

NASHA MUKT BHARAT ABHIYAN

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To mobilise citizens across all States and UTs for the 5th year celebration of Nasha Mukta Bharat Abhiyaan (NMBA), a national campaign (1st August 2025 to November 2025) was organised with a series of competitive and participatory activities that collectively reached more than 6.5 crore people. To further maintain the momentum of awareness generation activities, the new result-based targets set after August, 2025 of NMBA focus on the following areas:

- Strengthening, training and capacity building of NMBA Youth/Master Volunteers
- Focus on IEC tools and techniques with evidence-based material
- Targeted Intervention approach for vulnerable and at risk groups.
- Involvement of new faith-based/spiritual organizations for sustained efforts
- Inter-ministerial Cooperation and Coordination with line ministries
- Quality de-addiction, treatment, rehabilitation, and telemedicine services.

This Department has entrusted National Drug Dependence Treatment Centre (NDDTC), AIIMS, to carry out the 2nd National Survey on the Extent and Pattern of substance use in India to provide national, state-level and district-level estimates of proportion and absolute number of people who use various substances and people who are suffering from substance use disorders (harmful users and dependence on various substances) in India and also provide information on substance use and its consequences in the specific population groups.

AI-based analytics to identify high-risk districts for targeted interventions under the NashaMukt Bharat Abhiyaan (NMBA) is done by NDDTC, AIIMS.

To assess and to know the magnitude of the problem of substance use in the country, a Comprehensive National Level Survey on the Magnitude of Substance Abuse in India was conducted by the Department of Social Justice and Empowerment through National Drug Dependence Treatment Centre (NDDTC), AIIMS which was published in 2019. However, it provided results at the level of States and at the national level in terms of estimates of the number / percentage of people using psychoactive substances and people affected by substance use disorders. The methodology was not geared to provide data at the level of districts or any other sub-state level.

With an aim to standardisation and improving the quality of the drug addiction treatment facilities across the country, any organisation seeking or receiving grants from Government is mandatorily required to register on NITI Ayog's NGO Darpan Portal and obtain a recommendation from the concerned State Government/UTs. This recommendation is issued only after the organisation has fully complied with all applicable laws, rules and regulations.

Moreover, every Grant in Aid institution (GIA) must have accreditation from organisations identified by the Ministry as per NAPDDR guidelines. The accreditation process for such organizations is currently underway through National Accreditation Board for Hospitals (NABH).

In order to promote meaningful livelihood activities and employment opportunities, programmes for skill development, vocational training and livelihood support of recovering drug users are carried out through Grant in Aid institutions (GIA) including Integrated Rehabilitation Centre for Addicts (IRCA) and District De-Addiction Centre (DDAC). The Department in convergence with the Department of Skill Development and Entrepreneurship and other Ministries/ Departments and other agencies/institutions encourage the above said activities including the spiritual organisations that are associated with Nasha Mukta Bharat Abhiyaan. The State wise details of the number of beneficiaries of the de-addiction centres supported by the Department during the last three years are annexed at Annexure I.

Annexure –I

The state wise details of the number of beneficiaries of the de-addiction centres supported by the Department during the last three years is as follows-

S.No.	Name of the State/ UT	FY 2022-23	FY 2023-24	FY 2024-25
1	Andhra Pradesh	20036	48094	76061
2	A&N islands	0	0	0
3	Arunachal Pr.	5	0	0
4	Assam	26869	40328	36674
5	Bihar	1487	1639	29429
6	Chandigarh	1145	5440	5465
7	Chhatisgarh	17262	16742	16848
8	D&N Haveli and Daman & Diu	182	187	192
9	Delhi	26635	44454	41000
10	Goa	0	0	0
11	Gujarat	1607	17658	20824
12	Haryana	6893	6790	6550
13	Himachal Pradesh	3207	2683	3218
14	Jammu & Kashmir	9774	31432	35948
15	Jharkhand	194	190	11515

16	Karnataka	7179	7501	8248
17	Kerala	10385	12747	12943
18	Ladakh	0	0	1138
19	Lakshadweep	0	0	0
20	Madhya Pradesh	55461	78015	100472
21	Maharashtra	8705	10347	28739
22	Manipur	10313	18920	32528
23	Meghalaya	196	417	627
24	Mizoram	2196	8790	8931
25	Nagaland	1293	2556	6757
26	Orissa	32241	39965	48306
27	Puducherry	463	4628	4571
28	Punjab	11239	11486	11603
29	Rajasthan	28982	52713	71355
30	Sikkim	165	114	294
31	Tamil Nadu	3668	15938	44271
32	Telangana	6174	6995	12032
33	Tripura	416	0	0
34	Uttar Pradesh	31041	71721	96749
35	Uttarakhand	5230	5537	5472
36	West Bengal	8942	17786	20133
	TOTAL	339585	581813	798893

For restructuring the National Action Plan for Drug Demand Reduction, a series of consultations including Chintan Shivirs and Regional Review/consultation were organised by the Department with multiple stakeholders - State governments/UTs, NGOs/CBOs and GIAs, experts, line Ministries/Departments including i.e. Health, Education and Prisons etc. For sustained efforts, an expert committee has also been constituted for restructuring the NAPDDR guidelines.

This information is given by the Minister of State for Social Justice and Empowerment, Shri B. L. Verma, in a written reply in the Lok Sabha today.

SM/HK

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