



Ministry of Social Justice
and Empowerment
Government of India



Nasha Mukta
Bharat Abhiyaan

E - NEWSLETTER

MARCH EDITION

Nasha Mukta Bharat Abhiyaan

Women
Pillars of
Change:
Leading
Fight against
substance abuse



MARCH 2025

☎ 14446

f @NMBA.MSJE

📷 @nashamuktbaratabhiyaan

✂ @NMBA_MSJE

🌐 nmba.dosje.gov.in

Nasha Mukta Bharat Abhiyaan

What is inside?

| | | | | | |
|--|---|--|---|--|--|
|  Editor's Note 02 |  From the desk of 03 |  Empowering Women, Empowering Change 04 |  NMBA BEST PRACTICES Update from States & UTs 05 - 10 |  NMBA Crossword puzzle 11 |  Way Forward 12 |
|--|---|--|---|--|--|

Dear Readers,

As we celebrate International Women's Day on March 8th, we honor the strength, resilience, and leadership of women who are shaping a better future for our society. In the fight against substance abuse, women have emerged as pillars of change—leading prevention efforts, supporting recovery, and transforming communities with their unwavering commitment.

This special edition of the "Women – Pillars of Change: Leading the Fight Against Substance Abuse" newsletter under the Nasha Mukta 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

On this Women's Day, let us acknowledge and celebrate their contributions, amplify their voices, and reaffirm our collective resolve to combat substance abuse. Their courage and determination remind us that when women lead, change follows.

Happy International Women's Day!

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 Chakravathy, Joint Secretary, Ministry of Social Justice and Empowerment

Nasha Mukta Bharat Abhiyaan

Empowering Women, Empowering Change

Women have been at the forefront of the Nasha Mukta 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 Mukta Bharat is not just a vision, but a reality in the making.

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



Nasha Mukta Bharat Abhiyaan

NMBA BEST PRACTICES Update from States & UTs



ANDHRA PRADESH



ASSAM



MV Training under Nasha Mukta 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.

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.



Nasha Mukta Bharat Abhiyaan

BIHAR



CHANDIGARH



GUJARAT



Under NMBA, Bihar conducted The VADA Clubs in Chandigarh Master Volunteer training in Kishanganj, Buxar, Purnea, Jamui, Begusarai, and Lakhisarai. and workshops. Notably, at Nukkad Nataks were held in Darbhanga, Patna, Nalanda, and Sartaj, a renowned Punjabi Vaishali. A health check-up was organized in Samastipur. Bihar Diwas events included awareness rallies, seminars, and de-addiction pledges across multiple districts.

organized events to combat drug abuse, including rallies, lectures, and workshops. Notably, at GGDSD College, Dr. Satinderbhangar, inaugurated the VADA Club's Instagram handle, with Hon'ble Governor Shri Gulab Chand Kataria applauding the initiative.

Under NMBA, the Awareness and Oath Ceremony on Nasha Mukta Bharat Abhiyaan took place in Anand Agricultural University, Anand, Central Jail, Vadodara, Gujarat and Jamnagar Rural district of Gujarat.



Nasha Mukta Bharat Abhiyaan

HARYANA



The Ankush Foundation organized multiple awareness programs in Hisar, Haryana, focusing on drug abuse prevention. Activities included sessions at Bhagat Phool Singh Mahila Vishwavidyalaya, BDPO Block Adampur, and V.B.P.S, Hisar, covering topics like drug identification, treatment, and community roles. Additional events were held at Sukoon Kendra Civil Hospital and Shikarpur village for Anti-Tobacco and Women's Day awareness.

HIMACHAL PRADESH



Various activities were organized across Himachal Pradesh to raise awareness against substance abuse. These included a badminton competition in Mandi, a rally in Prini (Manali), a martial arts performance in Mandi during Shivratri celebrations, and skill development sessions in Kullu. Additionally, awareness camps and exhibitions were held in places like Kothipura, Mandi, and Bilaspur, engaging local communities in the fight for a drug-free society.

JAMMU AND KASHMIR



A one-day training under the Nasha Mukta 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



An Anti-drug abuse campaign was organized under NMBA, followed by a wall painting activity.



Nasha Mukta Bharat Abhiyaan

KERALA



Vattachira, 28 February 2025 - The 'Unnathi Super League' football tournament, organized under the joint auspices of the Kodanchery District Administration, District Social Justice Department, and Scheduled Tribes Development Department, was a major highlight in Vattachira. The event, held under the slogan 'Sports Against Alcoholism,' saw enthusiastic participation from local clubs.

MANIPUR



Manipur state organized initiatives against drug abuse, including sensitization programs, awareness events, and mass pledge drives. Activities included wall poster campaigns, marathons, and mobile vehicle campaigns with jingles. An all-women rally and sports meet for internally displaced persons were also organized to promote a drug-free lifestyle.

MEGHALAYA



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.



Nasha Mukta Bharat Abhiyaan

MIZORAM



Master Volunteer Training was organized in Siaha by the SLCA, Mizoram Social Defence and Rehabilitation Board. Training for Nodal teachers and master volunteers was also organized in Aizwal

JHARKHAND



Under NMBA, a painting competition on drug abuse prevention was organized at Parvati Sharma Inter Mahila College, Simdega, Jharkhand, on 18th March 2025. The event, conducted by the District Social Welfare Department, aimed to raise awareness about substance abuse and its prevention among the community.

SIKKIM



During the 8th North East Youth Festival 2025, the winners of Nasha Mukta Sikkim reel making competition, organized last month were felicitated by Hon'ble Chief Minister, Sikkim. Additionally, the Nasha Mukta Sikkim campaign served as one of the highlights of the event. The state organized its first State Level NMBA Committee meeting for the year 2025. Awareness program and IEC distribution was conducted in Gangtok to sensitize the general public against drug use.



Nasha Mukta Bharat Abhiyaan

TELANGANA



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.

TRIPURA



Mass level awareness campaigns were conducted in various districts, with primary focus on in-school students. A one day workshop on the theme "Related Provisions of Drugs & Psychotropic Substances Act, Mental Health Care Act" was organized for Government officials and Non-government functionaries.

UTTARAKHAND



Under NMBA, awareness activities were held in Uttarakhand, including a marathon in Nainital, a Holi Mahotsav in Almora promoting drug-free celebrations, and a cross-country race in Bageshwar focusing on youth and the importance of a drug-free India and Uttarakhand.



Nasha Mukta Bharat Abhiyaan

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?

Towards Right

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

Crossword puzzle

| | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| J | P | M | Z | D | S | I | Q | X | J | J | T | I | G | H | U | L | J | T | J |
| R | E | Z | G | V | U | R | I | T | E | Y | O | K | O | F | X | C | K | E | L |
| W | I | U | E | K | T | Z | Y | S | N | L | R | P | T | T | K | N | V | I | S |
| E | X | E | N | I | Y | T | A | Q | T | Q | T | O | G | B | U | E | E | G | T |
| M | M | W | D | U | U | X | Z | F | J | F | R | S | J | I | D | M | X | V | I |
| Q | O | A | E | A | M | B | T | C | A | G | A | I | A | E | A | R | Y | A | G |
| P | G | B | R | W | X | I | P | J | X | X | U | T | U | K | W | N | F | U | M |
| G | F | G | R | H | F | Z | O | V | G | S | M | I | V | A | W | S | W | Z | A |
| Z | I | K | E | P | D | W | J | K | Y | U | A | V | Y | Z | L | E | U | J | S |
| I | F | H | S | V | X | R | H | H | V | O | T | E | E | P | S | G | D | T | K |
| O | C | Q | P | E | X | P | J | X | P | L | A | L | I | V | G | R | H | E | W |
| Q | O | H | O | P | L | E | B | T | Z | H | W | Y | J | Y | G | V | A | A | J |
| B | X | K | N | N | E | E | K | C | A | O | A | D | Z | K | B | N | P | P | Z |
| T | T | C | S | Z | U | R | Z | H | R | R | R | E | U | E | J | R | B | E | F |
| D | H | O | I | S | A | A | L | R | V | M | E | G | R | A | V | K | G | O | O |
| N | I | G | V | L | J | A | Z | H | H | O | N | H | T | H | V | A | S | F | U |
| C | D | H | E | I | Q | W | G | S | D | N | E | N | M | K | B | G | C | G | G |
| U | B | B | F | N | C | M | G | D | R | E | S | S | V | J | Y | F | Z | C | S |
| G | S | U | P | P | O | R | T | Y | P | S | S | Z | R | D | M | K | S | H | M |
| T | J | K | J | D | O | A | E | M | V | T | E | G | Q | Q | Z | Y | P | W | R |

Answers:

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

Nasha Muk Bharat Abhiyaan

Way forward

Women will continue to be the driving force in shaping the future of the Nasha Muk Bharat Abhiyaan (NMBA) by leading prevention, awareness, and rehabilitation efforts at both grass-roots 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

