



Research Unit
Press Information Bureau
Government of India

Nasha Mukht Bharat Abhiyaan **A National Movement Towards a Drug-Free India**

6th May, 2025

Summary

- Launched on **15 August 2020** by the **Ministry of Social Justice and Empowerment**, **Nasha Mukht Bharat Abhiyaan (NMBA)** is a nationwide campaign addressing **substance abuse** through **prevention, treatment, and rehabilitation**.
- Backed by a **three-pronged strategy**—**supply control, demand reduction, and medical treatment**—led by key ministries and local administrations.
- Through grassroots outreach, over **15.58 crore people**, including **5.20 crore youth** and **3.30 crore women**, have been sensitised.
- More than **27.76 lakh individuals treated**, **730+ free centres**, and **10,000+ Master Volunteers** trained to support de-addiction efforts.
- The integration of **tech tools, helplines, and institutional partnerships** has strengthened India's fight for a drug-free society.

Drug addiction is a significant and growing concern across India, posing serious challenges to individuals, families, and society at large. It particularly affects the younger generation, leading to severe consequences, including rising crime rates, strained interpersonal relationships, limited economic prospects, and a broader detrimental impact on societal well-being. Substance use disorders constitute a major public health issue, intertwined with psychological distress, prejudice, stigmatisation, and community instability. Additionally, factors such as genetic susceptibility, mental health conditions, and dysfunctional family environments, including child abuse or neglect, significantly increase the vulnerability of individuals to substance abuse.

Article 47 of the Constitution of India, under the Directive Principles of State Policy, places a moral obligation on the State to curb the consumption of intoxicating substances that are injurious to health. In alignment with this constitutional mandate, the **Ministry of Social Justice and Empowerment** launched the **National Action Plan for Drug Demand Reduction (NAPDDR)** in **2018**, with a roadmap extending till **2025**. The NAPDDR aims to address the growing challenge of substance abuse through a comprehensive framework focused on **preventive education, awareness generation, counselling, treatment, and rehabilitation**.

Assessing the Challenge: Key Findings from the National Survey (2018)

To accurately gauge the extent of this crisis, the **Ministry of Social Justice & Empowerment**, in collaboration with the **National Drug Dependence Treatment Centre (NDDTC)** at **AIIMS, New Delhi**, conducted **India's first-ever comprehensive survey on substance abuse in 2018**. The findings, published in **2019**, provided crucial insights into the magnitude of drug dependency across the country:

Alcohol emerged as the most widely consumed psychoactive substance, with approximately **16 crore** individuals using it. Of these, more than **5.7 crore people** are severely affected, requiring immediate treatment and support for harmful or dependent alcohol use.

Cannabis ranked second, with around **3.1 crore** individuals consuming cannabis products, of whom approximately **25 lakh** suffer from severe dependency.

Opioids, one of the most harmful categories of drugs, are used by approximately **2.26 crore individuals**, with nearly **77 lakh** requiring urgent intervention and support.

An alarming **8.5 lakh people** are estimated to inject drugs intravenously, primarily concentrated in states such as **Uttar Pradesh, Punjab, Delhi, Andhra Pradesh, and Telangana**.

An alarming trend is the high prevalence of **inhalant usage** among children and adolescents, significantly exceeding adult consumption.

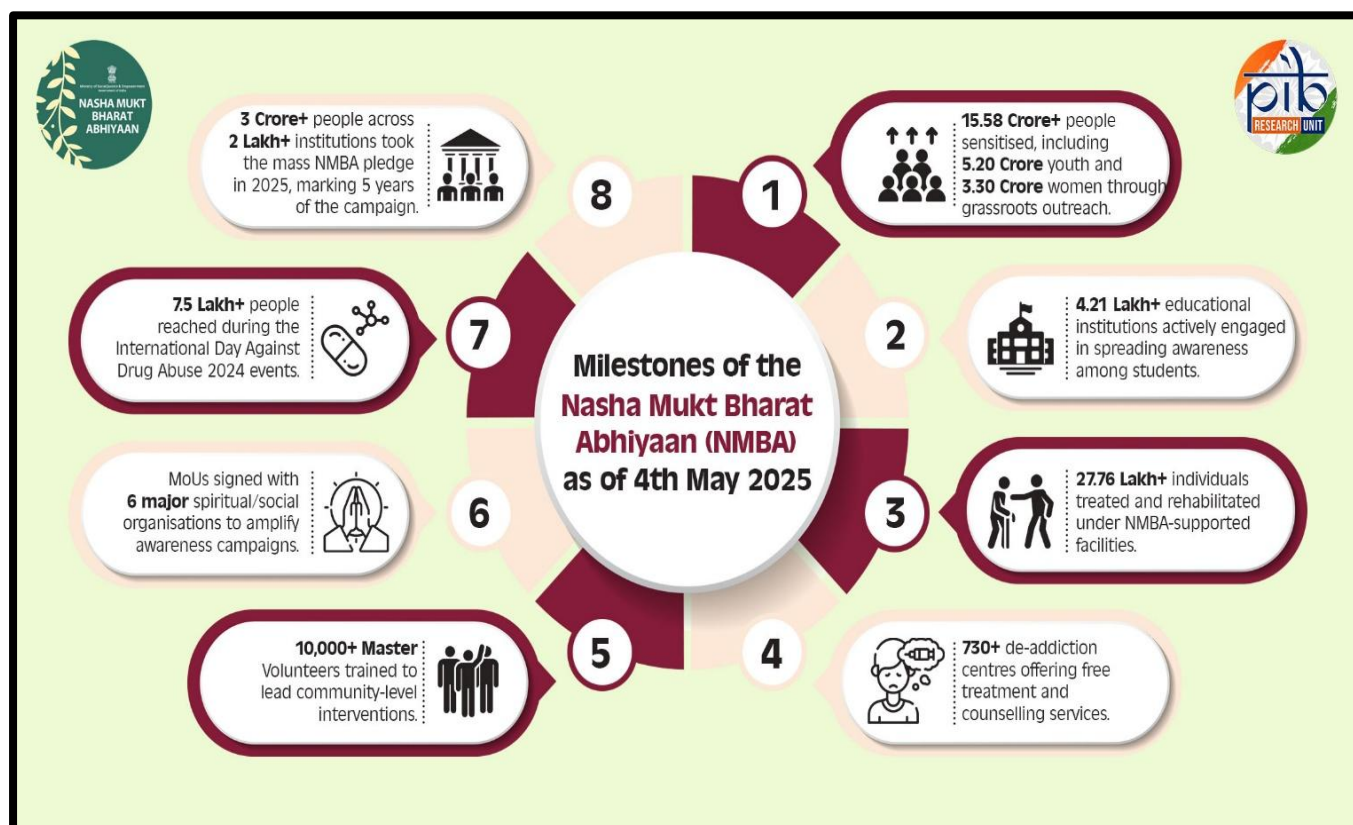
Substance abuse disproportionately affects males, who significantly **outnumber females** across all substances studied.

Nasha Mukh Bharat Abhiyaan



Recognising the critical challenge of substance abuse, the Government of India launched the **Nasha Mukh Bharat Abhiyaan (NMBA)** on **15 August 2020**, a key initiative under the **National Action Plan for Drug Demand Reduction (NAPDDR)**. Initially implemented in **272 high-risk districts**—identified through the **National Survey on Substance Use** and inputs from the **Narcotics Control Bureau (NCB)**—the Abhiyaan has since expanded to encompass **all districts nationwide**. Envisioned as a transformative nation-building mission, NMBA aims to foster a **healthy, disciplined, and drug-free youth population**, thereby contributing to the broader goal of national development and social well-being.

Milestones of the Nasha Mukta Bharat Abhiyaan (NMBA) as of 4th May 2025



Objectives

- ❖ Preventive education, awareness generation, identification, counselling, treatment, and rehabilitation of individuals with substance dependence, training, and capacity building of the service providers
- ❖ Create awareness and educate people about the ill-effects of substance dependence on the individual, family, workplace, and society at large and reduce stigmatisation and discrimination against groups and individuals dependent on substances to integrate them back into society.
- ❖ Develop human resources and build capacity for providing community-based services; formulate and implement comprehensive guidelines, schemes, and programmes; undertake drug demand reduction efforts; and facilitate research, training, documentation, and innovation.

Stakeholders & Target Groups



Key Components & Strategies

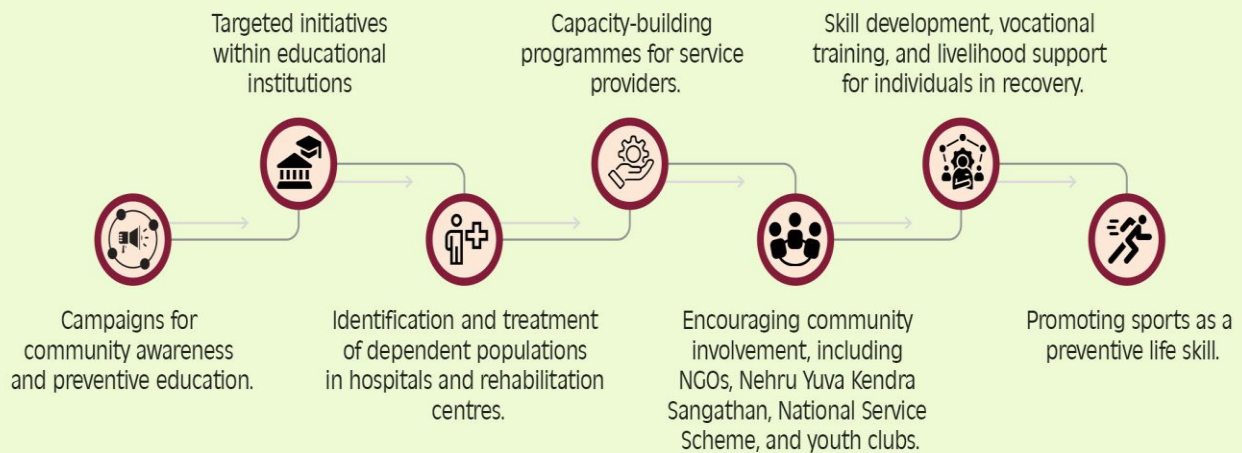
NMBA employs a **three-pronged strategy**:

1. **Supply Control**: Managed by the **Narcotics Control Bureau**.
2. **Demand Reduction & Awareness**: Led by the **Ministry of Social Justice and Empowerment** through extensive outreach and awareness activities.
3. **Treatment & Rehabilitation**: Provided by the **Ministry of Health and Family Welfare**.

District Level Nasha Mukta Committees, headed by **District Collectors/Magistrates**, develop and implement localised action plans focusing on:



Key Activities Under Localised Action Plans of District **Nasha Mukta Committees**



The ministry supports organisations that work for preventive education & awareness generation on substance abuse, capacity building, treatment and rehabilitation. These organizations are:

- ❖ **Integrated Rehabilitation Centres for Addicts (IRCAs):** Integrated Rehabilitation Center for Addicts (IRCAs) are de-addiction centres with inpatient facilities of counselling and treatment for drug dependent persons.
- ❖ **Community-Based Peer-Led Interventions (CPLI):** Community Peer led Intervention (CPLI) work with the community with youth volunteers for early preventive education especially for vulnerable adolescents and youth in the community.
- ❖ **Outreach and Drop-In Centres (ODICs):** Outreach and Drop-in Centers (ODIC) provides facilities of screening, assessment and counselling along with providing referral and linkage to treatment and rehabilitation services for drug dependents.
- ❖ **Geo Location:** Ministry supported institutions providing Drug addiction counseling, treatment and rehabilitation and other facilities have been Geo-tagged to make their services accessible and easier to locate.

Technological Innovations

- **NMBA Website:** Offers comprehensive resources, real-time dashboards, e-pledge options, and expert-led discussion forums



<https://nmba.dosje.gov.in/>

- **NMBA Mobile App:** Collects and monitors ground-level data, with wide usage by **Master Volunteers**.
- **National Toll-free Helpline (14446):** Provides primary counselling and immediate referral services.

Conclusion

The Nasha Mukta Bharat Abhiyaan has evolved into a powerful nationwide movement, effectively mobilising communities and engaging diverse stakeholders in a unified effort to tackle the menace of substance abuse. Through targeted interventions, extensive awareness campaigns, innovative technological tools, and robust grassroots participation, the Abhiyaan fosters positive behavioural changes and empowers individuals and communities. As the campaign continues to expand and strengthen its impact, India moves closer to realising its vision of a healthier, resilient, and drug-free future for all its citizens.

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