



## **Action Taken Report on Nasha Mukta Bharat Abhiyan (NMBA), organised by the Rabindra Bharati University, Kolkata on the 28 November 2025**

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### **1. Introduction**

The Rabindra Bharati University (RBU) observed “Nasha Mukta Bharat Abhiyan” (NMBA) on 28 November 2025, in consonance with the UGC Notification, dated 21.11.2025, with a view to cultivating a healthy, compassionate, educated and addiction-free society. The programme was organised as a part of the University’s commitment to foster awareness about various social issues among its stakeholders, thereby contributing towards the broader national imperative envisioned by the Ministry of Social Justice and Empowerment.

### **2. Publicity, Outreach, and Communication Measures**

To maximise outreach and also to ensure coherent alignment with the national campaign aesthetics, the University undertook a systematic and well-planned publicity initiative. The officially provided QR Code, linked to the authenticated campaign resources, was incorporated into all flyers and posters, facilitating instantaneous access to all relevant information about the initiative. The “Nasha Mukta Bharat – Kushal Bharat” mascot was also utilised across communication materials to maintain thematic continuity. The dissemination of these materials ensured comprehensive awareness across the campus.

### **3. Programme Components**

The event commenced with a highly motivational speech by the Hon’ble Vice-Chancellor of the University. The Nodal Officer of the programme explained in detail the value of building a drug-free campus. This was followed by a synchronized Mass Pledge Ceremony, during which all participants collectively articulated their resolute commitment to combating substance abuse and nurturing a healthier societal ecosystem. This was followed by cultural performances including dance presentations and musical renditions by students, which reaffirmed the ethos of resilience, awareness, and collective responsibility inherent in the Abhiyan.

### **4. Participation Profile**

The programme recorded an exemplary participation of around 600 individuals, including students, faculty members, administrative officers, non-teaching personnel, and library

staff. This broad-based participation stands as testament to the University's collective resolve and strong institutional policy against drug-addiction.

## **5. Outcome and Conclusion**

The event concluded successfully, accomplishing its principal objective of promoting awareness, encouraging behavioural transformation, and consolidating institutional commitment to a drug-free environment. The fusion of cultural activities, digital dissemination tools, and stakeholder engagement ensured that the programme was both impactful and exemplary. The national anthem sung collectively by all participants brought a perfect closure to the programme.