



ક્રમાંક/B.K.N.M.U./N.S.S./62/2026

તા. 22/05/2026

વિષય - ઉચ્ચ શિક્ષણ સંસ્થાઓમાં ડ્રગ ડિમાન્ડ રિડક્શન (માદક દ્રવ્યોની માંગમાં ઘટાડો) અંગે નિવારક, સંવેદનશીલતા અને જાગૃતિના પગલાંની અમલવારી બાબત.

સંદર્ભ - 1. ઉચ્ચ શિક્ષણ વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકાર અને સામાજિક ન્યાય અને સશક્તિકરણ વિભાગના તા. 05/04/2025 ના પત્ર ક્રમાંક DP/7/2023-DP-I મુજબ.

2. ઉચ્ચ શિક્ષણ કમિશ્નર કચેરીના તા. ૧૬-04-૨૦૨૬ ના પત્ર ક્રમાંક KCG/NEP-2020/2025-26/265 મુજબ.

3. Knowledge Consortium of Gujarat, Department of Education ના તા. ૨૧-04-૨૦૨૬ ના પત્ર ક્રમાંક KCG/NEP-2020/2026-27/219 મુજબ

પરિપત્ર :-

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ સંલગ્ન એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સને સંદર્ભિત પત્ર અન્વયે જણાવવાનું કે નેશનલ એક્શન પ્લાન ફોર ડ્રગ ડીમાન્ડ રિડક્શન (NAPDDR) અને નશા મુક્ત ભારત અભિયાન (NMBA) ના અમલીકરણ અંગે ભારત સરકારે ભારપૂર્વક જણાવ્યું છે કે ઉચ્ચ શિક્ષણ સંસ્થાઓ, જે મોટી સંખ્યામાં યુવા વસ્તીને સેવા પૂરી પાડે છે, તેઓ વિદ્યાર્થીઓમાં નિવારણ, જાગૃતિ લાવવા, સંવેદનશીલતા કેળવવી, કાઉન્સેલિંગ સપોર્ટ (પરામર્શ સહાય) અને તંદુરસ્ત તેમજ નશામુક્ત વાતાવરણને પ્રોત્સાહન આપવામાં મહત્વપૂર્ણ ભૂમિકા ભજવે છે આ સંદર્ભમાં, યુનિવર્સિટી સંલગ્ન એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સને રાષ્ટ્રીય શિક્ષણ નીતિ (NEP)-2020 ની જોગવાઈઓ અને ભાવના તેમજ ભારત સરકાર દ્વારા સૂચવવામાં આવેલી ભલામણો અનુસાર યોગ્ય પગલાઓ હાથ ધરવા જણાવવામાં આવે છે.

યુનિવર્સિટી એન.એસ.એસ. યુનિટ ધરાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તથા એન.એસ.એસ. પ્રોગ્રામ ઓફિસર્સને જણાવવામાં આવે છે કે નીચેના પગલાં ધ્યાને લઈ અને અસરકારક અમલીકરણ માટે પોતાના અધિકારક્ષેત્ર હેઠળ આ નિર્દેશો પ્રસારિત કરવા. આ પગલાં વિદ્યાર્થીઓને માત્ર માદક દ્રવ્યોના દુરુપયોગ અને હાનિકારક પદ્ધતિઓથી દૂર રહેવામાં મદદ કરશે એટલું જ નહીં, પરંતુ ભવિષ્યમાં જવાબદાર, શિસ્તબદ્ધ, સ્વસ્થ અને સામાજિક રીતે જાગૃત નાગરિકો તેમજ સફળ વ્યાવસાયિકો તરીકે વિકસાવવામાં પણ યોગદાન આપશે.

પ્રો. કો- ઓર્ડિનેટરશ્રી,
એન.એસ.એસ.વિભાગ

BKNMU - જુનાગઢ

બિડાણ :

- સંદર્ભિત પત્રની નકલ

નકલ રવાના જાણ અર્થે :-

- રાજ્ય એન.એસ.એસ. અધિકારીશ્રી, ગાંધીનગર તરફ
- રીજીયોનલ ડાયરેક્ટરશ્રી, એન.એસ.એસ. ક્ષેત્રીય કાર્યાલય, અમદાવાદ તરફ
- માન. કુલપતિશ્રી/ કુલસચિવશ્રી ના અંગત સચિવશ્રી તરફ





Knowledge Consortium of Gujarat

Department of Education, Government of Gujarat

Ref. No.: KCG/NEP-2020/2026-27/219

Date: 21 May 2026

To,
The Registrar
State Public Universities and Private Universities of Gujarat

Subject: Implementation of preventive, sensitization and awareness measures regarding Drug Demand Reduction in Higher Education Institutions

Reference:

- 1) D.O. Letter No. DP/7/2023-DP-I dated 06/05/2026 received from the Department of Higher Education, Ministry of Education, Government of India and the Department of Social Justice and Empowerment, Government of India regarding implementation of National Action Plan for Drug Demand Reduction (NAPDDR) and Nasha Mukh Bharat Abhiyaan (NMBA) in Higher Education Institutions.
- 2) Letter No. KCG/NEP-2020/2025-26/265 dated 16/05/2025 issued by the Commissioner of Higher Education, Gujarat, regarding Student Wellness Clubs.

Respected Sir/Madam,

Please refer to the attached communication received from the Department of Higher Education, Ministry of Education, Government of India and the Department of Social Justice and Empowerment, Government of India regarding implementation of the National Action Plan for Drug Demand Reduction (NAPDDR) and Nasha Mukh Bharat Abhiyaan (NMBA) in Higher Education Institutions (HEIs).

The Government of India has emphasized that Higher Education Institutions, catering to a large youth population, have an important role in prevention, awareness generation, sensitization, counselling support, and promoting a healthy and drug-free environment among students.

In this regard, the Education Department, Government of Gujarat advises all State Public Universities and Private Universities to undertake suitable initiatives in alignment with the provisions and spirit of National Education Policy (NEP)-2020 and the recommendations communicated by the Government of India.

Universities are requested to undertake the following measures and further disseminate the same among affiliated colleges/institutions for effective implementation:

1. **Introduction of Value-Added Courses (VAC):** Under the multidisciplinary and holistic education approach of NEP-2020, universities may encourage inclusion of Value Added Courses (VAC), short-term courses, or awareness modules related to substance abuse prevention, mental health, emotional wellbeing, behavioural development, healthy lifestyle practices, and related themes.

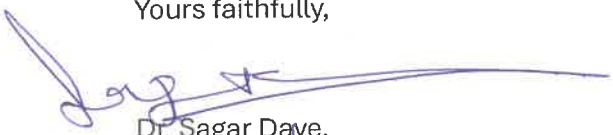
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2. **Internship Opportunities under Undergraduate Programmes:** As part of the internship component of Undergraduate Programmes, particularly during the 6th Semester, students may be encouraged to undertake internships in relevant government departments, de-addiction centres, counselling centres, NGOs, healthcare institutions, social welfare organisations, and other agencies working in the field of drug demand reduction and mental wellbeing.
3. **Student Sensitization and Awareness Activities:** Universities and affiliated colleges are advised to organise sensitization programmes, workshops, seminars, induction sessions for freshers, expert lectures, awareness drives, youth campaigns, cultural activities, wellness programmes, and other related initiatives considering that youth in higher education institutions are among the most vulnerable and affected groups with regard to substance abuse and related social issues.
4. **Student Wellness Clubs and Mental Health Initiatives:** The Education Department has already guided Higher Education Institutions (HEIs) to establish Student Wellness Clubs for promoting emotional wellbeing, peer support systems, stress management, healthy campus culture, and awareness regarding substance abuse prevention among students. The Student Wellness Club Guidelines have also been shared with all universities for effective implementation of such initiatives at institutional level.
5. **Promotion of Counselling and Support Mechanisms:** Institutions may also strengthen counselling support systems and disseminate information regarding available helplines, wellness support services, and awareness initiatives among students and parents.

The above measures will not only help students stay away from substance abuse and harmful practices, but will also contribute towards developing responsible, disciplined, healthy, and socially aware citizens as well as successful professionals in the future.

Universities are requested to disseminate these directions among all affiliated colleges/institutions and take appropriate steps for effective implementation.

Yours faithfully,



Dr. Sagar Dave,

OSD, NEP,

KCG

Page 2 of 2



DILIP RANA, I.A.S.

Commissioner

To,
The Vice-Chancellors,
All State & Private Universities,
Gujarat State

Commissionerate of Higher Education

Block No. 12, 2nd Floor,

Dr. Jivraj Mehta Bhavan,

Gujarat State, Gandhinagar-382010.

Date : 16/05/2025

No.: KCH/NEP 2020/2025-26/265

Subject: Regarding Indicative Guidelines for 'Student Wellness Clubs' and its implementation in Higher Educational Institutions of Gujarat

Dear Sir/Madam,

The Education Department, Government of Gujarat, is committed to promoting student wellness as a key aspect of higher education. Recognizing its direct impact on academic performance, mental health, and overall well-being, the department has formulated indicative guidelines for the establishment and effective functioning of **Student Wellness Clubs** in all Higher Education Institutions (HEIs) across Gujarat.

These guidelines align with the **UGC's recommendations** on physical fitness, mental health and student welfare, as well as the **holistic and multidisciplinary vision of NEP 2020**. As per **NEP 2020 Section 12.1**, “the development of capacities that promote student wellness such as fitness, good health, psycho-social well-being, and sound ethical grounding are also critical for high-quality learning.” The objective is to provide students with structured support systems that foster physical, emotional and psychological well-being.

The **Student Wellness Clubs** will focus on:

- Promoting **physical, mental, and emotional well-being** among students.
- Creating a **peer-support network** for counseling and wellness activities.
- Encouraging **fitness, stress management, and preventive healthcare** initiatives.
- Cultivating an **inclusive, healthy, and supportive campus environment**.
- Ensuring structured **governance, faculty mentorship, and student leadership** in wellness initiatives.

All HEIs are encouraged to **establish Student Wellness Clubs from the academic year 2025-26** and take proactive measures for their successful implementation. While the provided guidelines serve as a foundational framework, universities and institutions have the flexibility to **adapt or expand upon them based on their specific needs and priorities**.

The Education Department will **actively monitor** the implementation and effectiveness of these activities and may introduce additional support mechanisms based on institutional participation and student engagement. Furthermore, all club activities will be **integrated into the NEP Portal** to facilitate continuous tracking and progress monitoring.

For detailed guidelines, please refer to the annexure. For any clarifications or assistance, you may contact the NEP team at nep2-kcg@gujgov.edu.in.

The Education Department appreciates the efforts of universities and institutions in fostering student well-being and looks forward to their continued commitment to building a **healthier, more supportive learning environment** in Gujarat's HEIs.

Thanking you,



Dilip Rana, IAS
CEO, KCG
Commissioner (Higher Education),
Government of Gujarat

Vineet Joshi
Secretary
Department of Higher
Education



Sudhansh Pant
Secretary
Department of Social
Justice and Empowerment

D.O.No. DP/7/2023-DP-I

May 6, 2026

Dear Chief Secretary,

The Department of Social Justice & Empowerment (DoSJE), as the nodal Department for Drug Demand Reduction in the country, is implementing the National Action Plan for Drug Demand Reduction (NAPDDR) with a focused mandate to prevent substance abuse through sustained awareness and outreach. The Nasha Mukta Bharat Abhiyaan (NMBA), under the NAPDDR, was launched on 15th August 2020 and it being implemented in all districts, with priority focus on youth, women and educational institutions.

2. The Hon'ble Union Home Minister and Minister of Cooperation, during the 9th Apex Level Meeting of the Narco-Coordination Centre (NCORD) held on 09th January 2026, issued clear directions for formulation and implementation of a time-bound three-year action plan aimed at measurable reduction in drug demand across the country.

3. Higher Education Institutions (HEIs), catering to a large and diverse youth population, hold immense potential as first-response platforms for identifying at-risk individuals and strengthening the prevention-to-rehabilitation continuum. In this context, a significant component of the proposed three-year action plan focuses on making HEIs drug-free through coordinated efforts.

4. In view of the above, it is requested that necessary instructions may be issued to all concerned Department dealing with HEIs in Central Government, State Government, Aided, as well as Private sector under your jurisdiction to undertake the following key interventions:

I. Preventive Education

Implementation of a 2-credit value addition course on substance use disorder for all students in HEIs. Detailed guidelines will be shared separately.

II. Credit-based Internship Opportunities

Facilitation of internships, particularly for students of social work and psychology, in:

- DoSJE-supported de-addiction facilities
- Addiction Treatment Facilities (ATFs) and de-addiction centres in medical colleges and government institutions
- NGOs/VOs engaged in substance abuse prevention
- State Drug Demand Reduction Cells

III. Sensitization of Freshers

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Inclusion of a dedicated session on substance abuse prevention as part of the one-week induction programme for newly admitted students.

IV. Capacity Building

Training of faculty members, counsellors, and students on substance use disorder through platforms such as SWAYAM, Madan Mohan Malaviya National Mission on Teachers and Teaching (MMMNTT), and Chetna Lecture Series.

V. Awareness Generation and Behaviour Change Communication

a. Conduct awareness activities during annual fests, youth festivals, sports events, Vice-Chancellors' conferences, and through campus community radio stations (suggestive list enclosed).

b. Promotion of NMBA pledge:

- Offline pledge during key institutional events and national/international observances
- Wide publicity of the NMBA e-pledge portal among students and faculty

c. Sensitization regarding the 14446 helpline, including:

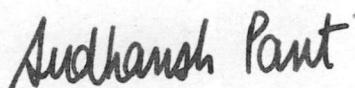
- Provision of counselling support
- Dissemination of helpline information to students and parents/guardians
- Awareness about DoSJE-supported de-addiction centres

d. Ensuring adequate media coverage of activities through institutional channels, local influencers, and other appropriate platforms.

5. Your cooperation in mobilizing Higher Education Institutions towards creating Nasha Mukta Bharat is highly appreciated

With kind regards.

Yours sincerely,



(Sudhansh Pant)



(Vineet Joshi)

Enclosure: As above

To
The Chief Secretaries of all States/UTs

Copy:
ACS / Principal Secretary / Secretary
Department of Higher Education of all States/UTs

Annexure – A

1. Organise NMBA awareness activities such as marathons, walkathons, debates, quizzes, cultural events, rallies, youth dialogues, workshops, and interactive forums.
2. Establish or strengthen counselling services in HEIs.
3. Integrate NMBA initiatives with national and international observance days.
4. Conduct neighbourhood sensitisation drives through NCC/MY Bharat volunteers.
5. Organise film screenings on drug prevention and healthy lifestyles.
6. Establish Anti-Drug Hostel Committees promoting wellness and prevention.
7. Designate a Drug-Free Campus Week with structured activities.
8. Run online campaigns, webinars, and social media engagement initiatives (e.g., #NashaMuktUniversity).
9. Any other activity as deemed appropriate by the competent authority.