

To commemorate the 5th anniversary of Nasha Mukta Bharat Abhiyaan (NMBA) Landmark event to be held on 13.08.2025 in collaboration with the Government of NCT of Delhi

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To commemorate the 5th anniversary of Nasha Mukta Bharat Abhiyaan (NMBA), the Department of Social Justice and Empowerment in collaboration with the Government of NCT is organizing a special event on 13th August 2025 at 10:00 AM, in KV School No. 2, New Delhi.

The event comprises:

- (i) Celebrate the achievements and milestones of the campaign,
- (ii) Engage stakeholders, particularly the youth, to intensify anti-drug efforts,
- (iii) Reinforce the message of a drug-free society through inspiring stories, performances, and testimonials, and
- (iv) Encourage continued community participation and advocacy.

This occasion not only marks a significant milestone in the journey of the Nasha Mukta Bharat Abhiyaan but also serves as a reaffirmation of our collective resolve to combat substance abuse. Through continued engagement, awareness, and community-driven efforts, the vision of a drug-free India can be realized with greater impact and sustainability.

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.

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.

This Ministry has initiated ambitious Nasha Mukta 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.

Achievements of NMBA:

- i. Till now, through the various activities undertaken on-ground, 18.10+ crore people have been sensitized on substance use including 6.02+ Crore Youth and 4.08+ Crore Women.
- ii. Participation of 4.85+ Lakh educational institutions has ensured that the message of the Abhiyaan

reaches children and youth of the country.

- iii. A strong force of 20,000+ Master Volunteers (MVs) have been identified and trained.
- iv. Awareness through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.
- v. 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.
- vi. 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.
- vii. A National Online Pledge to be Drug Free had 1.67+ Crore students from 99,595 educational institutions pledging to be drug free.
- viii. 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.
- ix. 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.
- x. 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.
- xi. 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.
- xii. All the de-addiction facilities have been geo-tagged for ease of access by the public.

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