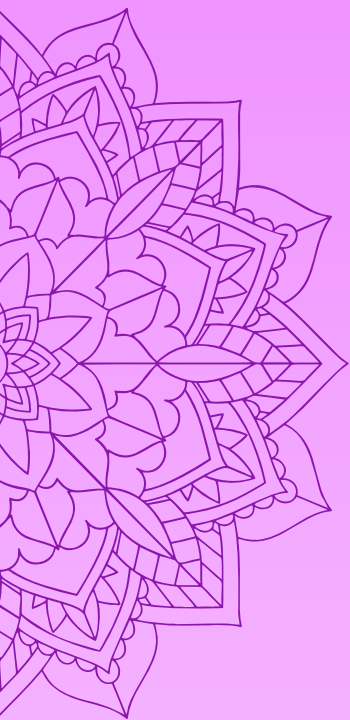




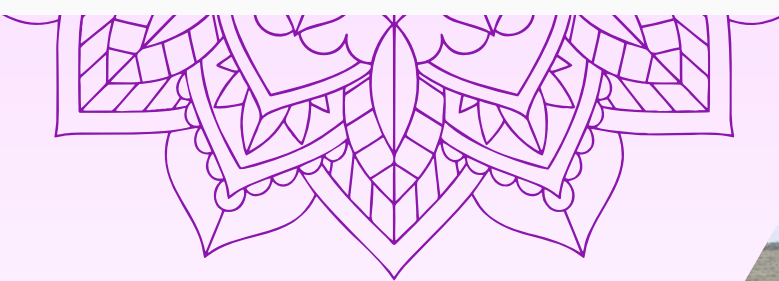
Government of India
 Ministry of Social Justice and Empowerment
 Department of Social Justice and Empowerment



NASHA MUKT BHARAT ABHIYAAN



BEST PRACTICES
2020 - 2026



NASHA MUKT BHARAT ABHIYAAN

Nasha Mukta Bharat Abhiyaan: “An innovative campaign to fight against substance use disorder in India”

The Nasha Mukta Bharat Abhiyaan (NMBA) is a unique and innovative programme, developed to combat the increasing prevalence of drug use across the nation, and more specifically targeting youth while fostering partnerships with educational institutions, civil society organisations and local governments to develop a positive impact on society. Since its launch, 8+ Lakh impactful activities have taken place under NMBA across the country which have reached out to 26.32+ Crore people including 9.58+ crore youth and 6.54+ crore women

An essential innovation was to digitalise our activities through e-interventions for quick and efficient service delivery. The campaign aims to create a network of individuals with positive life skills and inculcate attributes such as resilience, ability to make informed decisions and in turn help others who might be facing stigma & discrimination due to substance use disorder.



- Organization of a State-Level NMBA celebration at Assam Royal Global University, Guwahati, marking the 5th anniversary of NMBA with large-scale public participation.
- Synchronization with the National-Level NMBA programme organized by the Ministry of Social Justice & Empowerment, ensuring nationwide coordination and participation.
- Active implementation of NMBA activities across all 35 districts of Assam through District Social Welfare Officers (DSWOs).
- Achievement of statewide participation of more than 1 lakh people, reflecting successful community mobilization and awareness outreach.
- Strong inter-departmental and institutional coordination involving police authorities, educational institutions, welfare organizations, SHGs, ASHA workers, Anganwadi workers, community-based institutions and rehabilitation centres.
- Promotion of QR-code-based NMBA e-pledges and mass anti-drug pledge campaigns to maximize citizen participation and public commitment towards a drug-free society.
- Mobilization of schools, colleges and universities for youth participation, awareness generation and community outreach activities.
- Organization of diverse district-level awareness and cultural activities including: rallies, rangoli competitions, poster-making, drawing and painting competitions, slogan writing, skits and mime acts, flash mobs, dance and chorus performances.
- Recognition and motivation of participants through felicitation ceremonies, trophies, certificates and NMBA-themed mementos.
- Demonstration of a replicable grassroots model blending sports, culture, counselling, skill development and community participation for substance abuse prevention.

- Organization of a Cycle Rally and Awareness Programme on the International Day Against Drug Abuse and Illicit Trafficking with participation of students, youth volunteers, faculty members and recovery communities.
- Strong collaboration between the Department of Social Justice & Empowerment, IIT Guwahati and Recovery Wellness Society (RWS) for awareness generation and recovery-focused interventions.
- Adoption of a youth-led, community-supported and recovery-focused campaign model emphasizing prevention, resilience, rehabilitation and stigma reduction.
- Inclusion of real-life recovery stories, psychosocial awareness sessions and mental health discussions to reduce stigma and encourage empathy and support for affected individuals.
- Effective use of academic institutions and social media influencers as awareness platforms for mobilizing youth and increasing campaign visibility.
- Launch of the “Nasha Mukta Pratigya: Addiction Free Assam and Nagaland” campaign through cross-border collaboration between Charaideo (Assam) and Mon district (Nagaland).
- Promotion of cross-state solidarity and regional cooperation to collectively address substance abuse issues in border areas.
- Adoption of a multi-sectoral and community-driven campaign model integrating awareness, sports, counselling, skill development and cultural engagement.
- Conduct of a 10-day pre-event poster-making competition involving 239 participants from 25 Higher Secondary Schools to encourage creative youth engagement.

- Establishment of thematic awareness and service booths including:
 - skill development stalls,
 - mental health counselling booths,
 - medical and cancer screening camps,
 - agricultural awareness booths,
 - and traditional crafts and food stalls.
- Integration of mental health counselling, addiction support services and open dialogue platforms within awareness campaigns.
- Organization of career counselling sessions by Army and Defence personnel to encourage positive career pathways and self-reliance among youth.
- Conduct of friendly football matches and traditional indigenous sports competitions to promote teamwork, healthy lifestyles and drug-free recreational engagement.
- Active engagement of communities through traditional cultural programmes, social cohesion activities and participatory outreach models.



PHOTO GALLERY



CHANDIGARH



- Achievement of a large-scale outreach of over 58 lakh citizens through 14,383 activities under NMBA and NAPDDR since 2020.
- Establishment of 204 Victory Against Drug Abuse (VADA) Clubs in schools, colleges and universities to promote peer-led awareness and sensitization activities.
- Launch of innovative awareness vehicles such as:
 - NIRVAAN (Narcotics Incidence Reduction Vahaan),
 - and Nasha Mukti Express,
 - for large-scale public outreach and anti-drug awareness campaigns.
- Organization of Gully Cricket Tournaments under the tagline “Balla Ghumao, Nasha Bhagao” to engage youth through sports-based preventive interventions.
 - Conduct of large-scale sports engagement activities involving:
 - 600 teams,
 - 7,200 players,
 - mandatory anti-drug pledges, and distribution of sports kits and prizes.
- Organization of a State Mascot Competition in collaboration with Government College of Art to encourage creative participation and public ownership of anti-drug campaigns.
- Introduction of the “Voices of Concern” initiative through a confidential platform for sharing experiences related to substance abuse and mental health.
- Publication of the Coffee Table Booklet “NISHTHA” documenting Chandigarh Administration’s anti-drug initiatives and achievements.
- Appointment of a Brand Ambassador under NMBA to strengthen awareness generation and public outreach.
- Declaration of 112 Tobacco-Free Educational Institutions in convergence with the Police Department under COTPA compliance.
- Organization of a Job Mela involving 18 companies, resulting in 385 job offers for youth participants and linking prevention with livelihood opportunities.

CHANDIGARH



- Conduct of a large-scale Human Chain Programme involving students under the message “Chandigarh Say No to Drugs.”
- Promotion of healthy lifestyles through women biker expeditions, trekking events, padyatras and walkathons under NMBA.
- Formation of Hostel Committees in 12 higher educational institutions for peer counselling, awareness talks, surprise checks and drug-free campus initiatives.
- Launch of the “Tree of Life Campaign” in 203 schools using symbolic activities to promote drug-free lifestyles among students.
- Development and implementation of a dedicated SOP and Checklist for Drug-Free Educational Institutions in higher education campuses.
- Collaboration with organizations such as Art of Living, Brahmkumaris and Yoga instructors for wellness, healthy lifestyle and rehabilitation-focused sessions.
- Organization of a State-Level Anti-Drug Rally and Padyatra involving senior dignitaries, over 5,000 students and 7,000 spectators.
- Conduct of Regional Conventions under NMBA for inter-state collaboration, stakeholder training and sharing of best practices.
- Regular promotion of the National Toll-Free De-Addiction Helpline 14446 during awareness programmes and public outreach activities.
- Capacity building of over 25,000 teachers, counsellors, police officials, volunteers and stakeholders on drug prevention, counselling and mental health awareness.
- Training of approximately 3,000 teachers as Master Volunteers under the NAVCHETNA initiative for school-based prevention and sensitization programmes.
- Sensitization of over 55,000 parents through PTMs focusing on identification of signs and symptoms of substance abuse among children.
- Organization of 59 health camps in convergence with the Health Department for medical screening, counselling, referral services and awareness generation.

CHANDIGARH

- Strengthening of community-based interventions through:
 - Community Peer Led Intervention (CPLI) and Outreach and Drop-In Centres (ODIC),
 - supporting vulnerable youth and rehabilitation linkages.
- Strong community and police participation through anti-drug drives, rallies, flash mobs, walkathons and sensitization programmes covering over 2.46 lakh citizens.



PHOTO GALLERY



ANDAMAN & NICOBAR ISLAND



- Strong emphasis on multi-departmental coordination involving: Police Department, Education Department, Health Department, IRCAs, Panchayati Raj Institutions, NYKS, NGOs, and Tribal Councils.
- Conduct of joint awareness campaigns, rallies, counselling sessions and outreach programmes to strengthen the anti-drug movement across the Islands.
- Provision of structured de-addiction and aftercare services through functional IRCAs, including outreach to remote and tribal areas.
- Organization of community-based awareness programmes under the theme “Nasha Mukti Bharat – Khushhaal Bharat” in:
 - schools and colleges,
 - Panchayats and community halls,
 - religious institutions,
 - rural and urban areas,
 - and government offices.
- Focus on spreading awareness regarding:
 - harmful effects of drug and alcohol abuse,
 - prevention of substance abuse among youth,
 - healthy lifestyle and mental well-being, and community responsibility in drug prevention
- Promotion of “Nasha Mukti Mitra” volunteer registration through QR-code-based digital outreach, encouraging greater public participation in NMBA activities.
- Effective use of social media and public events for circulation of QR codes and volunteer mobilization.
- Distribution of extensive IEC materials including pamphlets, posters, banners, badges and awareness literature to maximize outreach.

ANDAMAN & NICOBAR ISLAND



- Organization of special awareness campaigns and observance programmes during:
 - International Day Against Drug Abuse and Illicit Trafficking,
 - NMBA Campaign Weeks,
 - school and college awareness drives,
 - and rural outreach activities.
- Enhanced community participation and youth engagement in anti-drug awareness initiatives across the Islands.
- Improved coordination among Departments, stakeholders and IRCAs, strengthening collaborative implementation mechanisms.
- Encouragement of youth participation as Nasha Mukti Mitras, promoting volunteer-led awareness and support systems.
- Increased public awareness leading to a rise in individuals approaching rehabilitation and counselling centres for treatment and recovery support.
- Improvement in public vigilance and reporting of drug-related activities, reflecting stronger community ownership in prevention efforts.
- Adoption of creative and community-driven awareness approaches to improve responsiveness towards drug prevention and rehabilitation support.



PHOTO GALLERY



- Launch of a dedicated 45-day intensive campaign under the Nasha MukT Bharat Abhiyaan (NMBA) in Sirsa district as a model initiative.
 - Strong inter-departmental convergence, involving Health, WCD, PRI, ULB, Home, Schools, Sports and other departments for coordinated action.
 - Appointment of Nodal Officers at district and institutional levels for better accountability and monitoring.
 - Formation of anti-drug clubs in schools, colleges and institutes, each consisting of a nodal officer and students, ensuring youth participation.
 - Allocation of villages to clubs for grassroots outreach and community engagement.
 - Capacity building through training of nodal officers by Health and Police Departments.
 - Use of WhatsApp and Arattai groups for coordination, communication and awareness dissemination.
 - Multi-level awareness activities including:
 - rallies,
 - walkathons,
 - cyclothons,
 - awareness lectures,
 - village campaigns,
 - school and college outreach.
 - Inclusion of creative competitions such as rangoli, essay writing and slogan/jingle writing at school, block and district levels to engage youth meaningfully.
 - Collaboration with spiritual leaders, NGOs and NYCs to expand community participation and social messaging.
 - Active involvement of de-addiction centres in conducting awareness programmes across educational institutions and communities.
 - Emphasis on documentation and reporting, including uploading photographs/videos on the NMBA portal for transparency and visibility.
- District-level recognition through prize and certificate distribution to encourage participation and sustain momentum

- Celebration of the 5th Anniversary of NMBA across Haryana through state-wide awareness programmes and mass anti-drug pledge campaigns.
- Organization of a State-Level NMBA event in Panchkula, involving schools, colleges, universities and public institutions for large-scale citizen participation.
- Haryana achieving the highest number of online pledges on the NMBA Portal, reflecting strong public engagement and digital participation.
- Conduct of large-scale Drug De-addiction Marathons and Cyclothons under the Haryana Uday Abhiyaan to promote awareness against substance abuse.
- Successful organization of major marathons in:
 - Sonipat with participation of approximately 80,000 people,
 - Kaithal with around 60,000 participants, and planned expansion to Dabwali (Sirsa).
- Statewide Cyclothon series organized across multiple districts including Hisar, Sirsa and Faridabad to encourage fitness, environmental awareness and drug-free living.
- Conduct of diverse community and institutional awareness activities such as competitions, seminars, workshops, student rallies, flash mobs, nukkad natak, human chains, walkathons, and sports tournaments.
- Integration of environmental initiatives with anti-drug campaigns through plantation drives dedicated to the Drug-Free India Campaign with a target of planting 1 million saplings.
- Promotion of the mass pledge movement, encouraging participation of over 5 lakh students, employees and citizens.
- Launch of the Haryana Drug Abuse Monitoring System (HDAMS) for systematic digital tracking and monitoring of individuals seeking treatment and rehabilitation services.
- Statewide expansion of the HDAMS portal from pilot districts to all districts in Haryana for better governance and transparency in de-addiction services.
- Registration and monitoring of: 120 Drug De-addiction Centres (DDACs), 29 Counseling-cum-Rehabilitation Centres, and 2 Psychiatric Nursing Homes through the portal.

HARYANA



- Digital documentation and treatment tracking of over 1.31 lakh patients, ensuring efficient service delivery and record management.
- Strengthening transparency and accountability through systematic medicine records and digital monitoring mechanisms.
- Adoption of a strong collaborative approach involving the Department of Sports and Youth Affairs, municipal bodies and NGOs for campaign implementation.
- Integration of awareness on road safety, pollution control and traffic discipline along with anti-drug messaging during cyclothon campaigns.



PHOTO GALLERY



PUDUCHERRY



- Installation of signboards prohibiting tobacco sale within 100 yards of educational institutions to create tobacco-free educational environments.
- Promotion of a tobacco-free school campus initiative through visible public messaging and awareness signage.
- Organization of mass pledge campaigns against drug abuse involving both students and teaching/non-teaching staff.
- Conduct of repeated pledge-taking activities on multiple dates to reinforce anti-drug awareness and commitment among students.
- Participation of around 500 students and staff members in NMBA pledge activities, reflecting strong institutional engagement.
- Organization of Drug Awareness Rallies through important streets of Villianur with anti-drug placards, banners and slogan campaigns to spread awareness among the public.
- Active involvement of students in community outreach and public sensitization activities under NMBA.
- Conduct of awareness competitions including: drawing competitions, slogan writing, essay writing, to creatively engage students against substance abuse.
- Inclusion of students from Middle School, High School and Higher Secondary levels, ensuring age-inclusive awareness generation.
- Recognition and encouragement of participation through selection and awarding of competition winners.
- Conduct of guidance and counselling programmes with participation from Villianur Police Station officials to educate students about tobacco awareness and the importance of youth empowerment.
- Distribution of anti-drug awareness pamphlets in public places and market areas to spread awareness among the wider community.
- Maintenance of proper documentation, expenditure statements and utilization certificates to ensure transparency and accountability in NMBA activities.
- Strong collaboration between the Social Welfare Department, Education Department, school administration and local police authorities for successful implementation of awareness activities.

PHOTO GALLERY



- Promotion of QR-code-based mass pledge campaigns at bus stands, railway stations, public places and high-risk zones.
- Effective use of folk media and cultural narratives through nukkad natak, street plays and Kalajatha performances for community sensitization.
- Integration of anti-drug awareness with traditional festivals and community gatherings to strengthen grassroots participation and ownership.
- Deployment of mobile awareness vehicles and short film screenings in slums, villages and public spaces for wider outreach.
- Conduct of poster competitions among Self Help Groups (SHGs) and awareness activities such as: drawing competitions, rangoli, pledge ceremonies, awareness walks, and marathons.
- Organization of seminars and awareness programmes in collaboration with the Telangana Anti-Narcotics Bureau and Police Department.
- Strengthening of community engagement through peer-led interventions, village-level committees and SHG participation for early identification and prevention.
- Establishment of Drug De-Addiction and Counselling Centres (DDACs) in Central Prisons providing counselling and rehabilitation services to inmates.
- Establishment of a Drug De-Addiction and Counselling Centre in the Juvenile Home and Correctional Centre, Saidabad for counselling and rehabilitation of juveniles.
- Organization of a State-Level Awareness Programme on the International Day Against Drug Abuse and Illicit Trafficking at Shilpakala Vedika, Hyderabad with participation of ministers, celebrities and community leaders.
- Conduct of awareness programmes in medical institutions such as Gandhi Medical College, Hyderabad with active participation of students, faculty and EAGLE teams.

- Establishment of a dedicated State Program Management Unit (SPMU) for strategic coordination, monitoring and implementation of NMBA activities across Telangana.
- Adoption of a data-driven and community-based approach integrating awareness, prevention, counselling and capacity building for a drug-free Telangana.
- Strong inter-departmental convergence involving Health, Education, Telangana Anti Narcotic Bureau (EAGLE), Police, Excise and Youth Affairs Departments.
- Formation of district-level committees led by District Collectors to localize and implement NMBA strategies according to regional needs.
- Capacity building of ASHA workers, Anganwadi teachers, healthcare workers and community educators for early identification, counselling and stigma-free intervention.
- Establishment of “Prahari Clubs” / “Nasha Mukta Clubs” in schools and colleges promoting peer-to-peer anti-drug awareness and reporting mechanisms.
- Adoption of a peer educator model where students are trained to sensitise and support fellow students regarding substance abuse prevention.
- Organization of awareness activities in educational institutions through:
 - slogans,
 - traditional songs,
 - drum performances,
 - essay writing,
 - quiz competitions,
 - debates, and poster campaigns.
- Extensive use of digital campaigning and social media outreach, leveraging Hyderabad’s technology ecosystem for anti-drug awareness.
- Engagement of celebrities and influencers for promoting “Zero Tolerance” messages against drug abuse.

PHOTO GALLERY



- Adoption of a Hub-and-Spoke Model for Integrated De-addiction and Rehabilitation Services to ensure a coordinated and comprehensive response to substance use disorders.
- Establishment of Comprehensive De-addiction Centres (CDCs) as tertiary-level hubs for:
 - medical detoxification,
 - inpatient treatment,
 - psychiatric supervision, and emergency management.
- Development of District De-Addiction Centres (DDACs) as district-level integrated hubs for:
 - awareness,
 - prevention,
 - early identification,
 - counselling,
 - referral,
 - aftercare, and NMBA coordination.
- Strengthening of Integrated Rehabilitation Centres for Addicts (IRCAs) for:
 - psychosocial rehabilitation,
 - family counselling,
 - skill development,
 - relapse prevention,
 - and social reintegration.
- Creation of a continuum-of-care model linking prevention, detoxification, rehabilitation and community reintegration under one structured referral mechanism.
- Integration of community-based interventions through ODICs and CPLIs for peer education, outreach, early intervention and follow-up support.

TAMIL NADU



- Promotion of Whole Person Recovery (WPR) addressing physical, psychological, social and vocational aspects of rehabilitation.
- Linkage of rehabilitation services with skill development and livelihood schemes such as PM-DAKSH to support sustainable recovery and employment opportunities.
- Establishment of a district-level governance and monitoring mechanism chaired by the District Magistrate for review, coordination and accountability.
- Strengthening of interlinkages between CDCs, DDACs, IRCAs, hospitals, schools and community networks for seamless referral and treatment support.



PHOTO GALLERY



- Adoption of a multi-pronged awareness strategy combining preventive education, treatment, rehabilitation and public outreach against substance abuse.
- Strong focus on youth sensitization through educational institutions, organizing essay writing, speech competitions, poster-making, cultural programmes and sports activities in schools and colleges.
- Organization of 1,352 educational and sports competitions across the state to spread anti-drug awareness among students and youth.
- Recognition and encouragement of participation through awards and certificates to 5,404 students and participants.
- Conduct of sports competitions in rural areas to engage youth positively and encourage healthy lifestyles free from substance abuse.
- Organization of large-scale seminars, awareness camps and exhibition stalls in educational institutions, fairs, festivals, religious gatherings and public events for community outreach.
- Conduct of approximately 40 state-level and 1,727 district-level awareness seminars and meetings involving teachers, employees, stakeholders and religious leaders.
- Establishment of 356 awareness exhibitions to educate the public on the harmful effects of substance abuse.
- Use of cultural and folk communication methods such as: nukkad natak, puppet shows, magic shows, songs, qawwali, and cultural performances, to spread anti-drug messages in both rural and urban areas.
- Organization of 829 cultural awareness programmes for mass public sensitization against drug abuse.
- Innovative use of wall paintings and hoardings carrying anti-drug messages at highways, public places and major intersections.
- Installation of 31 hoardings and 1,800 wall paintings across different districts to ensure continuous public messaging.
- Use of mobile vans, audio-visual campaigns, SMS campaigns and FM radio broadcasts for wider dissemination of anti-drug awareness messages.

UTTAR PRADESH



- Circulation of anti-drug awareness messages to 4 lakh mobile numbers through SMS campaigns and broadcast of awareness spots on FM radio channels.
- Integration of IEC materials and awareness literature distribution in all campaign activities for sustained sensitization.
- Active efforts to motivate persons affected by substance abuse towards treatment and rehabilitation through government-supported de-addiction centres.
- Facilitation of treatment and rehabilitation support for 3,026 individuals affected by addiction, encouraging them to seek free treatment services.



PHOTO GALLERY





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