



**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.

Enclo: 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



সংসদীয় কার্যালয়

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 SS (CT)Remarks P12. discussAdditional Chief Secretary with ATRDepartment of Higher Education urgently

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.

Ani
13/8/26

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

Encl.: As stated.

Memo. No.: STF/NCORD/26/739/1(1)

August 13, 2026

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, Eastern 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



गृह मंत्रालय
MINISTRY OF
HOME AFFAIRS



MANAS

मादक पदार्थ निषेध आसूचना केंद्र
National Narcotics Helpline

National Narcotics Helpline

24x7 TOLL-FREE

1933



**समग्र भारत में ड्रग्स के विरुद्ध,
आओ मिलकर लड़ें निर्णायक युद्ध**

An Initiative of
**Narcotics Control Bureau (NCB), Ministry of Home Affairs,
Government of India**

About MANAS

The MANAS - National Narcotics Helpline Platform is a prestigious project for the Narcotics Control Bureau, Ministry of Home Affairs, Government of India to serve as a beacon for citizens to come forward and contribute collectively to the broader efforts to curb the menace of drug-related crimes.

The project has been designed and developed for NCB in collaboration with Digital India Corporation, Ministry of Electronics and Information Technology.

This exclusive 24x7 digital platform is dedicated to addressing a range of drug-related issues including drug trafficking, illegal sale/ purchase/ storage/ manufacturing, and illicit cultivation of narcotic drugs or psychotropic substances. At MANAS helpline **1933**, the identity of the informer & inputs provided will remain confidential.

MANAS is also integrated with the Ministry of Social Justice and Empowerment (MoSJE) Helpline **14446**, to facilitate counseling and drug rehabilitation assistance.

Our Mission:

Prevent and combat abuse and illicit traffic of drugs.

Our Vision:

Endeavour for a drug-free society

Submit your Tip for following activities



**Drug Trafficking/
Peddling**



**Counselling
and Rehab**



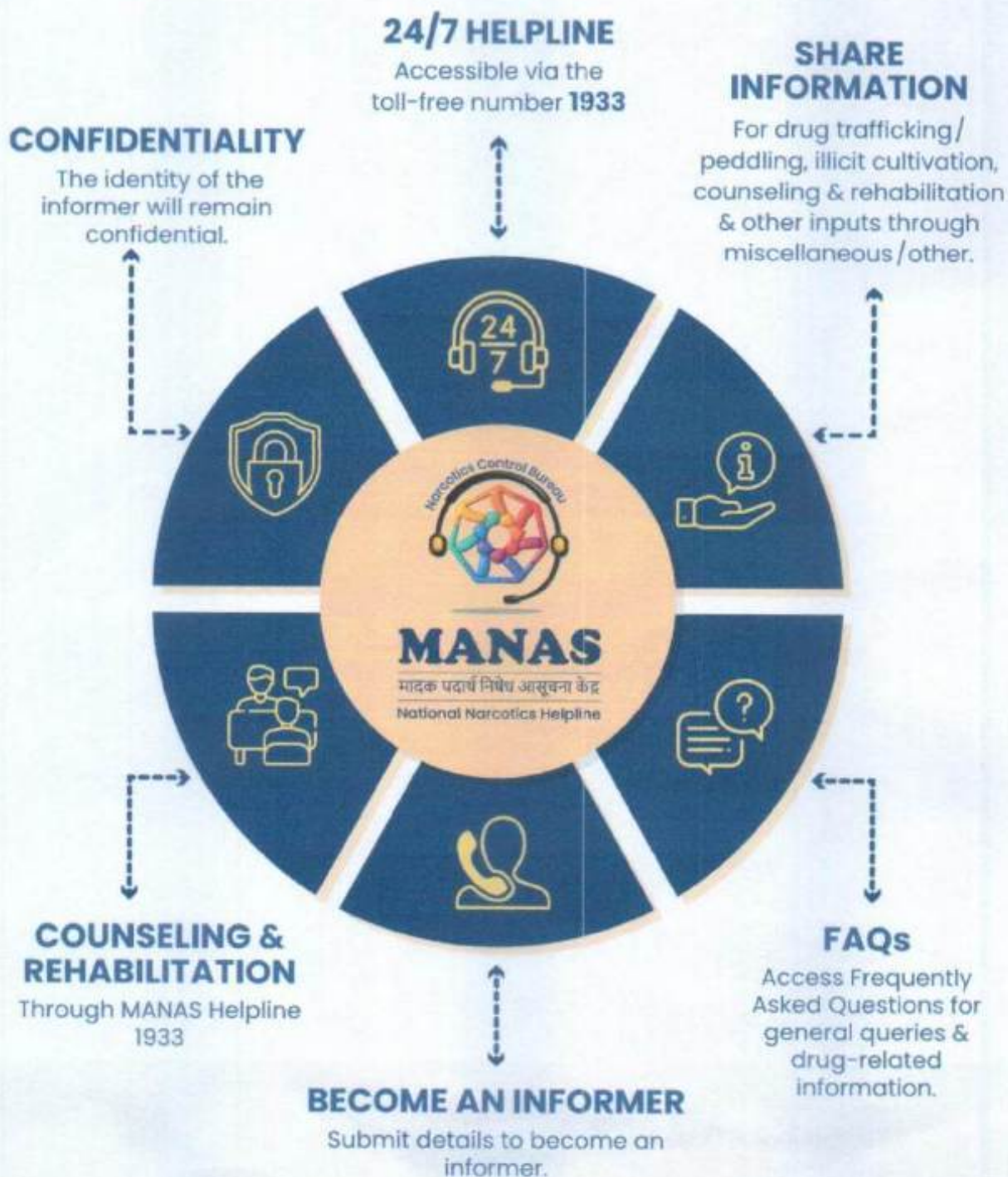
**Illicit
Cultivation**



**Miscellaneous /
Others**

**Share Drug-Related Information with NCB
without Revealing Your Identity**

Platform Features



How to Share Drug related information with NCB:

Call : Call the Toll-Free Number of MANAS National Narcotics Helpline at **1933**

Email : Send an Email to MANAS National Narcotics Helpline at **info.ncbmanas@gov.in**

Portal : Report incidents using the MANAS Web Portal - **www.ncbmanas.gov.in**

Umang App : Download UMANG App & Browse MANAS

Expansion of MANAS Helpline with Zonal Units of NCB and Anti-Narcotics Task Force (ANTF) of States and Union Territories Police Forces to establish a real-time information-sharing platform



Scan the QR Code for Manas Portal



Share Information through UMANG Mobile App

Google Play Store



iOS Store



Follow us on:



**मादक पदार्थों की तस्करी से संबंधित
जानकारी साझा करें
मानस-नेशनल नारकोटिक्स हेल्पलाइन**



सत्यमेव जयते

Government Of India

1933



सूचना देने वाले की पहचान गोपनीय रखी जायेगी

नारकोटिक्स कंट्रोल ब्यूरो

Share information about drug trafficking on **MANAS – National Narcotics Helpline**



सत्यमेव जयते

Government Of India

1933



The identity of the informer will be kept confidential

Narcotics Control Bureau

মাদক কারবার রিপোর্ট করুন

কল করুন:

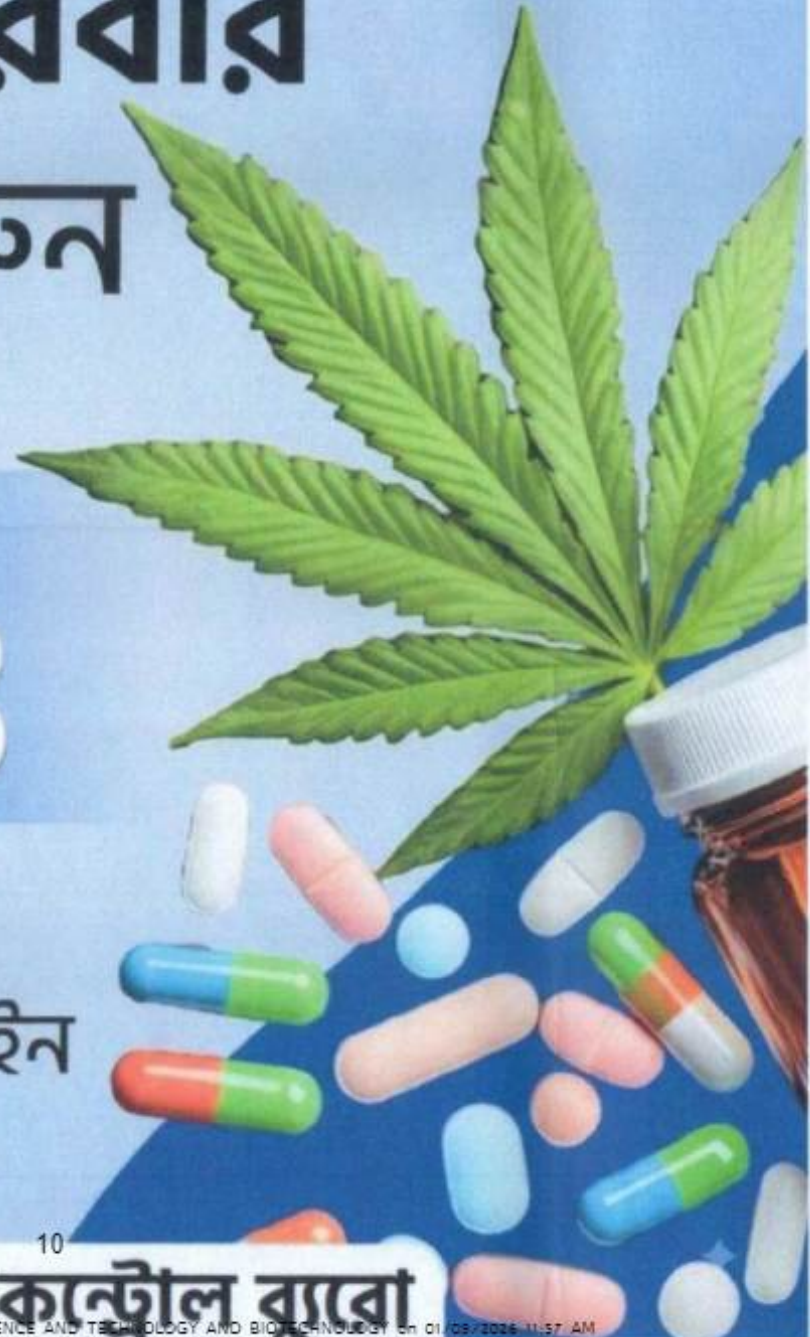
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MANAS

জাতীয় মাদক হেল্পলাইন

10

নারকোটিক্স কন্ট্রোল ব্যুরো



Report

DRUG

Activity

 **1933**

MANAS

National Narcotics Helpline



DRUG



Activity



Dial

1933

MANAS

National Narcotics Helpline



गृह मंत्रालय
MINISTRY OF
HOME AFFAIRS



MANAS
National Narcotics Helpline Platform



MANAS

National Narcotics Helpline Platform

Together Towards a Drug-Free Bharat

24x7 Toll Free - 1933

An Initiative of
Narcotics Control Bureau, Ministry of Home Affairs

Share Drug-related Information with NCB on MANAS:

IVRS: Call Toll-free number **1933**



Web Portal: Visit
www.ncbmanas.gov.in

Email: Send email to
info.ncbmanas@gov.in



Download the app & access
MANAS

समग्र भारत में ड्रग्स के विरुद्ध, आओ मिलकर लड़ें निर्णायक युद्ध

Join Us in building a #DrugFreeBharat • Follow us on:

Design & Development Partner - Digital India Corporation, MeitY

*Drug Trafficking, Illicit
Cultivation & other
drug related issues on*

MANAS National Narcotics Helpline ?



There are 4 methods -



**Call the Toll-Free Number of
MANAS National Narcotics
Helpline **1933****



**Send an Email to MANAS
National Narcotics Helpline
at **Info.ncbmanas@gov.in****



Report incidents



Download the UMANG App

DID YOU KNOW?

You can report on
MANAS - 19333
National Narcotics Helpline
about drug-related crimes
anonymously.

24/7



Do you Know?

Illicit Drug trafficking is a punishable offence. Various such crimes take place everyday but not all are reported.

Raise your voice against
drug-related crimes.

Report your complaints at

National Narcotics Helpline

10222



Do you have information about **Illicit Cultivation of Drugs?**

Share your Tip Easily on

MANAS PORTAL

www.ncbmanas.gov.in

Submit a Tip

