



# National Pledge Against Drug Abuse To Be Undertaken On 18th August 2026 Commemorating The 6th Anniversary Of The Nasha Mukh Bharat Abhiyaan (NMBA)

## More Than 29.68 Crore Citizens Reached Under Nasha Mukh Bharat Abhiyaan Through Nationwide Awareness Campaigns

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The National Mass Pledge Against Drug Abuse has been scheduled on 18 August 2026 to mark the 6th anniversary of the Nasha Mukh Bharat Abhiyaan (NMBA). The Union Ministry of Social Justice and Empowerment is the Nodal Ministry that aims to mobilise **10 to 12 Crore+ citizens** through both physical and online participation.

In this connection, the 2<sup>nd</sup> high-level coordination meeting chaired by Joint Secretary (Drug Prevention) in the Ministry Dr. Sandeep Rewaji Rathod, held today in national capital discussed the plan and the comprehensive strategy to ensure the participation of the target number of citizens in nationwide pledge through physical and online mode in line with the objectives of **Nasha Mukh Bharat Abhiyaan**.

The meeting attended by the senior representatives from various ministries and departments, reviewed the ongoing work for the implementation strategy. The role of Line Ministries and Departments was discussed in mobilising officers, officials, students, parents, volunteers and other stakeholders for the nationwide pledge.

The meeting discussed organising pledge ceremonies across all affiliated offices, educational institutions, autonomous bodies, PSUs and field formations under respective Ministries and Departments including Railway, Defence, Police, CAPF, NCC, AYUSH, Rural Development, Revenue besides social, voluntary, spiritual organizations and social influencers.

**The Uniform Reporting Mechanism** for submission of participation details and outreach, was also discussed in the meeting. A power point presentation on the plan and coordinated strategy, was discussed threadbare which witnessed active deliberations by all the representatives from the Line Departments and the Ministries.



**THE PLEDGE (ENGLISH)**

“  
*Dear Friends*  
The youth represent the energy and strength of any nation. They play a vital role in the development of society and the country. Therefore, as part of the 'Nasha-mukt Bharat Abhiyan' (Drug-Free India Campaign), we pledge today to keep not only our communities, families, and friends but also ourselves free from substance abuse.

I vow to make every possible effort, to the best of my ability, to keep my district, my state, and my country free from drugs.

**Jai Hind**”

**शपथ (हिंदी)**

“  
प्रिय साथियों,  
युवा किसी भी राष्ट्र की ऊर्जा एवं शक्ति का प्रतीक होते हैं। समाज तथा देश के विकास में उनका महत्वपूर्ण योगदान होता है। अतः नशामुक्त भारत अभियान में हम आज यह शपथ लेते हैं कि न केवल अपने समुदाय, परिवार, मित्रों बल्कि स्वयं को भी नशे से दूर रखेंगे।

मैं प्रतिज्ञा करता हूँ कि अपने जिले, अपने राज्य और अपने देश को नशा मुक्त रखने में अपनी क्षमता अनुसार हर संभव प्रयास करूँगा।

**जय हिंद।**”

**PLEDGE DATE**  
**18<sup>TH</sup> AUGUST 2026**

**A NATIONWIDE PLEDGE**  
Let's unite for a Drug-Free India

TAKE THE PLEDGE OFFLINE

TAKE THE PLEDGE ONLINE

**SCAN TO PLEDGE**



Scan the QR Code to take the pledge online!

SAY NO TO DRUGS | SUPPORT YOUR COMMUNITY | BUILD A HEALTHY & HAPPY NATION | PROUD TO BE A PART OF NASHA MukT BHARAT

**EK KADAM NASHA MukT BHARAT KI ORE**

#NashaMuktBharat

**NMBA Pledge is an initiative to volunteer for reaching out to the victims of substance abuse.** The pledge aims to encourage responsible behaviour to instil a sense of responsibility among people to stay away from drugs, to promote and foster sense of Unity and Commitment for encouraging stakeholders to work together towards a common goal. The Pledge further seeks to empower youth to contribute actively to developing a drug-free society.

The link of the NMBA e-Pledge is: <https://nmba.dosje.gov.in/pledge-certificate?type=e-pledge>

The meeting also highlighted to focus on the significant message to promote and encourage Drug De-addiction through Helpline—14446. The meeting focussed on the evolving spirit among citizens to act as volunteers by registering as Nasha Mukti Mitra through Department's official website:

<https://nmba.dosje.gov.in/volunteer/registration>

The Union Ministry of Social Justice and Empowerment launched the **Nasha MukT Bharat Abhiyaan (NMBA) on 15th August 2020** to combat drug demand in the country. Recognising the urgent need for collective action, the Ministry coordinates various initiatives including prevention, assessment, treatment, rehabilitation, aftercare, public information dissemination, and community awareness.

The Ministry is implementing a comprehensive and evidence-based strategy under the **National Action Plan for Drug Demand Reduction (NAPDDR)**. The strategy is based on the findings of the first National Survey on the Extent and Pattern of Substance Use in India conducted by National Drug Dependence Treatment Centre (NDDTC) at AIIMS, New Delhi.

**Under NAPDDR**, the Ministry provides financial assistance to State Governments, Union Territories, NGOs and Government hospitals for preventive education, awareness generation, counselling, treatment and rehabilitation.

As on date, the campaign has reached **more than 29.68 crore citizens** including **over 11.43 Crore youth** and **8.05 Crore women**, through nationwide awareness activities. More than **1.25 Lakh Nasha Mukti Mitras (NMM)** have also joined the campaign to strengthen community participation.

To improve accessibility to treatment services, the Ministry has launched the **NMBA 2.0 Mobile Application** enabling citizens to locate the nearest de-addiction centre.

The Government continues to strengthen its commitment towards a drug-free and socially inclusive India by expanding rehabilitation infrastructure, enhancing preventive interventions, simplifying implementation procedures and ensuring efficient delivery of Centrally Sponsored Schemes. Through

sustained community participation, improved governance and technology-enabled service delivery, the Ministry remains committed to protecting vulnerable communities and promoting social justice for all.

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