



National Pledge Against Drug Abuse To Commemorate The 6th Anniversary Of The Nasha Mukht Bharat Abhiyaan; Grand National Event By the End Of This Month

3rd High Level Coordination Meeting Discusses Plan, Comprehensive Strategy To Ensure Participation Of 10 Crore+ Citizens In Nationwide Pledge In Line With The Objectives Of Nasha Mukht Bharat Abhiyaan

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

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The Union Ministry of Social Justice and Empowerment aims to mobilise 10 Crore+ citizens through both physical and online participation to undertake the National Mass Pledge Against Drug Abuse, scheduled by the end of this month to mark the 6th anniversary of the Nasha Mukht Bharat Abhiyaan (NMBA).

As part of ongoing preparations, the 3rd high level coordination meeting chaired by Joint Secretary (Drug Prevention) in the Ministry Dr. Sandeep Rewaji Rathod, held in National Capital today, discussed the plan and the comprehensive strategy to ensure the participation of 10 Crore+ citizens in nationwide pledge through physical and online mode in line with the objectives of Nasha Mukht Bharat Abhiyaan outlined by the Hon'ble Prime Minister Shri Narendra Modi.

Dr Rathod briefed the participants about the importance of adopting 'Whole of the Govt' and 'Whole of The Society' approach, to mobilize all stakeholders in pursuit of sensitizing the common people about the dangers and challenges posed by the substance abuse profoundly affecting cross section of people, across the country.

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

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



The meeting discussed organizing 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/eplledge>



The meeting also highlighted to focus on the significant message to promote and encourage **Drug De-addiction through Helpline—14446**.



NMBA National Pledge Meeting 3.mp4

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://nashamukt.dosje.gov.in/nasha-mukti-mitra>

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. Recognizing 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 **34.42 crore citizens** including over **13.64 Crore youth** and **10.58 Crore women**, through nationwide awareness activities. More than **1.65 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.

The poster is titled "NATIONAL PLEDGE AGAINST DRUG ABUSE" and features the Ministry of Social Justice & Empowerment, Government of India logo. It includes a graphic of silhouettes of people raising their hands with the text "SAY NO TO DRUGS SAY YES TO LIFE" and "A NATION UNITED TODAY, A DRUG-FREE INDIA TOMORROW." The pledge is presented in English and Hindi. The English version reads: "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". The Hindi version reads: "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।" The poster also features a QR code to pledge online and offline, and a hashtag #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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