



Ministry of Social Justice
and Empowerment
Government of India



Nasha Mukta
Bharat Abhiyaan

E - NEWSLETTER

MAY EDITION

Nasha Mukta Bharat Abhiyaan

FAMILIES AGAINST

DRUG ABUSE



MAY 2025



14446



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Nasha Mukta Bharat Abhiyaan

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Dear Readers,

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On the occasion of the International Day of Families, we are reminded of the profound influence that families hold in shaping the values, resilience, and well-being of individuals. In the context of the **Nasha Mukta Bharat Abhiyaan**, families stand as the first line of defense against the growing menace of drug abuse.

Substance abuse doesn't just affect an individual—it shakes the very foundation of families, disrupting relationships, health, and hope. However, within the warmth and strength of a family also lies the greatest potential for healing, prevention, and recovery. Parents, siblings, and even extended relatives play a crucial role in early identification of addiction, offering emotional support, and ensuring that affected individuals find the right path to rehabilitation.

Editor's Note

This edition of our campaign newsletter is dedicated to highlighting stories, strategies, and voices of families who stood united against addiction. From rural villages to urban settlements, we bring you inspiring narratives of families who chose compassion over stigma, and action over silence.

Let us all remember: **a drug-free India begins at home**. Empowering families with knowledge, tools, and support systems is not just a strategy—it is a necessity. Together, through empathy, vigilance, and open dialogue, families can become powerful agents of change in building a **Nasha Mukta Bharat**.

Let us pledge to strengthen families, because where there is love and unity, there is hope—and where there is hope, there is healing and success.

Jai Hind

Smt. Radhika Chakravarthy

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.



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.



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.



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.

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

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

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

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

Nasha Mukta Bharat Abhiyaan

Families Against Abuse: Strengthening the First Line of Defense under Nasha Mukta Bharat Abhiyaan

Families are often the first to witness the impact of substance abuse and the ones most deeply affected by it. As the closest circle of care, they offer emotional security and support which provides the strength essential to begin the journey of recovery. In a country like India, where family bonds run deep, their role in substance use prevention and recovery is not just important – it is imperative and irreplaceable.

When a loved one begins to slip into substance dependence, families can act as the first responders—not through confrontation, but through care and guidance. By observing behavioral changes, engaging in non-judgmental conversations, setting healthy boundaries, and encouraging professional help, families can gently and effectively intervene. They become not only emotional anchors but also trusted guides on the path to healing.

Nasha Mukta Bharat Abhiyaan promotes sustainable recovery by emphasizing the critical role of supportive and informed families in building a drug-free society. Through awareness sessions, street plays, school programs, and community outreach initiatives, NMBA empowers families with the knowledge to understand addiction and ability to respond with compassion and resilience.

Initiatives such as the national helpline 14446, Family Counselling Services, and the active engagement of Master Volunteers help integrate families into the Prevention and recovery ecosystem. Families are encouraged to take part in awareness creation, early intervention, and rehabilitation support at the community level. By fostering understanding and breaking the stigma around substance use, NMBA transforms families into safe spaces of acceptance and strength.





Nasha Mukta Bharat Abhiyaan

NMBA BEST PRACTICES Update from States & UTs



BIHAR



DDAC Samastipur organized awareness programs for school students and an essay writing competition. SLCA Bihar conducted awareness programs among NCC cadets under NMBA in Patna. Meanwhile, DDAC Madhubani hosted an art and painting competition, promoting creative expression and awareness among young minds in various districts of Bihar.

CHANDIGARH



In Chandigarh, multiple colleges including Post Graduate Government College for Girls (Sectors 11 & 42), PGGC Sector 46, Dev Samaj College of Education, Dev Samaj College for Women, MCM DAV College for Women, Goswami Ganesh Dutta Sanatan Dharma College, Guru Gobind Singh College for Women, and GITIW Sector 11 conducted impactful activities like installing the "Tree of Life," motivational talks, pledge ceremonies, awareness sessions, signature campaigns, and city walks to promote a drug-free India and strengthen youth commitment to eradicating substance abuse.



Nasha Mukta Bharat Abhiyaan

DELHI



Under the Nasha Mukta Bharat Abhiyaan, Shri Bhairavi Social Foundation organized a medical camp in New Delhi. The initiative focused on promoting health awareness and providing medical support as part of efforts to prevent substance abuse and encourage a drug-free lifestyle among the local community.

HARYANA



In Haryana, various activities were conducted under Nasha Mukta Bharat Abhiyaan. A spiritual rally and awareness stall were organized by Brahma Kumaris at the Rohtak Carnival. In Hisar, a sensitization programme targeted labourers. At Police Line, Fatehabad, Ankush Foundation held an awareness and orientation session for police officials on drug abuse prevention.

HIMACHAL PRADESH



In Himachal Pradesh, a sensitization programme under Nasha Mukta Bharat Abhiyaan was held at GSSS Janjehali, Mandi, featuring a student rally and expert talks. A Navchetna module workshop on emotion management was conducted for teachers at DIET Kinnaur. In Solan, a drug awareness workshop took place at Govt Polytechnic College, Kandaghat.



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NAGALAND



Longleng, Nagaland, India
Yingli College, NH702, Longleng, Nagaland 798625, India
Longleng, Nagaland, India
Lat 26.499418° Long 94.830597°
25/03/2025 02:18 PM GMT +05:30



TELANGANA



UTTAR PRADESH



A Master Volunteers training was conducted in Niuland, jointly organized by the District Administration and the Department of Social Welfare, Nagaland, in collaboration with SLCA Kripa Foundation. Outreach programmes and pledge-taking ceremonies were held across Longleng, Shamator, and various other districts, reinforcing Nagaland's commitment to the Nasha Mukta Bharat Abhiyaan and a drug-free future.

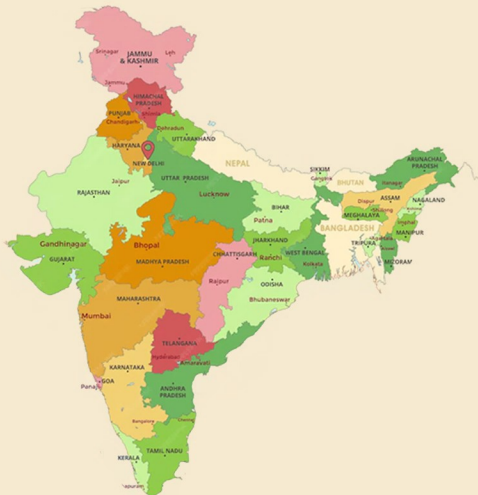
On 22nd May 2025, a Drugs Awareness & Pledge program was held at the Peddapalli Collectorate, led by District Collector Sri Koya Sree Harsha. Over 450 participants, including officials, SHG members, and community leaders, took part. Similar awareness activities were conducted across multiple districts, engaging women, students, and various community groups in the fight against substance abuse.

At Mahamati Prannath Mahavidyalaya, Mau, Chitrakoot, Uttar Pradesh, Seva Bharti organized a Drug-Free India campaign and a District Legal Literacy Camp. The initiative focused on raising awareness about the harmful effects of substance abuse and promoting legal knowledge among students and the local community.



Nasha Mukta Bharat Abhiyaan

NMBA BEST PRACTICES Update from States & UTs



UTTARAKHAND



Under NMBA, wall paintings were made to spread awareness about the abhiyaan implementation in Dehradun district of Uttarakhand.

The painting was made outside the administrative building of the Dehradun for the tourists and passersby to see.

Nasha Muk Bharat Abhiyaan

NMBA Crossword: Together, We Heal

Test your awareness! Can you crack
this family-focused crossword?

(Hint: You can find all the answers in this month's edition.)



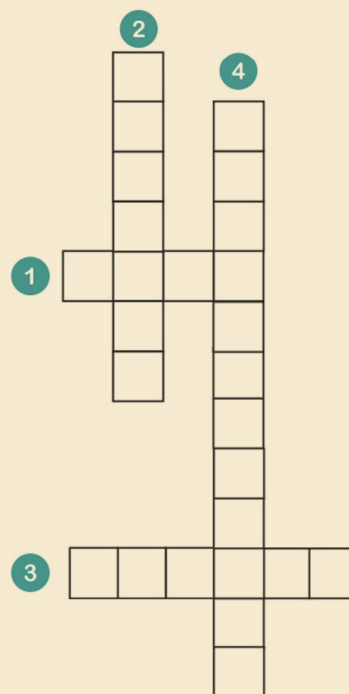
Clues Across

1. A space of love and support, free from judgment
3. The first circle of care



Clues Downwards

2. The act of providing emotional and practical help
4. Effective action families take to guide loved ones towards help



Bonus Word Match

01

_ _ C _ _ R _

Rebuilding a healthy life
after addiction

02

S _ _ g _ _

Social shame or
disapproval

03

_ w _ _ _ n _ _ _

Mental understanding of
an issue

04

B _ _ _ _ a _ _ _ _

Mental understanding of
an issue

Answers

ACROSS
1. HOME
3. FAMILY

DOWNWARDS
2. SUPPORT
4. INTERVENTION

Answers

1. Recovery
2. Stigma
3. Awareness
4. Boundaries



Nasha Mukta Bharat Abhiyaan

Way Forward

As we move ahead in our fight against substance abuse, it is essential to place families at the heart of every intervention. Future efforts under the Nasha Mukta Bharat Abhiyaan must focus on strengthening family-based awareness programs, creating safe spaces for dialogue at home, and equipping parents and caregivers with practical tools to guide their loved ones.

Community-level training, school-family partnerships, and promoting success stories of family-led recovery can further inspire action. Together, let us build a society where every home becomes a haven of support, understanding, and zero tolerance for drugs.

A Nasha Mukta Bharat is not just a vision—it begins with every family that chooses to care, act, and stand united.

