



National Pledge Against Drug Abuse To Commemorate The 6th Anniversary Of The Nasha Mukht Bharat Abhiyaan

More Than 34.56 crore Citizens including over 13.71 Crore youth and 10.65 Crore women Reached Under Nasha Mukht Bharat Abhiyaan Through Nationwide Awareness Campaigns

NMBA e-Pledge On <https://nashamukt.dosje.gov.in/epledge>

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The National Mass Pledge Against Drug Abuse has been scheduled this month to mark the 6th anniversary of the Nasha Mukht Bharat Abhiyaan (NMBA).

The Union Ministry of Social Justice and Empowerment is the Nodal Ministry that aims to mobilise 10 Crore+ citizens through both physical and online participation.

In this connection, two high-level coordination meetings 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 Mukht Bharat Abhiyaan.

The meetings were also attended by Director, DoSJE (DP) Shri Astik Kumar Pandey, Under Secretary Shri Arun Kumar Karn, besides other officials of the Ministry.

The meetings 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 meetings discussed organising pledge ceremonies across all affiliated offices, educational institutions, autonomous bodies, PSUs and field formations under respective Ministries and Departments including Railways, Defence, Civil Defence, Youth Affairs & Sports, School & Higher Education, Post, Police, CAPF, NCC, AYUSH, Rural Development, Health & Family Welfare 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.

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://nashamukt.dosje.gov.in/eplodge>

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 Mitr through Department's official website:

<https://nashamukt.dosje.gov.in/nasha-mukti-mitr>

The Union Ministry of Social Justice and Empowerment launched the Nasha Mukti 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 34.56 crore citizens** including **over 13.71 Crore youth** and **10.65 Crore women**, through nationwide awareness activities. More than **1.64 Lakh Nasha Mukti Mitras** (NMM) have also joined the campaign to strengthen community participation.

The NMBA Portal is <https://www.dosje.gov.in/organisation/nasha-mukt-bharat-abhiyaan/>

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.



Ministry of
SOCIAL JUSTICE &
EMPOWERMENT
Government of India

NATIONAL PLEDGE AGAINST DRUG ABUSE



NASHA MUKT
BHARAT
ABHIYAN



**SAY NO TO DRUGS
SAY YES TO LIFE**

A NATION UNITED TODAY,
A DRUG-FREE INDIA TOMORROW.

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। ”

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

The App can be downloaded from the Google Play Store via this Link: https://play.google.com/store/apps/details?id=com.dosje.nmba_app&hl=en_IN

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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