

RAIDIGHI COLLEGE

(NAAC Accredited B+ Grade & ISO 9001:2015 Certified)

P.O. & P.S. – Raidighi, South 24 Parganas, West Bengal – 743383

Website: www.raidighicollege.in | Email: raidighicollege95@gmail.com

DETAILED PROGRAMME REPORT

MANAS POSTER & BANNER AWARENESS DISPLAY DRIVE

“Say No to Drugs – MANAS is Here to Help You”

Date	25 September 2026 (Friday)
Venue	Raidighi College Campus (Main Gate, Corridors, Notice Boards, Common Room area)
Organised by	NSS Unit-1, Raidighi College (University of Calcutta)
Programme Focus	Wide publicity of the MANAS Portal (ncbmanas.gov.in) and the National Narcotics Toll-Free Helpline 1933 through poster and banner display across the campus

1. Introduction

Raidighi College, through its NSS Unit-1, organised a campus-wide MANAS (Madak Padarth Nishedh Aasuchna Kendra – National Narcotics Helpline) awareness display drive on 25 September 2026. The programme involved NSS volunteers prominently displaying official MANAS posters and banners at high-visibility locations across the college campus, including the main entrance gate, corridors, notice boards and common areas, so that the National Narcotics Helpline ‘1933’ and the MANAS Portal (ncbmanas.gov.in) remain visible and accessible to all students and staff.

The activity was undertaken in compliance with the directive received from the Government of West Bengal, Education Directorate, regarding widespread publicity of the MANAS Portal and the National Narcotics Toll-Free Helpline ‘1933’ across higher educational institutions in the State.



2. Reference / Authority

This programme was conducted in compliance with the following official communications:

- Memo No. STF/NCORD/26/739 dated 13 August 2026, issued by Shri Rajesh Kumar Yadav, IPS, Inspector General of Police, Anti-Narcotics Task Force, West Bengal, addressed to the Additional Chief Secretary, Department of Higher Education, Government of West Bengal, regarding “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.”
- Memo No. 1429(44)-Edn(U)/HED-12016(99)/52/2025-UNV SEC Dept. of HE dated 01.09.2026, issued by the Deputy Secretary, Department of Higher Education, Government of West Bengal (University Branch), forwarding the above directive to the Director of Public Instruction and all Universities.
- Memo No. ED-209/2026 dated 14.09.2026, issued by the Director of Public Instruction, West Bengal, Education Directorate, addressed to Principals/Vice-Principals/Officers-in-Charge of Government, Government-aided and Constituted Colleges, directing necessary action and submission of an Action Taken Report (ATR).

3. Objectives

- To ensure prominent physical signage and display of the MANAS Portal (ncbmanas.gov.in) and the National Narcotics Helpline ‘1933’ at high-visibility locations on the college campus, in line with the Government directive.
- To make students and staff aware of the MANAS Portal as an official, confidential channel for reporting drug-related issues and seeking counselling and rehabilitation support.
- To familiarise the college community with the toll-free helpline number 1933 and its integration with the MoSJE Helpline 14446 for rehabilitation assistance.
- To involve NSS volunteers directly in the awareness drive, encouraging student participation and peer-level dissemination of the MANAS message.
- To create a visible, drug-free campus environment consistent with the “Nasha Mukh Bharat” initiative of the Government of India.

4. Organising Team

Principal, Raidighi College	Dr. Sasabindu Jana
NSS Programme Officer	Dr. Arvinda Shaw
Organising Unit	NSS Unit-1, Raidighi College
Student Volunteers Participated	Approximately 20–25 NSS volunteers

5. Programme Proceedings

The awareness drive was carried out under the overall guidance of Dr. Sasabindu Jana, Principal, Raidighi College, and was coordinated on the ground by Dr. Arvinda Shaw, NSS Programme Officer. Around 20–25 NSS Unit-1 volunteers, wearing their official NSS jackets, took part in the drive.

The volunteers worked in small teams to put up official MANAS posters and banners – including the “Struggling with Drug Addiction? You’re not alone” poster, the “Why face drug problems alone when MANAS is here to help you” banner, and the National Narcotics Helpline (1933) poster – at multiple locations across the campus:

- The main entrance gate of the college (visible to all students, staff and visitors entering the campus).
- Internal corridors and pillars near classrooms and common areas.

- The notice board area near the Boys' Common Room and the NCC notice board.
- The passage leading to the Principal's Chamber.
- A wall-mounted banner near the washroom and general notice-board zone, prominently carrying the toll-free number 1933 and the portal address www.ncbmanas.gov.in.

On completion of the display drive, the NSS Programme Officer and volunteers met Dr. Sasabindu Jana, Principal, in his chamber and presented the MANAS posters and banner, briefing him on the campaign and the locations where the materials had been displayed. The Principal appreciated the initiative and reiterated the importance of sustained awareness on campus regarding substance abuse and the availability of the MANAS Helpline for support.

6. Key Messages Displayed

- “Why face drug problems alone when MANAS is here to help you” – NCB handles every step, supports with free counselling, and builds a healthier community together.
- “Struggling with Drug Addiction? You're not alone” – Reach out for help to the National Deaddiction Helpline on the MANAS Portal.
- National Narcotics Helpline – 24x7 Toll-Free ‘1933’ (An Initiative of Narcotics Control Bureau, Ministry of Home Affairs, Government of India).
- Portal address: www.ncbmanas.gov.in, along with mention of the UMANG App for anonymous reporting and support.

7. Significance for Raidighi College

The drive ensured that the National Narcotics Helpline 1933 and the MANAS Portal are now prominently and permanently visible across key locations of the Raidighi College campus – the main gate, corridors, notice boards and common areas – in line with the Government of West Bengal's directive on widespread publicity of MANAS. The direct involvement of NSS Unit-1 volunteers also helped build peer-level awareness and ownership of the initiative among students.

8. Expected Outcomes

- Permanent, high-visibility display of MANAS Helpline (1933) information at the college main gate, corridors and notice boards.
- Greater awareness among students and staff of the MANAS Portal (ncbmanas.gov.in) as a confidential channel for reporting and seeking help.
- Active involvement of NSS volunteers in a national awareness campaign, strengthening the college's ongoing drug-free campus initiatives.
- Compliance with the directive of the Director of Public Instruction, West Bengal (Memo No. ED-209/2026 dated 14.09.2026) for submission of the Action Taken Report.

9. Conclusion

The MANAS Poster & Banner Awareness Display Drive conducted on 25 September 2026 by NSS Unit-1, Raidighi College, successfully translated the Government's directive on MANAS publicity into visible, on-ground action across the campus. Through the active participation of about 20–25 student volunteers under the guidance of the NSS Programme Officer and the Principal, the college has ensured that every student and staff member on campus can readily see and access information about the National Narcotics Helpline 1933 and the MANAS Portal. This report, along with the accompanying geo-tagged photographs, may be treated as the college's Action Taken Report against Memo No. ED-209/2026 dated 14.09.2026.

10. Photo Documentation

Geo-tagged photographs of the MANAS poster and banner display drive conducted by NSS Unit-1 volunteers across the Raidighi College campus on 25 September 2026 are placed below as supporting documentation.



Glimpses of NSS Unit-1 volunteers and faculty putting up MANAS posters and banners at various locations across the Raidighi College campus, and presenting the awareness materials to the Principal.

Dr. Arvinda Shaw
NSS Unit-1 Programme Officer, Raidighi College

Dr. Sasabindu Jana
Principal, Raidighi College