



Ministry of Social Justice and
Empowerment
Government of India

Nasha Mukh Bharat Abhiyaan

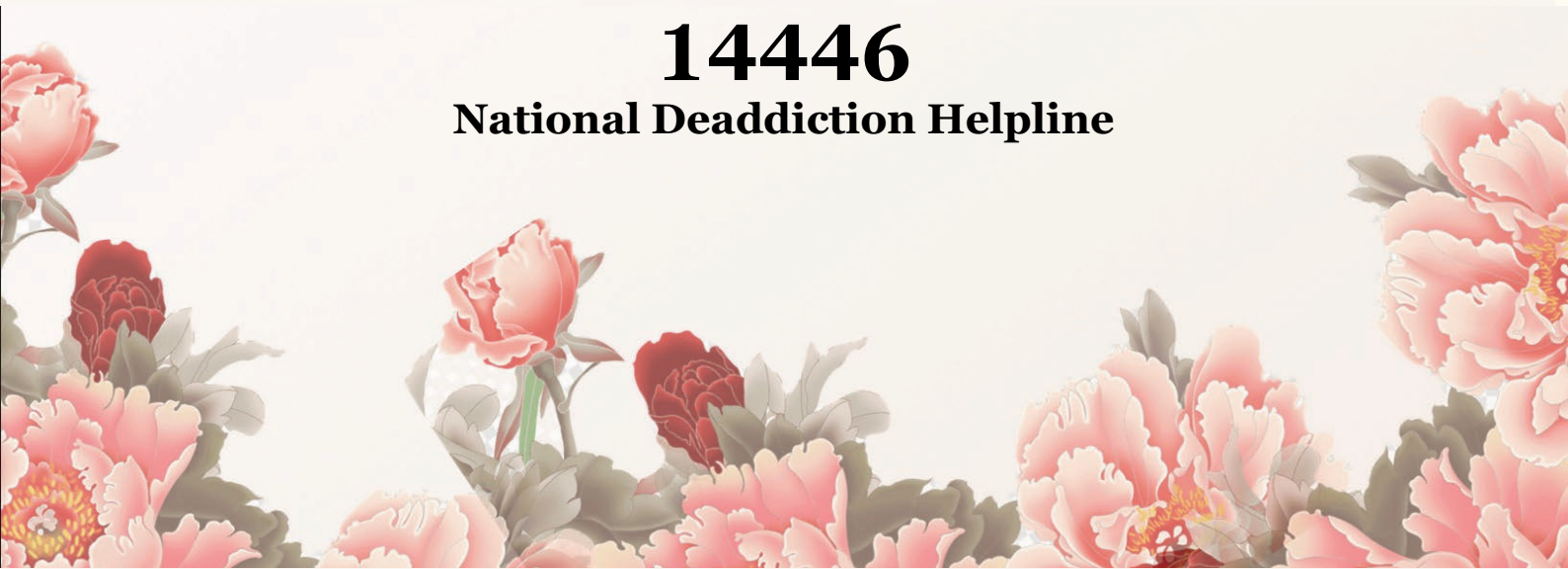


**Department of Social Justice &
Empowerment
Government of India**

Best Practices
of
**NASHA MUKT
BHARAT ABHIYAAN**

14446

National Deaddiction Helpline





Nasha Mukh Bharat Abhiyaan so far

- Through various on-ground activities, 11.17+ crore people have been sensitized on substance use including 3.5+ Crore Youth and 2.3+ Crore Women.
- Participation of 3.38+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.
- A strong force of 7,000+ Master Volunteers (MVs) have been identified and trained to lead the Abhiyaan in the Districts.
- Awareness through the official Social Media accounts of the Abhiyaan.
- A digital push has been given to many activities under the Abhiyaan. NMBA Mobile Application was developed to gather and collect the data of NMBA activities and represent them on the NMBA Dashboard at district, state and national levels.
- NMBA Website (<http://nmba.dosje.gov.in>) provides detailed information and insights to the user/viewer about the Abhiyaan, its reach out in States & Districts and the activities conducted under the Abhiyaan so far.
- A National Online Pledge to be Drug-Free had 1.67+ Crore students from 99,595 educational institutions.
- Sportspersons like Olympic Medalist Ravi Kumar Dahiya, Suresh Raina, Ajinkya Rahane, Sandeep Singh, and Savita Poonia have shared messages in support of NMBA.
- Events like '*Nashe se Azaadi*- A National Youth and Students Interaction Programme', '*Naya Bharat, Nasha Mukh Bharat*', and 'NMBA Interaction with NCC' are regularly organized to engage and connect with youth and other stakeholders.
- MoUs have been with Spiritual/Social Service organizations like The Art of Living, Brahma Kumaris, ISKCON, Shri Ram Chandra Mission, and Sant Nirankari Mission, All World Gayatri Pariwar to support to NMBA and conduct mass awareness activities.
- There has been a 135% increase in people seeking counselling and de-addiction services from DoSJE-supported centres since the launch of Abhiyaan in 2020.



ANDHRA PRADESH

Major Initiatives Taken:

- Awareness initiatives targeted various groups such as NCC paramilitary personnel, APSRTC drivers, auto driver unions, and recovered patients as part of special campaigns to create a Drug-Free Andhra.
- IEC materials translated in local language and distributed
- Educational institutions in Krishna, Tirupati, Chittoor organized sessions where pledges against substance use were taken.
- Essay writing competitions, drawing competitions, and elocution competitions were conducted in Government Schools of the state.





ARUNACHAL PRADESH

Major Initiatives Taken:

- Embracing the 'Sports for Development' ethos, students of Arunachal University of Studies are promoting a drug-free lifestyle on their campus through various competitions.
- The Dirang district hosted a 15-kilometer run with over 150 participants, spreading the powerful message: "Say No to Drugs, Say Yes to Life."
- Changlang District utilised mobility vehicles to reach hotspot areas and distribute IEC materials to create awareness among the people.
- In Tirap District, a campaign was organized under the theme of Lifestyle Diseases, Substance Use & Suicide, in collaboration with the district administration and NGOs.
- In Anjaw, traditional painting styles were used to create messages against substance abuse in various institutions and public spaces.
- Panchayati Raj Institutions (PRIs), Gram Sabhas, and local communities in villages are actively involved in special outreach programmes in Changlang.
- Namsai district in Arunachal Pradesh has initiated the eviction of a local opium farm, launched a bike rally, and an awareness vehicle to combat drug abuse. Educational activities are also being conducted in schools and colleges.





ASSAM

Major Initiatives Taken:

- In Dhubri, a three-month special yoga course is designed for substance users in prisons to aid in their drug recovery and create employment opportunities in a productive manner.
- Nagaon district administration promoted development through sports with the Fit India Freedom Run 2.0 event.
- Capacity-building programs are conducted under the observation of the District Collector of Hailakandi for master volunteers, along with oath-taking ceremonies in schools and colleges to promote "Bye-Bye Drugs" tags.
- Biswanath district used creative wall slogans to encourage masses against drug use, while Cachar district utilized street plays to target youth awareness.
- Morigaon ensures village participation with *Gram Panchayat* meetings and local leader involvement, promoting drug-free pledges.
- Street plays in Tangla, Rowta, and Dimakushi blocks of Udalguri aimed to raise awareness about substance abuse.
- Miking through cars in rural areas of Udalguri is used to create awareness among the people, along with the distribution of IEC materials.





BIHAR

Major Initiatives Taken:

- Ms. Jyoti Kumari, 'Cycle Girl' from Darbhanga, was appointed as an ambassador for Nasha Mukh Bharat Abhiyaan in Bihar, leading women-centric awareness programs in identified districts.
- Events like quiz competitions, cricket matches, and art competitions are used creatively to engage youth in the message of NMBA
- About ten thousand *Jeevika Didis* and *Jeevika Mitras* actively participated, covering all 315 panchayats for 26 days with *nukkad nataks*.
- Deaddiction efforts included providing livelihood opportunities through *Jeevika's* सतत जीविकोपार्जन *Yojana*.
- In Bhojpur district, '*Nasha Ek Abhishap* - an awareness vehicle' was used to involve community members.
- '*Kala Jathas*' used folk activities and entertainment programs to mobilize people with IEC tools.
- In the West Champaran district, the DM led alcohol prohibition campaigns through seminars, rangoli, and rallies by *Jeevika* groups.
- Joint efforts of volunteers and police closed down tobacco shops near schools.
- Master volunteers conducted Focus Group Discussions, organized community activities, and provided intelligence on drug supply.





CHHATTISGARH

Major Initiatives Taken:

- Tie up with Kalinga University for awareness generation in Drug de-addiction.
- Spreading the word of 'Nasha Mukti' in all events and activities planned by all the departments.
- Bilaspur district's youth have pledged their commitment to a drug-free society during an awareness rally.
- Educational institutions hosted seminars and rallies, spotlighting the perils of substance use.
- Street plays and sports activities to elevate awareness about substance abuse.
- SLCA Chhatisgarh has fortified the fight against drug abuse by organizing awareness sessions with students and women groups.
- Formation of a human chain against substance use, amplifying awareness.





CHANDIGARH

Major Initiatives Taken:

- Victory Against Drug Abuse (VADA) Clubs were established in 285 educational institutions to conduct regular activities on substance use.
- The VADA Club at Mehr Chand Mahajan DAV College for Women hosted a felicitation ceremony to recognize faculty and students for their efforts in raising awareness about drug abuse.
- An awareness vehicle, named 'NIRVAN', was launched to visit hotspots and conduct awareness sessions and camps through street plays and discussions.
- During the Rose Festival, short plays and skits, such as "*Nashe se Yaari Mout ki Tayyari*," were performed to further the cause.
- Regular online sessions, including "Therapy Tuesdays", "Sober Shukravaars", "Therapy Thursdays", and "Second Innings Sunday," were organized.
- Radio jingles were prepared and broadcasted across all radio channels to reach out to the masses with messages against substance use.
- Health camps were strategically organized to promote awareness and screen individuals for early detection and prevention of substance use disorders.
- A series of programs including walkathons, painting and slogan writing competitions for children, and regular awareness generation sessions with youth.





DELHI

Major Initiatives Taken:

- Sensitization sessions were strategically deployed across communities, particularly in hotspot regions, to boost awareness and engagement.
- Acknowledging sports' transformative role, a multifaceted strategy was employed to engage youth in sports, diverting them from drugs and fostering holistic development.
- Active involvement in theme-centered competitions and programs was vigorously promoted





DD AND DADRA AND NAGAR HAVELI

Major Initiatives Taken:

- Collaborative sports activities have been organized with the sports department, National Service Scheme (NSS), and Nehru Yuva Kendra.
- A youth motorcycle rally was conducted to raise awareness and promote a 'Drug-Free Society' throughout the district.
- UT administration has actively engaged women stakeholders, including Anganwadi workers, Link workers, ASHA workers, Basic Health Workers, and Paramedical staff in the Abhiyaan. These women are frequently trained and often lead Abhiyaan activities.
- The Abhiyaan's success in the UT is attributed to the support from local people, especially women and Community-Based Organizations.
- Orientation-cum-training program for law enforcement agencies and master volunteers, focusing on measures to curb drug trafficking and drug abuse.

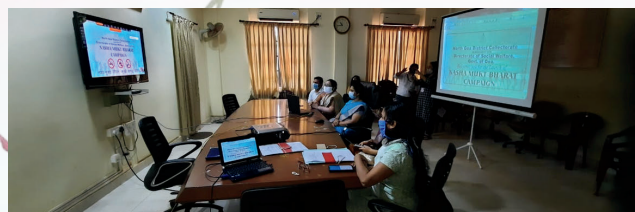




GOA

Major Initiatives Taken:

- Nasha Muk्त Bharat Abhiyaan has been seamlessly integrated into state festivals and programmes, amplifying its reach and impact.
- Mapping hotspot areas and busy locations like bus stands, local markets, and beaches were chosen to spread the message of a *Nasha Muk्त Bharat* across the state of Goa.
- Regularly scheduled community sensitization sessions have been successfully conducted for the youth in North Goa, fostering a proactive and informed community.
- A vast array of IEC materials have been disseminated on a grand scale, effectively reaching the general masses.
- Engaging sensitization sessions, including workshops and seminars, have been specifically tailored for college students, providing them with valuable insights and knowledge.
- High-impact rallies and marches have been organized, serving as powerful tools for spreading awareness within the community.





GUJARAT

Major Initiatives Taken:

- Spiritual guidance for drug use prevention in colleges and universities.
- Drug-Free Living through physical activity, and weight-lifting competitions were organized.
- In Surat, awareness rallies and school programs were part of community outreach. Anganwadi and ASHA workers organized regular programs and home visits for community awareness.
- For leveraging Anganwadi Workers for community education, an awareness camp was organized with Anganwadi workers in Botad.
- Rajkot organized an awareness program with BrahmaKumaris, involving NCC and NSS volunteers from Surat, Rajkot, and Valsad in NMBA activities.
- Innovative methods like art, drama, song, and speech were used. Street plays, flash mobs, and mass oaths created awareness.
- Training programs on substance use prevention were held for Police officers, *Gram Rakshak Dal*, *Sagar Rakshak Dal*, and Home Guard Unit. Public awareness campaign inaugurated by Cabinet Minister Kunvarji Bavaliya in Jasdan block, Rajkot.
- In Jamnagar district, Master Volunteers underwent training, and an oath-taking ceremony was organized by the Social Welfare Department in Porbandar with police collaboration.
- Government school students in Jamnagar & Bharuch were encouraged to spread the Abhiyaan's message.





HARYANA

Major Initiatives Taken:

- Sports activities such as *Kabaddi* tournaments, marathon runs and football matches have been used as an effective medium to spread the message of NMBA among the youth & children.
- Community awareness programs and pledge-taking ceremonies against substance use have been conducted by the Master Volunteers of Haryana in Hisar.
- Activities to sensitize people about substance use with women participating as front runners in the districts were organized.
- Signature campaigns against drugs, candle marches and “*Jagrukta Cycle Races*” were organized to spread awareness of substance abuse.
- Karnal administration organized regular district-level workshops under the Nasha Mukh Bharat Abhiyaan to propagate the message of substance abuse prevention among the participants.
- Oath and pledge-taking were done to solidify the message of creating a drug-sensitized community.
- *Bhajan-Kirtan* and musical instruments were utilized as a medium of awareness.



नुक्कड़ नाटक में दिखाए नशे के दुष्परिणाम

कुच्छेत्र। जिला समाज कल्याण विभाग द्वारा युवा पीढ़ी में लगी नशे की लत के दुष्परिणामों को बताते हुए विभिन्न स्थानों पर नाटक नशा और दुर्दशा प्रस्तुत किया गया। जिला समाज कल्याण अधिकारी सुरजीत कौर के मार्गदर्शन में कलाकारों ने युवाओं को नशा छोड़ने के लिए जागरूक किया।

नाटक प्रस्तुत करते हुए कलाकारों ने दिखाया कि एक गांव का लड़का शहर पढ़ाई करने जाता है, जहां उसे नशे की लत लग जाती है। नशे की बुरी लत लगने से वह अपनी पढ़ाई पर ध्यान नहीं दे पाता और पढ़ाई में कमजोर हो जाता है। अंत में नशा उसे इस करार पर लेता है कि वह अपनी जान से बचने के लिए नशे को बंद कर दे। बड़े ही मार्मिक ढंग से प्रस्तुत किए गए नुक्कड़ नाटक नशा और दशा में जहां एक ओर नशे की बुरी लत से होने वाले नुकसान के बारे में बताया गया,



दुर्दशा नुक्कड़ नाटक का मंचन करते कलाकार। संवाद

यहाँ दूसरी ओर युवाओं को देश व समाज के हित के लिए कार्य करने के लिए प्रेरित किया गया। नाचकड़ नाटकों का कोविड नियमों का पालन करते हुए मंचन किया। नाटक प्रस्तुत करने वाले कलाकारों में चंचल शर्मा, संदीप खन्ना, विकास शर्मा, बबनदीप, खुरदीप सिंह, अश्वित व निखिल शामिल रहे।

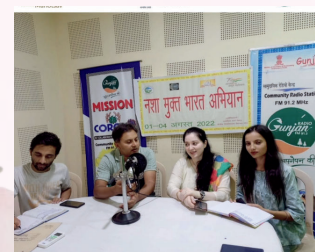




HIMACHAL PRADESH

Major Initiatives Taken:

- Collaborating with sports and youth departments, NSS, and NYKS, several districts have organized youth sports activities to discourage substance use.
- NMBA Stalls were organized at the International Shivratri fair in District Mandi, motivating the youth to participate.
- A youth-focused campaign was launched in Kullu district.
- Jam Sessions in HP University and government Degree Colleges of Newra, Rohru, Una, Daulatpur and Hamirpur were organized with the aim of making people aware about the ill-effects of substance use.
- Chamba, Himachal Pradesh, organized an awareness session with Mahila Mandals, showcasing a women-led Abhiyaan.
- Many districts, in collaboration with sports and youth departments, NSS, and NYKS, have organized youth sports activities.
- In Mandi, Himachal Pradesh, the 'Sayyam Programme' was launched that provides infrastructure to panchayats to encourage youth participation in sports and discourage substance abuse.





JHARKHAND

Major Initiatives Taken:

- The Jharkhand state administration collaborated with the Tejaswini program to advance the NMBA, involving women stakeholders who participated with great enthusiasm and dedication.
- Women stakeholders took the lead in NMBA activities in Simdega, organizing numerous rallies and door-to-door campaigns to foster a drug-free Jharkhand.
- Awareness activities in districts of Jharkhand include Marathon, cycle rally, speech, miking awareness, debates, nukkad nataks, loudspeaker awareness, Inclusion of *jeevika didi* and awareness campaigning in school and colleges, pledge taking ceremony





JAMMU & KASHMIR

Major Initiatives Taken:

- Budgam district, Jammu and Kashmir, launched an Anti-Narcotics initiative involving 50 motorcyclists with anti-substance abuse posters.
- Budgam and Poonch used street plays and musical performances for substance abuse awareness.
- 'Bhang Destruction Drive' event in Anantnag, focus on engaging youth through sports like 'Paddle for Lidder' cyclothon and T10 cricket match.
- Bandipore organized a Nasha Mukh Awareness campaign involving school-aged children and a bike rally from Mini Secretariat to Gurez Valley.
- Rajouri's government schools implemented substance abuse awareness initiatives.
- Back2Village program spread the message, including campaigns like 'Pulwama Fights Drug Abuse' and '*Nashe se Paak Kishtwar*'.
- Doda district organized musical evenings and NMBA-related events, leading to NMBA Panchayat Abhiyaan launch.
- Poonch District conducted Cricket and Hockey Matches to promote sports activities among youth with the purpose of generating healthy lifestyle against substance dependent lifestyle.
- In Reasi district a mega rally was held with the engagement of Anganwadi Workers, NCC Cadets, NSS Volunteers, ASHA Workers.
- Extensive use of social media by the districts.
- Samba District integrated cultural activities in institutions like ITI to spread awareness against substance use.

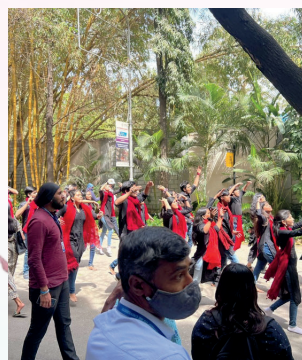




KARNATAKA

Major Initiatives Taken:

- The district administration of Kolar has empowered women groups and Anganwadi workers to lead the Abhiyaan message to all citizens.
- Kodagu district has been proactive in conducting NMBA activities, reaching out to students, women's self-help groups, and farmers.
- Leveraging its large student population, Bangalore has organized targeted activities in educational institutions.
- Ramanagara identified local hotspots, covering villages, visiting rehabilitation institutions, and conducting awareness campaigns in schools and colleges.
- Multiple awareness sessions were organized for college students in all Pre-University colleges of Udupi district.
- Manipal Academy of Higher Education and Christ University have led various activities like skits, medical camps, and cultural events as part of the Abhiyaan.





KERALA

Major Initiatives Taken:

- Malappuram, Kollam, and Idukki districts conducted various sessions for Kudumbashree, a local movement of Self Help Groups.
- Local governments like Velliyamattom and Pulpetta Gram Panchayats raised awareness among adolescent girls and children.
- Malappuram organized awareness sessions in the government women's college and set up warning boards against intoxicants near educational institutions.
- Kozhikode launched a 'Vote Against Drugs' campaign involving over a lakh students voting against drugs. Operation Salsamukku combats drug use by transforming public spaces and engaging 60 colleges in recognition and awareness initiatives like 'Putulahari' under Nasha Mukh Bharat Abhiyaan.
- All schools and colleges in Kollam pledged under the Abhiyaan, with focused awareness sessions for the Malaveden tribal community.
- Regular review meetings helped with interventions for vulnerable groups like tribals and fishermen.
- Stakeholders, especially SHGs, were well-informed and prioritized outreach to high-risk groups.
- In Idukki district, several initiatives were undertaken as part of NMBA to raise awareness against substance use including a friendly football match at Soccer School Ground.





MADHYA PRADESH

Major Initiatives Taken:

- 'Guardian Clubs' were established along the Narmada River to monitor drug supply and reduce demand.
- Community participation was encouraged through activities like evening campfires discussing substance abuse.
- Selfie Points were placed in urban areas aimed to attract youth.
- 'Nasha Mukti Chaupals' in Neemuch district have been introduced to sensitize the community about the harmful effects of tobacco and opioids.
- Districts including Narsinghpur, Datia, Indore, Jabalpur, Satna, Rewa, Mandsaur, Chhindwara, and Hoshangabad conducted rallies, competitions, and radio shows for NMBA awareness.
- Dewas district organized a "Yellow Campaign" where a yellow line was demarcated near school and colleges. This line demonstrates no drug related activities including selling of drugs and alcohol takes place within the demarcated area.
- Datia committed to drug sensitization in villages under *Pradhan Mantri Adarsh Gram Yojana*, with GPs pledging to be Drug Free.





MAHARASHTRA

Major Initiatives Taken:

- Mumbai made a strategy focused on leveraging the city's rich culture and vibrant demographics to gain momentum. The district organized regular radio talk shows deployed two mobile publicity vans, and conducted awareness programs in educational institutions.
- A "Say no to drugs" song was recorded and shared among youth to connect them with the *Abhiyaan*.
- In Nagpur, drug-dependent individuals engaged in begging receive free treatment at Rehabilitation Centers in the district.
- A street play drama and poster display was organized under the theme "The Plight of Addicted Life" through DDAC Nashik in the villages of Shengalwadi, Chinchalekhare, and Talegaon.
- Collaborating with transgender persons to enhance awareness about drug addiction has been an innovative step taken by the state.
- Deaddiction centers in Maharashtra regularly organised seminar/workshops focused on "Management of Addiction and Prevention of Suicide" for students.





MANIPUR

Major Initiatives Taken:

- Nasha Mukta Bharat Committees formed in Manipur's educational institutions target high-risk groups, involving students, teachers, and Parents' Associations.
- Counselling centres were set up in schools and colleges for substance-dependent individuals to ensure sustainability.
- Women SHGs formed *Nasha Nivaran* Committees in villages.
- A one-day football exhibition match was held in Porompat, Imphal East, aiming to raise awareness about drug use and promote a healthy, drug-free lifestyle.
- A motorcycle rally promoted a 'Healthy and Drug-Free Future,' and street plays were performed in high-traffic areas to engage the community on the perils of substance abuse.
- Sensitization of students against psychoactive substance use through musical concert, lectures and, quiz was organized in Manipur.
- NMBA songs and jingles were launched on International Women's Day.

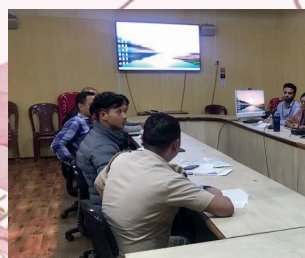




MEGHALAYA

Major Initiatives Taken:

- Marathons and Cyclothon were organized in West Garo Hills, Meghalaya, to engage youth and promote fitness and a drug-free lifestyle.
- District authorities in Shillong collaborated with Medical Department, and District Legal Services Authority to conduct an awareness program on psycho-social care for rehabilitating victims of substance abuse.
- The Meghalaya Day Marathon was organized with a focus on diverting youth from drugs through sports and physical activities.
- Several awareness-oriented gatherings were observed throughout Meghalaya, focusing on women's role in the campaign.
- NMBA awareness training given to Anganwadi, ASHA, and SHG workers immensely helped target the women population in the tribal interior area of South Garo Hills.
- Meghalaya has adopted a uniform NMBA model across its districts, leveraging media campaigns such as "Behind the Closed Door" radio talks and social media short films.





MIZORAM

Major Initiatives Taken:

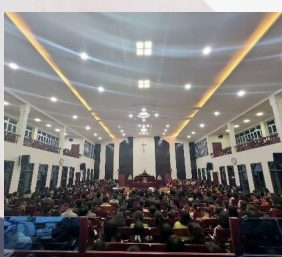
- In Aizawl, Mizoram, 50,600 students from 253 schools pledged against drug use.
- Anti-Drug clubs formed in colleges, with Nasha Mukt committees and task groups.
- Aizawl district launched K-Pop Dance Cover Challenge Season 2, organized sensitization programs in churches, a mass awareness run, and Under 14 & Under 17 football tournaments with pledges and substance use sessions.
- Champhai adopted a strategic approach targeting high-risk groups through awareness sessions, webinars, and talk shows in colleges and high schools.
- Committees in educational institutions in Champhai, including students, teachers, and Parents Association representatives, held regular meetings to address substance abuse.
- Sporting events organized with local sports bodies in collaboration with Mizoram groups, comprising students, teachers, and Parents' Association representatives, fostering a proactive approach to tackling substance abuse.



NMBA 10 Colleges
50 Master Volunteers
50 Anti Drug Club Members



Flag off by Sanchhin Chinzah IAS, Director Higher & Technical Education

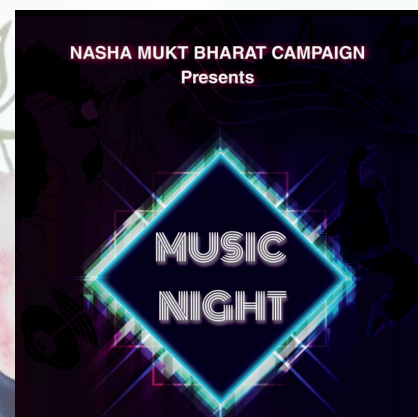




NAGALAND

Major Initiatives Taken:

- The district administration of Mon, Nagaland, in collaboration with the District Level Committee for Nasha Mukh Bharat Abhiyan, successfully launched the "Yes to Life" Club at Wangkhao Government College. These clubs organize activities for students, parents, and teachers, focusing on contemporary themes related to substance abuse and the importance of healthy lifestyles.
- Student clubs have engaged the youth through poster-making competitions, story-writing competitions, and inter-school quiz competitions.
- The students of Kohima district have pledged to actively propagate the message of substance use prevention through various awareness activities.
- An online lecture series on mental health, positive reinforcements, and life skills was organized for youth and school children, featuring eminent resource persons and subject experts.





ODISHA

Major Initiatives Taken:

- ASHA and Anganwadi workers were informed about the harmful impact of substance abuse, sparking a series of public rallies across the districts.
- A street play and live orchestra, themed around Nasha Mukh Bharat Abhiyaan, were key highlights of the *Malyabanta Mahotsav*, a grand festival celebrating local art, state history, culture, and storytelling. The event was shared on YouTube, garnering over ten thousand views and amplifying its reach.
- Sand art was crafted on Odisha's beaches, visually communicating the message of the Nasha Mukh Bharat Abhiyaan.
- Wide range of public, street, corner, and awareness meetings targeting adolescent boys and girls in schools and colleges.





PUNJAB

Major Initiatives Taken:

- *Kabaddi* matches, marathon runs, and football matches have been effectively used to disseminate the Nasha Mukht Bharat Abhiyaan message among youth and children.
- 'Mission Red Sky' was launched to rehabilitate and reintegrate substance use dependents in SBS Nagar.
- Border Area Programs were organized in Fazilka with the participation of youth, the community, and the Border Security Force (BSF).
- Prominent sportspersons like former Hockey captain Sandeep Singh and Padmashree Hockey player Bahadur Singh, shared messages in support of NMBA





PUDUCHERRY

Major Initiatives Taken:

- The UT administration galvanized the NCC and NSS volunteers to champion the Abhiyaan message to all citizens.
- The Social Welfare Department has staged numerous community events, including rallies at key locations like beaches, village outreach, and awareness campaigns in educational institutions.
- Hoardings bearing the NMBA message have been strategically placed in high-visibility areas.
- A series of awareness sessions were conducted for college students across all University colleges.
- Pondicherry University students spearheaded a variety of activities, including skits, medical camps, and cultural events, as integral components of the Abhiyaan.
- A street play showcasing the ill-effects of substance use was organized to create awareness in the region.





RAJASTHAN

Major Initiatives Taken:

- Public awareness efforts including campaigns, workshops, and media outreach to educate on drug use risks, alongside programs in educational institutions and community counselling initiatives were undertaken.
- In district Churu, marathons, rallies, athletic competitions for youth, banner displays, poster-making competitions, awareness campaigns in Jail compound via auto rickshaw drive and street plays were organized.
- Operation 'Prahara' was launched by the district administration of Ganganagar with the help of police in order to fight the alarming issue of substance abuse. They came up with a plan to include different age groups in the Abhiyaan through recreational activities with young adults and free health camps.
- Oath ceremonies in schools and colleges to sensitize students on substance use were organized.
- Rallies, candle marches and students campaigns to spread awareness in the community were conducted.





SIKKIM

Major Initiatives Taken:

- A refresher training for the master volunteers was carried out in all 4 districts, East, West, North and South districts of Sikkim.
- A futsal competition was organized in Sikkim with various teams participating and sharing messages on 'Keep Calm and Stay Away from Drugs.'
- Master volunteers, ambassadors, and a nodal teacher were appointed to lead awareness campaigns and competitions in schools.
- Sikkim conducted various educational sessions on the ill-effects of drug abuse for secondary school students of higher secondary. A district-level Inter-School Performing Arts Competition under NMBA was organized in Geyzing, West Sikkim.
- Events like a food stall competition in Gangtok under 'Aatma Nirbhar Sikkim' encouraged entrepreneurial skills among students while promoting drug-free lifestyles.
- The Police Department organized multiple awareness sessions against substance abuse in schools & colleges in South & East Sikkim.
- Awareness Exchange Meet where recovered substance user share their journey to recovery are regularly organized.
- Students enrolled in NSS and NCC from various schools in Gyalshing District participated in a walkathon to raise awareness against drug use.
- In Gyalshing District, the District Administration partnered with civil clubs to organize a bike rally through vulnerable areas.





TAMIL NADU

Major Initiatives Taken:

- In Kanyakumari, there is a strong involvement of SHG groups in Nasha Mukh Bharat Abhiyaan, with women leading village-level outreach through cultural activities and special capacity-building programs on substance abuse.
- Women play a significant role in leading the Abhiyaan in local communities, and hotspots are identified to reach vulnerable populations, with close monitoring and successful drug seizures.
- Tiruvallur established a District Innovation Hub to support the NMBA Committee, incorporating a convergence model with CSR and government stakeholders.
- Tirunelveli organized a capacity-building training for 204 Panchayat Presidents, with a signature campaign against drug addiction inaugurated by the DC, involving various officials and a pledge taken by all participants.
- Regular sessions with NCC cadets & School level programmes along with civil clubs in Vellore are conducted.



Kunivamuthur, Tamil Nadu, India



Coimbatore, Tamil Nadu, India





TELANGANA

Major Initiatives Taken:

- In Mahabubnagar District, Mandal Level Counseling Centers were formed to provide awareness about the harmful effects of drug usage and holistic rehabilitation services to the victims and their family members as well.
- The District Collector of Mahabubnagar directed all the schools and colleges to take a pledge on anti-drug use which made an impact on 1396 schools and colleges in the district with tens of thousands of students in schools and higher educational institutions.
- Women from Self-Help Groups in Telangana have been actively getting together to discuss a range of community initiatives to be implemented within their district to fight the problem of drug abuse.





TRIPURA

Major Initiatives Taken:

- An NMBA mini marathon was held in West Tripura, Agartala, under NMBA, graced by the Hon'ble Minister SW & SE, Govt of Tripura.
- A workshop was conducted in West Tripura District, attended by dignitaries and front-line workers including ASHA and Anganwadi workers.
- Students in the Dhalai district participated in awareness sessions and pledged against substance use.
- The District administration of Bishalgarh organized an awareness seminar on substance use disorder.
- An oath-taking ceremony was held at a Child Care Institution in Khowai under NMBA.
- Sessions were conducted with Anganwadi Workers and Master Volunteers in Bokafa Block, South Tripura, and Sub-Division Belonia, discussing their roles and responsibilities under NMBA. The sessions concluded with an oath-taking ceremony.
- The NSS unit in Sephaijala District, Tripura, organized an awareness session followed by a rally on the ill-effects of substance use under NMBA.





UTTAR PRADESH

Major Initiatives Taken:

- Seminars and workshops were conducted in educational institutions to sensitize college students in the districts.
- Anti-drug student clubs were formed in to conduct awareness activities in schools and the community.
- Anti-drugs youth club in Ghaziabad organized several activities in the neighbourhood
- In Varanasi, seminars engaged 353 *Gram Pradhans*, and webinars reached students in numerous educational institutions.
- A *nukkad natak* themed '*Angrezon se Mili Azadi, Lekin Nashe Se Azadi Abhi Baaki*' was performed at Kamkus College of Special Education, Ghaziabad.
- The Ghaziabad district-level committee organized mass awareness programs and quiz competitions in public places.
- Major colleges and universities of Gautam Budhh Nagar regularly organise workshops on NMBA





UTTARAKHAND

Major Initiatives Taken:

- In the district of Chamoli, week-long drives against drug use have been organized.
- In Dehradun, Uttarakhand, a Volleyball Premier League was organized under Nasha Mukh Bharat Abhiyaan to instil the values of team spirit and resilience where hundreds of youth participated.
- In district Almora, a 2-day workshop named “*Harega Nasha, Jeetega Yuva*” was organized followed by several school-level competitions
- A Kayaking competition by the district administration of Nainital for the youth as a constructive activity to fight against drugs.
- “Half marathn” was organized in the Nainital district.
- Sub campaign called “Operation NAD” that encompasses several online and offline competitions in schools and colleges on issues related to harmful impacts of drugs.





UT OF LADAKH

Major Initiatives Taken:

- As part of the Nasha Mukh Bharat Abhiyaan (NMBA), the administration of the Union Territory of Ladakh organized regular focus group discussions, workshops and field visits to make the UT, Drug Mukh.
- Schools in Leh district have established YATO Clubs, managed by children, to prevent drug and substance use in educational institutions.
- As part of World Water Day, YATO Clubs in schools participated in debates and inter-house competitions, raising awareness about substance use.





Ministry of Social Justice and
Empowerment
Government of India

Nasha Mukh Bharat Abhiyaan



NMBA EXTENDS HEARTFELT GRATITUDE TO OUR INVALUABLE STAKEHOLDERS FOR THEIR UNWAVERING COMMITMENT AND COLLABORATIVE EFFORTS IN REALIZING THE VISION OF A DRUG MUKT BHARAT. YOUR DEDICATION HAS BEEN INSTRUMENTAL IN CREATING A UNITED FRONT AGAINST SUBSTANCE ABUSE, FOSTERING COMMUNITY RESILIENCE, AND PAVING THE WAY FOR A HEALTHIER, MORE VIBRANT NATION. TOGETHER, WE STAND AS CATALYSTS FOR POSITIVE CHANGE, AND YOUR ONGOING SUPPORT IS PIVOTAL IN SHAPING A BRIGHTER, DRUG-FREE FUTURE FOR GENERATIONS TO COME.

SCAN THE QR CODE TO KNOW MORE ABOUT NMBA

