



Ministry of Social Justice
and Empowerment
Government of India



Nasha Mukta
Bharat Abhiyaan

E - NEWSLETTER

APRIL EDITION

Nasha Mukta Bharat Abhiyaan



Choose Wellness,
Live Drug Free
The NMBA Way

APRIL 2025



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Nasha Mukta Bharat Abhiyaan

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Dear Readers,

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As we continue our journey towards a Nasha Mukta Bharat, this edition of our newsletter highlights the importance of making informed choices for a healthier, drug-free life. We reflect on the significant role that wellness plays in our lives, showcasing how the power of positive choices can transform our bodies and minds. In our 'Choose Wellness' and updates from states column, we focus on the collective effort to create a drug-free society by emphasizing the benefits of a life rooted in well-being.

Editor's Note

Let's amplify the message of hope and resilience, and work together to build a healthier, brighter future for all – the NMBA way. Together, let's make a difference, one informed choice at a time.

Jai Hind

Smt. Radhika Chakravathy

Joint Secretary, Ministry of Social Justice and Empowerment



Nasha Mukta Bharat Abhiyaan

FROM THE DESK OF



Nasha Mukta Bharat Abhiyaan is actively trying to curb the menace of substance-use through a strategic work plan. The strength of the Abhiyaan lies in its ability of mass mobilisation and involving all stakeholders on a unified strategy to combat substance use and encourage healthy lifestyle. Together we shall stand victorious in making India Drug Free.

Dr. Virendra Kumar, Union Minister, Ministry of Social Justice and Empowerment



Nasha Mukta Bharat Abhiyaan is a flagship campaign to enhance the evidence-based approach towards substance use. The Abhiyaan has reached grass-root level to address challenges related to substance dependence with a contemporary approach to engage youth and a comprehensive strategy, involving all the stakeholders, for making India free of substance use.

Shri. B. L. Verma, Minister of State, Ministry of Social Justice and Empowerment



Nasha Mukta Bharat Abhiyaan, operational in all the districts, is a mass movement towards a Drug-Free India. Focusing on community involvement and collaboration with stakeholders, the campaign uses targeted interventions and awareness programs. Through this campaign, we aim to reach out to every citizen, and move towards a healthier and happier society.

Shri. Amit Yadav Secretary, Ministry of Social Justice and Empowerment



The Nasha Mukta 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



Nasha Mukta Bharat Abhiyaan

Choose Wellness, Live Drug Free – The NMBA Way

Substance abuse is a growing challenge in India, impacting the well-being of individuals, families and communities. In response, the Government of India launched the **Nasha Mukta Bharat Abhiyaan (NMBA)** – a nationwide movement committed to creating a drug-free India by promoting awareness, prevention and rehabilitation.

Through a dynamic blend of outreach activities, community mobilization, youth engagement and capacity-building, the Abhiyaan is transforming public spaces into platforms of positive change. From awareness rallies and wall paintings to school workshops and street plays, NMBA emphasizes that *wellness begins with informed choices*.

The campaign is rooted in the belief that **prevention is more powerful than cure** and that real change begins with individuals and communities embracing healthy choices. Master Volunteers have been trained under NMBA to carry the message of a drug-free lifestyle to every corner of the country. They work closely with district administrations, schools, colleges and civil society organizations.

Living drug-free is not just about abstaining from harmful substances; it's about **choosing a life of dignity, health and opportunity**. NMBA encourages every citizen to be a part of this journey—whether as a volunteer, a supporter or a messenger of hope.

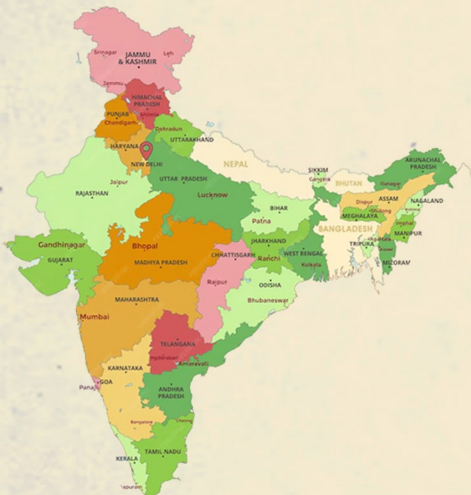
Let us unite to say **no to drugs and yes to life**. Let us build a Nasha Mukta Bharat—the wellness way, the NMBA way.





Nasha Mukta Bharat Abhiyaan

NMBA BEST PRACTICES Update from States & UTs



ANDHRA PRADESH



ASSAM



Awareness programmes on substance use were conducted in YSR, Annamayya, and Guntur districts, with students taking the Nasha Mukta Bharat pledge. Youth clubs were initiated in colleges to encourage sustained youth engagement. Additionally, awareness sessions were held for NGOs, CBOs, and other stakeholders in YSR and Annamayya districts. A state-level orientation session was also organised by the PMU State Coordinators to further strengthen the implementation of NMBA.

An Awareness Session on Drug Abuse was organised at Chatia College, Biswanath, focusing on youth. On 8th March 2025, International Women's Day was celebrated in Tamulpur district, graced by notable dignitaries including Shri Jolen Daimary, Hon'ble MLA, and Shri Hemanta Rabha, Hon'ble MCLA. The event highlighted the importance of mental health and the ill effects of substance abuse.



Nasha Mukta Bharat Abhiyaan

BIHAR



CHANDIGARH



DELHI



Under NMBA, a wide range of activities such as slogan writing, mass rallies, cycle rallies, debate competitions, and nukkad nataks were organized across various districts of Bihar. These events aimed to spread awareness about substance abuse and engage youth and communities in the campaign, reinforcing the message of a drug-free and healthy society through active participation.

Hon'ble Governor Sh. Gulab Chand Kataria felicitated eight unsung heroes of the Nasha Mukta Bharat Abhiyaan, celebrating their silent impact. NMBA Brand Ambassador Dr. Satinder Sartaaaj also inaugurated VADA Club's Instagram at GGDSD College, Chandigarh. Across Fatehgarh Churian and Chandigarh, VADA Clubs united youth through sessions, padyatras, and awareness drives.

A Community Awareness Program on Substance Use Disorder was conducted in South East Delhi in collaboration with Naya Rasta. The initiative focused on educating the community about the risks of substance abuse, encouraging early intervention, and promoting healthier lifestyles through dialogue, awareness, and support for those affected by addiction.



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HARYANA



Ankush Foundation organized a one-day Awareness cum Orientation Programme on Drug Abuse Prevention for police officials at Police Line, Jhajjar, along with an awareness programme in Fatehabad. Additionally, a widespread NMBA awareness campaign and a spiritual rally were conducted by the Brahma Kumaris during the Rohtak Carnival at Arya Nagar, Rohtak, Haryana, spreading the message of a drug-free and spiritually aware society.

HIMACHAL PRADESH



An awareness camp was held at Mohal, Kullu in collaboration with SHG Divya Jyoti and Mahila Mandal Laxmi Narayan. In Solan, a nukkad natak at Mall Road by Maa Shulini Sewa Trust and Tagore Vanasthali School highlighted the importance of de-addiction and community engagement in combating substance abuse.

KERALA



NMBA was officially launched in Wayanad district by the Department of Social Justice, with the programme inaugurated by Mr. O.R. Kelu, Hon'ble Minister for Scheduled Castes and Scheduled Tribes Welfare. Anti-Drug Awareness Programme was organized for prison inmates at Kannur District Jail.



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MANIPUR



Awareness programme organised in various districts of Manipur including Kakching, Thoubal, Tengnoupal for students and anganwadi workers. Enforcement drives to pharmacies on sale of scheduled drugs, enforcing COTPA and installation of CCTV cameras in Tamenlong. Other activities including painting programme, campaign, poster making and marathon were organised in Jiribam, Tengnoupal and Kakching districts.

ODISHA



Under NMBA, a sensitization session was organised to educate the public especially youth on drug abuse prevention in Deogarh, Odisha

TAMIL NADU



Awareness Programmes on substance use was organized for the public and students, in different villages, schools and colleges across the Tirunelveli district.



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TELANGANA



UTTARAKHAND









Update from States
& UTs

Various drug awareness sessions have been carried out with different sections of the society, particularly, in schools and hostels, Anganwadi centres, Tailoring centre, village communities and Railway Police Station in multiple districts vis-a-vis Wanaparthy, Jogulamba Gadwal, Medchal-Malkajgiri, Vikarabad, Kamareddy, Hyderabad etc. District level NMBA committee meetings were organised in Nagarkurnool and Bhadradi Kothagudem to review NMBA implementation.

Under NMBA, a Youth Festival and multiple competitions including sapling plantation, Aipan art, and nukkad natak were held in Bageswar, Uttarakhand to promote awareness against substance abuse. Additionally, a series of impactful activities were conducted in Udham Singh Nagar district to engage the community and spread the NMBA message.

Nasha Muk Bharat Abhiyaan

**Your Body Reflects Your Choices:
Choose Wellness, Choose Life**

Body Parts	Body under Addiction	Body with Healthy Choices
	Foggy thinking, memory loss, impaired judgment	Sharp focus, emotional balance, creative thinking.
	Weakening breath, chronic cough, risk of collapse	Deep, clean breaths powering every cell.
	Erratic heartbeat, high blood pressure, early failure	Steady rhythm, healthy blood flow, boundless energy
	Toxin overload, organ damage	Efficient detoxification, clean system.
	Dullness, early aging, dark circles, poor hygiene	Radiant glow, clarity, youthful vitality.
	Weakness, fatigue, tremors	Strength, agility, and stamina

**Choose Wellness. Choose Life
The NMBA Way**

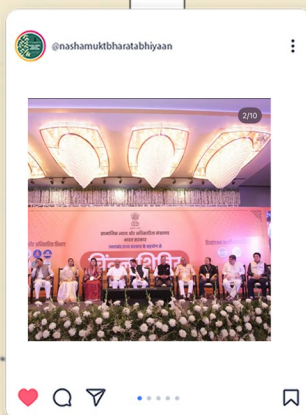
Nasha Muk Bharat Abhiyaan

Way Forward

As we build on the momentum of the Nasha Muk Bharat Abhiyaan, let us strengthen our commitment to wellness-led approaches in combating substance use. We can deepen the movement's reach by scaling up awareness initiatives that promote informed and healthy choices, engaging communities through local networks and youth clubs , and empowering Master Volunteers to share real-life stories of transformation . By fostering partnerships with educational institutions, civil society organizations, and government agencies, we can amplify our impact. Let's celebrate milestones, recognize grassroot champions, and continue working together to create a society that values wellness, dignity, and opportunity for all. Every contribution counts, and together, we can build a healthier, brighter future for our nation – a Nasha Muk Bharat.



FEEDBACK





Nasha Mukta Bharat Abhiyaan

