

Nasha Mukht Bharat Abhiyaan (NMBA): MoU Signed Between Department of Social Justice & Empowerment and Sivananda Yoga Vedanta Dhanwantari Ashram and University of Patanjali Under NMBA

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The Department of Social Justice & Empowerment signed a MoU with Sivananda Yoga Vedanta Dhanwantari Ashram and University of Patanjali under Nasha Mukht Bharat Abhiyaan (NMBA) today at 02:00 PM in Samrasta Hall, Dr. Ambedkar International Centre (DAIC), New Delhi in the presence of Union Minister of Social Justice & Empowerment Dr. Virender Kumar, senior officers of the Department and senior members of the Sivananda Ashram and University of Patanjali.

A special initiative under the Nasha Mukht Bharat Abhiyaan (NMBA) is an association of religious/spiritual organizations for carrying out various activities under NMBA and to spread the message of NMBA under their banner. Spiritual and faith-based organisations with their influence among the members of the society have been envisioned as one of the major stakeholders under the Nasha Mukht Bharat Abhiyaan.



While addressing the gathering, Dr. Virendra Kumar, Union Minister of Social Justice & Empowerment said that association of religious/spiritual organizations for carrying out various activities under NMBA would help in making this Abhiyaan a mass movement. He emphasized that this challenge of eradicating drug addiction requires everyone in the society to come together and fight for this social cause. He called for united action to bring back diverted youth to the right path.

With the signing of these MoUs, the Department of Social Justice & Empowerment feels that implementation of NMBA will get a boost towards achieving the objective of drug sensitized India.



Nasha Mukta Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by the Department of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country. Nasha Mukta Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools.



Achievements of NMBA:

Till now, through the various activities undertaken on- ground, 25.7+ Crore people have been sensitized on substance use including 9.2+ Crore Youth and 6.3+ Crore Women. Participation of 15.98+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.

MoUs have been signed with 8 Spiritual organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, ISKCON, Shri Ram Chandra Mission, All World Gayatri Pariwar, Sivananda Yoga Vedanta Dhanwantari Ashram and University of Patanjali to support NMBA and conduct mass awareness activities.

Awareness is also being spread through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.

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 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.

To mark the 5th anniversary of the Nasha Mukta Bharat Abhiyaan (NMBA), a special event was organized on 13th August 2025 by the Department of Social Justice and Empowerment in collaboration with the Government of NCT of Delhi. Over 1000 students from Delhi participated physically, with lakhs joining the pledge nationwide.

The Nasha Mukta Bharat Abhiyaan (NMBA), launched in 2020, marked its fifth glorious year with a grand national celebration on 18 November 2025 at Guru Nanak Dev University, Amritsar. Over 10,000 participants including school and college students, Border Security Force (BSF) personnel, Self-Help Groups, spiritual organisations, youth clubs, and NGOs attended the Amritsar event. More than 6.3 crore people participated nationwide through physical and virtual modes, with events organised at over 2,10,000 locations across all States and Union Territories.

KV/HK

(रिलीज़ आईडी: 2208250) आगंतुक पटल : 467
इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , हिन्दी