

Nasha Mukht Bharat Abhiyaan Reaches Over 29.05 Crore People Across the Country

More than 11.05 Crore Youth and 7.81 Crore Women Sensitised Through Nationwide Awareness Campaign

प्रविष्टि तिथि: 06 AUG 2026 8:19PM by PIB Delhi

The Government of India is implementing the **Nasha Mukht Bharat Abhiyaan (NMBA)** as a nationwide campaign to prevent and reduce substance abuse through awareness generation, community participation and a strengthened de-addiction infrastructure. Launched on **15 August 2020** in **272 identified vulnerable districts**, the campaign has been expanded to **all districts of the country since August 2023**, with a special focus on higher educational institutions, universities and schools.

Minister of State for Social Justice and Empowerment **Shri B. L. Verma** shared these details in a written reply to **Rajya Sabha** raised by **Shri Kanad Purkayastha** and **Shri Babubhai Jesangbhai Desai**. The House was informed that, with the continued support of States and Union Territories, the **Nasha Mukht Bharat Abhiyaan** has **reached and sensitised more than 29.05 crore people**, including **over 11.05 crore youth** and **7.81 crore women**, through extensive awareness and outreach activities across the country.



The written reply further stated that, under the **National Action Plan for Drug Demand Reduction (NAPDDR)**, the Ministry currently supports **145 District De-Addiction Centres (DDACs)**, **344 Integrated Rehabilitation Centres for Addicts (IRCA)**, **76 Outreach and Drop-In Centres (ODICs)**,

45 Community-Based Peer-Led Intervention (CPLI) centres and 155 Addiction Treatment Facilities (ATFs). The DDAC framework integrates these services into a unified district-level system, strengthening institutional care and improving access to rehabilitation services.

The House was also informed that the Ministry has operationalised the **National Toll-Free De-Addiction Helpline (14446)** to provide information, counselling, guidance, motivation and referral services to persons affected by substance use and their families. The helpline also facilitates access to nearby de-addiction and rehabilitation facilities. **More than 4.6 lakh calls** have been received on the helpline so far.

The written reply further highlighted that sustained awareness and outreach programmes are being conducted across **schools, colleges and universities** in collaboration with State Governments, educational institutions and other stakeholders. These initiatives include awareness programmes, pledge campaigns, competitions, seminars, workshops, rallies, street plays and other Information, Education and Communication (IEC) activities aimed at sensitising students and youth about the harmful effects of substance abuse.

To strengthen community participation and grassroots advocacy, the Ministry has established a nationwide network of **Nasha Mukti Mitrs (NMMs)** under the Nasha Mukti Bharat Abhiyaan. More than **1.17 lakh volunteers** have registered as NMMs. Through the NMBA Mobile App, volunteers can take the e-Pledge, access IEC materials and newsletters, and upload details of awareness activities undertaken at the grassroots level, thereby contributing to the nationwide campaign against substance abuse.

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