



Ministry of Social Justice & Empowerment to observe 'Nasha Mukht Bharat Saptah' under "Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan" from 17–26 June 2026

प्रविष्टि तिथि: 16 JUN 2026 3:50PM by PIB Delhi

The Department of Social Justice & Empowerment (DoSJE) being the nodal Department for drug demand reduction is celebrating “International Day against Drug Abuse & Illicit Trafficking” on 26th June 2026. In recognition of the significance of this day, a series of both on-ground and online activities is conducted annually across States / UTs and Districts. Further amplifying these efforts, DoSJE is organising ‘Nasha Mukht Bharat Saptah’ from 17th June to 26th June 2026 across the country under the theme “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan.”

The Saptah will be virtually inaugurated on 17th June by Dr. Virendra Kumar, Hon’ble Union Minister for Social Justice and Empowerment, Government of India, and unveil key initiatives like the launch of Personal Dashboard for Nasha Mukht Mitra (NMM) and a short film on NMBA. These initiatives are aimed at strengthening citizen participation, enhancing volunteer engagement, and amplifying awareness against substance abuse across the country.

The Nasha Mukht Bharat Saptah will also bring together a wide range of stakeholders including Central Ministries and Departments, States and Union Territories, District Administrations, spiritual organisations, Grant-in-Aid (GIA) institutions in a coordinated nationwide effort to prevent substance abuse and promote healthy lifestyles.

A series of awareness and community mobilisation activities will be organised across the country from 17 – 26 June 2026. These will include mass pledge drives, awareness rallies, cycle rallies, youth-led campaigns, poster-making, slogan-writing and essay competitions, webinars, expert interactions, street plays, folk performances, cultural programmes and social media outreach initiatives.

Special emphasis will be placed on engaging young people through schools, colleges and higher educational institutions. Community outreach will also be undertaken through Panchayati Raj Institutions, NSS volunteers, MY Bharat volunteers, Anganwadi workers, ASHA workers and local leadership networks to ensure grassroots participation.

Recognising the role of wellness and healthy lifestyles in substance abuse prevention, activities will also be organised on the occasion of International Day of Yoga on 21 June 2026, including yoga and meditation sessions, wellness programmes and community-based awareness initiatives under the message “Yoga for Wellness, Say No to Drugs.”

A comprehensive multimedia outreach strategy will complement on-ground activities. The campaign will leverage mass media intervention including social media under the hashtag #NashaMukhtBharat. All the citizens are encouraged to participate in the nationwide e-Pledge and become a Nasha Mukti Mitra at <https://n>

mba.dosje.gov.in/volunteer/registration or by scanning the QR code at the bottom and reinforce the vision of a
Viksit Bharat powered by healthy, aware and empowered citizens.



SM/AJ

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