



Union Minister for Social Justice and Empowerment Dr. Virendra Kumar and Governor of Punjab Shri Gulab Chand Kataria presided over function at Amritsar to celebrate five years of Nasha Mukht Bharat Abhiyaan (NMBA)

“Government’s unwavering commitment to eradicate substance abuse” says Dr. Virendra Kumar, Union Minister for Social Justice and Empowerment

Prime Minister message read out at the function where he endorsed the instrumental role of Nasha Mukht Bharat Abhiyan for realisation of a healthy and prosperous Bharat

More than 10,000 students, spiritual organisations and police personnel participated and took pledge on the occasion at Amritsar

More than six crore persons participated in nationwide events held as part of five Years of Nasha Mukht Bharat Abhiyaan

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The Nasha Mukht Bharat Abhiyaan (NMBA), one of the world’s largest community-driven drug demand reduction movements, today completed five successful years with a grand national celebration at Guru Nanak Dev University, Amritsar. The event, attended by over 10,000 participants including school and college students, BSF personnel, Self-Help Groups, spiritual organisations, youth clubs and NGOs, was graced by Hon’ble Governor of Punjab Shri Gulab Chand Kataria and Hon’ble Union Minister for Social Justice and Empowerment Dr. Virendra Kumar.



A special message from Hon'ble Prime Minister Shri Narendra Modi was read out, in which he congratulated all stakeholders and emphasised that a Nasha Mukta Bharat can be achieved only through collective resolve, continuous societal efforts and the active participation of every citizen, especially the youth.

During the programme, Olympians, competition winners, Master Volunteers, drug addict persons who have rehabilitated and outstanding contributors in the field of de-addiction were felicitated.



Four new digital initiatives launched at the function by Hon'ble Governor of Punjab Shri Gulab Chand Kataria to further strengthen NMBA. This included launch of three portals and one App.

Hon'ble Union Minister for Social Justice and Empowerment Dr. Virendra Kumar administered oath to more than 10,000 participants at the function.

Organised by the Ministry of Social Justice and Empowerment in collaboration with the Government of Punjab, the celebration witnessed unprecedented nationwide participation of over six crore persons through physical and virtual modes.

Speaking on the occasion, the Hon'ble Governor of Punjab and the Union Minister lauded the transformation of NMBA into a true Jan Andolan through the collective efforts of citizens, youth, women, educational institutions and spiritual organisations. The Union Minister reiterated the Government's unwavering commitment to eradicate substance abuse and build a healthy, aware and empowered India.

States and UTs Gear Up for NMBA National Culminating Event

Events were held in all States and Union Territories at more than 2,10,000 locations which included over 2,000 locations through district administrations/municipalities,

over 6,100 higher educational institutions, 35,000+ schools, more than 1.35 lakh SHG/ASHA groups and various government departments.

The programme was joined virtually by Hon'ble Chief Minister of Uttarakhand Shri Pushkar Singh Dhami, Hon'ble Union Minister of State Shri Tokhan Sahu and Ministers from Andhra Pradesh, Chhattisgarh, Delhi, Haryana, Madhya Pradesh, Mizoram, Nagaland, Sikkim, Telangana attended the NMBA functions.

Key Achievements of five years of NMBA (2020–2025):

- Over 23.74 crore persons sensitised, including 8.09 crore youth and 5.49 crore women
- Participation of more than 17 lakh educational institutions
- 427% increase in persons seeking de-addiction treatment (from 1.86 lakh in 2020-21 to 7.98 lakh in 2024-25)
- 5.72 lakh recovered persons now actively contributing to the Abhiyaan
- Over 20,000 dedicated Master Volunteers
- De-addiction facilities increased from 490 to 780
- Collaboration with spiritual organisations reaching 3.37 crore individuals
- Toll-free Helpline 14446 operational; integration with MANAS and upcoming TELEMNAS

A vibrant three-month pre-event campaign (August–October 2025) engaged crores of citizens through competitions, marathons, rallies and targeted awareness drives among vulnerable sections.

The Nasha Mukta Bharat Abhiyaan has emerged as a powerful people's movement, breaking stigma, restoring hope and paving the way for a healthier, drug-free Bharat.

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