



## NMBA reaches, sensitizes more than 30.52 crore people across the country, this includes more than 11.87 crore youth and 8.45 crore women

### Central Government Strengthens Drug Demand Reduction and Rehabilitation Services in Jammu & Kashmir

### Over 1.20 Crore People Sensitized under Nasha Mukht Bharat Abhiyaan in Jammu & Kashmir

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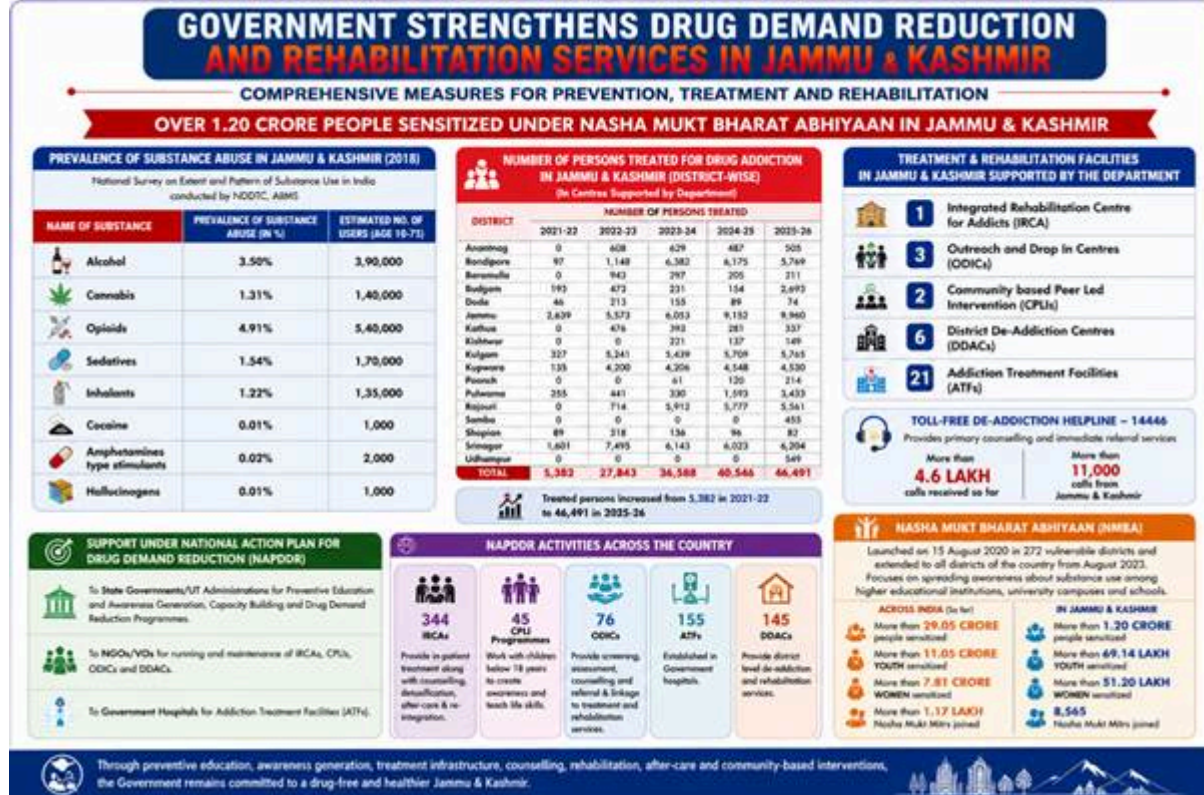
The Central Government has undertaken a range of measures to strengthen prevention, treatment and rehabilitation services for substance use in Jammu & Kashmir under the National Action Plan for Drug Demand Reduction (NAPDDR), according to the reply given by the Ministry of Social Justice & Empowerment in Rajya Sabha.

As per the National Survey on Extent and Pattern of Substance Use in India conducted by the Ministry of Social Justice and Empowerment through the National Drug Dependence Treatment Centre (NDDTC), AIIMS in 2018, opioids had a prevalence of 4.91 per cent in Jammu & Kashmir, with an estimated 5.40 lakh users in the 10–75 age group. Alcohol had a prevalence of 3.50 per cent with an estimated 3.90 lakh users, followed by sedatives at 1.54 per cent with 1.70 lakh estimated users, cannabis at 1.31 per cent with 1.40 lakh users and inhalants at 1.22 per cent with 1.35 lakh users.

In a written reply to Shri. Sajjad Ahmad Kichloo in the Rajya Sabha, **the Minister of State for Social Justice and Empowerment, Shri B.L. Verma** stated that the Government is supporting a network of treatment and rehabilitation facilities in Jammu & Kashmir. These include 1 Integrated Rehabilitation Centre for Addicts (IRCA), 3 Outreach and Drop In Centres (ODICs), 2 Community based Peer Led Intervention (CPLI) programmes, 6 District De-Addiction Centres (DDACs) and 21 Addiction Treatment Facilities (ATFs).

The number of persons treated for drug addiction in centres supported by the Department in Jammu & Kashmir increased from 5,382 in 2021-22 to 46,491 in 2025-26. The annual figures were 27,843 in 2022-23, 36,588 in 2023-24 and 40,546 in 2024-25.

Under NAPDDR, the Ministry provides financial assistance to State Governments and Union Territory Administrations for preventive education, awareness generation, capacity building and drug demand reduction programmes. Assistance is also provided to NGOs and voluntary organisations for running and maintaining IRCAs, CPLIs, ODICs and DDACs, while Government hospitals are supported for establishing Addiction Treatment Facilities.



Across the country, NAPDDR-supported activities include 344 IRCAs, 45 CPLI programmes, 76 ODICs, 155 ATFs and 145 DDACs. IRCAs provide in-patient treatment along with counselling, detoxification/de-addiction, after-care and reintegration into the social mainstream. CPLI programmes focus on children below 18 years, while ODICs provide screening, assessment, counselling and referral and linkage to treatment and rehabilitation services.

**The Ministry also maintains the toll-free de-addiction helpline 14446**, which provides primary counselling and immediate referral services to persons seeking help. More than 4.6 lakh calls have been received through the helpline so far, including more than 11,000 calls from Jammu & Kashmir.

The Nasha MukT Bharat Abhiyaan (NMBA), launched on August 15, 2020 in 272 identified vulnerable districts, has since August 2023 been extended to all districts of the country. The campaign focuses on spreading awareness about substance use, particularly among higher educational institutions, university campuses and schools. With the support of States, **NMBA has so far reached and sensitized more than 30.52 crore people across the country, including more than 11.87 crore youth and 8.45 crore women. Over 28.61 Lakh activities have been conducted in educational institutions while more than 28.29 Lakh persons have been treated and rehabilitated across the country, as on this date.**

**In Jammu & Kashmir, the campaign has sensitized more than 1.20 crore people**, including over 69.14 lakh youth and 51.20 lakh women, through extensive awareness and outreach activities. A total of 8,565 Nasha MukT Mitrs have joined the campaign in the Union Territory.

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