



NMBA Reaches Over 35 Crore People, Including Over 13.94 Crore Youth, 10.86 Crore Women, More Than 32 Lakh Educational Institutions Covered Under Outreach Activities

Nasha Mukht Bharat Abhiyaan Strengthens Community-Led Efforts Towards A Drug-Free India

The Country Will Collectively Succeed In Uprooting The Drug Trade From India By 31 December 2029: Union Home Minister Shri Amit Shah

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Under the National Action Plan for Drug Demand Reduction (NAPDDR), the Nasha Mukht Bharat Abhiyaan under the Ministry of Social Justice And Empowerment has reached more than 35 Crore people, including over 13.94 Crore youth and 10.86 Crore women, and engaged with more than 32 lakh plus educational institutions, as on date.

The Union Home Minister Shri Amit Shah while speaking at the 3rd National Conference of Anti-Narcotics Task Force (ANTF) Heads of States and Union Territories, in New Delhi in September, said that by 31 December 2029, the country will collectively succeed in uprooting the drug trade from India. He emphasized the need for coordinated action, clear targets, accountability and a focus on dismantling drug networks. He also highlighted the importance of protecting young people from substance abuse as part of the national vision of Viksit Bharat by 2047.

Launched on 15 August 2020, the Nasha Mukht Bharat Abhiyaan initially focused on 272 vulnerable districts and has since expanded its reach across the country. The campaign places particular emphasis on youth, women and communities, recognizing their role in preventing substance use and encouraging healthy lifestyles.



Nasha Mukti Mitra Registration QR Code

A Senior Official in the Ministry said these efforts demonstrate the importance of sustained public participation in building awareness and encouraging collective responsibility towards a drug-free society.

He said through awareness programmes, pledge campaigns, educational activities and collaboration with government departments and civil society stakeholders, NMBA seeks to bring the message of substance-use prevention closer to people in their everyday environments.



NMBA e-pledge QR Code

The educational institutions, youth clubs, women's groups and local communities serve as important platforms for communicating the risks associated with substance use and encouraging early intervention, he added.

The Official further said the Ministry is strengthening community-led efforts to address substance use through the Nasha Mukta Bharat Abhiyaan (NMBA), its flagship initiative for drug demand reduction. By mobilising young people, women, educational institutions, families and community stakeholders, the Abhiyaan seeks to build a society that is informed about the risks of substance use and supportive of prevention, treatment and recovery.

The initiative complements the Central Government's broader efforts to combat the drug menace through a coordinated approach involving awareness, prevention, enforcement and rehabilitation.

While enforcement agencies work to disrupt drug trafficking and supply networks, NMBA addresses the demand-reduction dimension through awareness, community participation and access to support services. This complementary approach recognises that a sustainable response to substance use requires not only action against illicit drug networks but also informed communities, early prevention, accessible treatment and social reintegration.



Young people are central to NMBA's strategy. The campaign encourages their active participation in awareness activities and community initiatives, enabling them to become advocates for healthy and substance-free lifestyles.

The broader national anti-narcotics roadmap has also underscored the importance of taking awareness efforts to schools, colleges and other institutions through Nashamukt Mitras. Such efforts complement NMBA's focus on empowering individuals to share reliable information, challenge misconceptions and encourage their peers to seek help when required.

By promoting informed decision-making and constructive community engagement, the campaign aims to strengthen protective environments for young people and reduce the stigma associated with substance-use disorders.



NMBA Mobile App

NMBA adopts a comprehensive approach to drug demand reduction, encompassing prevention, assessment, treatment, rehabilitation, aftercare, public information dissemination and community awareness. This approach recognises that substance dependence requires appropriate support and that recovery is strengthened when individuals can access treatment and reintegrate into their families and communities with dignity.

The campaign also seeks to encourage compassionate attitudes towards individuals affected by substance use. Reducing stigma and promoting understanding can help people and their families seek assistance earlier, while community participation can support sustained recovery and social inclusion.

The NATIONAL DE-ADDICTION HELPLINE 14446 provides an avenue for individuals and families seeking information and assistance related to substance-use concerns.

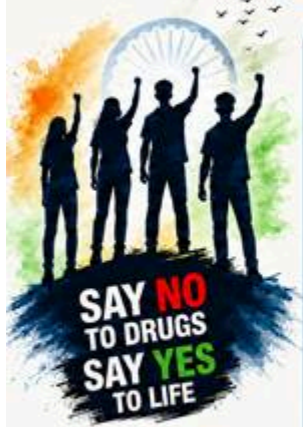


Ministry of
SOCIAL JUSTICE & EMPOWERMENT
Government of India

NATIONAL PLEDGE AGAINST DRUG ABUSE



NASHA Mukht
BHARAT
AMITYAN



**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 साधियों,

युव किन्हीं भी राष्ट्र की उर्जा 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 प्रतिष्ठा 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 Mukht BHARAT

EK KADAM NASHA Mukht BHARAT KI ORE

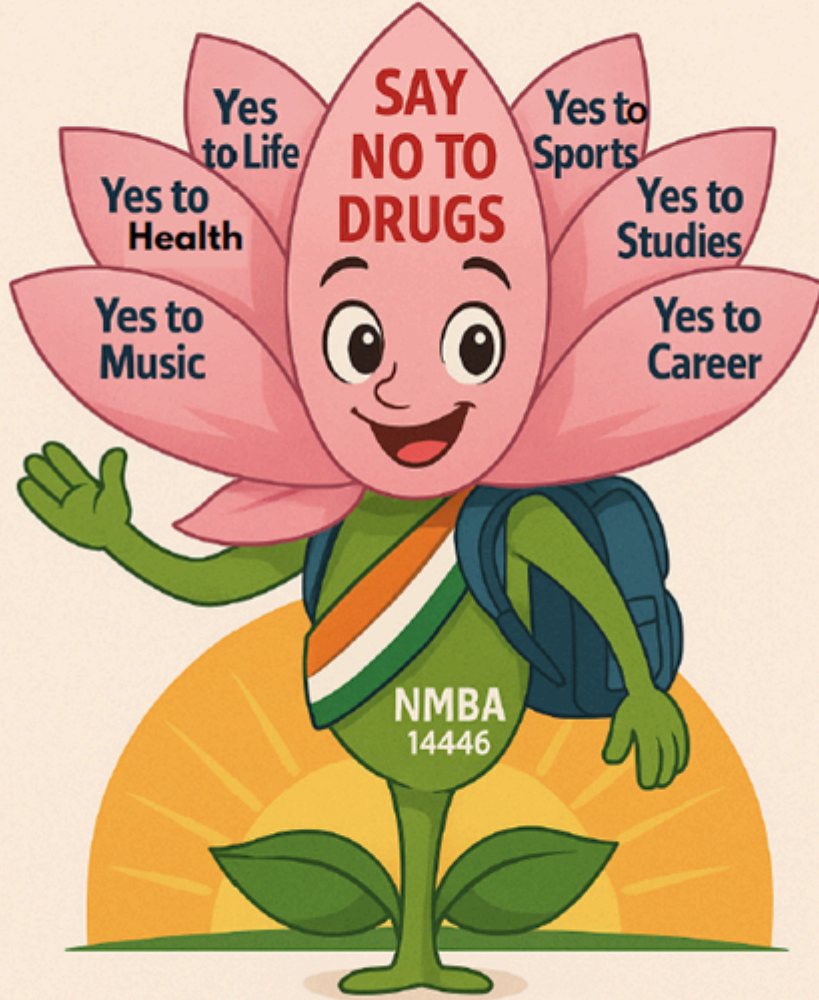


#NashaMuktBharat

As part of *Whole-of-Government* and *Whole-of-Society* approach, the fight against substance use requires sustained cooperation among government departments, educational institutions, healthcare and rehabilitation service providers, civil society organisations, families and citizens. NMBA's community-based approach complements coordinated action by enforcement agencies by addressing awareness, prevention and the social dimensions of substance use.

For further information, awareness resources and campaign updates, the interested people may visit: <https://nmba.dosje.gov.in/>

NASHA MUKT BHARAT ABHIYAAN



**Call 14446 today and get help with
Drug De-addiction**

The campaign's emphasis on collective responsibility aligns with the national resolve to protect the country's youth and strengthen their contribution to India's development. By combining public awareness with prevention, treatment, rehabilitation and community support, the Nasha Mukta Bharat Abhiyaan continues to advance the vision of a healthier, informed and drug-free India.

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