



NMBA Reaches Out To 34.54 Crore Citizens Including Over 13.70 Crore Youth, 10.64 Crore Women

More Than 1.67 Lakh Nasha Mukti Mitras Join NMBA To Strengthen Community Participation, Over 31.40 Lakh Awareness, Outreach Activities Conducted Across The Country

Over 1.67 Lakh Volunteers And Personnel Trained; More Than 755 New De-Addiction Facilities Established In The Last Two Years

Ministry Aims To Mobilise 10 Crore+ Citizens Through Physical, Online Participation To Undertake The National Mass Pledge Against Drug Abuse

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The Central Government has strengthened efforts towards “**Naya Bharat, Nasha Mukti Bharat**” through training, expansion of de-addiction facilities and nationwide public participation. Alongside these initiatives, the Ministry of Social Justice And Empowerment has advanced integrated village development and support for student accommodation.

Secretary, Ministry of Social Justice And Empowerment Shri Sudhansh Pant informed that more than 1.67 lakh master volunteers, community leaders and personnel have been trained in specialised addiction identification and caregiving workflows. These efforts strengthen community capacity to identify substance dependency and support individuals requiring care, he added.

Shri Pant said to expand access to treatment, more than 755 new de-addiction facilities have been established in the last two years, that include District De-addiction Centres (DDACs), Addiction Treatment Facilities (ATFs) and de-addiction centres in jails.

The Secretary added that 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.

Shri Pant informed that as on date, the Campaign has reached more than **34.54 crore citizens** including over **13.70 Crore youth** and **10.64 Crore women**, through nationwide awareness activities. More than **1.67 Lakh Nasha Mukti Mitras** (NMM) have also joined the campaign to strengthen community participation. In addition, over **31.40 lakh** awareness and outreach activities were conducted across the country, he said.

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

The Secretary further said that the Sixth-year celebrations of the Nasha Mukti Bharat Abhiyaan (NMBA) witnessed extensive public participation. He said these achievements reflect the Ministry's efforts to expand care and rehabilitation, mobilise communities against substance abuse, advance village development and support students in pursuing education.

Shri Pant stated that the total Nasha Mukti Pledges including e-pledges taken account for more than **34 Lakh** across the country.

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>

Shri Pant exuded confidence that the Ministry aiming to mobilise 10 Crore+ citizens through both physical and online participation to undertake the National Mass Pledge Against Drug Abuse, will be a game changer in sensitizing the citizens about the importance of NMBA across the country. He said the National Level Mass Pledge is scheduled to be held by the end of this month to mark the 6th anniversary of the Nasha Mukti Bharat Abhiyaan (NMBA).



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 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

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