



Nasha Mukti Mitr: A Game Changer for Nasha Mukht Bharat Abhiyan. Department of Social Justice and Empowerment Calls Upon Every Common Citizen to Join the Fight Against Drug Menace

Posted On: 15 MAY 2026 5:39PM by PIB Delhi

The Department of Social Justice and Empowerment, Government of India, appeals to every citizen across the country to become a Nasha Mukti Mitr and actively participate in the Nasha Mukht Bharat Abhiyan (NMBA). With the launch of enhanced features in the NMBA App 2.0, becoming a Nasha Mukti Mitr has become simple, accessible, and impactful for every common citizen who wishes to contribute towards a drug-free India.

Nasha Mukti Mitr is envisioned as a powerful citizen-driven movement that will act as a game changer in the national campaign against substance abuse. It provides a structured platform for ordinary citizens to channel their energy and commitment into concrete action at the grassroots level against drug menace.

Key Highlights:

- Over 28,000 Nasha Mukti Mitr have already registered and are making remarkable contributions in their communities through awareness drives, counseling support, early detection, and rehabilitation assistance.
- Any individual, irrespective of age, profession, or background, can now enroll as a Nasha Mukti Mitr through the NMBA App 2.0.
- Upon successful enrollment, Mitras receive an official Certificate of Recognition and the prestigious NMBA Badge, signifying their commitment to the cause.
- The platform is open to all.

The Department of Social Justice and Empowerment believes that the active involvement of common citizens will give unprecedented momentum to the Nasha Mukht Bharat Abhiyan. Drug addiction destroys individuals, families, and entire communities. By becoming Nasha Mukti Mitras, citizens can play a direct role in preventing substance abuse, spreading awareness, supporting affected families, and creating a strong social shield against this menace.

Shri Sudhansh Pant, Secretary, Department of Social Justice and Empowerment, said, “Nasha Mukht Bharat Abhiyan is not just a government programme — it is a national resolve. With Nasha Mukti Mitr, we are democratizing this movement. Every Indian who feels pained by the rising drug menace now has a formal platform to act. We urge students, teachers, parents, professionals, retired citizens, and youth to download the NMBA App 2.0, register as Nasha Mukti Mitr, and become the change they wish to see in society. Together, we can build a healthier, stronger, and drug-free Bharat.”

How to Become a Nasha Mukti Mitr:

1. Download the NMBA App 2.0 from Google Play Store.
2. Register on the app and complete the simple enrollment process for Nasha Mukti Mitr.
3. Receive your digital certificate and NMBA badge.
4. Start contributing through awareness activities, community outreach, and support initiatives in your locality.

The Department appeals to all sections of society — especially the youth, educators, civil society organizations, and local leaders — to come forward and leverage this opportunity. Your one step today can save many lives tomorrow.

Let us join hands. Let us become Nasha Mukti Mitras. Let us build a Nasha Mukti Bharat.

For more information, visit the official NMBA website or download the NMBA App 2.0.

NMBA App:

<https://play.google.com/store/search?q=nasha+mukt+bharat+abhiyan&c=apps&hl=en>

<https://www.instagram.com/nashamuktibharatabhiyaan/>

https://x.com/NMBA_MSJE

<https://www.facebook.com/NMBA.MSJE>

<https://www.youtube.com/@nashamuktibharatabhiyaan4550>

<https://www.whatsapp.com/channel/0029Vb6s9tg1SWst8ZSHXa1f>

Siraj/

(Release ID: 2261469) Visitor Counter : 513

Read this release in: Urdu , हिन्दी , Marathi , Tamil , Telugu