



E - NEWSLETTER

DECEMBER EDITION

Nasha Mukta Bharat Abhiyaan

Empowering Lives:
A Commitment to
Human Rights,
Disability
Inclusion, and
a Drug - Free
Future



NO TO DRUGS



Nasha Mukta Bharat Abhiyaan

What is inside?

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Dear Readers,

Editor's Note

As we wrap up another year, we take this moment to reflect on the journey and progress made through the Nasha Mukta Bharat Abhiyaan (NMBA). This initiative, at the heart of our mission, continues to empower lives by creating a drug-free and inclusive society. The battle against addiction is multifaceted, rooted in social, economic, and psychological challenges, and we recognize that substance abuse does not exist in isolation. It often intertwines with issues such as inequality, exclusion, and marginalization. The NMBA, however, offers a comprehensive solution—one that addresses addiction while promoting human rights, ensuring dignity, and fostering a society where no one is left behind.

With an unwavering commitment to inclusivity, the NMBA has championed the rights of individuals with disabilities, making sure that they, too, have access to rehabilitation, recovery services, and the chance to lead fulfilling lives free from addiction. Through community engagement, awareness campaigns, and active volunteer participation, we are changing societal attitudes towards addiction, moving from punitive measures to compassionate and holistic solutions.

As we look forward, the NMBA will continue to break the cycle of addiction, empower individuals, and contribute to a future that is healthier, more equitable, and free from the destructive effects of substance abuse.

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.

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



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Empowering Lives: A Commitment to

Human Rights, Disability Inclusion, and a Drug-Free Future

In a society where the challenges of addiction, inequality, and exclusion continue to affect millions of lives, addressing these issues through a holistic and inclusive approach is more crucial than ever. The Nasha Mukta Bharat Abhiyaan (NMBA) embodies a comprehensive vision that goes beyond simply tackling substance abuse. It intertwines the values of human rights and the creation of a drug-free society, aiming to foster a healthier, more equitable future for all citizens. This initiative seeks to empower individuals and communities, addressing the root causes of drug addiction, while ensuring that everyone, including people with disabilities, has the opportunity to lead a fulfilling, drug-free life.

Addiction is often intertwined with deep social, economic, and psychological struggles. Many individuals who fall victim to substance abuse face discrimination, marginalization, and violations of their basic rights. Whether it's a lack of access to healthcare, education, or employment, or the stigma and social exclusion faced by those in recovery, these systemic issues only serve to perpetuate the cycle of addiction.

By ensuring that every individual battling addiction is treated with dignity and respect, the initiative advocates for the rights of those affected. It promotes access to quality treatment, rehabilitation, and recovery services without discrimination. Through awareness campaigns and community mobilization, NMBA works to change societal attitudes toward addiction, encouraging a shift away from punitive measures toward a more compassionate and inclusive approach. The Nasha Mukta Bharat Abhiyaan seeks to create an inclusive environment where people with disabilities have access to the same opportunities for rehabilitation and recovery as everyone else.

The Nasha Mukta Bharat Abhiyan represents more than a battle against drug abuse—it is a holistic movement that integrates human rights, disability inclusion, and a commitment to a drug-free future. By focusing on the well-being of every citizen, regardless of their challenges or circumstances, the initiative is creating a future where everyone can live free from the destructive effects of drugs—empowered, included, and dignified.





Nasha Mukta Bharat Abhiyaan

NMBA BEST PRACTICES Update from States & UTs



ANDHRA PRADESH



ASSAM



Master Volunteer Training sessions under NMBA were held in Srikakulam and Paderu, Alluri Sita Rama Raju District, with participation from state government officials from the Department of Differently Abled, SC & TG, District Employment, and Tourism, focusing on enhancing community awareness and volunteer engagement.

Awareness sessions and outreach programs against drug abuse were organised by NMBA Master Volunteers and district administration in 02 districts. Capacity building programme on Nasha Mukta Bharat Abhiyaan was also organised in Sivasagar.

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BIHAR



Under NMBA, Nasha Mukti Diwas was celebrated on 26 November 2024 to commemorate the Constitution day. Followed by it, Nayi Chetna awareness campaign under NMBA was conducted in all the districts of Bihar.

CHANDIGARH



Under the Nasha Mukta Bharat Abhiyaan in Chandigarh, key activities included a visit by SGGGS College's VADA Club to Manauli village, featuring an awareness session on pollution's impact on mental health, a poster competition, and a pledge for a drug-free, eco-friendly future. Additionally, PGGCG-42 organized a pledge ceremony and an awareness program with motivational talks and a film on drug de-addiction.

DD&DNH



Nasha Mukta Bharat Abhiyan awareness programme was organised by Nehru Yuva Kendra. The protection officer non institutional care DCPU, Diu was the chief guest and speaker for the programme. Awareness session on ill affects of drug abuse was conducted by the speaker for the NYK volunteers.



Nasha Mukta Bharat Abhiyaan

DELHI



Under the Nasha Mukta Bharat Abhiyaan in Delhi, activities included life skills training workshops, time management sessions, and community meetings to raise awareness about drug use prevention. Awareness programs on substance use disorders (SUD) and students' roles in prevention were conducted in schools, and NMBA was highlighted at the National Adolescent Summit 2024.

GUJARAT



NMBA pledge was administered to Persons with Disabilities (PwDs) in Panchmahal, Gujarat. Awareness programs were organized for school students in Panchmahal and Dahod, Gujarat, promoting a drug free lifestyle.

HARYANA



Under the Nasha Mukta Bharat Abhiyaan in Haryana, various activities were conducted, including awareness programs in Narwana, Talwandi Rana, Mirzapur, and Dayanand College, Hisar, focusing on drug abuse prevention and women's safety. Additionally, a three-day capacity-building program for counselors on rehabilitation and relapse prevention and an awareness session on substance abuse-related female crimes were organized.



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HIMACHAL PRADESH



Under the Nasha Mukta Bharat Abhiyaan, activities across Himachal Pradesh included rallies, street plays, and awareness programs led by educators and volunteers. Events in Shimla, Solan, and Kinnaur featured community participation, focusing on substance abuse prevention. Youth were educated on drug impacts and life skills, involving parents, educators, and panchayats. Local efforts emphasized collective action for a drug-free society.

JHARKHAND



Under NMBA, a district level meet was conducted by NMBA committee to monitor the Abhiyaan implementation in Simdega District of Jharkhand.

KARNATAKA



Udupi district in Karnataka raised awareness on substance use and de-addiction by putting up large hoardings. A state-level meeting was held at the Director's Office, DePwD Karnataka, to accelerate NMBA implementation in the state. Updates were gathered from 31 districts, with respective DDWOs providing information on NMBA district committee formation, district action plans, bank account creation, and issues related to the NMBA app/portal.

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KERALA



Under LAWOJ 2024, a week of legal aid celebrations included anti-drug sessions organized with NCC and NSS students in Trivandrum, Kerala. The program was inaugurated by Smt. Veena George, Hon'ble Minister of Health and WCD, Kerala, on November 21, 2024. The Master Volunteer Training program was conducted by SLCA Kerala, Palghar hosted a jogger rally to promote awareness against drug abuse, and Solapur organized an awareness session for drug abuse prevention.

MAHARASHTRA

पुण्य नगरी

'आम्ही युवक, व्यसनमुक्तीचे सारथी' चा गुंजला नारा

पुण्य नगरीत 'आम्ही युवक, व्यसनमुक्तीचे सारथी' या गाजला नारा. यावेळी युवकांच्या मदतीने, पुण्य नगरीत 'आम्ही युवक, व्यसनमुक्तीचे सारथी' या गाजला नारा. यावेळी युवकांच्या मदतीने, पुण्य नगरीत 'आम्ही युवक, व्यसनमुक्तीचे सारथी' या गाजला नारा. यावेळी युवकांच्या मदतीने, पुण्य नगरीत 'आम्ही युवक, व्यसनमुक्तीचे सारथी' या गाजला नारा.

पालघर जिल्ह्यात संविधान दिनानिमित्ताने संविधान जागर रॅली

पालघर जिल्ह्यात संविधान दिनानिमित्ताने संविधान जागर रॅली. यावेळी युवकांच्या मदतीने, पालघर जिल्ह्यात संविधान दिनानिमित्ताने संविधान जागर रॅली. यावेळी युवकांच्या मदतीने, पालघर जिल्ह्यात संविधान दिनानिमित्ताने संविधान जागर रॅली.

पालघर, युवहार, दिनांक २६ नोव्हेंबर २०२४

पालघर जिल्ह्यात संविधान दिनानिमित्ताने संविधान जागर रॅली



Constitution Day celebrations were held in Nagpur, culminating in the NMBA pledge. Meanwhile, Palghar hosted a jogger rally to promote awareness against drug abuse, and Solapur organized an awareness session for drug abuse prevention.

MIZORAM



A stall dedicated to Nasha Mukta Bharat Abhiyaan was put up at the Yuva Utsav Youth Festival to raise mass awareness against negative consequences of drug use at Siaha, Mizoram.

NAGALAND



Two sessions of master volunteer training were organized for Master Volunteers in the state capital, Kohima.

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PUDUCHERRY



As part of the ongoing efforts to combat drug abuse, the District Collector has initiated the distribution of complaint boxes to schools in the Karaikal region. The keys to these boxes will be securely stored at the Collectorate, and they will be opened at regular intervals by designated officials to ensure proper monitoring and follow-up.

SIKKIM



A NMBA District Level Committee Meeting was organised in Pakyong district, followed by a friendly match between various govt. departments in the district to raise awareness about a healthy and drug-free lifestyle. Inaugural workshop for Nodal Officers under the Sahyogi Karamchari Program under the Nasha Mukta Sikkim Initiative under Nasha Mukta Bharat Abhiyaan in Gangtok.

TAMILNADU



In Salem, a capacity-building program under NMBA focused on prevention and rehabilitation for children involved with substances. A sensitization session raised awareness about substance abuse and de-addiction services, conducted by the Salem DCPU in collaboration with the Drugs Controller Authority and Rural Health Services. The program also addressed the prevention of OTC sales of restricted drugs to children, with 80 registered shop owners participating. In Dharmapuri district, an awareness drive was held across several villages, emphasizing substance abuse prevention and available de-addiction facilities.



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TELANGANA



Master Volunteer training was conducted in five districts by SLCA Telangana, New Hope Association, including Hyderabad, Medchal-Malkajgiri, Nalgonda, Yadadri Bhuvanagiri, and Medak. MVs participated enthusiastically, gaining knowledge about their roles and responsibilities. Under NMBA - Mission Parivarthana, various awareness sessions, pledge ceremonies, and other activities were conducted across educational institutions and communities in Telangana, engaging over 600 students, youth, and women. An awareness program was held in Suryapet district at KGBV Thungathurty.

TRIPURA



District Level NMBA Committee Meetings were organized in Unakoti and South Tripura districts. A brief online and offline session was held to clarify doubts on operating NMBA App and Survey link. A Master Volunteer training cum orientation was organized in Unakoti by PMU State Coordinators Ms. Gunjan Sharma and Ms. Dimple Yadav. Various awareness sessions, distribution of leaflets under Nasha Mukta Bharat Abhiyaan were done by Gomati, South Tripura on the occasion of World Disability Day.

UTTAR PRADESH



Under the Nasha Mukta Bharat Abhiyaan in Uttar Pradesh, various activities were conducted, including awareness programs, debates, and pledge ceremonies in schools like Raghuraj Singh and Sangram Singh Baghel Inter Colleges, Deoria. Events such as poster-making, street plays, and campaigns by the Excise Department in Agra and programs at Mayo Hospital promoted a drug-free society.



Ministry of Social Justice
and Empowerment
Government of India



Nasha Mukta
Bharat Abhiyaan

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UTTARAKHAND



Under the Nasha Mukta Bharat Abhiyaan in Uttarakhand, activities included a goodwill cricket match and a pledge ceremony on occasion of State Foundation Day in Pithoragarh, a baseball match in Tehri Garhwal, and wall

WEST BENGAL



One-day sensitization programmes were organized on the theme of drug abuse prevention by West Bengal SLCA, Calcutta Samaritans. The target groups were women, youth clubs, truck drivers and transport workers

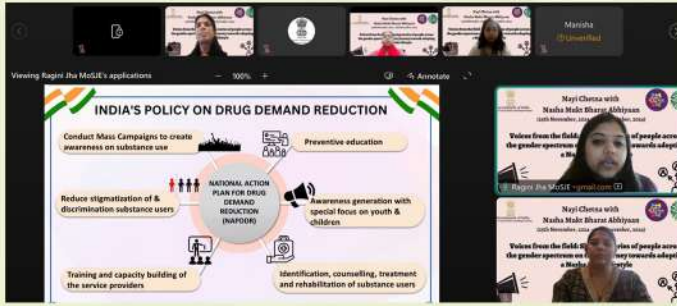


MMBA BEST PRACTICES



Nasha Mukta Bharat Abhiyaan

Nayi Chetna 3.0 and NMBA



Nayi Chetna and NMBA (Nasha Mukta Bharat Abhiyaan) were celebrated in collaboration with the Ministry of Rural Development (MoRD) and Ministry of Social Justice and Empowerment (MoSJE) to combat gender-based violence and promote a drug-free India. The initiative aimed to address the intertwined issues of substance abuse and gender violence by fostering awareness and empowering communities. A series of panel discussions brought together experts, activists, and policymakers to shed light on the impact of substance abuse on women and children, and how it contributes to gender-based violence.

Simultaneously, nationwide activities engaged people from all backgrounds, particularly in rural areas, to raise awareness about the harmful effects of both gender-based violence and substance misuse. Workshops, community events, and campaigns encouraged collective action against these issues. Through Nayi Chetna and NMBA, this initiative empowered communities to foster a safer, healthier, and more inclusive environment, marking a significant stride toward a violence-free and drug-free society. The outreach of **12,000** individuals was successfully achieved, highlighting the program's exten-

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Way Forward

Moving forward, the Nasha Mukta Bharat Abhiyan (NMBA) will strengthen its efforts to expand outreach and engagement across all regions, with a renewed focus on raising awareness and enhancing volunteer participation. We aim to deepen our partnerships with government bodies, educational institutions, and local communities to foster a more inclusive approach to drug prevention and rehabilitation. By emphasizing the importance of human rights and disability inclusion, the NMBA will work towards ensuring that every individual, regardless of their background or challenges, receives the support they need to break free from the cycle of addiction. Our collective efforts, through continued collaboration and commitment, will be essential in creating a future where substance abuse no longer holds people back from leading fulfilling, healthy lives. Together, we can ensure that every person has the chance to live free from the destructive effects of drugs.

Happy New Year!

