



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India

Department of Health and Family Welfare
Ministry of Health and Family Welfare

D.O.No.V.15015/43/2026/PH- I/ 8424600

Dated: 8th September, 2026

आराधना पटनायक, भा.प्र.से.

अपर सचिव एवं मिशन निदेशक (रा.स्वा.मि.)

Aradhana Patnaik, IAS

Additional Secretary & Mission Director (NHM)

Dear Colleague,

The theme for World Suicide Prevention Day is "Changing the Narrative on Suicide", which calls for moving away from silence, stigma and misconceptions towards greater openness, compassion, understanding and timely help-seeking. It is important that this message reaches not only health professionals, but also families, communities, educational institutions, workplaces and other relevant settings.

In this regard, I would request you to kindly ensure meaningful observance of World Suicide Prevention Day on 10 September 2026 across the State/UT, with active participation of the Health Department, other concerned departments, health institutions and community stakeholders.

The Suicide Prevention Pledge, enclosed as Annexure-I, may kindly be administered across all concerned departments and institutions at the State, District and Health Facility levels. States/UTs are also encouraged to extend the pledge and related sensitization activities to community-level platforms, educational institutions, workplaces and other suitable settings.

For wider dissemination and awareness, the IEC material developed by the Ministry of Health and Family Welfare may be utilized across health facilities, offices and community settings. The material may be accessed through the following link:

https://drive.google.com/drive/folders/1gmD-OngsKR95t4zBYHCTHj_g0JqXdgbd?usp=drive_link

For social media dissemination, States/UTs may also tag the official social media handles of the Ministry of Health and Family Welfare:

- Instagram: @mohfwindia
- X: @MoHFW_INDIA
- Facebook: Ministry of Health and Family Welfare, Government of India

The following hashtags may be used for wider dissemination:

#MentalHealthMatters #ListenUnderstandConnect #14416 #MannJagriti
#ChangingtheNarrative #HelloBoloDilKholo

It is further submitted that the observance may go beyond a one-time awareness event, with emphasis on sustained awareness, sensitization and timely help-seeking. **The Tele-MANAS toll-free helpline number 14416 may be prominently displayed at all Public Health Facilities, including Ayushman Aarogya Mandirs,** and the proposed activities may be undertaken in coordination with the District Mental Health Programme (DMHP) Units to ensure effective outreach at the district and community levels.

#StopObesity

टीबी हारेगा देश जीतेगा / TB Harega Desh Jeetega

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You are requested to personally oversee and ensure the observance of World Suicide Prevention Day across the State/UT and encourage all concerned departments, districts, health facilities and community stakeholders to actively participate in the proposed activities.

The collective efforts of States/UTs will be critical in strengthening awareness, reducing stigma and creating an enabling environment where conversations around suicide are approached with sensitivity, compassion and a clear focus on prevention.

With regards.

Yours sincerely,

Encl.: Annexure-I - Suicide Prevention Pledge


(Aradhana Patnaik)

To

Addl. Chief Secretary / Pr. Secretary / Secretary (Health)- All States / UTs

Copy to:

- Mission Director, NHM, All States/UT
- Director General of Health Services (DGHS)
- JS, Mental Health, Ministry of Health and Family Welfare
- PSO to Secretary (H&FW)