



Nasha Mukht Bharat Abhiyaan Reaches Over 29.32 Crore Citizens Across The Country Through Community Participation And Nationwide Awareness Campaign

Over 11.20 Crore Youth And 7.92 Crore Women Covered; More Than 21 Lakh Awareness Activities Conducted In Educational Institutions

Over 4.60 Lakh Calls Received On Drug De-Addiction Helpline 14446; Citizens Encouraged To Take The NMBA Pledge And Become Nasha Mukti Mitras

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The Ministry of Social Justice and Empowerment is consistently pursuing its commitment towards building a **Drug-Free India** through the **Nasha Mukht Bharat Abhiyaan (NMBA)**, a flagship initiative launched on **15 August 2020** under the **National Action Plan for Drug Demand Reduction (NAPDDR)**. The Abhiyaan seeks to prevent substance abuse through awareness generation, community participation, treatment, rehabilitation, aftercare and social reintegration while fostering a nationwide movement against drug abuse.

Initially launched in **272 vulnerable districts**, the campaign has now expanded across the country. Through sustained awareness and community mobilisation activities, the Abhiyaan has reached **over 29.32 crore individuals**, including **more than 11.20 crore youth** and **7.92 crore women**. The Abhiyaan has also conducted **more than 21 lakh** awareness and sensitisation activities in schools, colleges, universities and other educational institutions across the country, engaging students, teachers and young volunteers in promoting a drug-free lifestyle.

Union Minister of Social Justice and Empowerment **Dr. Virendra Kumar** said that **Nasha Mukht Bharat Abhiyaan is one of the country's foremost nation-building initiatives focused on creating healthy and disciplined youth**. He said that the campaign has successfully brought together the Narcotics Control Bureau, State Governments, District Administrations, Police, NGOs, hospitals and educational institutions to work in a coordinated manner towards making India drug-free. He further emphasised that the fight against substance abuse must be driven through awareness, empathy, collective responsibility and people's participation.

Minister of State for Social Justice and Empowerment **Shri Ramdas Athawale** said that **Nasha Mukht Bharat Abhiyaan is a flagship campaign that strengthens an evidence-based approach towards addressing substance abuse**. He said that the campaign adopts a contemporary approach to engage youth

while converging the efforts of various Ministries, State Governments and stakeholders towards the common goal of building a drug-free India.

Minister of State for Social Justice and Empowerment **Shri B. L. Verma** said that **Nasha Mukht Bharat Abhiyaan** is a national initiative involving youth, women and community members with special emphasis on higher educational institutions, youth clubs and women's groups. He said that through early prevention, awareness and community engagement, the campaign has evolved into a **Jan Andolan**, encouraging every citizen to contribute towards eliminating substance abuse and creating a healthier society.



The Ministry has significantly strengthened treatment and rehabilitation services under **NAPDDR** benefitting **over 28.29 lakh People** through a nationwide network of **768 Integrated Rehabilitation Centres for Addicts (IRCA)s**, **Community-based Peer-led Intervention Centres (CPLI)s**, **Outreach and Drop-in Centres (ODIC)s** and **Addiction Treatment Facilities (ATF)s**. The growing trust in these services is reflected in a **294 percent increase** in the number of persons seeking treatment—from **2.08 lakh in 2020** to **more than 8.20 lakh in 2025**.

The Ministry's **Drug De-addiction Helpline – 14446** continues to provide counselling, information and referral services for individuals and families affected by substance abuse. The helpline has received **over 4.60 lakh calls**, serving as the first point of contact for those seeking assistance. The recently launched **NMBA App 2.0** has further strengthened implementation by enabling real-time reporting of awareness activities and introducing several citizen-centric features for States, districts and partner organisations.

Complementing these efforts is the Ministry's **NMBA Pledge** and **Nasha Mukti Mitra** initiative, which encourages every citizen to actively participate in the national movement against substance abuse. Through the pledge, citizens resolve to remain drug-free, spread awareness about the harmful effects of drugs, support individuals struggling with addiction and motivate others to adopt a healthy and responsible lifestyle. Those taking the pledge can also register as **Nasha Mukti Mitras**, becoming volunteers who contribute to awareness generation and community mobilisation across the country.

The Ministry calls upon all citizens, educational institutions, youth organisations, civil society organisations and community leaders to become active partners in this nationwide movement by taking the **Nasha Mukht Bharat Pledge**, registering as **Nasha Mukti Mitras**, organising awareness activities and encouraging individuals struggling with addiction to seek timely assistance through **Drug De-addiction Helpline 14446**. Together, through a **Whole-of-Government** and **Whole-of-Society** approach, India can realise the vision of a **Nasha Mukht Bharat, Khushhaal Bharat**.

TAR/KV/GA

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