



தமிழ்நாடு ஆசிரியர் கல்வியியல் பல்கலைக்கழகம்

TAMILNADU TEACHERS EDUCATION UNIVERSITY

(Established under Tamil Nadu Act 33 of 2008)

(with UGC 2(f) & 12(B) status and NAAC Accredited with 'A' Grade in 1st Cycle)

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No. TNTEU/R/Lok Bhavan/2026/ 01/439

Date: 04.08.2026

OFFICIAL COMMUNICATION

Sub: TNTEU – “Nasha Mukh Yuva for Viksit Bharat – Sankalp Abhiyan”
Directions of the Hon’ble Governor-Chancellor – Participation of
Universities and affiliated colleges – Instruction issued – Reg.

Ref: Letter No.5779/U2/2026 dated 31.07.2026 from the Secretary to
Governor, Governor’s Secretariat, Lok Bhavan, Chennai.

With reference to the letter cited above, the Secretary to Governor, Governor’s Secretariat, Lok Bhavan has stated that the “Nasha Mukh Yuva for Viksit Bharat – Sankalp Abhiyan”, an initiative of the Ministry of Youth Affairs & Sports, Government of India, aimed at creating awareness among the youth against substance abuse and fostering a drug free society.

The nationwide campaign is being launched on 2nd August 2026 by the Hon’ble Prime Minister and will thereafter continue every Sunday for a period of two years through sustained awareness and public participation programmes. The campaign envisages active involvement of educational institutions, youth organisations and other stakeholders to reach the youth across the country.

In this regard, the Hon’ble Governor Chancellor has directed that all State Universities shall ensure the following:

1. Wide dissemination of the campaign among all teaching departments, campuses, constituent colleges and all affiliated colleges under the jurisdiction of the University.
2. Organisation of suitable awareness programmes pledge ceremonies, seminars, lectures, rallies, competitions, student engagements and other outreach activities to promote the objective of a Drug-Free India (Nasha Mukh Bharat).
3. Maximum participation of students, research scholars, faculty members and non-teaching staff in the campaign, commencing from 2nd August 2026, and continued participation in the activities organized periodically thereafter.
4. All students and staff shall be encouraged to take the “Nasha Mukh Yuva Pledge” through the My Bharat Portal by following the enclosed Standard Operating Procedure (SOP) and obtain the digital certificate upon successful submission of the pledge, The SOP explains the steps for accessing the My Bharat Portal, taking

the pledge and downloading the certificate. SOP_Nasha Mukta Yuva Pledge – Viksit Bharat.pdf

5. Universities shall issue appropriate instructions to all affiliated and constituent colleges to ensure effective implementation of the campaign and to encourage extensive student participation.

The Hon'ble Governor-Chancellor has further desired that this initiative be accorded priority, considering its significance in promoting healthy lifestyles, responsible citizenship and the national vision of Viksit Bharat @2047.

Copy of the letter along with Standard Operating Procedure (SOP) of "Nasha Mukta Yuva Pledge" is enclosed herewith.

In this regard, the Principals of all affiliated colleges of education are requested to take immediate necessary action and ensure meticulous compliance as per the above directions issued by the Governor's Secretariat, Lok Bhavan, Chennai and submit the brief action taken report on the activities conducted, along with the extent of participation to the Registrar (registrar@tntcu.ac.in) for consolidation and onward transmission to the Governor's Secretariat, Lok Bhavan, Chennai.


REGISTRAR i/c

Encl: As above

To

✓ The Principals of all the Colleges of Education
Affiliated to Tamil Nadu Teachers Education University.



Letter No. 5779 /U2/2026, dated 31.07.2026

To

The Vice-Chancellors / Registrars
All State Universities in Tamil Nadu.

Sir/Madam,

- Sub : **Lok Bhavan** - "Nasha Mukht Yuva for Viksit Bharat - Sankalp Abhiyan" - Directions of the Hon'ble Governor-Chancellor - Participation of Universities and affiliated/constituent colleges - Regarding.
- Ref : 1. D.O. Letter of Dr. Mansukh Mandaviya, Hon'ble Union Minister for Labour & Employment and Youth Affairs & Sports, Government of India.
2. Standard Operating Procedure (SOP) for taking the Nasha Mukht Yuva Pledge on the MY Bharat Portal. SOP_ Nasha Mukht Yuva Pledge - Viksit Bharat.pdf

Your kind attention is invited to the "Nasha Mukht Yuva for Viksit Bharat - Sankalp Abhiyan", an initiative of the Ministry of Youth Affairs & Sports, Government of India, aimed at creating awareness among the youth against substance abuse and fostering a drug-free society.

As indicated in the communication received from the Hon'ble Union Minister, the nationwide campaign is being launched on 2nd August 2026 by the Hon'ble Prime Minister and will thereafter continue every Sunday for a period of two years through sustained awareness and public participation programmes. The campaign envisages active involvement of educational institutions, youth organisations and other stakeholders to reach the youth across the country.

In this regard, I am to inform you that, the Hon'ble Governor-Chancellor has directed that all State Universities shall ensure the following:

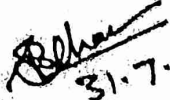
1. Wide dissemination of the campaign among all teaching departments, campuses, constituent colleges and all affiliated colleges under the jurisdiction of the University.

2. Organisation of suitable awareness programmes, pledge ceremonies, seminars, lectures, rallies, competitions, student engagements and other outreach activities to promote the objective of a Drug-Free India (Nasha Mukht Bharat).
3. Maximum participation of students, research scholars, faculty members and non-teaching staff in the campaign, commencing from 2nd August 2026, and continued participation in the activities organised periodically thereafter.
4. All students and staff shall be encouraged to take the "Nasha Mukht Yuva Pledge" through the MY Bharat Portal by following the enclosed Standard Operating Procedure (SOP) and obtain the digital certificate upon successful submission of the pledge. The SOP explains the steps for accessing the MY Bharat portal, taking the pledge and downloading the certificate. SOP_ Nasha Mukht Yuva Pledge - Viksit Bharat.pdf
5. Universities shall issue appropriate instructions to all affiliated and constituent colleges to ensure effective implementation of the campaign and to encourage extensive student participation.

The Hon'ble Governor-Chancellor has further desired that this initiative be accorded priority, considering its significance in promoting healthy lifestyles, responsible citizenship and the national vision of Viksit Bharat @ 2047.

I am therefore to request you to take immediate necessary action and ensure meticulous compliance with the above directions. A brief report on the activities conducted, along with the extent of participation by the University and its affiliated/constituent colleges, may be furnished to this office for information.

Yours faithfully,


31.7.2026
Secretary to Governor

Encl.: Standard Operating Procedure (SOP)
for taking the Nasha Mukht Yuva Pledge on
the MY Bharat Portal. SOP_ Nasha Mukht Yuva Pledge - Viksit Bharat.pdf

Nasha Mukht Yuva Pledge

Standard Operating Procedure

Follow these simple steps to take the **Nasha Mukht Yuva** pledge on the **MY Bharat** portal and receive your digital certificate – a step towards building a drug-free India.

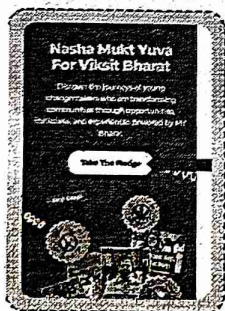


1 Visit the Portal

Open **mybharat.gov.in** in your browser.

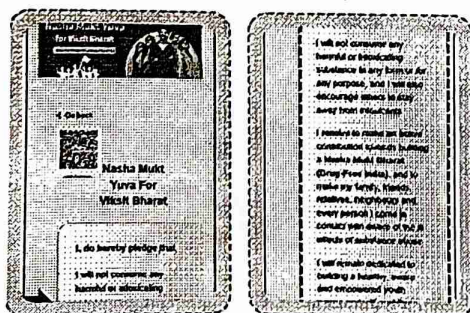
mybharat.gov.in

Click on the popup or homepage banner or scan the QR directly.



2 Navigating to the Pledge

You will be redirected to the **Nasha Mukht** pledge page. Click the **"Take Pledge"** button as indicated.



3 Read the Pledge

Carefully read the entire pledge text.

4

Scroll down

Name *

Place of Birth *

Blood *

Gender *

Date *

Email *

Password *

Fill Your Details

Scroll down and fill in your demographic details accurately.

Optional: If referred by someone, enter the valid 8-digit Referral Code correctly.

5

Name *

Place of Birth *

Blood *

Gender *

Date *

Email *

Password *

Submit

Submit the Pledge

Click on the "I Pledge" button and wait for a moment while it processes.

6

Certificate Generated Successfully

Download Certificate

Certificate Generated

A pop-up will confirm that your certificate has been generated successfully.

Download your certificate and share it proudly on your social media handles.

 **Congratulations!**

You have taken a meaningful step towards a Nasha Mukti Viksit Bharat.

MY BHARAT | NASHA MukT BHARAT ABHIYAAN | VIKSIT BHARAT @ 2047