



Ministry of Social Justice and Empowerment to Organise 'Ashirvad Ka Diya' Ceremony on Seva Diwas

Union Minister Dr Virendra Kumar to Light 'Ashirvad Ka Diya' Along with 200–250 Recovered Drug Users

Initiative to Highlight the Transformative Impact of Treatment and Rehabilitation in Overcoming Substance Use

Posted On: 16 SEP 2026 7:42PM by PIB Delhi

The Ministry of Social Justice and Empowerment will organise an '**Ashirvad Ka Diya**' ceremony tomorrow evening at the Dr Ambedkar International Centre, in the National Capital here.

The programme is being held as part of the '**Seva Sankalp Abhiyan**', being launched by the Government of India on the occasion of Seva Diwas.

Union Minister for Social Justice and Empowerment, Dr Virendra Kumar, will lead the ceremony and light the 'Ashirvad Ka Diya' along with 200–250 recovered drug users who have successfully undergone treatment and rehabilitation.

The participating beneficiaries have received support through Grant-in-Aid institutions of the Department of Social Justice and Empowerment and Addiction Treatment Facilities functioning under the De-addiction Programme in Delhi-NCR and adjoining areas. Their participation will represent resilience, hope and the transformative impact of institutional support in helping individuals overcome substance use.

Joint Secretary Drug Prevention at the Ministry Dr Sandeep R Rathod said the programme will highlight the Ministry's continued commitment to drug demand reduction and the treatment, rehabilitation and reintegration of affected persons into mainstream society. He said through the participation of recovered drug users, the Ministry seeks to inspire communities, demonstrate the positive outcomes of rehabilitation programmes and reinforce the message that recovery is possible through sustained care and collective support.



Ministry of Social Justice & Empowerment
Government of India

ASHIRVAD KA DIYA CEREMONY

On Seva Diwas

Union Minister Dr Virendra Kumar to light the
Ashirvad Ka Diya with 200–250 recovered drug users



17 September 2026 | 7:00 PM



Dr Ambedkar International Centre, New Delhi

*Stronger
People
Brighter
Tomorrows*

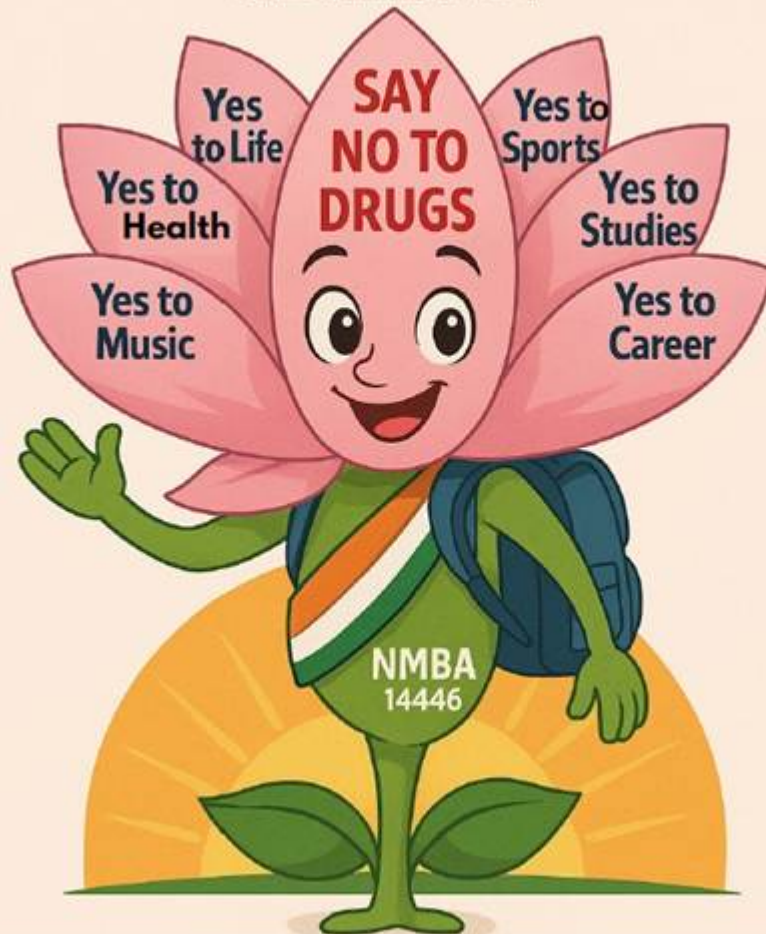


Recovery is Possible

Treatment • Rehabilitation • Reintegration

Dr Rathod stated that ‘Ashirvad Ka Diya’ initiative has been conceived to promote the values of service, respect and gratitude while recognizing beneficiaries of the Government’s flagship initiatives.

NASHA MUKT BHARAT ABHIYAAN



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Drug De-addiction**

He said the lighting of the diya will symbolise empowerment, resilience and dignity, reaffirming the Ministry’s resolve to contribute to a healthier and more inclusive nation adding that the initiative also reflects the Government’s broader vision of service-oriented governance and the spirit of Seva Diwas.

Joint Secretary informed 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.



Nasha Mukti Bharat Abhiyaan App

Dr Rathod stated that the Campaign has reached more than **34.55 crore citizens** including over **13.71 Crore youth** and **10.65 Crore women**, through nationwide awareness activities. More than **1.68 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/>



Nasha Mukti Mitr Registration

Joint 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.

Dr Rathod stated that the total Nasha Mukti Pledges including e-pledges taken account for more than 3.42 Lakh across the country as on date.

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.



NMBA E Pledge

The link of the NMBA e-Pledge is: <https://nashamukt.dosje.gov.in/epledge>

Dr Rathod further 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.

He 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.

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