

## **NARCOTICS CONTROL BUREAU**

### **NCB Organizes Nationwide Nasha Mukh Pakhwada (fortnightly) a campaign against drug abuse**

**Dated 26.06.2025**

As part of its nationwide awareness campaign leading up to the International Day Against Drug Abuse and Illicit Trafficking (26 June), the Narcotics Control Bureau (NCB) has been observing Nasha Mukh Pakhwada (fortnightly) since 11.06 2025. The initiative has reflected strong public resolve and unity in promoting a Drug-Free India, with active participation from enforcement agencies, youth volunteers, banking institutions, NGOs, and citizens across the country.

As part of the Nasha Mukh Pakhwada, a series of impactful events—including Walkathons, Cyclothons, and Bike Rallies—were organized with enthusiastic participation from renowned personalities, NGOs, Central Armed Police Forces (CAPFs), school and college students, and members of the public.

On 22 June 2025, NCB organized a series of Cyclothons and Bike Rallies across its zonal units. In New Delhi, the Cyclothon was flagged off from the National Police Memorial by Director General, NCB, who also led the rally alongside over 1,000 participants including personnel from NCB, Delhi Police, CAPFs, Brahma Kumaris, and community groups. Olympian Sarita Mor and senior officials from NCB and Delhi Police were also present. Speaking on the occasion, DG, NCB emphasized that the fight against drug abuse requires not only enforcement but collective societal commitment, including from families, youth, and institutions. The same day the cyclothon/ bike rallies were organized at 13 locations all over India



(Hon'ble Governor Karnataka Shri Thawar Chand Gehlot at Program for International Day Against Drug Abuse and International Yoga Day, and the State Launch of the MANAS Mental Health & De-Addiction Helpline to formally mark the 'Nasha Mukta Bharat Pakhwara organized by NCB Bengaluru Zone in collaboration with S-VYASA University, RGUHS, Bharatiya Nurses and Allied Sangh, Dishabodh Foundation at Royal Senate, Palace Grounds, Bengaluru on 12.06.2025)



(Hon'ble CM Shri Prof. (Dr.) Manik Saha, flagged off the bike rally in awareness organized by programme organized by NCB Agartala Zonal Unit and District Administration West Tripura at Agartala on 25.06.2025)



(Hon'ble Cabinet Minister, Rajasthan Shri Avinash Gehlot & Hon'ble Minister of State for Home Affairs, Rajasthan Shri Jawahar Singh Bedam, taking pledge "Say Yes to Life, No to Drugs" at Cyclothon organized by NCB Jaipur on 26.06.2025)



(Delhi cyclothon led by DG NCB Shri Anurag Garg, IPS on 22.06.2025 organised by NCB Delhi Zone at New Delhi)



(ADG, ATS, Maharashtra flagged off Cyclothon organized by NCB Mumbai in collaboration with the Greater Mumbai Police on 22.06.2025 at Bandra Reclamation Bus Station, Mumbai)



(Padma Bhushan awardee Shri Mohanlal, launched a special awareness drive organized by NCB Cochin Zonal Unit in collaboration with Vishwasanthi Foundation at CIAL Convention Centre, Nedumbassery, Kerala on 21.06.2025)



(Olympian Mrs. Pramila G. Aiyappa and Mr. Sri Aiyappa with flagged off Cyclothon organized by NCB Bengaluru at Brindavan college of Engineering, Bengaluru on 22.06.2025)

These events exemplify NCB's continued dedication to its mission of combating drug abuse and trafficking through awareness, engagement, and public empowerment.

To fight against drug trafficking, NCB seeks support of the citizens. Any person can share information related to sale of narcotics by calling on MANAS- National Narcotics Helpline Toll Free Number-1933. The identity of the caller is kept confidential.

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