#### EDITOR'S NOTE



#### Dear Readers,

Nasha Mukt Bharat Abhiyaan, the flagship campaign of the Ministry of Social Justice and Empowerment has been successfully taking the government's clarion call against drug and substance abuse to the nooks and corners of the country. A coalition of the central and state governments, health care providers, law enforcement agencies, educational institutions and community organizations are working round the clock on the successful implementation of the Abhiyaan. The responsibility is now on each one of us, especially the youth of the country to come together as a community, to take action against the drug and substance use problem. The eleventh edition of the e-newsletter is thus an appeal for National Unity against Substance Abuse. Unity of action against the deadly drug menace provides support to the actors involved and fosters stable and healthy communities. Through unified participation we can arrive at novel, constructive and long-lasting strategies to solve this problem. Hence, a collective response to the control and prevention of drug abuse is the need of the hour.

This edition highlights the concerted and multi-faceted efforts made by all the stakeholders under the Abhiyaan. The Ministry acknowledges the power of social media in reaching out to the masses especially the youth networks across the country. The message of the Abhiyaan is actively spread in its Twitter, Facebook and Instagram handles to educate the students about the ill-effects of drug abuse. The progress of the total reach out and impact of the Abhiyaan can effectively be gauged by statistics of the social message pages which is covered in this edition. The last section of the newsletter is dedicated to display the creative posters prepared by the intern's engaged as part of the Abhiyaan.

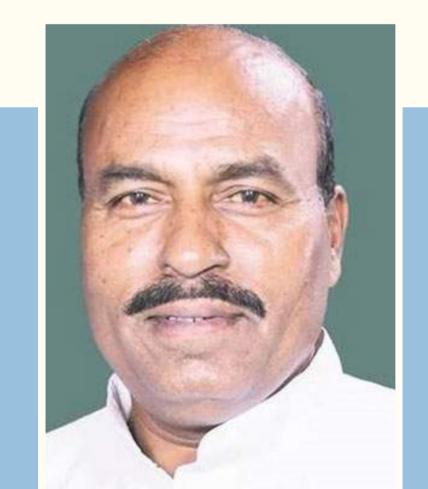
We are delighted to present the accomplishments the Abhiyaan has achieved so far and sincerely hope you enjoy reading the same. We would like to once again thank one and all for your support in this journey.

Sincerely,

**Editorial Board** 







Nasha Mukt Bharat Abhiyaan is actively trying to curb the menace of substance abuse through a strategic work plan. The strength of the Abhiyaan lies in its ability of mobilising masses and involving all stakeholders on a unified strategy to combat substance abuse and encourage a healthy lifestyle. Together we shall stand victorious in making India Drug Free.

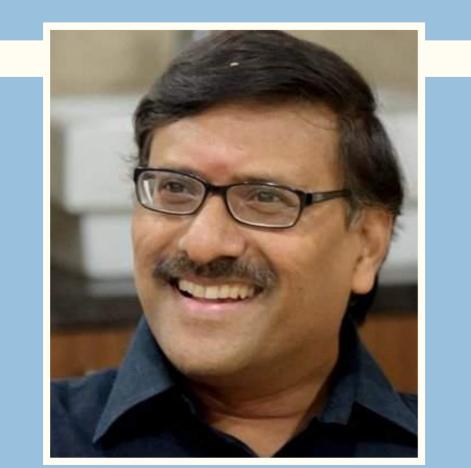
Dr. Virendra Kumar Hon'ble Minister

Ministry of Social Justice and Empowerment

Nasha Mukt Bharat Abhiyaan is a flagship campaign to enhance the evidence based approach towards substance abuse. The approach of the Abhiyaan is contemporary to engage youth and comprehensive to converge the activities done by all the stakeholders for a common goal of making India free of substance abuse.



Shri. A. Narayanaswamy
Minister of State
Ministry of Social Justice and Empowerment



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Through the Nasha Mukt Bharat Abhiyaan we propose to bring a major change in these 272 districts in terms of drug usage. The ultimate aim is to free this country from the menace of narcotics and other harmful substances and empower the youth with good health.

Shri. R Subramanyam
Secretary
Ministry of Social Justice and Empowerment

The Nasha Mukt 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 & Decial emphasis to reach out to those vulnerable to substance use for early age prevention.



Smt. Radhika Chakravarthy

Joint Secretary

Ministry of Social Justice and Empowerment

#### OCTOBER EDITION

#### WHAT'S INSIDE?

- Glimpses of state activites
- Interns Corner
- Success Story: 'Together we stand'
- NMBA\_Trending
- Way Forward





#### 1311-IAIR

As part of the Nasha Mukt Bharat Abhiyaan, Directorate of Social Security, Patna has been playing thought provoking radio jingles in all prominent stations which will continue for the entire month of October. Regular newspaper advertisements are also being made to propel the message of substance use prevention. 5 villages in Bhojpur have been surveyed for impact assessment by IQVIA team. The major focus of the team was on analysing the outreach activities conducted in the district and to discuss the future course of work.

# GUJARAII

In Rajkot district of Gujarat, more than 400 students and teachers participated in an awareness generation programme conducted by district administration under the Nasha Mukt Bharat Abhiyaan in collaboration with NALSA in Atmiya college. The programme discussed majorly about the importance of introducing good habits among young participants to reduce the chances of addiction and dependency. Furthermore, a third party impact assessment is also in progress of the Abhiyaan in the districts of Gujarat through community interaction.





# PUNJAB & HARYANA

The district administration of Hisar conducted multiple events to propagate the message of Nasha Mukt Bharat Abhiyaan wherein students of Alipur block were made aware about the ill effects of substance use through an oath taking ceremony. A cycle rally was also conducted by the administration which saw participation from people of varied age groups. In Punjab, the district administration organised a poster making competition for school students under Nasha Mukt Bharat Abhiyaan to provide young individuals a space to unleash their creativity and increase their knowledge at the same time.



#### उत्कल मेल संवाददाता

सिमडेगा: राष्ट्रपिता महात्मा गांधी एवं लाल बहादुर शास्त्री की जयंती के अवसर पर समाज कल्याण विभाग द्वारा चलाई जा रही नशा मुक्त भारत अभियान रैली में सिमडेगा उपायुक्त सुशांत गौरव, पुलिस प्रचार-प्रसार कार्यक्रम सम्मिलित है, अधीक्षक डॉ शम्स तब्रेज, सिविल उन्होंने कहा कि इस पावन अवसर सर्जन डॉक्टर पी के सिन्हा, पर सिमडेगा जिले के नवयुवकों को अनुमंडल पदाधिकारी महेन्द्र कुमार, नशा पान से दूर रहना चाहिए। एवं जिला समाज कल्याण क्योंकि नशा युवाओं के परिवार में पदाधिकारी रेणुबाला द्वारा 2 हिंसा एवं कलह फैलाता है। आज अक्टूबर 2021 को केलाघाघ मोड़ नशे के कारण अपराध, अपराहण, से गांधी मैदान तक पैदल यात्रा नशा सड़क दुर्घटना, एवं अन्य घटना मुक्त बैनर एवं नशा मुक्त टोपी पहने सिमडेगा जिला में हो रही है नशे प्रतिभागी के साथ किया। उन्होंने इस जैसे समस्या के रहते हुए हम अच्छे अवसर पर युवा पीढ़ी को मद्यपान दिन की कल्पना भी नहीं कर सकते एवं अन्य मादक द्रव्यों, नशीली हैं। युवापीढ़ी के अलावा भविष्य के दवाओं के दुरुपयोग की रोकथाम लिए नशा मुक्त सिमडेगा बनाये। हेतु स्थानीय समाचार पत्रों के माध्यम व्यापक जन समिति विकास करने के से नशापान के विरुद्ध आलेखों एवं लिए समाज कल्याण पदाधिकारी, अन्य प्रेरक समाचार पत्रों में रेणुबाला ने कहा है कि 4 अक्टूबर प्रकाशन, महा विश्वविद्यालय एवं 2021 को नशा मुक्त संकल्प विद्यालय में नशा पान के विरुद्ध समारोह जिला जन-सम्पर्क विभिन्न प्रतियोगिताओं का कार्यालय में 1:00 अपराह्न में



नारों का दीवार लेखन एवं अन्य

## JI-IARICAND

In Jharkhand, radio jingles have been shared on prominent stations of Hazaribagh to spread the message of Abhiyaan. Simdega and Khunti districts have started a drive to identify hotspots where usage of substances is in high demand. The administration has taken various measures such as conducting rallies, oath ceremonies and sending out protocols to local police officials to continue to cease and desist such activities.

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The Malappuram district of Kerala organised an award ceremony felicitating the winners of various competitions held under Nasha Mukt Bharat Abhiyaan. The District Collector, Mr. V.R. Premkumar IAS, congratulated and motivated the winners to continue their fight against menace caused by drug abuse. The district in association with the legal services authority also organised an awareness session in the government's women college. A two day training was undertaken for volunteers of Perumpadappu, Gram panchayat of Malappuram for effective dissemination of the message of Nasha Mukt Bharat to the grassroots.





## MADINA PRADESII

Week-long activities were undertaken to spread the message of Drug Free India in various districts of Madhya Pradesh to commemorate Gandhi Jayanti. Mandsaur district held rallies for school children to spread the message of Nasha Mukt Bharat. Rewa district organised an awareness programme which was held for veterinary college students. Datia district undertook awareness sessions and competitions in schools with focus on building a healthy and drug free childhood. Jabalpur district organised awareness rallies in prominent places that gather masses. A drawing competition was organised for children in Siddh Baba Basti wherein the children also took an oath to lead a drug free life and contribute to drug free society.



## MAHARASHIRA

Under the Nasha Mukt Bharat Abhiyaan, the deaddiction centre of the department of Psychiatry, Gokuldas Tejpal Hospital, Mumbai conducted a 2 day seminar for nursing students of the hospital on the occasion of mental health week. The seminar was well received by the participants. The seminar provided training to the students on the topic management of addiction and prevention of suicide. The sessions were interactive in nature and consisted of practical based modules for maximum retention of the concept.

## THANGANA

The Mahabubnagar district administration has added a novel feather to its cap. Nasha Mukt Bharat Mandal-level Counselling Centres, headed by the Tehsildar have been inaugurated in all the 16 mandal Excise offices. A team of 6 officers- excise officer, multi-purpose health counsellor, ICDS supervisor, lawyer, and two SHG members will be imparting counselling once a week in these centres. Another unique initiative is the 'Each One Adopt One HEI' drive. The adoption officers along with the district collector will each adopt a higher education institution (HEI) to declare them drug-free. A refresher training programme was conducted for the Master Volunteers who in turn organised awareness and sensitisation sessions in schools and colleges.





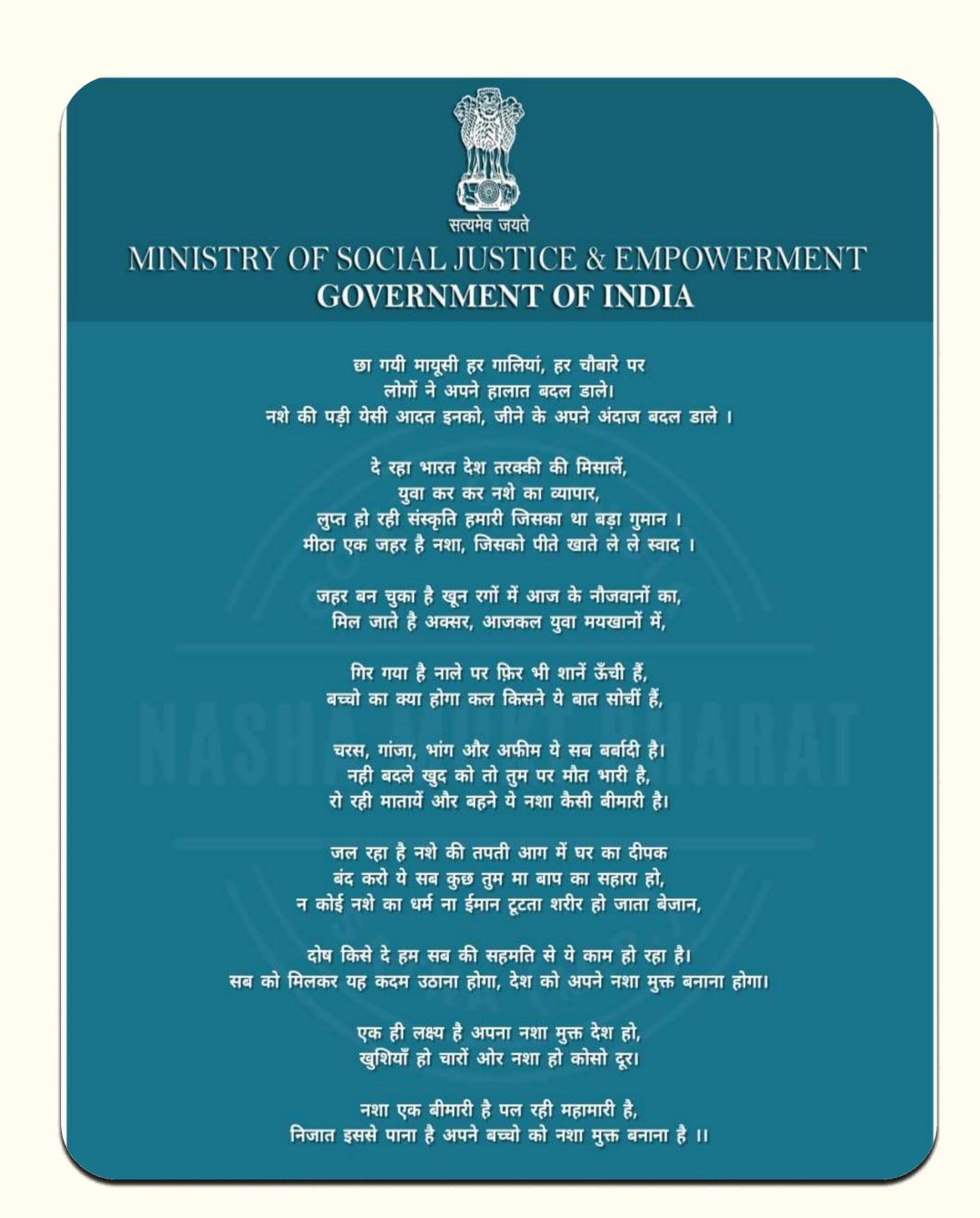
### UTTAR PRADESH

Uttar Pradesh has been tirelessly working to sensitize the youth through its targeted interventions. Gautam Budh Nagar and Moradabad district have pledged to sensitize all the higher educational institutions in the district through strategic planning and timely execution. A mass oath taking ceremony was administered in the assemblies of several schools where a pledge was taken to be drug-free and drug-sensitized. The anti-drugs youth club of Bhagirath Public School, Ghaziabad organised a signature campaign for the school children. The district administration of Agra focused on the sensitization of senior secondary schools and the crucial role of youngsters in the Abhiyaan.

#### SUCCESS STORY: "TOGETHER WE STAND"

Mr. Ramesh was leading a blissful life with his family prior to succumbing to substance use disorder. He was hardworking, earned a decent living and was polite. Everyone loved him because of his sweet disposition. All was going well until he met with an unfortunate accident which left him traumatized and unemployed. Due to this, he was unable to secure a new job and provide for his family; thus made him feel even more miserable. Slowly, his mental health started deteriorating further, causing him to consume substances with his friends. He started displacing his sadness by chasing temporary high and wasted the last of his savings on it. Seeing his distressed condition, his family brought him to a nearby de-addiction centre where he received a composite treatment for his illness. Unfortunately, once he reached home, the physical stressors caused him to relapse. In this entire process, his family consisting of his wife and daughter stood by him and provided strength and encouragement to get his life back on track. They motivated him to start treatment again at the rehabilitation centre. Fighting against substance use is a tedious task, Ramesh had to join the programme thrice due to his worsening condition after every relapse, but he never gave up! Now, he lives a life of sobriety with his family as an electric worker. His story provides hope for the future that with proper support and care, one can always regain the joys of a happy and healthy life.

\*Names have been changed for confidentiality



#### SAURABH SINGH



ARYAN SHARMA

#### INTERN'S CORNER

This section is dedicated to the interns who were engaged with the Ministry in making the Nasha Mukt Bharat Abhiyaan impactful through their innovative posts on social media. They have diligently shared the message of creating a drug free india with the community to sensitize people about drug demand reduction.



ANUSHKA PANDEY



DEEPAK YADAV



AKSHITA GARG

# #NMBA\_TRENDING

The undeniable buzz and importance of social media has been recognised by democracies, worldwide. The Ministry of Social Justice and Empowerment has been making all the possible attempts to engage and sensitize people in constructive discussions over social media platforms like Twitter, Facebook, Instagram and Youtube. The social media team of Nasha Mukt Bharat Abhiyaan has been assiduously employing the current trends and activities in order to reach out to the target groups. The special focus of the social media team is on adolescents and youth. The Ministry of Social Justice and Empowerment is going the extra mile and devising innovative ideas for the welfare and well being of the masses especially the substance use dependents, their families and other high risk groups.

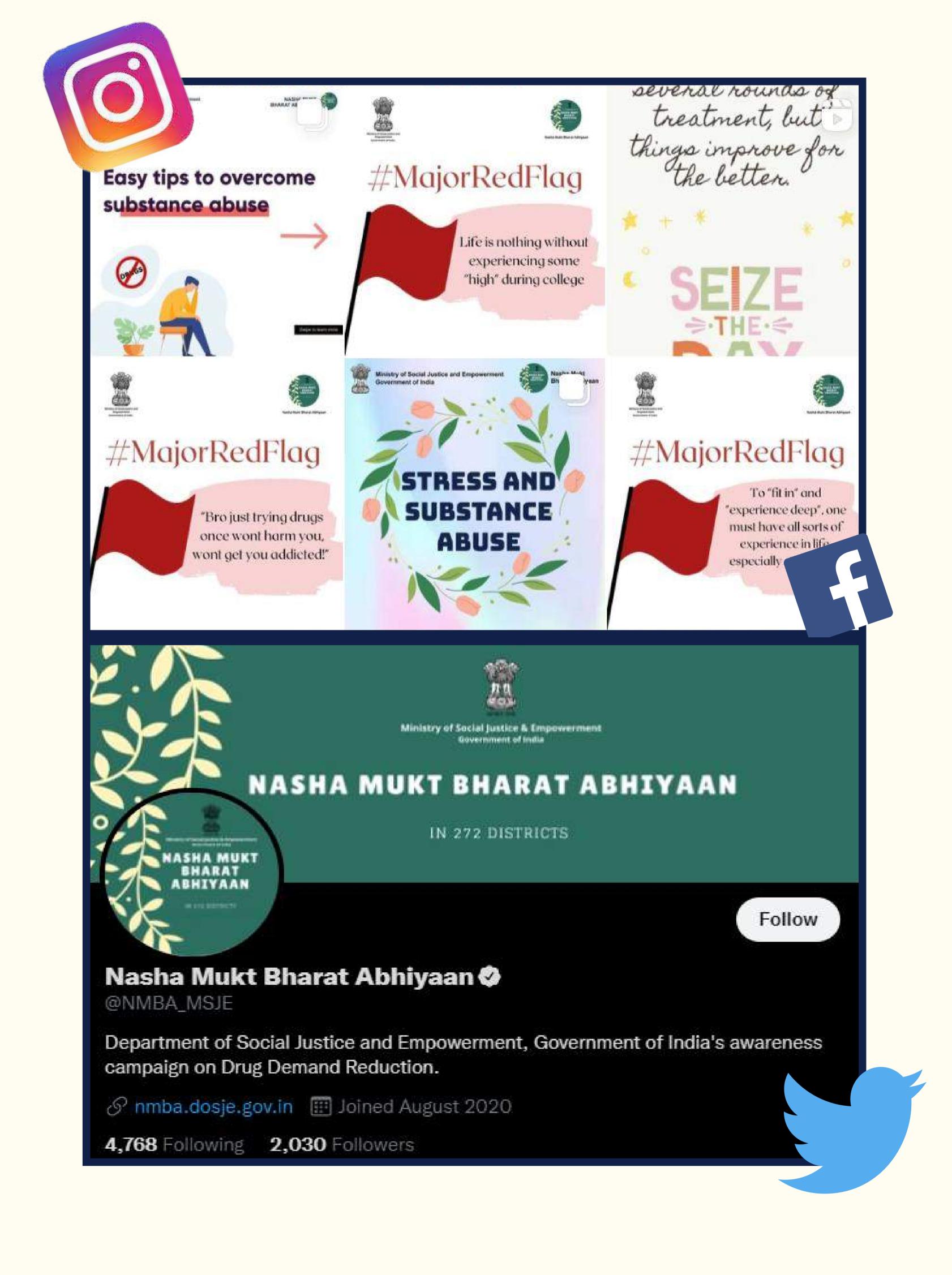
We request our readers to go through our social media pages and show us support by liking, following and sharing our content. The hope is to have an earnest engagement with you all in this journey.

Follow us on:

Facebook: <a href="mailto:oNMBA.MSJE">ONMBA.MSJE</a>

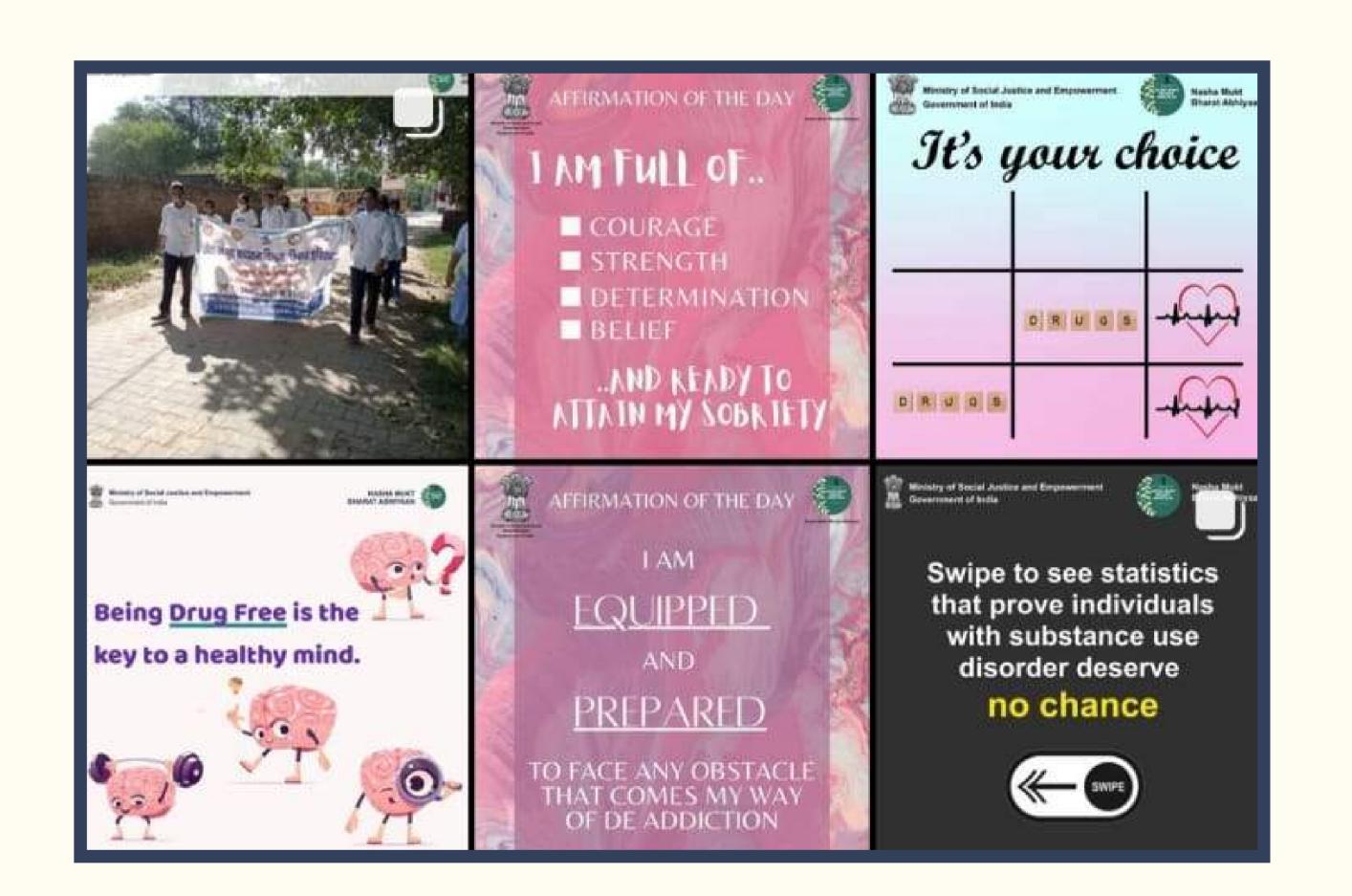
Instagram: <a href="mailto:onashamuktbharatabhiyaan">onashamuktbharatabhiyaan</a>

Twitter: @NMBA\_MSJE









#### WAY FORWARD

On the occasion of National Unity Day, Nasha Mukt Bharat Abhiyaan calls for unity and cooperation from the citizens to unite against the menace of substance use. It is currently the most pertinent threat that is penetrating our borders and destroying the lives of our fellow brethren. Collective efforts and common endeavour is the key in the fight against drug and substance abuse. None other than Sardar Vallabhbhai Patel has aptly remarked on the importance of unity to overcome obstacles, we thus conclude this edition with his words of wisdom.

"By common endeavor we can raise the country to a new greatness, while a lack of unity will expose us to fresh calamities."

Write to us your valuable feedback on nmba.newsletter20@gmail.com