

The Department of Social Justice and Empowerment (DoSJE) acknowledges and appreciates the continued support extended by your esteemed organisation under the Nasha Mukht Bharat Abhiyaan (NMBA). Through our collaborative efforts since 2023, we have collectively achieved a significant outreach of over 3.37 crore individuals. These numbers reflect your strong dedication towards creating a Nasha Mukht Bharat.

2. Given your vast presence and building further on these efforts, the Department would urge you to undertake a more intensive, coordinated and structured approach while reaching out to the members of your esteemed organisation as well as the general public. These efforts can significantly amplify the impact with a potential to reach out to a further 3 - 5 crore people in the next three years, thereby strengthening the Nasha Mukht Bharat Abhiyaan. Any assistance required in this regard will be readily extended by DoSJE.

3. At the same time, it is crucial to ensure that details of such activities and outreach are regularly uploaded on the NMBA App / Portal. You can upload NMBA activity data through both the NMBA App <https://play.google.com/store/search?q=nasha+mukt+bharat+abhiyan&c=apps&hl=en> and NMBA Portal <https://nmba.dosje.gov.in/login> using your login credentials.

4. Your continued cooperation in integrating the NMBA messaging into such significant platforms will play a crucial role in deepening the impact of this national movement.

With kind regards.

Yours sincerely,

Sudhansh Pant

(Sudhansh Pant)

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