



Ministry of Social Justice
and Empowerment
Government of India



Nasha Mukta
Bharat Abhiyaan

E - NEWSLETTER

JANUARY EDITION

Nasha Mukta Bharat Abhiyaan

NASHA MUKT BEGINNINGS:

NMBA'S PATH FORWARD

2025



JANUARY 2025

14446

@NMBA.MSJE








@nashamukt Bharatabhiyaan

@NMBA_MSJE

nmba.dosje.gov.in

Nasha Mukta Bharat Abhiyaan

What is inside?

 Editor's Note 02	 From the desk of 03	 Highlight of the Month 04-05	 Embracing New Beginnings: NMBA 2025 06	 NMBA BEST PRACTICES Update from States & UTs 07-13	 A Glimpse of 2024: NMBA 14 - 15	 Way Forward 16
--	---	--	--	--	---	--

Dear Readers,
Happy New Year!

Welcome to the first edition of our Nasha Mukta 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 Chakravathy

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

Nasha Mukta Bharat Abhiyaan

Highlight of the Month

The 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.



YUVA RALLY



JANUARY 2025

Nasha Muk Bharat Abhiyaan

Highlight of the Month



Nasha Mukta Bharat Abhiyaan

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 Mukta 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!

NMBA 2025



Nasha Mukti Bharat Abhiyaan

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.

ASSAM



SIKKIM



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

Master Volunteers and Anganwadi Workers conducted outreach activities, including Announcements through IEC van, Nukkad Nataks promoting helpline 14446, and awareness rallies in Gaon Panchayats. Nasha Mukti Clubs were 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.

Nasha Muk t Bharat Abhiyaan

BIHAR



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 natak, 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 fostering a drug-free society through active community engagement and volunteer empowerment.

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.

Nasha Muk Bharat Abhiyaan

GUJARAT



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.

HARYANA



Under the 'Nasha Muk 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.

HIMACHAL PRADESH



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.

Nasha Muk Bharat Abhiyaan

JAMMU AND KASHMIR



KERALA



MAHARASHTRA



A series of impactful initiatives under Nasha Muk Bharat Abhiyan were conducted across Jammu & Kashmir, including an inter-subdivision volleyball tournament in Baramulla, motivational interviewing and group therapy training for GIA functionaries, de-addiction management workshops, and master volunteer training in Udhampur. These events aimed to promote an Addiction-free society and skill development.

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 to the thoughts of Swami Vivekananda was organized under the Anti-Drug Oath campaign by 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.

Nasha Mukta Bharat Abhiyaan

MANIPUR



An awareness programme 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, outreach strategies, and implementation."

ODISHA



ନିଶାମୁକ୍ତ ଭାରତ ଅଭିଯାନ ପାଇଁ କାର୍ଯ୍ୟକାରିଣୀ ବୈଠକ
ବୈଠକରେ ଅନୁମୋଦନ କରାଯାଇଛି।
ଦେବପୁର, ୧୫.୧. (କୋର ଶେଷ ସଂସଦ) ଶ୍ରୀମତୀ ଡି.ଏ.ଏ. ସିଂହଙ୍କ ସମ୍ପର୍କରେ ଗୋଟିଏ ସମ୍ବନ୍ଧିତ ସମୀକ୍ଷା ସମ୍ମେଳନା ଚଳିଲା ଏବଂ ସମସ୍ତଙ୍କର ଉପସ୍ଥିତିରେ ଏହାକୁ ଅନୁମୋଦନ କରାଗଲା। ଏହି ସମ୍ମେଳନାରେ ଏକ ନିୟୋଜନା ପତ୍ର ଓ ଏକ ପ୍ରତିରୋଧକ କର୍ମକ୍ରମ ପ୍ରତି ଅନୁମୋଦନ କରାଯାଇଥିଲା। ବୈଠକରେ ଅନୁମୋଦନ କରାଯାଇଥିଲା ଏବଂ ଏହାକୁ ପ୍ରତିରୋଧକ କର୍ମକ୍ରମ ପ୍ରତି ଅନୁମୋଦନ କରାଯାଇଥିଲା।

Odisha intensifies its fight against substance abuse under Nasha Mukta Bharat Abhiyan. Recent initiatives include a Navchetna rally in Cuttack, Master Volunteer training in Cuttack, and a district-level NMBA meeting in Deogarh, fostering a collective effort towards a drug-free society.

PUNJAB



A Mega rally to spread awareness against substance use was conducted in Ludhiana in the presence of Hon'ble Minister of Social Justice and Empowerment, Dr. Virendra 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.

Nasha Mukta Bharat Abhiyaan

RAJASTHAN



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

TELANGANA



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 carrying out the Master Volunteers' Training Program across several districts.

TRIPURA



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

Nasha Mukta Bharat Abhiyaan

UTTARAKHAND



Under the "Nasha Mukta 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.

UTTAR PRADESH



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.

WEST BENGAL



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 drug de-addiction centres seeking funds under NAPDDR scheme in West Bengal.

Nasha Muk Bharat Abhiyaan

A Glimpse of 2024: NMBA



Nasha Muk Bharat Abhiyaan

A Glimpse of 2024: NMBA



Nasha Muk 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

