

JANUARY EDITION STATEMENT OF THE PROPERTY OF T

Nasha Mukt Bharat Abhiyaan

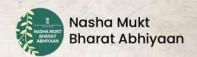
NASHA MUKT BEGINNINGS:

NINBA's PATH FORWARD









What is inside?



Dear Readers,

Happy New Year!

Welcome to the first edition of our Nasha Mukt Bharat Abhiyaan E-newsletter for this year. As we embark on a new year, it's important to celebrate the milestones we've achieved together in building a substance-free society. This edition offers a look back at our progress and a vision for the future.

Editor's Note

This year, we aim to expand our outreach, strengthen partnerships, and innovate for greater impact. Thank you for being an integral part of our journey. Together, let's make this year one of impactful change and meaningful progress.

Let's unite to create a drug-free India!

Jai Hind

Smt. Radhika Chakravarthy

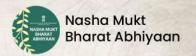
Joint Secretary, Ministry of Social Justice and Empowerment











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 India making Drug Free.

Nasha Mukt Bharat Abhiyaan is a flagship campaign to enhance evidence-based the approach towards substance use. The Abhiyaan has reached grass-root level to address challenges related to substance dependence with a contemapproach 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 India. Focusing on community involvement and collaboration with stakeholders, the campaign uses tarinterventions and awareness programs. Through this campaign, we aim to reach out to every citizen, and move towards a healthier and happier society.

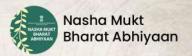
The Nasha Mukt Bharat Abhiyaan intends to reach out to the masses and spread on awareness issue of substance abuse through active participation of the youth, women and the community. Special emphasis is laid on the institutions of Higher Education, Youth Clubs, Women Groups to reach out to those vulnerable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

and Empowerment

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





Highlight of the Month

he NMBA Yuva Rally in Ludhiana on 11 January 2025 has witnessed massive participation, uniting students, educators, youth leaders, and spiritual organizations. A variety of engaging activities like essay writing, painting, street plays, and cultural programs amplified the anti-drug message. The vibrant NMBA Yuva Rally, held at Punjab Agricultural University, showcased youth-led initiatives with impactful slogans and banners. Recovered individuals and master volunteers were felicitated for their contributions, while sports kits promoted healthy lifestyles. Participants took a collective pledge against drug use, reinforcing their commitment to a drug-free India. Extensive media coverage further strengthened the campaign's outreach and impact.













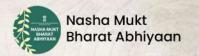






JANUARY 2025





Nasha Mukt Bharat Abhiyaan Highlight of the Month















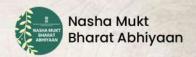












Embracing New Beginnings:

NMBA 2025

As we step into 2025, it's time to embrace new beginnings and further strengthen our commitment to a drug-free India through the Nasha Mukt Bharat Abhiyaan (NMBA). Launched by the Ministry of Social Justice and Empowerment, NMBA aims to combat the rising drug dependency across the nation. Over the years, this mission has achieved significant milestones, from raising awareness to offering rehabilitation services and creating support systems for individuals struggling with addiction.

The success of NMBA is reflected in its significant outreach efforts, having impacted more than 14.07+ crore individuals through various programs. The initiative has specifically engaged more than 4.9+ crore youth, reached 2.9+ crore women, and sensitized over 4.12+ lakhs educational institutions through its dedicated campaigns and collaborations with local governments and NGOs.

Thus far, numerous districts have successfully created drug-free zones, with community leaders and volunteers working tirelessly to spread awareness. These initiatives have empowered individuals and families to take a stand against substance abuse, contributing to healthier communities across India.

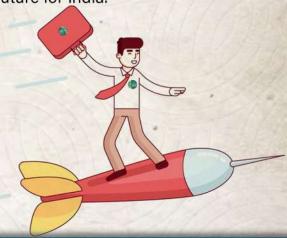
This New Year, we must renew our efforts to amplify the message of NMBA with innovative ideas. Schools, colleges, and workplaces are key platforms for outreach. Organizing youth-focused events like awareness workshops, sports activities, and art contests can engage the younger generation in meaningful ways. Using social media more effectively, by sharing real-life recovery stories, informative infographics, and expert interviews, can reach a wider, digitally-savvy audience.

By embracing these new initiatives and uniting as a collective force, we can make 2025 a year of significant progress, paving the way for a healthier, Addiction-free future for India.

- Jai Hind!

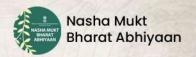
JANUARY 2024

NMBA 2025



06





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

ARUNACHAL PRADESH



The SP office of Pakke Kessang district organized a football match aimed at creating awareness among the youth. The initiative carried the motto: 'To Save the Young Generation from Illicit Drug Abuse,' emphasizing the importance of sports in promoting a drug-free lifestyle.

SIKKIM



A district-level NMBA Committee meeting was held in Pakyong District to review and discuss the implementation Nasha Mukt Bharat Abhiyaan.

ASSAM



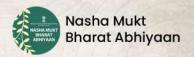




Master Volunteers and Anganwadi Workers conducted outreach activities, including Announcements through IEC van, Nukkad Nataks promoting helpline 14446, and awareness rallies in Gaon Panchayats. Mukti Clubs Nasha formed in 269 schools across Lakhimpur, A sensitization program at Kanu Bhugbari High School addressed drug abuse's effects, legal consequences, and included short films for awareness.







BIHAR







A series of anti-drug initiatives unfolded across Kaimur and Madhubani. Slogan writing, flash mobs awareness programs with Brahma Kumaris, NCC cadets, and school students joined forces to combat drug abuse, promoting a healthier, addiction-free society.

CHANDIGARH







Various drug de-addiction and awareness programs were organized across Chandigarh to address substance abuse and promote mental well-being. These initiatives included workshops, interactive sessions. nukkad nataks, and lectures conducted by experts, colleges, and organizations like VADA Club, NSS Units, and Brahma Kumaris focused on recovery, resilience, and sustainable reintegration into society.

DELHI

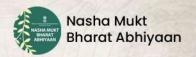






Awareness sessions to educate peer educators and adolescents about recognizing and preventing substance abuse were conducted in West and South Delhi under NMBA. The programs emphasized the consequences of drug use and highlighted NMBA's role in fosa drug-free society through active community engagement and volunteer empowerment.





GUJARAT

HARYANA

HIMACHAL PRADESH

















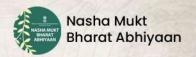


Awareness programs in Sabarkantha and Junagadh districts engaged students and teachers, emphasizing the Drug-Free India Campaign's objectives and legal aspects. The sessions also focused on raising awareness about substance abuse prevention, children's rights, and the role of the community in creating a drug-free environment.

Under the 'Nasha Mukt Bharat Abhiyaan,' youth dialogue and awareness programs against drug addiction were held in Hansi, Hisar, including events at Government Model Sanskriti Senior Secondary School and Sanatan Dharma Mahila Mahavidyalaya. These programs, which involved students, eminent personalities, and journalists, emphasized a shared vision for a drug-free India.

CPLI under NAPDDR organized impactful sessions on life skills, time management, substance abuse prevention, and sports, inspiring adolescents to lead disciplined, drug-free lives. A notable Jam Session at Maa Santoshi ITI, Ghumarwin, highlighted youth engagement, graced by the Hon'ble Minister of TCPH, promoting technical education and healthy lifestyle initiatives among participants.





KERALA

JAMMU AND KASHMIR

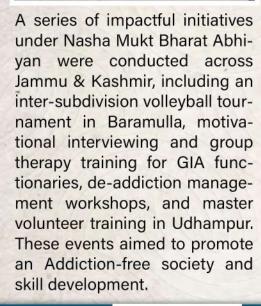


MAHARASHTRA















Master Volunteer Training was held in Palakkad and Kozhikode districts of Kerala. Organized by the State Level Coordinating Agency (SLCA) Kerala, Changanacherry Social Service Society, the training included participation from district officials, focusing on enhancing skills for implementing NMBA at the local level.

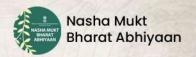






On 15th January 2025, a homage-paying event the thoughts of Swami Vivekananda was organized under the Anti-Drua Oath campaign Nashabandi Mandal, Maharashtra State, under the leadership of Zilla Parishad Palghar. The initiative saw a huge response, with 2,62,804 students, teachers, and staff pledging (offline and online) to stay away from drugs.





MANIPUR

ODISHA

PUNJAB















ନିଶାମ୍ରକ୍କ ଭାରତ ଅଭିଯାନ ପାଇଁ କାର୍ଯ୍ୟକାରିଣୀ ବୈଠକ

ବୈଠକରେ ଆକୋଟନା କରାଯାଉଛି । ଦେବସକୁ,୧୫୧୧(ଉଣାଙ୍କ ରେଖର ସାଙ୍କର)

କଥରେ ଦିଲା ସମ୍ମସିକ ସୁରକ୍ଷ ଦିହାର ପଥରୁ ନିନାପାନ ନମନ୍ତ କୁମର ସାହୁଙ୍କ ଅଧ୍ୟଥନରେ ନିଶା ପୁରୁ ଜାତନ ସାହୁଙ୍କ ଅଧ୍ୟକ୍ଷରରେ ନାଖ ପୁଲ୍ଲ ଜୀବନ ଅଭିଯାନ କାର୍ଯ୍ୟକାଭିଣୀ ବୈଦକ ଅନୁକୃତ

ପଥପ୍ରୀତ ନାଟକ ମଧ୍ୟମରେ ଜନଙ୍କରେନେତା ନରିବ ପାଇଁ ଗୁଲୁଣ୍ଡରୋପ କରିଥିଲେ । ସ୍ୱେଲ୍ଲସେବୀଙ୍କ ତାଲିମ ଓ କରାଯାଇଥିଲା । ବୈଠକରେ ଆଉଥା

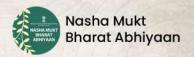
ପ୍ରଧାନ, ଆଇଆଗ୍ରିଏ ହୁଷାକେଶ ସାହୁ, କମୁନିଟି ଅର୍ଜାନାଲଜର ପୌର ପରିଷଦ ମୋନାଲିସା ପଣ୍ଟା, କ୍ରହ୍ମ କୁମାରୀ, ନମିନ ଗୋଇ, ବାରଗୋଟ ପୁଟ ସାମାଜିକ ପୁରଥା ଅଧିକାରୀ ପ୍ରଜନ ଜ୍ୱମାର ସାହୁଓ ଜିଲା ସ୍ୱଚନା

programme awareness under NMBA was conducted at a special Gram Sabha in Imphal East District. The event included a Training of Trainers (TOT) for Master volunteers on NMBA. Additionally, master volunteers from Kakching District were trained on NMBA's objectives, mentation."

Odisha intensifies against substance abuse under Nasha Mukt Bharat Abhiyan. Recent initiatives include a Navchetna rally in Cuttack, Master Volunteer training in Cuttack, and a district-level NMBA meeting in Deogarh, fosoutreach strategies, and imple-tering a collective effort towards a drug-free society.

A Mega rally to spread awareness against substance use was conducted in Ludhiana in the presence of Hon'ble Minister of Social Justice and Em-Virendra powerment, Dr. Kumar, Hon'ble Governor of Punjab Mr. Gulab Chand Kataria, Hon'ble Chief Minister of Punjab, Mr. Bhagwant Mann, and various other dignitaries. The rally proceeded with essay writing, rangoli making, and painting competition which began from the beginning of January, followed by a participation of nearly 800 people in the rally on 11th January 2025.





RAJASTHAN

TELANGANA

TRIPURA











Through the creation of popular





awareness and the execution of pledge activities under NMBA, Mission Parivarthana, has been effectively reaching out to Telangana's remotest regions. With an emphasis on the labour community and factory workers, awareness sessions were conducted in educational institutions, gram panchayats, anganwadi centers and villages, students, youth and women. Along with this, SLCA (New Hope Association) has been actively car-

rying out the Master Volunteers'

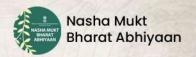
Training Program across several

Various awareness programs and pledges were organized across districts, including the Nasha Mukt Sports League in South Tripura District, featuring cultural programs and Nukkad Natak. Audio messages from drug-cured individuals, in Kokbrok and Bengali languages, played during sports events at schools to encourage youth to adopt a healthy lifestyle and say no to drugs.

Under NMBA, a meeting organised by Aarogya District De-addiction Center with Jila Vidhik Sewa Pradhikaran & Lions club regarding substance awareness activities in various school and block for better approach to student and public at Aarogya District De-addiction Center Udaipur, Rajasthan.

districts.





UTTARAKHAND

UTTAR PRADESH

WEST BENGAL







Under the "Nasha Mukt Bharat Abhiyan," a van was flagged off in Tehri Garhwal to promote drug-free awareness across the district. A counseling session was conducted at HNBGU in Srinagar Garhwal, and posters and wall paintings were created outside district offices and community walls in Tehri Garhwal, Uttarakhand.





As a part of Nasha Mukta Bharat Abhiyaan, An Essay Writing and Poster making competition was organised in Rajkiya High School Bagapar Gauri Bazar, Deoria, Uttar Pradesh.

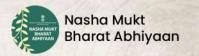






An awareness Programme on drug abuse prevention was conducted for women members of New Star Club, Topsia by Calcutta Samaritans, State Level Coordinating Agency, for West Bengal and Sikkim. In addition to this, the SLCA also organised a School-based awareness program on drug abuse prevention in Howrah district, A three-day training session was organized for the family members of staff serving at various de-addiction centres seeking funds under NAPDDR scheme in West Bengal.





Nasha Mukt Bharat Abhiyaan A Glimpse of 2024: NMBA

















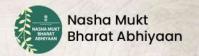












Nasha Mukt Bharat Abhiyaan A Glimpse of 2024: NMBA

















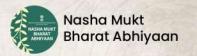












Nasha Mukt Bharat Abhiyaan **Way Forward**

Let's build on our achievements and accelerate our efforts in 2025. Expanding outreach through digital platforms, community events, and innovative campaigns will engage youth and vulnerable communities. Strengthening partnerships with local governments, educational institutions, NGOs, and community leaders will amplify our impact. Empowering volunteers through enhanced training and support will drive localized, lasting change. Creative initiatives like sports events, art competitions, and cultural programs will make awareness efforts more engaging. Together, we move toward more drug-free zones and healthier communities. Wishing you a powerful start to 2025—one of hope, resilience, and progress!



FEEDBACK





