

NASHA MukT BHARAT ABHIYAAN

Nasha MukT Bharat Abhiyaan was launched on 15th August 2020 by the Ministry of Social Justice & Empowerment and is being implemented in 372 most vulnerable districts based on the findings of the first Comprehensive National Survey and inputs from the Narcotics Control Bureau (NCB).

Objective and Target group:

Nasha MukT Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance abuse through various activities like:

- Awareness generation programmes
- Focus on higher educational Institution, university campuses and schools
- Reaching out into the Community and identifying dependent population,
- Focus on counselling & treatment facilities in hospitals & rehabilitation centres
- Capacity building programmes for a service providers

As part of the Abhiyaan, special emphasis is laid on the participation of stakeholders such as women, children, educational institutions, civil society organizations etc. who may be directly or indirectly affected by substance use

Achievements of NMBA

- Till now, through the various activities undertaken on-ground, 9.3+ crore people have been sensitized on substance use including 3+ Crore Youth and 2+ Crore Women.
- Participation of 2.7+ Lakh educational institutions have ensured that the message of the Abhiyaan reaches children and youth of the country.
- A strong force of 8,000+ Master Volunteers (MVs) who have been identified and trained.
- Awareness through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram
- NMBA Mobile Application developed to gather and collect the data of NMBA activities and represent on the NMBA Dashboard at district, state and national level.
- NMBA Website (<http://nmba.dosje.gov.in>) provides detailed information and insights to the user/viewer about the Abhiyaan, an online discussion forum, NMBA dashboard, e-pledge.
- A National Online Pledge to be Drug Free had 1.67+ Crore students from 99,595 educational institution pledged to be drug free

- To mark the International Day Against Drug Abuse & Illicit Trafficking, a month-long online engagement programme
- Events like 'Nashe se Azaadi- A National Youth and Students Interaction Programme', 'Naya Bharat, Nasha Mukh Bharat', 'NMBA Interaction with NCC' are regularly organized to engage and connect with youth and other stakeholders
- Continuing engagement and involvement of youth in the Nasha Mukh Bharat Abhiyaan, MoSJE organized an Interaction with National Cadet Corps in the presence of Hon'ble Raksha Mantri & Hon'ble Minister for SJE. The event was attended by 700 cadets physically and lakhs of NCC Cadets and youth joining online
- Spiritual/Social Service organizations like Chinmaya Mission, RK Mission, Art of Living Foundation, Brahma Kumaris & Sant Nirankari Mission are active and have extended support to NMBA.