



Youth Reachout
35+ Lakh

Women Reachout
28+ Lakh

Total Interns
270+

Total Interns Reach
15+ Lakh

Total Intern Posts
60,000+

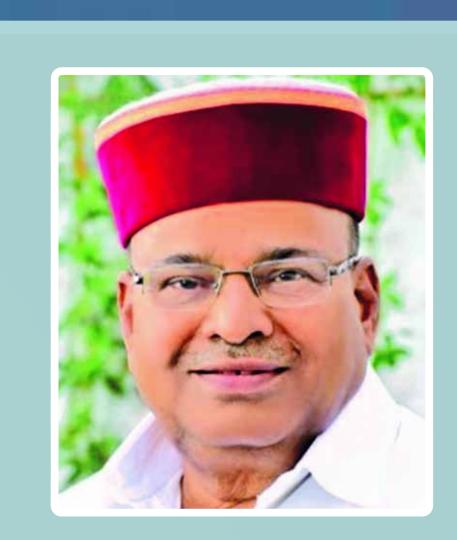
Total Master
Volunteers
8,00+

Special Edition:
Nasha Mukt Bharat

Summit 2021

-What's Inside -

- Glimpses of activities across India
- Nasha Mukt Bharat Summit
 2021
- Stories of Triumph
- Rehabilitation Initiatives
- Abhiyaan in Colleges
- Way Forward



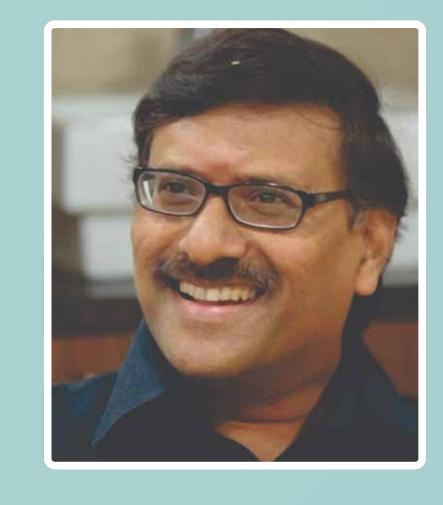
The Nasha Mukt Bharat Abhiyaan is one prime nation building initiative because it focuses on the healthy and disciplined youth. NMBA will bring together the regulatory agencies like the Narcotics Bureau, State and District Governments, the Police Department, NGOs, Hospitals, etc. so that they can work together in a coordinated manner to make India drug-free.

Shri. Thaawarchand Gehlot
Cabinet Minister
Ministry of Social Justice and Empowerment



To intensify the measures taken by both the Government of India and the State Governments, the Ministry has launched Nasha Mukt Bharat Abhiyaan in the identified vulnerable districts with the objectives of conducting awareness generation programmes with focus on higher educational institutions, university campuses and schools. Reaching out into the community and identifying dependent populations is one of the most important step in the campaign which will be successfully implemented with the support of District Administrations.

Shri Rattan Lal Kataria
Minister of State
Ministry of Social Justice and Empowerment



Through the Nasha Mukt Bharat Abhiyaan we propose to bring a major change in these 272 districts in terms of drug usage. The ultimate aim is to free this country from the menace of narcotics and other harmful substances and empower the youth with good health.

Shri R. Subrahmanyam
Secretary
Ministry of Social Justice and Empowerment



The Nasha Mukt Bharat Abhiyaan intends to reach out to the masses and spread awareness on the issue of substance abuse through active participation of the youth, women, and the community. Special emphasis is laid on the institutions of Higher Education, Youth Clubs & Women Groups to reach out to those vulnerable to substance use for early age prevention.

Smt. Radhika Chakravarthy
Joint Secretary
Ministry of Social Justice and Empowerment

Editor's Note

Dear Readers,

26th June is celebrated annually as the International Day Against Drug Abuse and Illicit Trafficking. The significance of this day is to raise awareness against drug & substance abuse and the unlawful trade of drugs. This year's theme "Share Facts on Drugs and Save Lives", emphasises the need to fight misinformation and promote sharing scientific and verifiable facts on drugs to foster healthy living. The Government of India is committed to pledge its support and show shared responsibility to tackle illicit drug supply and reduce drug demand. Nasha Mukt Bharat Abhiyaan, a flagship campaign of the Ministry of Social Justice and Empowerment is successfully fighting the menace of drug abuse and is being implemented in the 272 identified vulnerable districts across the country. To mark the World Drug Day, the Ministry of Social Justice & Empowerment is celebrating a week-long "Nasha Mukt Bharat Summit 2021" to spread awareness and disseminate knowledge on substance abuse.

The seventh edition of our e-newsletter is the Summit Edition and is dedicated to bring forth the highlights of the celebrations commemorating the Nasha Mukt Bharat Summit. In this edition, we have introduced a new section that will be covering the success stories of individuals who have emerged victorious in their fight against substance abuse. The subsequent section covers the role of Addiction Treatment Facilities (ATFs) which are being established by the Ministry to ensure treatment is easily accessible to those in need. This edition also features the significant role played by the youth in sensitizing communities through their active participation and the myriad of activities organised across India under the Abhiyaan.

All our e-newsletters are the result of labour of love and immense faith in the Abhiyaan to declare India drug free. We are delighted to present the accomplishments the Abhiyaan has achieved so far and sincerely hope you enjoy reading the same. We would like to once again thank one and all for your support in this journey.

Sincerely, Editorial Board

Editorial Board



Headed by:

Smt. Radhika Chakravarthy

Joint Secretary

Ministry of Social Justice and Empowerment



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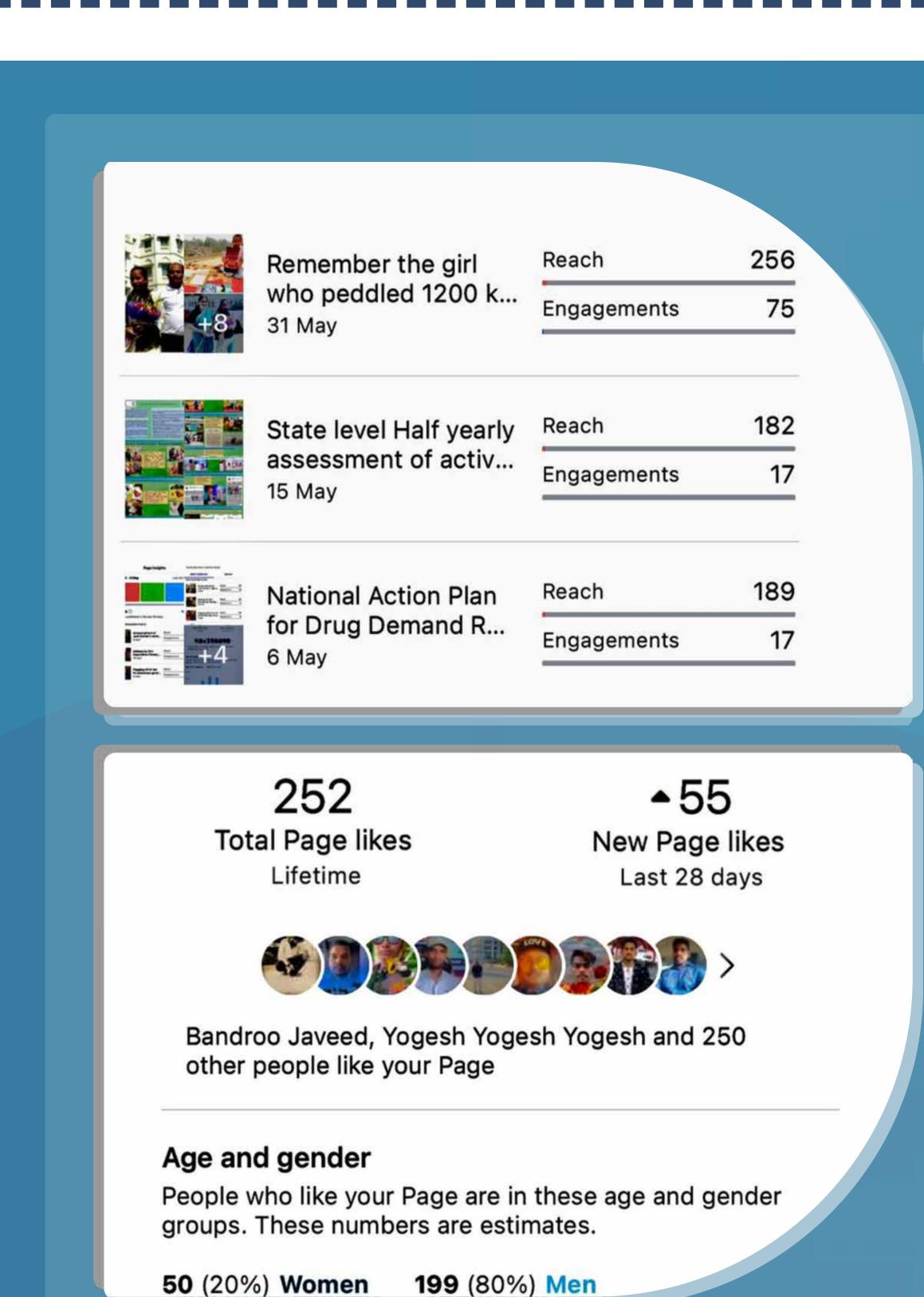
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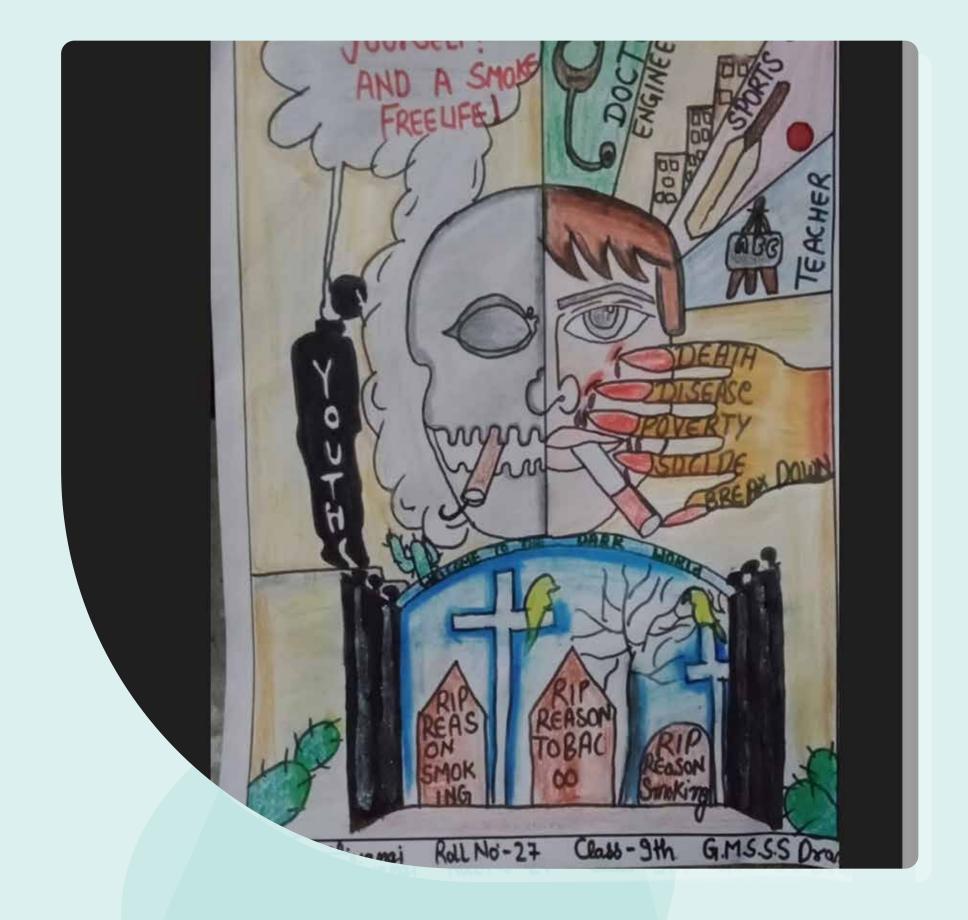


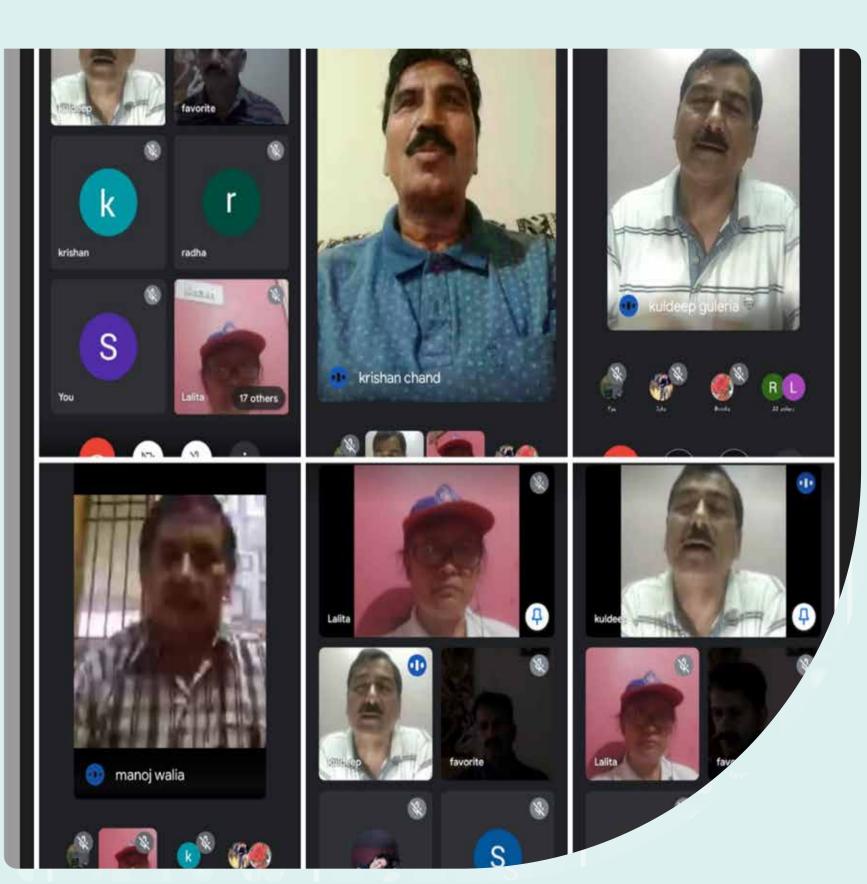
Bilan

In Bhojpur Ara district, the staff of Addiction Treatment Facility celebrated 'World No Tobacco Day' at the Sadar hospital by pledging to make their surroundings substance use free. A virtual conference was organised by the district administration of Gopalganj with primary stakeholders to generate awareness about the importance of their role in fighting the drug menace. The district also tied up with the printing press to circulate messages of Nasha Mukt Bharat Abhiyaan. The Bihar government is exceptionally active on all social media platforms to ensure the Abhiyaan receives full coverage even during the lockdown.



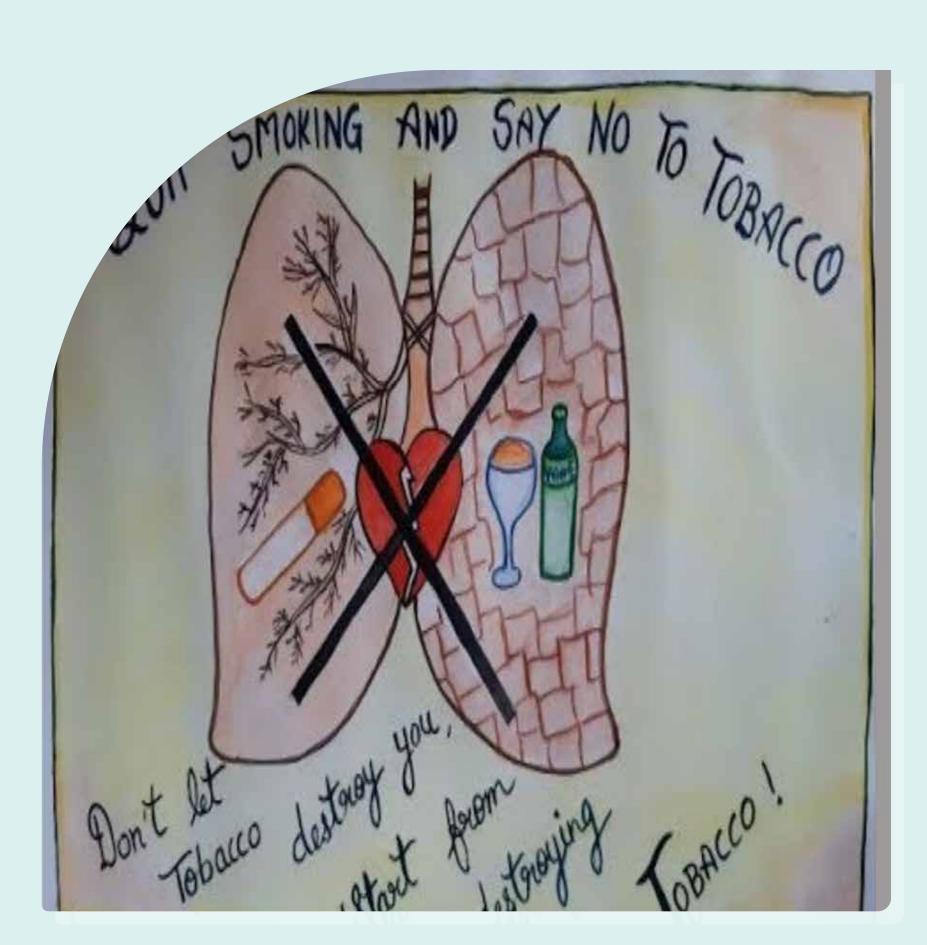






Himachal Pradesh

To awaken a new ray of hope in Himachal Pradesh, the district authorities have been working tirelessly to control the menace of substance abuse. A webinar was organized by the National Service Scheme on the occasion of 'World No Tobacco Day'. It was attended by representatives from several departments including Social Justice, Education, Health and Youth Services to discuss the problems of tobacco use and other substances and their harmful effects. To mark the day, school students also participated in painting and poem writing competitions. An awareness session and oath ceremony was held in the zonal hospital in Mandi with the Chief Medical Officer as the special guest. He administered an oath and urged all the employees to become drug free and motivate others to not use substances such as tobacco.







महिला बाल विकास एवं सामाजिक स्ररक्षा विभाग है। एवं अधिकरिता मंत्रालय भारत स्ररकार ,

• नशा मुक्त भारत अभियन गाँव-गाँव और नगर में गुजेगा यह संदेश नशा मुक्त हो आपना प्रदेश

• नशा मुक्त हो आपना प्रदेश

• नशा नाहे जैसी हो होता यह बैकार शरीर तीइता बीमारी लाता करदेवालाव ।

• दवाई भी, कड़ाई भी नशा छोड़ी पहले कोविड टीका करण कराओ ,

• हम सबने ठाता है कोरो ना महामारी को भगाना है ।

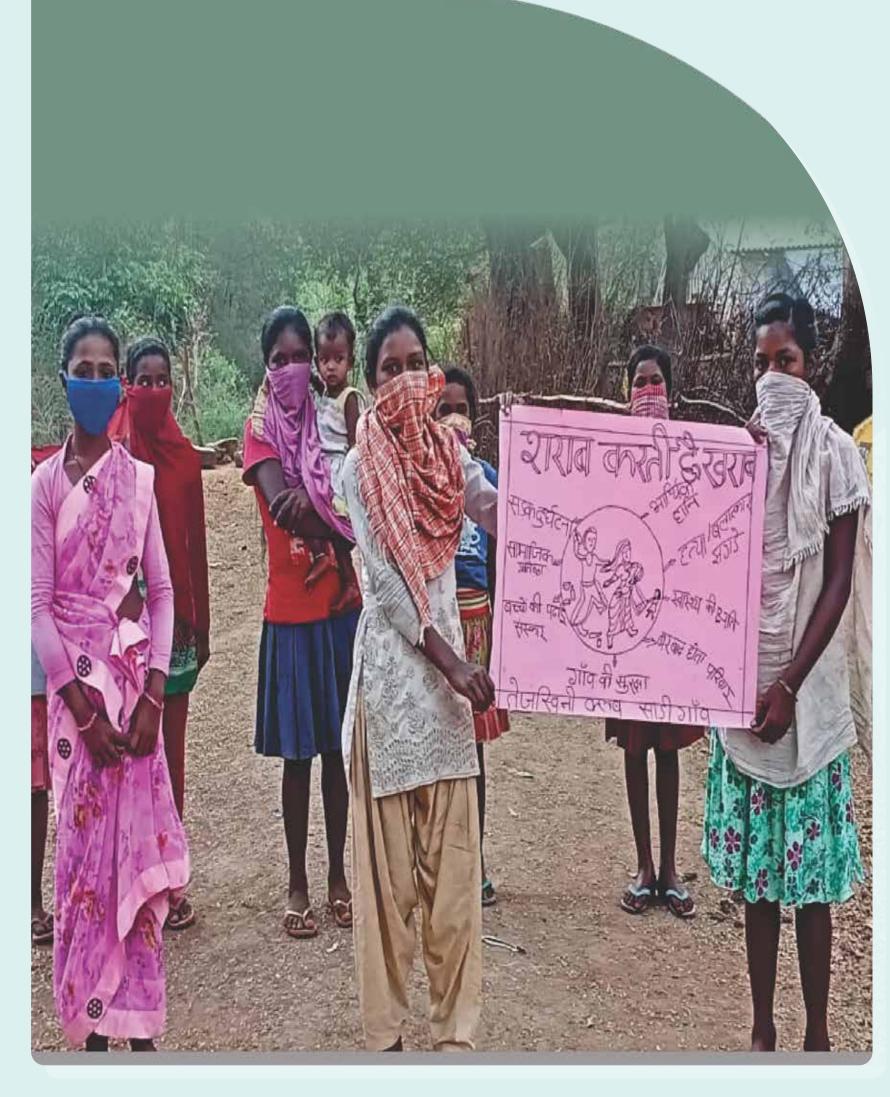
• कोरो ना का टीका सभी स्वाश्य केद्रो में सरकार के द्वारा मुफ्त में लगाई जा रही है ।

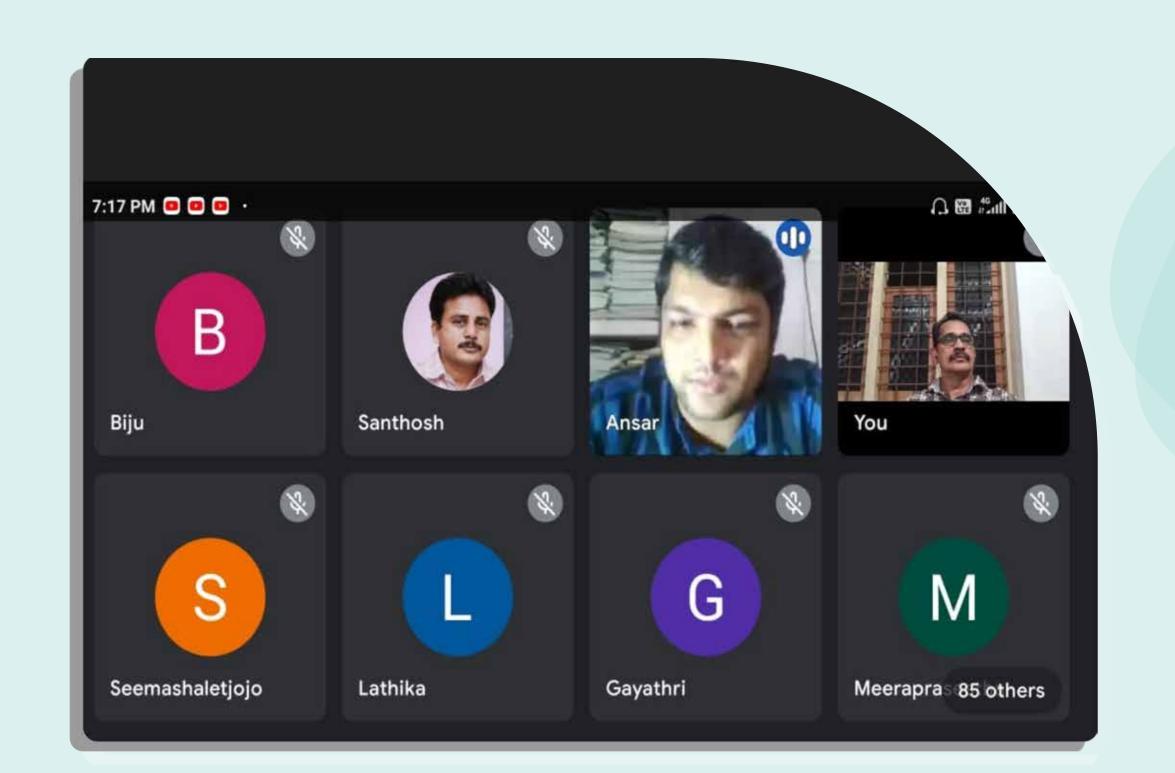
उपायकत लातेहार जिला समाज कराण प्रताधिकारी लातेहार जिला समाज कराण प्रताधिकारी लातेहार जिला समाज कराण प्रताधिकारी लातेहार , Shot on realme C2

Jharkhand

The identified districts in Jharkhand have organised numerous activities to keep the essence of the campaign alive. In Simdega, an awareness van was flagged off by the district administration to sensitize the local masses through songs and slogans in the local dialect. In Latehar, wall paintings were created at the focal points of the district with the message of the Abhiyaan. Awareness rallies and poster making events on the theme of substance abuse were conducted in Khunti for SHGs, school children and the community members.





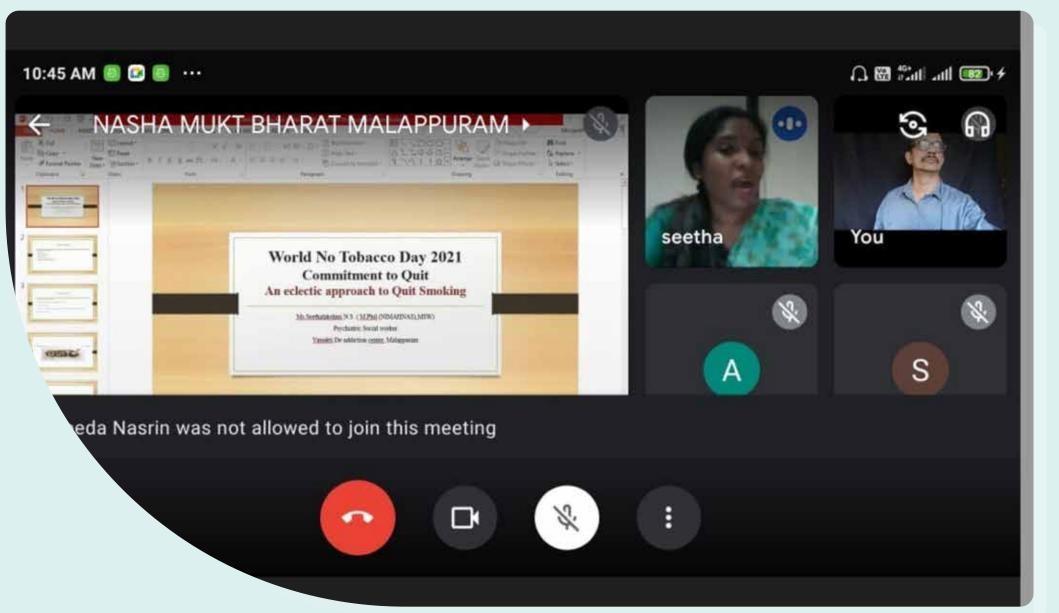




Kerala

The Malappuram district of Kerala conducted a week-long series of seminars to mark the occasion of 'World No Tobacco Day'. The event was the collaborative efforts of the Department of Excise, Health and Education, Vimukthi Mission and National Service Scheme. The seminar saw a huge attendance from both school and college students. To ensure a wider reach, it was inaugurated by the acclaimed film star and Hon'ble Member of the Parliament, Shri Suresh Gopi. Renowned psychiatrists and celebrities were roped in for the event and they motivated students to lead substance-free lives. To sensitize people against the bad effects of tobacco, Kozhikode district organised a seminar on the theme 'Quit tobacco to be a winner' for the members of Residents Welfare Associations.





INTERNATIONAL WEBINAR ON TOBACCO CONTROL

on the occasion of

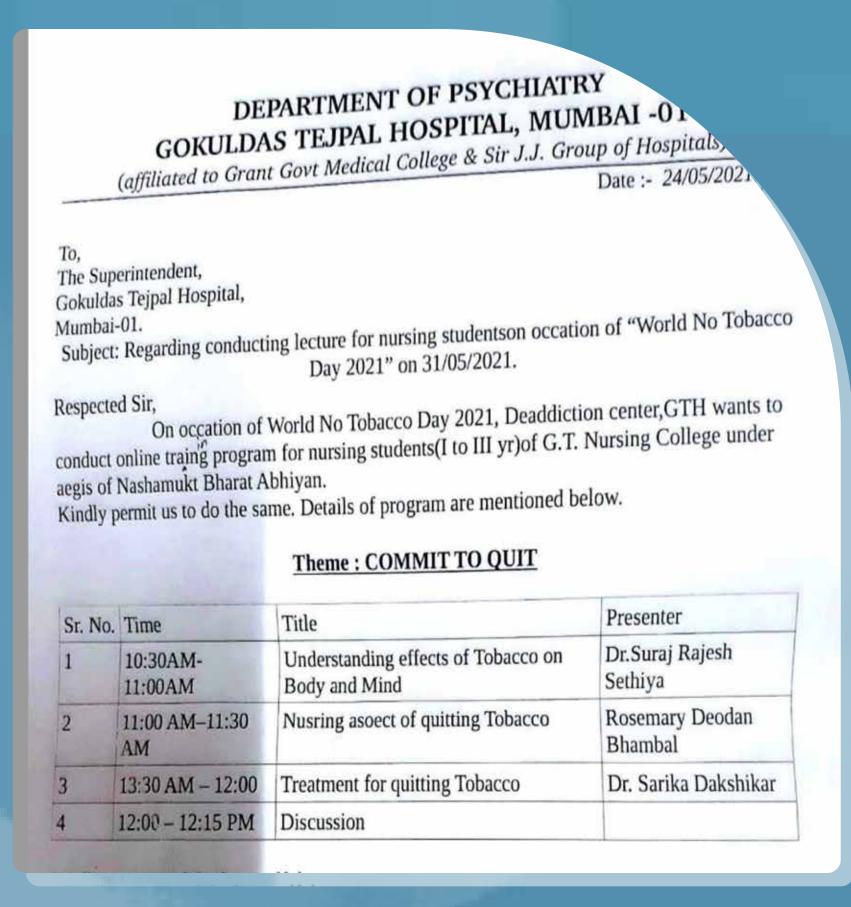




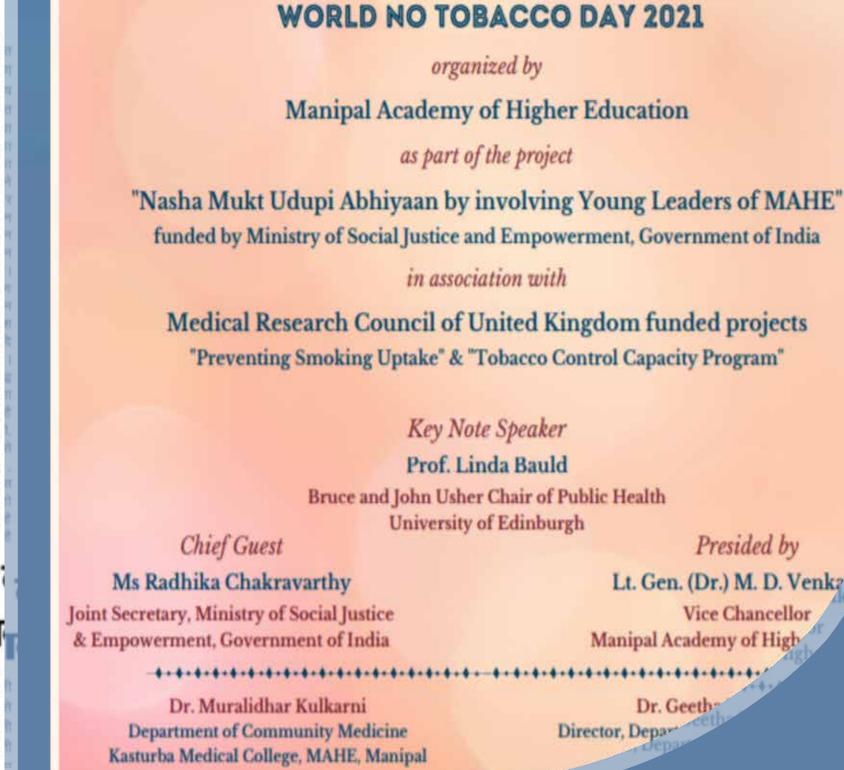
Maharashtra

A webinar on 'World No Tobacco Day' was successfully organised by the Mumbai District Collector Office in collaboration with Nasha Bandi Mandal, Salaam Bombay Foundation and National Service Scheme, Mumbai University. The session was a grand success and over 500 individuals actively participated in events that covered wide ranging topics like the Tobacco Control Act, Covid-19 and Addiction, and the importance of community participation in saying no to tobacco. Deaddiction Centre, G.T. Hospital conducted a training program under Nasha Mukt Bharat Abhiyaan for nursing students on the topic, "Commit to Quit " and it was attended by 115 participants. It focused on the nursing and treatment aspects of quitting tobacco.



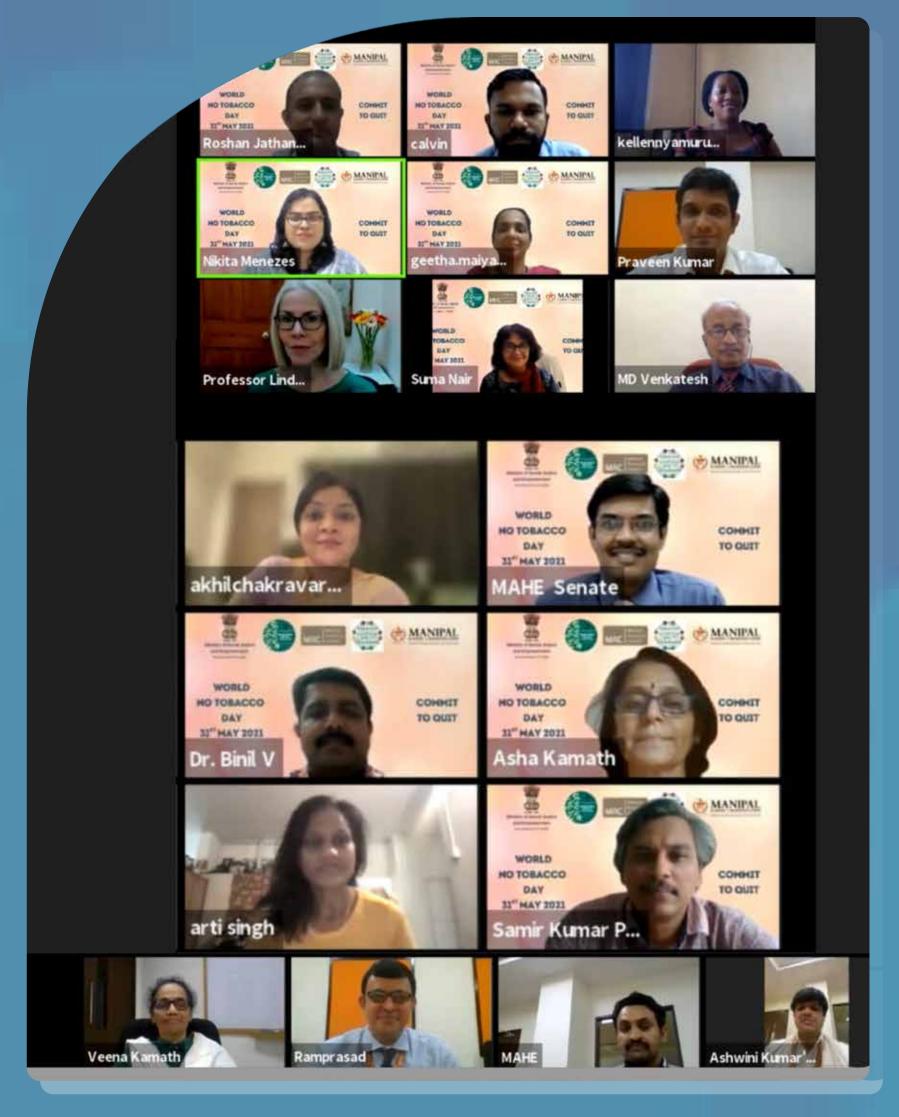






Madhya Pradesh

On the occasion of 'World No Tobacco Day', Datia district administration conducted a pledge ceremony in the Sadar hospital with the health workers to stop the usage of tobacco. Chhindwara district authorities organised an informative webinar with PP College students under Nasha Mukt Bharat Abhiyaan. The webinar focused on the rehabilitative and preventive component of the addiction cycle and was followed by an oath ceremony.

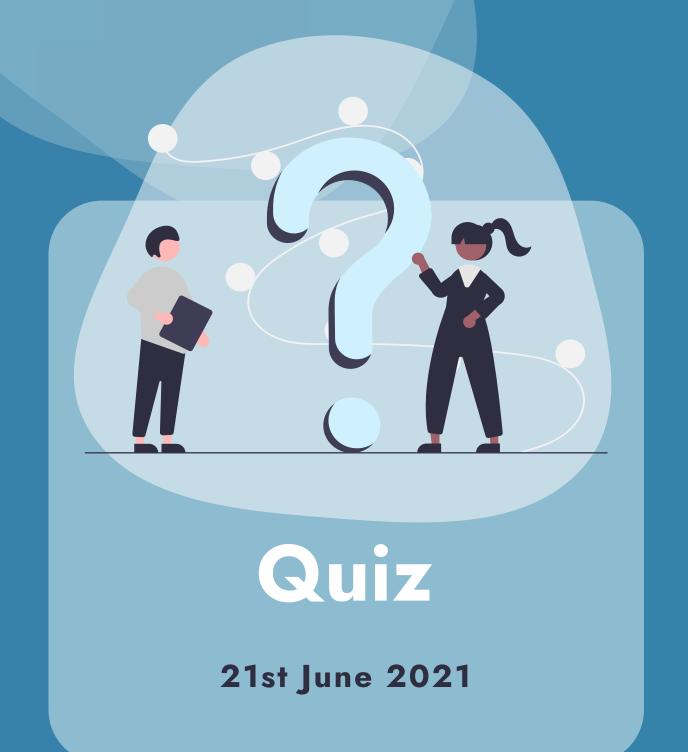


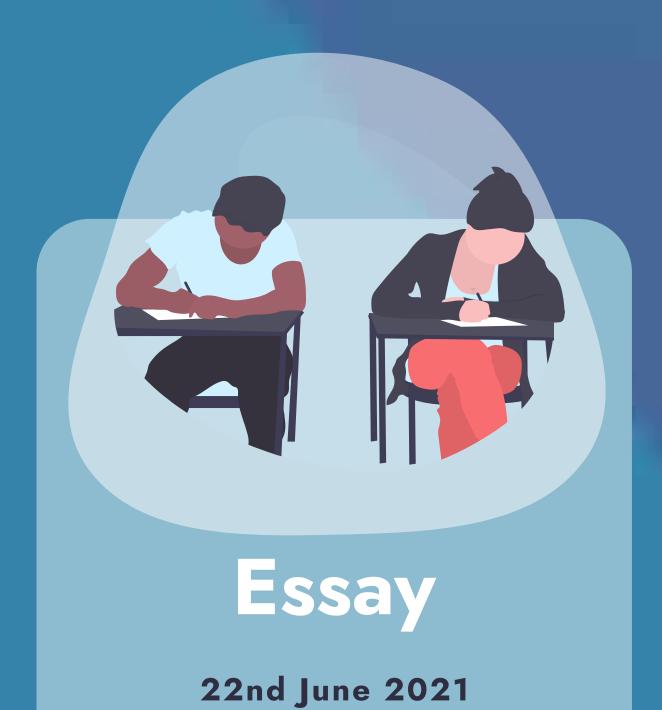


Nasha Mukt Bharat Summit 2021

The Ministry of Social Justice & Empowerment, Government of India, is the nodal ministry for Drug Demand Reduction in the country. The Ministry commemorated this year's World Drug Day, by organising a week-long summit from 21st June 2021 to 26th June 2021 as part of its flagship campaign, Nasha Mukt Bharat Abhiyaan. The Nasha Mukt Bharat Summit manifested as a platform to initiate a discourse on a multi-pronged approach to understand, reflect and work to curb drug abuse and reduce the harms caused by it. The Ministry aimed to engage with various stakeholders and the youth of India through a wide range of activities like national competitions, podcasts, panel discussions, webinars and other informative programmes on substance abuse and drug demand reduction.

National Competitions











A Panel Discussion: Local Action for Healthy Communities Without Drugs

Shri. R. Subrahmanyam, Secretary, Ministry of Social Justice & Empowerment addressed a panel discussion on 25th June 2021, with district collectors/magistrates on the theme 'Local Action for Healthy Communities Without Drugs'. The discussion was facilitated and moderated by Smt. Radhika Chakravarthy, Joint Secretary, Ministry of Social Justice & Empowerment. The panel served as a collaborative forum to engage with districts who have been leading the implementation of Nasha Mukt Bharat Abhiyaan in their respective regions. It was a sincere effort to highlight innovative practices being implemented and discuss the future strategies with an emphasis on sustainable local action to promote drug free and healthy communities.



Shri R. Subrahmanyam

Secretary, Ministry of Social Justice &
Empowerment



Smt. Radhika Chakravarthy

Joint Secretary, Ministry of Social Justice &

Empowerment



Shri J. Nivas

DC, Krishna, Andhra Pradesh



Shri Kaushal Raj Sharma

DC, Varanasi, Uttar Pradesh



Smt. Khumanthem Diana

DC, Imphal East, Manipur



Shri K. Gopalakrishnan

DC, Malappuram, Kerala



Dr. Piyush Singla

DC, Anantnag, J&K



Shri Roshan Kushwaha

DC, Bhojpur, Bihar



Smt. Ruchika Katiyal

DC, South Goa



Dr. Shena Aggarwal

DC, SBS Nagar, Punjab



Shri Thavaseelan K

DC, Mon, Nagaland



Shri Ved Prakash

DC, Narsinghpur, Madhya Pradesh

Messages from Celebrities

Renowned sportspersons and actors have supported the cause of Nasha Mukt Bharat Abhiyaan. On the occasion of the International Day Against Drug Abuse and Illicit Trafficking these eminent personalities shared valuable video messages on their social media handles and have talked about making India drug free through collective efforts and community mobilization.



Sandeep Singh Sports Minister of Haryana & Ex -Captain of Indian Hockey Team



Varun Bhati Bronze winner in 2016 Paralympic Games

(Para high Jumper)



Sanjeev Kumar International player and Gold medalist in Para Badminton.



Nitin Bhatia National Badminton player



Sumit Sharma International Chess Player, World Inter-University, Malaysia



Javed Akhtar National Basketball player, Sports educationalist, The Shriram Millennium, Noida.

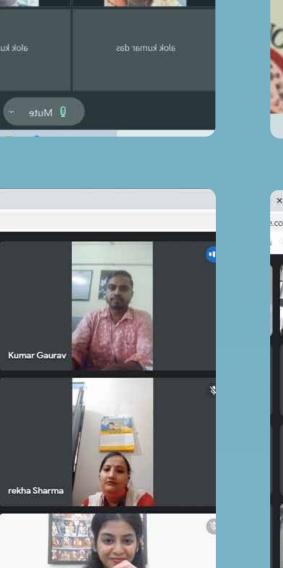


Kshikhar Chaudhary Film and T.V. Actor

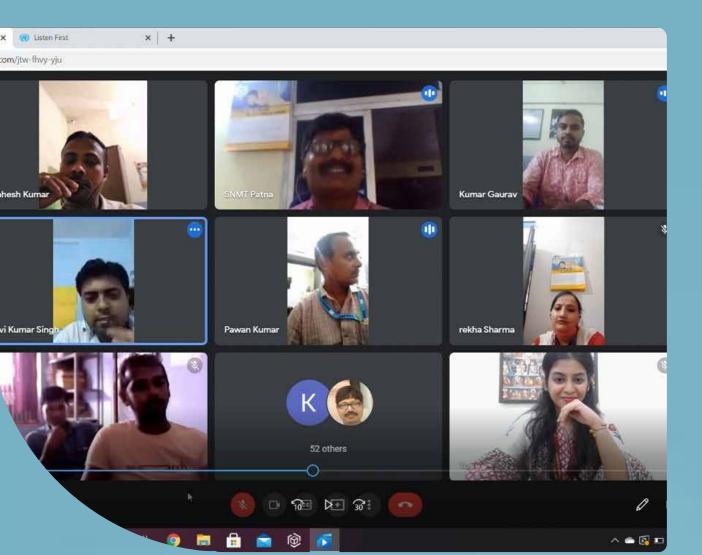
Workshops by State Level Coordinating Agency (SLCA)

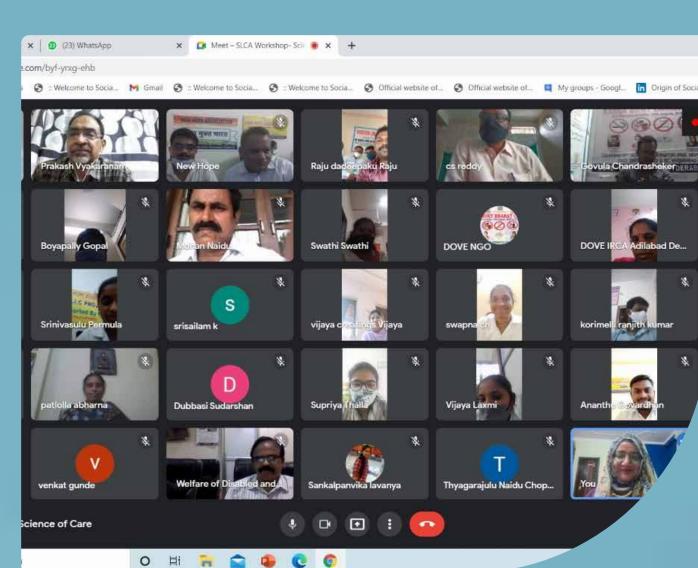
As part of the Summit, virtual workshops were organised at the national level by SLCAs on 23rd June 2021. The theme of the workshop was 'Listen First: Science of Care' and it focused on the importance of extending professional counseling services and science based treatment methods to the victims of substance abuse. The participants for the event included the grant-in-aid institutions and community based organisations who are working in the field of substance abuse in their respective regions.



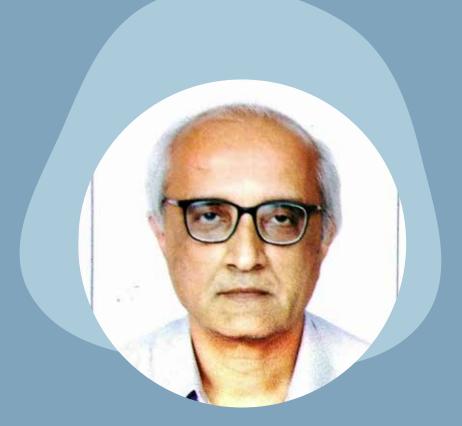








Mr. Cajetan D Menezes Managing Trustee of Kripa Foundation



Dr. Snehal Mehta Psychiatrist, Kripa Foundation

Radio Talk Show

A radio talk show on 107.1 FM, Akashvani, Commercial Broadcasting Service, Mumbai was hosted by RJ Sandeep Lokhande on the theme "Importance of Local Action and its Role in Community Outreach for Curbing Substance Abuse". Mr. Cajetan D Menezes, Managing Trustee of Kripa Foundation, Mumbai and Dr Snehal Mehta, Psychiatrist, Kripa Foundation discussed the importance of drug demand reduction through local initiatives.

Launch of the Nasha Mukt Bharat Abhiyaan Website

An exclusive website dedicated to provide insights about the Abhiyaan, has been launched by the Ministry. The website will provide regular updates on its implementation at the ground level. The objective is to showcase information collected by the 8,000+ Master Volunteers and capture on-ground and real time data of the myriad of activities being organised. Moreover, to obtain the latest updates, all the social media accounts of the Abhiyaan on Facebook, Twitter, Instagram & Youtube are linked to the website. It also contains access to the geo-tagged institutions which are providing counselling, rehabilitation & treatment services. Additionally, the monthly Nasha Mukt Bharat Abhiyaan e-Newsletter will now be available on the website.

Panel Discussion with Healthcare Professionals

A panel discussion with the theme 'Share Facts on Drugs, Save Lives' was conducted on 24th June 2021. The discussion was addressed by Smt. Radhika Chakravarthy, Joint Secretary, Ministry of Social Justice and Empowerment. Eminent professionals with decades of field experience and renowned psychiatrists and senior researchers participated as panelists. The discussion centered around drug abuse and evidence-based practices in treatment and rehabilitation. Moreover, they also provided insights about combating misinformation and mitigating health risks associated with substance abuse.



Dr. Pratima Murthy Director, NIMHANS





Associate professor, Psy. Social



Dr. Naveen Grover Associate Professor, Clinical Psychology, IHBAS

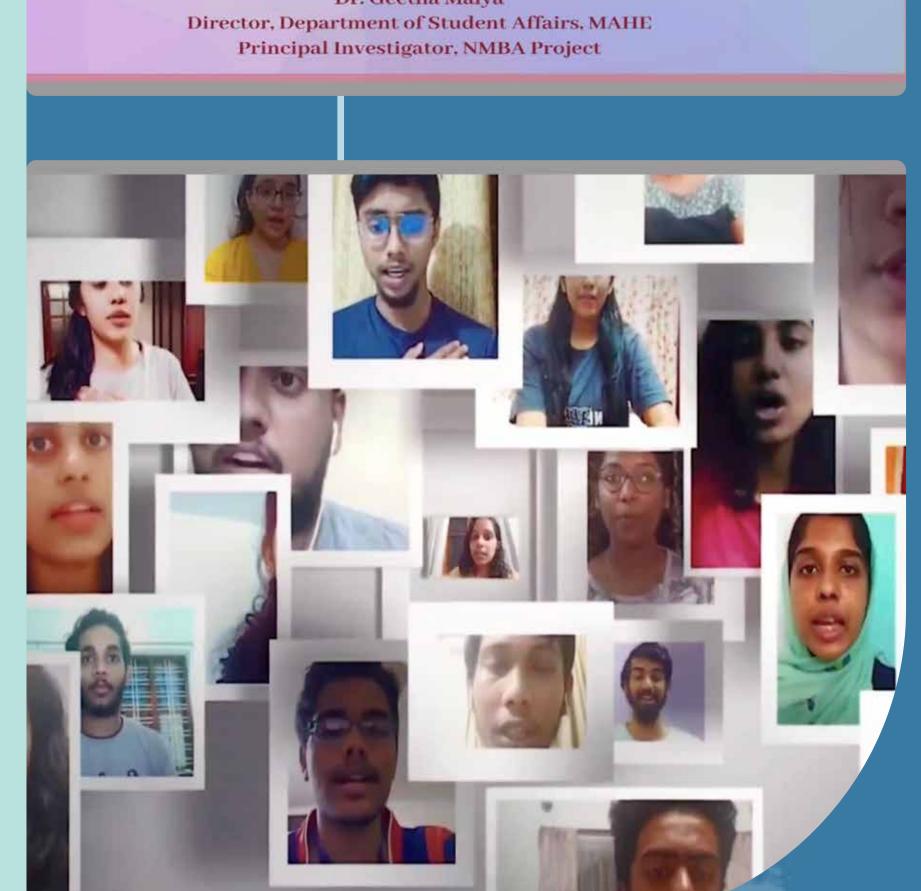


Dr. Abhijeet Narkarni Associate Professor, CGMH, London & Co-director, Sangath



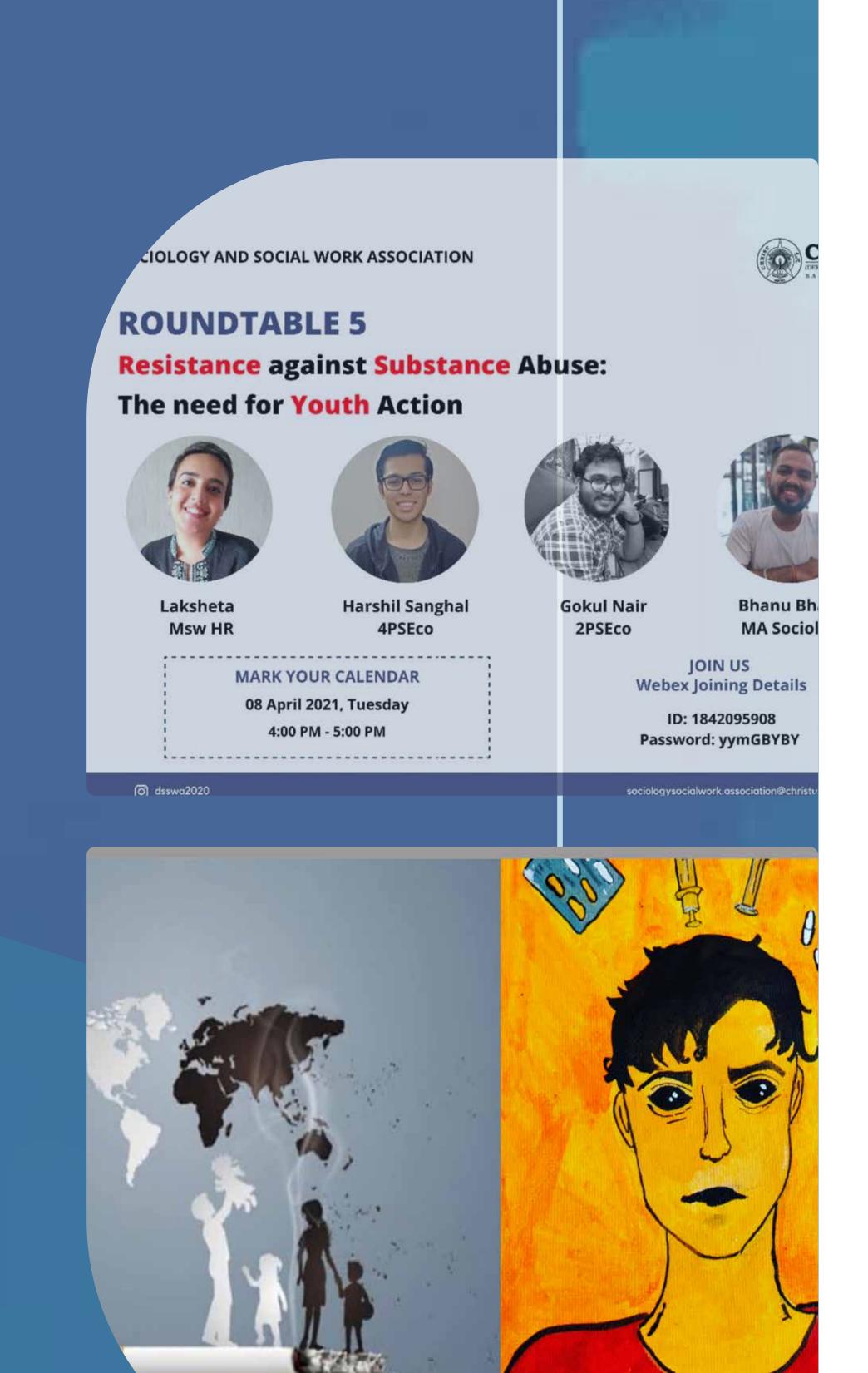
Abhiyaan in Colleges





An international webinar on 'Local & Global Perspectives on Tobacco Control', was organised by Manipal Academy of Higher Education under Nasha Mukt Udupi Abhiyaan. The occasion was graced by Smt. Radhika Chakravarthy, Joint Secretary, Ministry of Social Justice & Empowerment, as the chief guest. An e-poster competition was also conducted to encourage artists to spread awareness.

The Department of Sociology and Social Work inaugurated the Nasha Mukt Bharat Abhiyaan in Christ College campus through a virtual ceremony. It also marked the launch of a students club under the name of Christians Against Substance Abuse (CASA). The club organized a round table conference on the topic- 'Resistance of Substance Abuse: The Need for Youth Action'. The panelists shed light on the need to create awareness about the impact of peer pressure as a link to substance abuse. The conference was a huge success and witnessed a turn-out of 300 students who had the opportunity to participate in a Question & Answer session. On World No Tobacco Day, an event was organised on the topic, "Commit to Quit" to demystify the glamourization of tobacco consumption through youth action. It was attended by over 70 students and faculty members of the college. A documentary focusing on student action was also screened by CASA and a pledge was read out by all the participants.



Addiction Treatment Facility

The Ministry of Social Justice and Empowerment, Government of India, has established Addiction Treatment Facilities (ATFs) in Government hospitals and health care settings. These are coordinated and the implemented at national level by National Drug Dependence Treatment Centre, All India Institute of Medical Sciences RATION (AIIMS), New Delhi. The AM district administration of Budgam, Jammu and Kashmir virtually had inaugurated ATF their facility in January 2021 with better promise service-delivery the masses.





Another ATF was set up at Sadar hospital, Bhojpur Ara, Bihar with an objective of providing treatment that is easily accessible for the victims of substance abuse in their district.

Dialogue and Discourse





An interactive session was convened by Smt. Radhika Chakravarthy, Joint Secretary, Ministry of Social Justice and Empowerment with senior officers and individuals who have overcome substance dependence. The discussion centered around the factors contributing to the social challenges stigma and associated with seeking help for battling substance use. The participants shared their stories of recovery and the importance of persistence, resilience and having a strong support system to overcome dependence.

Moreover, the components of policy that helped them in this process and the economic

opportunities available for their social reintegration were also covered extensively. The discourse yielded major insights to effectively channelize the efforts of the Ministry towards ameliorating the rehabilitation/ treatment structure. All the participants pledged their support to the Nasha Mukt Bharat Abhiyaan and expressed their commitment towards the objectives of the campaign.

Stories of Triumph

Stories have the power to create social change and inspire communities ??

Terry Tempest Williams

Hoping beyond the odds: Story of a man battling for a better future.

Santosh, from Nayagarh, Odisha, fell prey to the problem of substance use in his early years of life. A decade of dependency made him wash off all his earnings, belongings and respect in his family and community. Substance abuse manifested in serious physical, emotional and psychological repercussions on his health and well-being.

A new ray of hope awoke when Santosh was referred to SEVA (Integrated Rehabilitation Centre for Addicts) by one of his relatives. He was introduced to a new lifestyle with an opportunity to a better future and reclaim everything he lost in all these years. It was the consistent efforts and strategic intervention provided by the rehabilitation centre that enabled and enhanced his will power to actively participate in the treatment and rehabilitation process. Santosh completed his treatment successfully and now lives a life of liberation and sobriety with his family. He earns an honest living by selling vegetables in the neighbourhood while handling tough life situations on his own. Santosh's story is a real example that with the right help, substance abuse can be handled tactfully to lead a healthy life.

Fighting inner demons: Story of introspection and overcoming challenges

Sooraj is a resident of Central Mumbai and his parents were terrified of his dependence on substances which gradually transformed into addictive tendencies that hindered his personal and professional growth. The individual was brought to Kripa Foundation Integrated Rehabilitation Centre for Addicts in Mumbai to seek help with his dependency and quick relapses. It was transpired that Mr Sooraj was introduced to substance use in his early college days and has been dependent ever since. The health professionals assessed that his dependency has been the major reason for his failing health and relationships, leading to a self destructive behaviour. The rehabilitation centre efficiently handled Sooraj's dependence on harmful substances and neutralized his withdrawal symptoms with clinical and supportive interventions that enabled him to abstain from substance use.

After completion of the detox process, psycho-social counseling sessions helped him realise the essence of being sober and the importance of a healthy lifestyle. The combined efforts have worked miraculously for Sooraj and his path towards recovery. Sooraj left the centre with a smile on his face and since then has maintained a clean and sober lifestyle.

*Names have been changed to maintain confidentiality.

Way Forward

The issue of substance abuse is a major deterrent to humanity and a threat to the well-being of the nation. However, with combined efforts, shared responsibility and a balanced approach to reduce supply and demand of drugs, we can ensure equal access to treatment and rehabilitation of substance use dependents. Nasha Mukt Bharat Abhiyaan is taking giant strides to build a healthy, resilient and drug-free nation. Let us unite to foster communities and individuals to be self-reliant in overcoming substance abuse.

Write to us your valuable feedback on nmba.newsletter20@gmail.com and for more updates follow us on <u>Facebook</u> /<u>Instagram</u> @nashamuktbharatabhiyaan and <u>@NMBA_MSJE</u> on Twitter. We hope to have an earnest engagement with you all in this journey.

Stay safe, stay connected!

