

FUNDS FOR NASHA MukT BHARAT ABHIYAAN

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Nasha MukT Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Ministry of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts across the country. Under the Nasha MukT Bharat Abhiyaan (NMBA), there is a provision to release 10 lakh per district. Funds are released to States for further releases to district as per State Action Plan (SAP) proposal. No funds have been released to States /UTs for NMBA component under State Action Plan component of NAPDDR scheme during the current financial year so far.

Nasha MukT Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools, reaching out & identifying dependent population, focus on counselling & treatment facilities in hospitals & rehabilitation centres and Capacity building programmes for service providers.

The achievements of NMBA so far are as follows:

- i. Till now, through the various activities undertaken on-ground, 16.5+ crore people have been sensitized on substance use including 5.5+ crore Youth and 3.43+ crore Women.
- ii. Participation of 4.47+ 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 X, 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- National Youth and Students Interaction Programme', 'Naya Bharat, NashaMukT Bharat', 'NMBA Interaction with NCC' are regularly organized to engage and connect with youth and other stakeholders.
- ix. MoUs have been signed with six Spiritual/Social Service organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, All World Gayatri Parivar, ISKCON and Shri Ram Chandra Mission to support NMBA and conduct mass awareness activities.
- x. A Toll-free Helpline for de-addiction, 14446, is set up to provide primary counselling and immediate referral services to the persons seeking help through this helpline. More than 4.3 Lakh calls have been received, so far on the helpline number.
- xi. Every year, 26th June is observed as the International Day Against Drug Abuse and Illicit Trafficking, to spread awareness about ill effect of drug abuse.
- xii. NMBA Interaction with NCC cadets officers were held and 700 officers were present physically. About 40,000 cadets present online across the country.
- xiii. A National Youth and Students Interaction Programmes are conducted.
- xiv. Implementation of NMBA in Border Areas by training of Border guarding forces with specialized modules and establishing de-addiction centers in these areas.

• xv. A mass pledge/oath on NMBA was conducted on 12th August, 2024 and a total of about 3+ crore people from 2+ lakh institutions participated in the nationwide pledge. The State Governments are actively participating and providing support for the smooth implementation of Nasha Mukht Bharat Abhiyaan (NMBA). NMBA is implemented through the State Level and District Level Nasha Mukht Bharat Abhiyaan Committees. To implement Nasha Mukht Bharat Abhiyaan in all the districts across the country, Department of Social Justice and Empowerment has requested State Governments to undertake the following measures-

- i. Ensuring the formation of State level NMBA committee and District level NMBA committees in all the districts.
- ii. Ensuring the district level committees under the Nasha Mukht Bharat Abhiyaan are holding their meetings on a regular basis.
- iii. Identification and appointment of at least 50 Master Volunteers in each district to conduct activities.
- iv. Training to the identified Master Volunteers in convergence with National Institute of Social Defense (NISD).
- v. Conducting the activities under the Nasha Mukht Bharat Abhiyaan and uploading the activities on the NMBA mobile app.

Further, Navchetna Modules, teacher training modules have been developed by the Department for sensitizing students (6th-11th standard), teachers and parents on drug dependence, related coping strategies and life skills.

The implementation of the Nasha Mukht Bharat Abhiyaan (NMBA) is regularly reviewed with State Governments/UTs through monthly review meetings, Chintan Shivirs, and National-Level Conferences. During these meetings, States are followed up to undertake the above measures for effective implementation of NMBA.

This information was provided by UNION MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT, SHRI B.L. VERMA, in a written reply to a question in Lok Sabha today.

KV

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