

MoSJE Strengthens National Fight Against Substance Abuse Through Prevention, Treatment and Rehabilitation

NAPDDR and Nasha Mukta Bharat Abhiyaan Expand Access to Recovery and Reintegration Across India

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The Ministry of Social Justice and Empowerment is strengthening India's response to substance abuse through a comprehensive and people-centric strategy focused on prevention, awareness generation, treatment, rehabilitation and social reintegration under the National Action Plan for Drug Demand Reduction (NAPDDR)

Substance abuse, more appropriately understood as substance use disorder, remains a major psychosocial and public health challenge affecting individuals, families and communities, while also undermining productivity, social cohesion and human potential.



The urgency of the issue was underlined by the Ministry's first national survey on the magnitude of substance use in India, released in 2019, which found that more than 7 crore individuals were affected by substance use disorder, including nearly 1.2 crore children and 58 lakh women. In response, the Ministry, as the nodal agency for drug demand reduction, launched NAPDDR as a comprehensive framework covering prevention, awareness generation, capacity building, treatment, rehabilitation and social reintegration.

The Nasha Mukta Bharat Abhiyaan (NMBA), launched in 2020, has further strengthened these efforts by expanding outreach and mobilising communities against substance abuse.

Addressing substance abuse requires a balanced response that goes beyond enforcement alone. Drug demand reduction has therefore become an integral pillar in the national fight against substance abuse, with emphasis on evidence-based interventions, stronger prevention strategies and sustained public awareness campaigns.



The impact of these efforts is visible in the lives of individuals who have been able to recover and rebuild with timely support. One such example is a 25-year-old regional cricketer from Budgam, Jammu and Kashmir, who received free treatment, detoxification services, counselling, psychological support and follow-up care through a de-addiction centre, helping him regain confidence, restore his health and return to sporting activities while also volunteering for the Nasha Mukta Bharat Abhiyaan.



Another powerful example comes from Imphal West, Manipur, where a 37-year-old woman received support through a women-focused de-addiction centre after falling into substance dependence during a period of severe emotional distress. Through free treatment, counselling, rehabilitation and family support, she maintained sobriety, resumed her role as a nursing lecturer and regained financial independence, highlighting the importance of accessible and stigma-free services for women.

The Ministry has significantly expanded access to treatment and rehabilitation services in recent years, with 768 de-addiction and rehabilitation centres now operating across the country]. Public trust in these services is reflected in a 294 percent rise in the number of persons seeking treatment, increasing from 2.08 lakh in 2020 to more than 8.20 lakh in 2025.



Support systems have also been reinforced through the toll-free de-addiction helpline 14446, which has received 4.69 lakh calls and serves as an important first point of contact for individuals and families seeking assistance. Technology is further enabling the campaign through NMBA App 2.0, which allows States, districts, spiritual organisations and other stakeholders to upload field activity data under NMBA with real-time visibility and citizen-centric features.

Looking ahead, the Ministry has outlined an action plan built on four broad pillars: assessing the magnitude of the problem, strengthening treatment infrastructure, building capacity and generating awareness. As India advances toward the vision of a Nasha Mukta Bharat, the campaign calls for collective action from citizens, State and Union Territory governments, line Ministries and civil society through a Jan Andolan rooted in empathy, convergence and shared responsibility.

Citizens are encouraged to take the pledge for a Nasha Mukta Bharat through the official NMBA platform and participate in the movement for a healthier, stronger and more productive nation.

Nasha Mukta Bharat, Khushhaal Bharat.

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