

Union Minister for Social Justice and Empowerment Dr. Virendra Kumar Launches ‘Nasha Mukht Bharat Saptah 2026’ Personal Dashboard for Nasha Mukti Mitra and NMBA Short Film also Launched.

Calls for a Whole-of-Government and Whole-of-Society Approach towards a Nasha Mukht Bharat.

Hundreds of representatives from States, Union Territories, Line Ministries, District Administrations and Partner Organisations join the virtual inauguration.

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The Department of Social Justice and Empowerment (DoSJE), Government of India, today virtually inaugurated ‘Nasha Mukht Bharat Saptah’ (17–26 June 2026) under the theme “Nasha Mukht Bharat Abhiyaan – Viksit Bharat Ki Pehchaan” as part of the nationwide observance of the International Day against Drug Abuse and Illicit Trafficking.



The inaugural programme was presided over by Dr. Virendra Kumar, Hon'ble Union Minister for Social Justice and Empowerment, in the presence of senior officials of the Ministry, representatives from States and Union Territories, Line Ministries, District Administrations, grant-in-aid organisations, spiritual organisations and other stakeholders associated with the Nasha Mukht Bharat Abhiyaan (NMBA).



The virtual event witnessed participation from hundreds of stakeholders across the country, reflecting the collective national commitment towards drug demand reduction and the vision of a Nasha Mukta Bharat.

Addressing the gathering, the Hon'ble Minister underscored the importance of community participation, youth engagement and inter-ministerial convergence in combating substance abuse. He emphasized that achieving the vision of a developed India requires healthy, aware and empowered citizens and called upon all stakeholders to actively contribute towards creating a drug-free society.



During the programme, the Hon'ble Minister launched the following key initiatives:

- Nasha Mukta Bharat Saptah 2026
- Personal Dashboard for Nasha Mukti Mitra (NMM) aimed at strengthening volunteer engagement and monitoring of grassroots activities; and
- A Short Film on Nasha Mukta Bharat Abhiyaan, highlighting the collective efforts being undertaken across the country for drug demand reduction.

The newly launched Personal Dashboard is expected to enhance citizen participation by enabling Nasha Mukti Mitrs to track their contributions and engage more effectively in awareness and outreach activities. The Department highlighted the significant progress achieved under the Nasha Mukta Bharat

Abhiyaan and reiterated the crucial role of States, UTs, educational institutions, community-based organisations and volunteers in sustaining the momentum of the campaign.



Over the next ten days, a wide range of awareness and community mobilisation activities will be organised across the country, including pledge drives, awareness rallies, youth engagement programmes, competitions, webinars, cultural activities, street plays, social media campaigns and outreach initiatives through schools, colleges, Panchayati Raj Institutions, MY Bharat volunteers, Anganwadi workers, ASHA workers and local leadership networks.

The Department urged all citizens to participate actively in the ongoing campaign, take the e-Pledge at <https://nmba.dosje.gov.in/pledge?type=e-pledge> and join the movement as Nasha Mukti Mitrs at <https://nmba.dosje.gov.in/volunteer/registration>, thereby contributing towards the shared national goal of a Nasha Mukta Bharat.

Scan the QR to register as Nasha Mukti Mitr!



SM/AJ

(रिलीज़ आईडी: 2274105) आगंतुक पटल : 556
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