

Government of West Bengal
Education Directorate
Bikash Bhavan, Salt Lake, Kolkata-91

Memo No. *ED-209/2026*

Date: *14.09.2026*

From: The Director of Public Instruction, West Bengal

To: The Principal/Vice-Principal/Officer-in-Charge/Teacher-in-Charge of Govt., Govt. -aided and Constituted Colleges under Education Directorate

Subject: Widespread Publicity of the MANAS Portal (ncbmanas.gov.in) and National Narcotics Toll-Free Helpline '1933' along with Action Taken Report across Higher Educational Institutions in West Bengal

Please find enclosed the copy of letter no. 1429(44)-Edn(U)/HED-12016(99)/52/2025-UNV SEC Dept. of HE dated 01/09/2026 received from University Branch, Department of Higher Education and Memo No. STF/NCORD/26/739 dated August 13, 2026.

The undersigned is directed to request you to take necessary action following actionable measures stated under serial no. 4 of Memo No. STF/NCORD/26/739 dated August 13, 2026 and submit Action Taken Reports (ATR) to concerned JDPIs within 21/09/2026.

Enclosure: As stated

M. Kumar

Director of Public Instruction
Education Directorate, West Bengal

Memo No.

Date:

Copy forwarded for information to:

1. Spl. Commissioner, Department of Higher Education, Govt. of West Bengal, Salt Lake, Kol-91
2. Private Secretary to the HMIC, Department of Higher Education, Govt. of West Bengal, Salt Lake, Kol-91
3. Private Secretary to the HMoS, Department of Higher Education, Govt. of West Bengal, Salt Lake, Kol-91
4. Senior P.S. to the Additional Chief Secretary, Department of Higher Education, Govt. of West Bengal, Salt Lake, Kol-91
5. Guard File

For Director of Public Instruction
Education Directorate, West Bengal



**Government of West Bengal
Department of Higher Education
University Branch**

Bikash Bhavan, 6th Floor, Bidhannagar, Kolkata – 700 091

No. 1429(44)-Edn(U)/HED-12016(99)/52/2025-UNV SEC Dept. of HE

Date: 01.09.2026

From: Deputy Secretary to the Government of West Bengal

To: 1. The Registrar,University (All)
2. Director of Public Instruction, West Bengal
3. Director of Technical Education, West Bengal

Subject: Widespread Publicity of the MANAS Portal (ncbmanas.gov.in) and National Narcotics Toll-Free Helpline '1933' across Schools, Colleges, and Higher Educational Institutions in West Bengal

Madam/Sir,

Enclosed herewith kindly find copy of Memo. No.: STF/NCORD/26/739 dated August 13, 2026 received from Inspector General of Police, Anti-Narcotics Task Force, West Bengal along with enclosures on the subject noted above, which speaks for itself.

I am directed to request you for taking necessary action in the matter and submit an Action Taken Report (ATR) to this Department at the earliest.

Encl: As stated

Yours faithfully,

Deputy Secretary

Date: 01.09.2026

No.1429 (44)/1(4)-Edn(U)/HED-12016(99)/52/2025-UNV SEC Dept. of HE

Copy forwarded for information action to:

1. Inspector General of Police, Anti-Narcotics Task Force, West Bengal
2. Additional Secretary, Higher Education Department
3. Joint Secretary, Higher Education Department
4. Sr. P.S. to the Addl. Chief Secretary, Higher Education Department

Deputy Secretary



सत्यमेव जयते

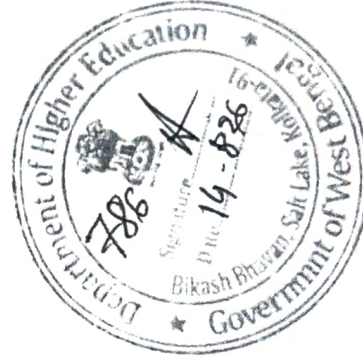
Government of West Bengal
Anti-Narcotics Task Force, West Bengal
Nabadiganta Bhawan, Street No. 21,
Block- GN 20, Sector - V, Salt Lake City,
Kolkata - 700091

Received on... 14/8/26
E.No.....
Date..... Referred to Sr. SS (CT)
Remarks..... P12. discuss
Additional Chief Secretary with AT
Department of Higher Education urgent

Memo. No.: STF/NCORD/26/739

August 13, 2026

To
Shri Binod Kumar, IAS
Additional Chief Secretary
Department of Higher Education
Government of West Bengal
Bikash Bhavan, 6th Floor, East Block, Salt Lake,
Kolkata - 700091
Phone: 2337-8573, 2358-7266
Fax: 2358-7266
Email: highereducationwb@gmail.com



Subject: Widespread Publicity of the **MANAS** Portal (ncbmanas.gov.in) and National Narcotics Toll-Free Helpline '1933' across Schools, Colleges, and Higher Educational Institutions in West Bengal.

Sir,

I am writing to draw your urgent attention towards an important national initiative aimed at combating narcotic substance abuse and maintaining drug-free educational environments across West Bengal. As part of the Government of India's 'Zero Tolerance' Policy against drug abuse, the Narcotics Control Bureau (NCB), Ministry of Home Affairs, has established the MANAS (Madak Padarth Nishedh Aasuchna Kendra) portal and its associated 24x7 toll-free National Narcotics Helpline '1933'. The Ministry of Home Affairs (MHA), Government of India & Narcotics Control Bureau (NCB) have issued a Circular directing for wide spread publicity of the MANAS Portal and National Narcotics Helpline -1933 implementation.

2. The MANAS portal (ncbmanas.gov.in) serves as a unified digital platform enabling students, youth, educators, parents, and citizens to report drug-related offenses—such as illicit trafficking, peddling near campuses, illegal storage, and cultivation—while guaranteeing absolute anonymity and strict citizen confidentiality. Furthermore, the portal and the 1933 helpline provide immediate medical guidance, mental health support, and rehabilitation assistance to individuals affected by substance use disorders.
3. Youth and students in schools, colleges, and universities remain particularly vulnerable to the menace of narcotics. Therefore, the proactive involvement of the Department of School Education and the Department of Higher Education is essential to build awareness, deter drug peddlers, and offer timely intervention and psychological support.
4. In accordance with national advisories and regulatory guidelines (including those issued by UGC and CBSE), it is requested that comprehensive circulars/instructions be issued to all government, government-aided, private schools, colleges, and universities in the state to execute the following actionable measures:

A. Prominent Physical Signage & Displays: All educational institutions must prominently display official banners, posters, and notice boards featuring the National Narcotics Helpline '1933' (MANAS) at high-visibility locations such as main entrance gates, reception areas, common notice boards, counselor rooms, libraries, ICT labs, and student hostels.

B. Integration into Academic Routines & Publications: Institutions should regularly announce helpline details and drug abuse prevention guidelines during morning assemblies, student orientation programs, and parent-teacher meetings (PTMs). In addition, helpline details and portal links must be printed in official student handbooks, institutional prospectuses, and recurring newsletters.

C. Digital Integration & Web Portals: All institutional websites, student portals, and learning management systems should host permanent banners and official QR codes linking directly to the MANAS portal (ncbmanas.gov.in) and the UMANG mobile app for seamless access to anonymous reporting and counseling services.

D. Awareness Drives & IEC Screening: Schools and colleges should conduct regular Information, Education, and Communication (IEC) campaigns, anti-drug pledges, and screen authorized life-skills/wellness videos during student wellness periods and extracurricular activities.

Summary of Official MANAS Reporting & Support Channels:

Channel / Platform	Official Contact Details & Scope
24x7 Toll-Free National Helpline	1933 (Anonymous reporting, tips & counseling)
Official Web Portal	ncbmanas.gov.in
Official Email Submission	info.ncbmanas@gov.in
Mobile Application Access	UMANG Mobile App (Search: MANAS)

5. The Anti-Narcotics Task Force (ANTF), West Bengal, stands ready to assist your departments and educational institutions with operational support, and swift police response on actionable inputs. Wide dissemination of the MANAS portal and 1933 helpline will play a transformative role in shielding our student community from substance abuse and ensuring safe, healthy learning environment. Your personal intervention and prompt administrative action in this regard shall be deeply appreciated.

With warm regards.

On 13/8/26
(Rajesh Kumar Yadav, IPS)
Inspector General of Police
Anti-Narcotics Task Force
West Bengal

Encl.: As stated.

Copy to:

- 1) The Director General & Inspector General of Police, West Bengal, "Bhabani Bhawan", 31/1A, Belvedere Road, Alipore, Kolkata - 700027.
- 2) The Director General & Inspector General of Police, Special Task Force, West Bengal, Nabadiganta Bhawan, Street No. 21, Block- GN 20, Sector - V, Salt Lake City, Kolkata - 700091.
- 3) The Commissioner of Police, Kolkata Police, 18, Lalbazar Street, Kolkata - 700001.
- 4) The Deputy Director General, Easter Region, Narcotics Control Bureau, Kolkata Zone, New Town, Kolkata - 700107.

- For kind information.

(Rajesh Kumar Yadav, IPS)
Inspector General of Police
Anti-Narcotics Task Force
West Bengal