

Special event on 08th August 2025 at Dr. Ambedkar International Centre, 15 Janpath, New Delhi on the occasion of Raksha Bandhan as part of Celebration of 5 years of Nasha Mukh Bharat Abhiyaan (NMBA)

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The Ministry of Social Justice and Empowerment is the nodal Ministry for drug demand reduction in the country, which coordinates and monitors all aspects of drug abuse prevention, assessment of the extent of the problem, preventive action, treatment and rehabilitation of users, dissemination of information.

In alignment with the spirit of Raksha Bandhan, and part of celebration of 5 years of Nasha Mukh Bharat Abhiyaan (NMBA), an event will be organized by Department of Social Justice & Empowerment on 8th August 2025 from 09:00 AM at Dr. Ambedkar International Centre, 15 Janpath, New Delhi, wherein sisters from the Brahma Kumaris will tie rakhis to nearly 400 CRPF jawans and officers. This event will also feature a pledge ceremony by all participants committing to remain free from drug use. Hon'ble Minister, Ministry of Social Justice and Empowerment will be presiding over the function.

This Ministry has initiated ambitious Nasha Mukh Bharat Abhiyaan (NMBA) and currently operational in all districts of the country with an aim to create awareness about ill effects of substance abuse among the youth, with special focus on higher education institutes, university campuses, schools and reaching out into the community and garnering community involvement and ownership of the Abhiyaan.

Substance use disorder is an issue which is adversely affecting the social fabric of the country. Dependence to any substance not only affects the individual's health but also disrupts their families and the whole society. Regular consumption of various psychoactive substances leads to dependence of the individual. Some substance compounds may lead to neuro-psychiatric disorders, cardiovascular diseases, as well as accidents, suicides and violence. Therefore, substance use and dependence needs to be viewed as a psycho-social-medical problem.

By publicizing and celebrating such events, the Department of Social Justice & Empowerment aims to motivate young people and citizens at large to stay away from drugs and embrace healthier, value-driven lifestyles.

Achievements of NMBA:

- Till now, through the various activities undertaken on-ground, 18.07+ crore people have been sensitized on substance use including 6.01+ Crore Youth and 4.08+ Crore Women.
- Participation of 4.84+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.
- A strong force of 20,000+ Master Volunteers (MVs) have been identified and trained.
- Awareness through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.
- NMBA Mobile Application developed to gather and collect the data of NMBA activities and represent on the NMBA Dashboard at district, state and national level.
- NMBA Website (<http://nmba.dosje.gov.in>) provides detailed information and insights to the user/viewer about the Abhiyaan, an online discussion forum, NMBA dashboard, e-pledge.
- A National Online Pledge to be Drug Free had 1.67+ Crore students from 99,595 educational

institutions pledging to be drug free.

- Events like 'Nashe se Azaadi- A National Youth and Students Interaction Programme', 'Naya Bharat, Nasha Mukht Bharat', 'NMBA Interaction with NCC' are regularly organized to engage and connect with youth and other stakeholders.
- MoUs have been signed with Spiritual/Social Service organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, Ram Chandra Mission (Daaji), ISKCON and All World Gayatri Parivaar to support to NMBA and conduct mass awareness activities.
- Technology and social media have been effectively utilized to spread the message of the Abhiyaan online by creating handles on Facebook, Twitter & Instagram and sharing daily updates on them.
- An Android based mobile Application has been developed to capture the data of activities happening on ground on a real-time basis by the districts and master volunteers. This App has been placed on the Google Play Store.
- All the de-addiction facilities have been geo-tagged for ease of access by the public.

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