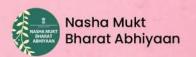




Women Pillars of Change:
Leading
Fight against substance abuse







What is inside?



Dear Readers,

against substance abuse, women have emerged as pillars of us that when women lead, change follows. change-leading prevention efforts, supporting recovery, Happy International Women's Day! and transforming communities with their unwavering commitment.

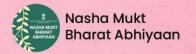
This special edition of the "Women - Pillars of Change: Lead- Smt. Radhika Chakravarthy ing the Fight Against Substance Abuse" newsletter under the Joint Secretary, Ministry of Social Justice and Empowerment Nasha Mukt Bharat Abhiyaan (NMBA) pays tribute to the remarkable women who are at the forefront of this mission. Whether as grassroots warriors, healthcare professionals, policymakers, or community mobilizers, their relentless efforts are breaking barriers and paving the way for a drug-free India.

Editor's Note

As we celebrate International Women's Day on March 8th, On this Women's Day, let us acknowledge and celebrate their contriwe honor the strength, resilience, and leadership of women butions, amplify their voices, and reaffirm our collective resolve to who are shaping a better future for our society. In the fight combat substance abuse. Their courage and determination remind

Jai Hind





FROM THE DESK OF









Nasha Mukt Bharat Abhiyaan is actively trying to curb the of submenace stance-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 victorious stand making India Drug Free.

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

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

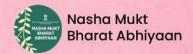
The Nasha Mukt Bharat Abhiyaan intends to reach out to the masses and spread on awareness issue of substance abuse through active participation of the youth, women and the community. Special emphasis is laid on the institutions of Higher Education, Youth Clubs, Women Groups to reach out to those vulnerable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

Dr. Virendra Kumar, Union Shri. B. L. Verma, Minister of Shri. Amit Yadav Secretary, Minister, Ministry of Social State, Ministry of Social **Justice and Empowerment Justice and Empowerment**

Ministry of Social Justice and Empowerment

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





Empowering Women, Empowering Change

Women have been at the forefront of the Nasha Mukt Bharat Abhiyaan (NMBA), playing a pivotal role in raising awareness, supporting rehabilitation, and mobilizing communities to combat substance abuse. Their collective strength and leadership have made them a driving force in shaping a drug-free India. Out of the 11+ crore people reached through the campaign, 2.24+ crore women have actively contributed to spreading awareness at the grassroots level. Anganwadi & ASHA workers, Auxiliary Nurse Midwives (ANMs), Mahila Mandals, and Self-Help Groups (SHGs) have been instrumental in educating communities and providing support to individuals struggling with addiction.

Women's involvement in NMBA extends beyond participation, it is about leadership and impact. From leading community dialogues to organizing door-to-door campaigns, they have driven change at the most fundamental levels. Their engagement with rehabilitation centers and peer-support networks has further helped dismantle stigma, ensuring that more individuals feel encouraged to seek help.

Recognizing the importance of deep community penetration, NMBA has also partnered with faith-based organizations like the Brahma Kumaris and All World Gayatri Pariwar, leveraging their extensive grassroots networks to reach women, particularly in rural and remote areas, providing a trusted, value-driven environment for conversations around addiction, making it easier for families to discuss substance abuse openly. Women, as key influencers in such communities.

The fight against substance abuse is not just about awareness – it is about breaking generational cycles of addiction and building a future where healthier choices become the norm. Women, with their ability to influence families and communities, are not just participants but torchbearers of this movement. Their leadership, compassion, and determination are shaping an India where no one fights addiction alone, and where a truly Nasha Mukt Bharat is not just a vision, but a reality in the making.

Source: https://pib.gov.in/PressReleaselframePage.aspx?PRID=1959734

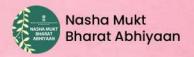


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NMBA BEST **PRACTICES** Update from States & UTs



ANDHRA PRADESH







MV Training under Nasha Mukt Bharat Abhiyaan (NMBA) were held in Kurnool and Nandyal on 11th & 12th March 2025, engaging 50 participants each. Officials from the Departments of Differently Abled, Women & Child Welfare, Education, DDAC, and Red Cross attended, alongside expert resource persons.

ASSAM

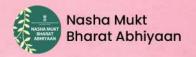






An awareness cum interactive session was organized under NMBA for Anganwadi Workers. Another awareness session on the theme of drug-free lifestyle was organized in collaboration with Beti Bachao Beti Padhao. On the occasion of Women's day, a rally was organized on the theme: Mother's Against Drugs: A family's first line of Defence.





BIHAR

CHANDIGARH

GUJARAT

















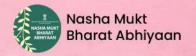
Master Volunteer training in Kis- organized events to combat drug hangani, Buxar, Purnea, Jamui, abuse, including rallies, lectures, Beausarai, Nukkad Nataks were held in Dar- GGDSD College, Dr. Satinder bhanga, Patna, Nalanda, and Sartaaj, a renowned Punjabi Under NMBA, the Awareness Vaishali. A health check-up was artist and NMBA Brand Ambas- and Oath Ceremony on Nasha organized in Samastipur. Bihar sador, inaugurated the VADA Mukt Bharat Abhiyaan took Diwas events included aware- Club's Instagram handle, with place in Anand Agricultural ness rallies, seminars, and de-ad- Hon'ble Governor Shri Gulab University, Anand, Central Jail, diction pledges across multiple Chand Kataria applauding the Vadodara, Gujarat and Jamnadistricts.

Under NMBA, Bihar conducted The VADA Clubs in Chandigarh Lakhisarai, and workshops. Notably, initiative.



gar Rural district of Gujarat.





HARYANA







Women's Day awareness.

HIMACHAL PRADESH







Various activities were organized The Ankush Foundation orga- across Himachal Pradesh to raise nized multiple awareness pro- awareness against substance grams in Hisar, Haryana, focusing abuse. These included a badminon drug abuse prevention. Activition competition in Mandi, a rally ties included sessions at Bhagat in Prini (Manali), a martial arts Phool Singh Mahila Vishwavidya- performance in Mandi during laya, BDPO Block Adampur, and Shivratri celebrations, and skill V.B.P.S, Hisar, covering topics like development sessions in Kullu. drug identification, treatment, Additionally, awareness camps and community roles. Additional and exhibitions were held in An Anti-drug abuse campaign events were held at Sukoon places like Kothipura, Mandi, and was organized under NMBA, Kendra Civil Hospital and Shikar- Bilaspur, engaging local commu- followed by a wall painting acpur village for Anti-Tobacco and nities in the fight for a drug-free tivity. society.

JAMMU AND KASHMIR

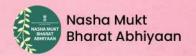


A one-day training under the Nasha Mukt Bharat Abhiyaan in Baramulla equipped Master Volunteers with skills to combat drug abuse. Organized by J&K's State Level Coordinating Agency, the programme focused on prevention, counseling, and community engagement. Participants received certificates for their commitment to anti-drug initiatives.

NAGALAND







KERALA

MANIPUR

MEGHALAYA







Vattachira, 28 February 2025 -The 'Unnathi Super League' foot- Manipur state organized initiathe joint auspices of the Ko- ing local clubs.







ball tournament, organized under tives against drug abuse, includsensitization programs, danchery District Administration, awareness events, and mass District Social Justice Depart- pledge drives. Activities included ment, and Scheduled Tribes De- wall poster campaigns, maravelopment Department, was a thons, and mobile vehicle cammajor highlight in Vattachira. The paigns with jingles. An all-womevent, held under the slogan en rally and sports meet for inter-'Sports Against Alcoholism,' saw nally displaced persons were also enthusiastic participation from organized to promote a drug-free lifestyle.

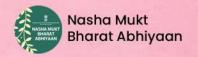






Under NMBA, Women's Day was celebrated on the theme: Mother's Against Drugs: A family's first line of Defence in multiple districts of Meghalaya.





MIZORAM

JHARKHAND

SIKKIM















Under NMBA, a painting compe- ally, the Nasha Mukt Sikkim camtion among the community.

tition on drug abuse prevention paign served as one of the highwas organized at Parvati Sharma lights of the event. The state or-Master Volunteer Training was Inter Mahila College, Simdega, ganized its first State Level organized in Siaha by the SLCA, Jharkhand, on 18th March 2025. NMBA Committee meeting for Mizoram Social Defence and Re- The event, conducted by the Dis- the year 2025. Awareness prohabilitation Board. Training for trict Social Welfare Department, gram and IEC distribution was Nodal teachers and master vol- aimed to raise awareness about conducted in Gangtok to sensiunteers was also organized in substance abuse and its preven- tize the general public against

During the 8th North East Youth Festival 2025, the winners of Nasha Mukt Sikkim reel making competition, organized month were felicitated by Hon'ble Chief Minister, Sikkim, Additiondrug use.

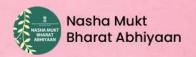
Aizwal · 14446 MARCH 2025











TELANGANA

TRIPURA

UTTARAKHAND

















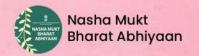


Awareness sessions were conducted across several districts with school students, in hostels, panchayat and community members. Some districts have recently been active like Warangal, RangaReddy and Narayanpet.

Mass level awareness campaigns were conducted in various dis- Under NMBA, awareness activivisions of Drugs & Psychotropic ing drug-free celebrations, and a ernment functionaries.

tricts, with primary focus on ties were held in Uttarakhand, inschool students. A one day work- cluding a marathon in Nainital, a shop on the theme "Related Pro- Holi Mahotsav in Almora promot-Substances Act, Mental Health cross-country race in Bageshwar Care Act" was organized for Gov- focusing on youth and the imporernment officials and Non-gov- tance of a drug-free India and Uttarakhand.





NMBA Crossword puzzle

Downwards

What type of groups help women overcome addiction?

What informed care do women require in de-addiction?

How do women's participation in de-addiction programs impact families?

What encourages women to seek help for addiction?

What is the term for the unique physical and emotional challenges women face during addiction recovery?

Whose fluctuations levels impact women's addiction recovery?

Which societal factor has the greatest impact on women's willingness to seek addiction treatment?

> 7. Stigma 6. hormones 5. Gender-responsive 4. Awareness 3. Positively 2. Trauma 1. Peer Downwards 1. Support Towards right

Towards Right

What do women provide to their loved ones in de-addiction?

Crossword puzzle

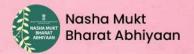
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Way forward

Women will continue to be the driving force in shaping the future of the Nasha Mukt Bharat Abhiyaan (NMBA) by leading prevention, awareness, and rehabilitation efforts at both grassroots and policy levels. Strengthening their role as change-makers, NMBA will focus on empowering women through leadership training, expanding community networks and encouraging youth-led advocacy to drive awareness.

A gender-responsive approach will ensure tailored rehabilitation and mental health support, while greater collaboration with stakeholders will enhance women-centric policies. Leveraging digital platforms, women will play a crucial role in expanding outreach, providing counseling, and fostering a supportive ecosystem for individuals in recovery.

By placing women at the heart of NMBA, we can create a stronger, healthier, and drug-free India. Their resilience, dedication, and leadership serve as a beacon of hope, inspiring communities to





