



Narcotics Control Bureau

Press Release

Date - 24.10.2025

- **NCB & CBSE organise awareness drive in a Delhi school to foster a drug-free school environment**
- **Over 500 students & teachers unite at Sanskriti School in the city to pledge for a Drug-Free Life**

In an effort to create a drug-free school environment, the Narcotics Control Bureau (NCB), Delhi Zonal Unit, in collaboration with the Central Board of Secondary Education (CBSE), today organized a drug awareness programme at Sanskriti School, Chanakyapuri in the national capital. The programme forms part of the framework of the MoU signed between CBSE and NCB on 3rd September 2025, aimed at strengthening preventive education and sensitizing school students about the dangers of drug abuse. Over 500 students and teachers participated in the event and took a pledge to lead a drug-free life reflecting a collective resolve to create drug-free schools and nurture responsible youth. The event also featured a presentation on shared strategies for early intervention, de-addiction, and rehabilitation.

Officers from NCB sensitized students about the ill effects of drug abuse on health, its social and legal implications, and the importance of making informed and healthy life choices. Students participated in group discussions on themes such as “Every Student is an Ambassador of Awareness” and “How Social Media and Online Games Expose Students to Drugs.” A powerful street play (nukkad natak) delivered strong anti-drug messages, reinforcing the theme “Say Yes to Life, Yes to Dreams, and No to Drugs.”

Addressing the event, Dr. Anees C., IRS, Deputy Director, NCB highlighted the agency's multifaceted efforts encompassing enforcement, capacity building, and

outreach initiatives, and urged students and teachers to remain vigilant and proactive in safeguarding society. He also encouraged the school community to actively promote the NCB MANAS Helpline (Toll free number - 1933) for providing information and seeking assistance related to drug abuse and trafficking. Ms. Niti Shanker, Joint Director, CBSE, outlined well-being initiatives by the board, including the CBSE–NCB MoU, Counseling Hub & Spoke Model, Parenting Calendar, Career Guidance Dashboard, and CBSE-AIIMS MATE Programme, all designed to strengthen psychosocial well-being and holistic student development.

As part of NCB-CBSE MoU, over 100 schools across the country have been identified to launch similar programmes. The campaign is adopting a hub-and-spoke model to ensure wider outreach among students, educators, and parents. The initiative reflects the shared commitment of NCB and CBSE towards building a Drug-Free India by empowering young minds through awareness, education, and community participation.
