

Union Minister for Social Justice and Empowerment Dr. Virendra Kumar Leads Anti-Drug Awareness Programme in Haridwar

Over 1.31 Crore Citizens Join 'Nasha Mukht Bharat Saptah' 2026

Nation Unites Against Drug Abuse: MoSJE Strengthens Community Partnerships Through Key MoUs

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The Nasha Mukht Bharat Saptah, observed from 17 June to 26 June 2026, witnessed the participation of more than 1.31 crore citizens through a series of awareness generation and community mobilisation activities including Nasha Mukti Mitra registration drives, seminars and webinars, training and awareness programmes for children and youth, street plays (Nukkad Nataks), skits, slogan-writing competitions, e-pledges, rallies, yoga sessions, signature campaigns, essay-writing competitions, painting competitions, and several other community engagement initiatives.



The Saptah was organised to commemorate the International Day against Drug Abuse and Illicit Trafficking and culminated in a National Awareness Programme held at Dev Sanskriti Vishwavidyalaya (DSVV), Haridwar, Uttarakhand, on 26 June 2026.



This programme was graced by Dr. Virendra Kumar, Hon'ble Union Minister for Social Justice and Empowerment, and Dr. Chinmay Pandya, Pro Vice-Chancellor, Dev Sanskriti Vishwavidyalaya, along with other distinguished dignitaries.

As part of the event, a Nasha Mukta Rally was organised under the leadership of Dr. Virendra Kumar, with the participation of about 4,000 citizens, demonstrating widespread public support for the national movement against substance abuse. On the occasion, the Hon'ble Union Minister administered the Pledge Against Drug Abuse and the Ageing with Dignity Pledge, reaffirming the Government's commitment towards building a drug-free and inclusive society.



The programme witnessed enthusiastic participation from thousands of people, both online and offline, from students, youth, volunteers from various spiritual organisations, representatives of the Government of Uttarakhand, and other local stakeholders. Representatives from States and Union Territories, line Ministries and Departments, Grant-in-Aid institutions, Addiction Treatment Facilities, and other stakeholders from across the country also joined the programme, reiterating their collective commitment towards building a Nasha Mukh Bharat.

A key highlight of the programme was the signing of Memorandums of Understanding (MoUs) between the Department of Social Justice and Empowerment and the All World Gayatri Pariwar under the Nasha Mukh Bharat Abhiyaan (NMBA) and the Atal Vayo Abhyuday Yojana (AVYAY). The MoUs aim to strengthen collaboration in the areas of awareness generation, community mobilisation, drug demand reduction, and the promotion of the welfare of senior citizens through the message of Ageing with Dignity across the country.

During the programme, the efforts of States and Union Territories, Districts, Line Ministries and Departments, and Grant-in-Aid Institutions in advancing the objectives of NMBA were acknowledged and appreciated. The programme also recognised the outstanding contributions of Nasha Mukh Mitras for their exemplary efforts in promoting awareness and mobilising communities against substance abuse. Winners of various competitions organised by State Governments under NMBA, along with outstanding-performing stakeholders, were felicitated for their significant contributions towards promoting a drug-free society.

The successful observance of the Nasha Mukh Bharat Saptah 2026 and the International Day against Drug Abuse and Illicit Trafficking reaffirmed the Government of India's unwavering commitment towards creating a drug-free society through a whole-of-government and whole-of-society approach. The Department of Social Justice and Empowerment calls upon all citizens, institutions, youth organisations, educational institutions, and community stakeholders to continue joining hands in this national movement and contribute towards realising the vision of "Nasha Mukh Bharat, Khushhaal Bharat."

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