

Nasha Mukht Bharat Abhiyaan in all Districts **Implementation Protocol**

1. Background

1.1. Drug Addiction is emerging to be a serious problem in the country having dangerous consequences not just for the person using drugs, but on the family and society at large. Prevention has proven to be the most effective strategy to counter this problem. Ministry of Social Justice and Empowerment being the Nodal Ministry for Drug Demand Reduction coordinates, implements and monitors several interventions which include prevention, assessment of extent of the problem, treatment and rehabilitation of users, dissemination of information and generation of awareness among public. To assess the magnitude of the problem of substance use in the country, Ministry has done a comprehensive National Survey on Extent and Pattern of Substance Use to ascertain the proportion of Indian population using various substances and those affected by substance use disorders. The findings of the National Survey were published in the year 2019 and may be seen at http://socialjustice.nic.in/writereaddata/UploadFile/AAP_Nasha_Mukt_Bharat_2020_21.pdf.

1.2. As per the survey report, Alcohol is the most common psychoactive substance used by Indians followed by Cannabis and Opioids. About 16 Crore persons in our country consume alcohol, 3.1 Crore individuals use cannabis products and 2.26 Crore use opioids. More than 5.7 Crore individuals are affected by harmful or dependent alcohol use and need help for their alcohol use problems, about 25 lakh suffer from cannabis dependence and approximately 77 lakh individuals are estimated to need help for their opioid use problems. Having accurate knowledge on the extent and pattern of substance use in India is a significant first step in working together to address and ultimately resolve this serious social health problem in India.

1.3. It is in this context Ministry has formulated a National Action Plan for Drug Demand Reduction (NAPDDR) an umbrella scheme which includes components for preventive education and awareness generation, capacity building, treatment and rehabilitation, setting quality standards, focussed intervention in vulnerable areas, skill development, vocational training and livelihood support of ex-drug addicts, surveys, studies, evaluation and research. Projects and schemes are funded for implementation and initiatives towards the Drug Demand Reduction in the country are carried out through the Government of India, State/UT Governments, implementing agencies like

NGOs, Trusts, and Autonomous organizations, Technical Forums, Hospitals, and Prison Administrations and so on and so forth.

2. Objective:

2.1. In the year 2020-21 Ministry of Social Justice and Empowerment has formulated an Annual Action Plan 'Nasha Mukh Bharat Abhiyaan' to be implemented in 272 districts which were identified as most vulnerable in terms of usage of drugs. These 272 districts were identified based on the inputs received from Narcotics Control Bureau and the findings of the comprehensive National survey done by the Ministry. The Abhiyaan was made operational in 372 districts in 2022-23 and further, it was expanded in all the districts in 2023-24.

2.2. Nasha Mukh Bharat Campaign is a three-pronged attack combining the supply curb by Narcotics Control Bureau, Outreach and Awareness and Demand Reduction effort by Social Justice and Empowerment and treatment through Health Department. The Action Plan has the following components:

1. Awareness generation programmes.
2. Focus on higher educational Institution, university campuses and schools
3. Reaching out into the Community and identifying dependent population,
4. Focus on counselling and treatment facilities in hospitals and rehabilitation centres
5. Capacity building programmes for a service providers

3. Campaign Implementation Structure

(A) State Level Nasha Mukh Campaign Committee:

Every identified State will have a State Level Nasha Mukh Campaign Committee

(i) Constitution: State level Campaign Committee will comprise of the following members:

Designation	Role
Principal Secretary Social Welfare/Drugs	Chairperson
Representative of DG Police	Member
Representative of Spl Cs/Prl Secretary/Secy Health Department	Member
Representative of Narcotics Control Bureau	Member
Department of Higher Education	Member
Department of School Education	Member
Department of Women and Child Welfare	Member

Department of Information and public Relations/Media	Member
(4) NGOs working in the field of drugs (nominated by Principal Secretary Social Welfare/Drugs)	Members
(3) Retired Senior Civil Servants who contributed to this cause nominated by Principal Secretary	Members
State Level Coordinating Agency of Ministry of Social Justice Govt of India	Member
State Coordinator of PMU of Social Justice Govt of India	Member
Director Social Welfare	Member Secretary

(ii) Periodicity of the Meeting: The State Level Nasha Mukta Campaign Committee would meet once in two months.

(iii) Functions:

1. Formulating a State Campaign Activity under Nasha Mukta Bharat Campaign
2. Ensuring formulation and implementation of the District Level Nasha Mukta campaigns in identified vulnerable districts in the State.
3. Guiding and over seeing the implementation of District Level Nasha Mukta Campaigns
4. To increase community participation and public cooperation.
5. Conducting training programmes for the service providers at State level, district level, and below district level
6. Having a social media strategy for the State campaign and implementation of the same.
7. Visit to the Institutions, hospitals for assessment of preparedness and implementation
8. Ensuring strict implementation of ban on sale of cigarettes within 100 meters of any educational institution (Rule refers).
9. Obtaining information on the availability/sale of drugs and review the action taken on such information.

(iv) Budget:

Funds are provided under the State Action Plan (SAP) of the Scheme of National Action Plan for Drug Demand Reduction can be used for this.

The States and UTs, with the support of Central Government, may like to plan and take specific initiatives, taking into account their local considerations. They may devise specific and suitable strategies for drug demand reduction in their identified areas. In this context, the States/ UTs may send proposals, which meet the objectives of NAPDDR.

The state nodal department may ensure timely submission of proposals under the SAP component. In pursuance of Department of Expenditure instructions, where fund is released to the State Govts/UTs, the implementation of SNA is mandatory and the flow of funds in the schemes will be through PFMS in order to ensure complete tracking of funds up to “last mile” using EAT/REAT module.

B. District Level Nasha Mukh Campaign Committee :

Every identified District will have a District Level Nasha Mukh Bharat Campaign Committee formed.

(i) Constitution:

Designation	Role
District Collector	Chairperson
District Superintendent of Police	Member
District Legal Services Authority – Representative District Judge	Member
District Medical Supdt./Officer	Member
District Education Officer – Representing higher education and school education	Member
Regional Joint Director (Education)	Member
CDPO/Senior Representative of Women and Child Development	Member
(2)NGOs working in the field of drugs and Alcohol (to be nominated by District magistrate/Collector)	Member
(2) Retired Senior Civil Servants who contributed to this cause nominated by District Magistrate/Collector	Member
Integrated Rehabilitation Centre for Addicts (IRCA) (Where there is no IRCA in the District, the State Level Coordinating Agency of Ministry of Social Justice and Empowerment , Govt of India)	Member
State Coordinator of PMU of Ministry of Social Justice and Empowerment , Government of India	Member
District Social welfare officer	Member Secretary

(ii) Periodicity of the Meeting: District Nasha Mukh Campaign Committee will meet at least once in a month.

(iii) Functions:

1. Ensuring formulation and implementation of the District Nasha Mukh

campaign

2. Conducting awareness generation programmes in all schools and colleges in the districts for students, teachers and parents.
3. Formulation of students clubs in colleges to discuss and spread awareness
4. Identification of victims and users and taking them to Rehabilitation Centres/Hospitals for counselling and treatment.
5. Monitoring of counselling and treatments facilities in the districts.
6. Ensuring strict implementation of ban on sale of cigarettes within 100 meters of any educational institution (Rule refers).
7. Obtaining information on the availability/sale of drugs and review the action taken on such information.
8. Visit Institutions, hospitals who are providing services.
9. Conducting training programmes for the service providers at district level and below district level
10. To increase community participation and public cooperation.
11. Having a social media strategy for the district campaign and implementation of the same.
12. Feedback on the progress to the State Level Campaign Committee and to the Ministry.
13. Identifying volunteers in the community, giving them ID card/badge, training them as a community peer for spreading awareness in the Community (online training module would be supplied by the Ministry).

(iv) Budget:

An amount of Rs. 10 lakhs per district would be given as Grant-in-Aid for the implementation of NMBA under the SAP. The district administration may ensure that the yearly actional plan is submitted well in advance to the State Nodal Department for proposing the same under State Actional Plan of NAPDDR, a CSS Scheme under the Department of Social Justice and Empowerment.

As the implementation of SNA is mandatory and the flow of funds in the schemes will be through PFMS ONLY in order to ensure complete tracking of funds up to “last mile” using EAT/REAT module, the district should ensure that the account opened for the NMBA is mapped with the State SNA.

C. Municipalities and Sub-District Level:

Municipalities or Sub-District Campaign Committees may be formed and the functions would be defined accordingly by the District Collector.

4. National Level Evaluation of the Nasha Mukht Bharat Campaign

The Top-3 District campaigns and Top-3 State campaigns would be selected for a National Award and recognition. The parameters for NMBA evaluation are given below:

S.no	Parameters	Weightage
1	NMBA App data available on National NMBA Dashboard (https://nmba.dosje.gov.in/) to be filled by states/districts on real time basis: <ul style="list-style-type: none">• Reach out activities (awareness generation, capacity building and training etc)• Timely uploading of quarterly reports• List of Master Volunteers• No. of state/district level committee meeting	50%
2	Reaching out to educational institutions: <ul style="list-style-type: none">• At least 75% of educational institutions & hostels in the district declared 'Drug Free' institutions• Formation of Nasha Mukht Clubs in each educational institution	15%
3	Deaddiction support extended by the state/district: <ul style="list-style-type: none">• Existence/Establishment of Ministry Supported, state sponsored and private Treatment Facilities in the district• No of substance users benefited from all these types of institutions of de addiction	10%
4	At least 25% villages declare themselves as Drug Free	10%
5	Data filled by NMBA Volunteers: <ul style="list-style-type: none">• Master Volunteers• Youth/My Bharat Volunteers	15%
Total		100%

S.NO	ACTIVITIES THAT CAN BE DONE UNDER THE ABHIYAAN (NON – EXHAUSTIVE)
1	Training and awareness generation activities with children, adolescents, youth and master volunteers.
2	Sports and physical activities
3	Seminars, Webinars or Workshops for awareness generation
4	Nukkad Natak, Skits and Play
5	Flash mobs, drives and Rallies
6	NMBA pledge (including e-pledge) in educational institutions, hotspots and public places
7	Community mapping of nearby areas and identifying hotspots for qualitative analysis
8	Walkathons and marathons
9	Wall Paintings/Graffiti and art competitions
10	Slogan writing or jingle making
11	Video-making or short film making
12	Activities with/NSS/NCC/ NYK volunteers and spiritual organizations
13	Yoga and Meditation Activities
14	Documentaries/Film Screenings on substance use and discussions
15	Awareness generation through NMBA vehicles
16	Sensitizing the general public about the different schemes and programs of the Ministry with regards to existing de-addiction facilities in the state and districts along with awareness generation in high risk areas.
17	Distribution of IEC Material available on the NMBA website

18	Organising Inter/Intra University Debate/ Essay/ Painting/ Drawing Competitions (online/offline,any)
19	Formation of Clubs (for substance use prevention) in educational institutions, communities, in collaboration with service organizations (Rotaract, Lion, etc.)
20	Identifying influential alumnis from the colleges to advertise the Abhiyaan.
21	Focus Group Discussions with various stakeholders in high risk areas (online and offline).
22	Social Media Campaigns
23	Identification and involvement of local brand ambassadors, social media influencers, etc.
24	Surveys and preparatory studies
25	Celebration of international/national days of importance (for ex: celebrating World Aids Day and spreading awareness about AIDS and how Injecting drug users increase the chances of getting AIDS)
26	Using regional channels, newspapers, radio's and other media outlets,available to discuss the Nasha Mukh Bharat Abhiyaan
27	Formation of support groups and initiating counselling networks to address the issues related to substance use.
28	A sub-campaign to increase awareness about the ban of licit/illicit substances near college areas with the help of police/competent authority
29	Involvement and convergence with various government departments
30	Networking with the self-help groups/local leaders/ non-governmental organizations to reach out to high-risk groups in the neighborhood
31	Activities in vulnerable areas including border and tribal regions