Strengthening Rehabilitation and Livelihood Opportunities through NAPDDR

Mr. Sudesh Kumar Of Kadapa, Andhra Pradesh Treated And Rehabilitated Under Ministry-Supported De-Addiction Treatment, Counselling And Rehabilitation Assistance

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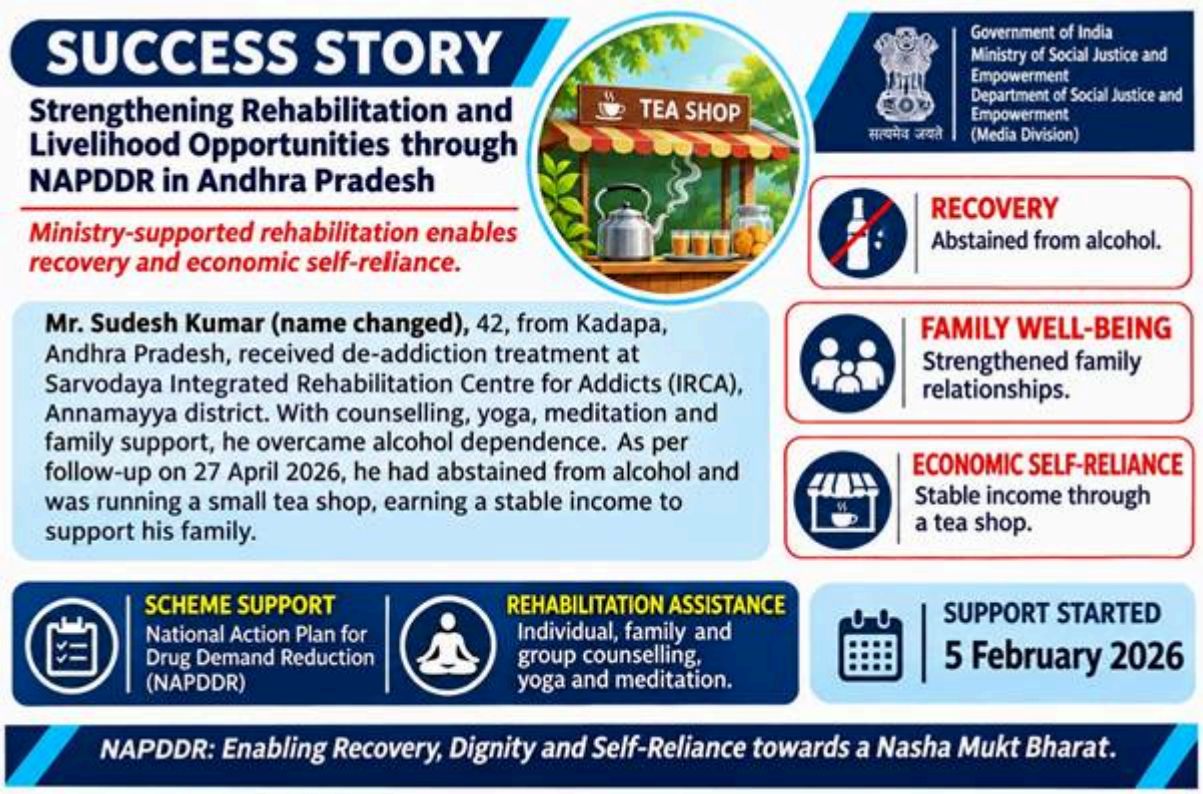
Access to comprehensive de-addiction treatment, counselling and rehabilitation services plays a significant role in promoting individual well-being, strengthening family relationships, economic self-reliance and social reintegration among individuals affected by substance dependence.

Mr. Sudesh Kumar **(name changed),** a 42-year-old resident of Kadapa, Andhra Pradesh, belonging to the Other Backward Classes (OBC) community, has successfully overcome alcohol addiction with rehabilitation support under the National Action Plan for Drug Demand Reduction (NAPDDR) Scheme of the Ministry of Social Justice and Empowerment, Government of India.

Having studied up to high school, Rajesh worked as a driver and also undertook daily wage labour to support his wife and two children. However, alcohol addiction gradually affected his personal, professional and financial well-being, resulting in irregular employment, financial instability and strained family relationships.

With a determination to lead a healthier life and secure a better future for his children, and with encouragement from his family members, Sudesh Kumar approached the Sarvodaya Integrated Rehabilitation Centre for Addicts (IRCA) in Annamayya district of Andhra Pradesh.

On February 5, 2026, Sudesh received comprehensive de-addiction treatment and rehabilitation assistance under the NAPDDR Scheme, which included individual counselling, family counselling, group counselling, yoga, meditation, motivational sessions and psychosocial support.



For individuals undergoing recovery from substance dependence, access to structured rehabilitation and sustained counselling is an important enabler of personal and social transformation. These interventions helped Sudesh understand the harmful effects of alcohol addiction, rebuild his self-confidence and develop a positive outlook towards life. Family counselling further strengthened his relationships with family members.

As per the follow-up conducted on April 27, 2026, Sudesh had completely abstained from alcohol consumption and was leading a sober and responsible life. He had also established a small tea shop in Kadapa, enabling him to earn a stable income, support his family and work towards economic self-reliance.

Beyond providing de-addiction treatment, the NAPDDR Scheme seeks to promote behavioural transformation, emotional well-being, social reintegration and sustainable rehabilitation, thereby enabling individuals to lead healthy, productive and dignified lives.

Sudesh's journey from alcohol dependence to recovery and entrepreneurship highlights the significance of targeted rehabilitation interventions in restoring self-confidence, strengthening livelihood opportunities and bringing positive changes in the lives of individuals and their families.

The initiative reflects the Ministry of Social Justice and Empowerment's sustained commitment towards holistic rehabilitation, social empowerment, economic self-reliance and inclusive socio-economic development, contributing to the larger vision of a Nasha Mukt Bharat and Viksit Bharat@2047.

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