

Ministry Finalises Three Short Films to Strengthen Awareness against Substance Abuse

Videos Focus on Early Warning Signs, National De-addiction Helpline 14446 and the Role of Parents and Teachers

Initiative Supports the Nasha Mukht Bharat Abhiyaan's Goal of Promoting a Drug-Free Society

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The Ministry of Social Justice and Empowerment (MoSJE), with its department being a nodal agency for Drug Demand Reduction in the country, has finalised three short films of 60 seconds each to create widespread public awareness about substance abuse and its harmful effects.

The Department Of Social Justice and Empowerment has been implementing the National Action Plan for Drug Demand Reduction (NAPDDR) with the objective of creating awareness and educating the general public about the ill effects of substance abuse.

Under the Scheme, the Department launched the Nasha Mukht Bharat Abhiyaan (NMBA) on 15th August 2020. The flagship campaign is aimed at creating awareness about the ill effects of substance abuse and promoting a drug-free society.



THREE SHORT FILMS TO STRENGTHEN AWARENESS AGAINST SUBSTANCE ABUSE

60-SECOND PUBLIC AWARENESS VIDEOS

EARLY WARNING SIGNS	HELPLINE 14446	ROLE OF PARENTS & TEACHERS
- Behavioural changes - Substance use - Peer pressure	National De-addiction and Tele-counselling Helpline	- Early identification - Prevention - Treatment

AWARENESS • TIMELY INTERVENTION • COLLECTIVE ACTION

With the objective of strengthening public awareness, the Ministry has finalised the three short films on the following themes:

1. Understanding early warning signs and behavioural changes associated with substance use, including peer pressure;
2. National De-addiction and Tele-counselling Helpline—14446; and
3. Role of parents and teachers in the early identification, prevention and treatment of substance use.

The films are intended to strengthen awareness, encourage timely intervention and promote collective action by families, educational institutions and communities against substance abuse.

The videos can be accessed through the following Google link:

The Three Short Films

PR-88 TAR/KV/GA/RK

(Release ID: 2303803) Visitor Counter : 278

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