

GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
RAJYA SABHA
UNSTARRED QUESTION NO -1884
ANSWERED ON - 11/12/2024

NASHA MukT BHARAT ABHIYAAN

1884. # SHRI CHUNNILAL GARASIYA

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:-

- (a) the details of Government's programmes for rehabilitation and awareness of school children and minor youths who are under the influence of drugs;
- (b) whether Government involves private organizations (NGOs), etc. in its schemes under the Nasha MukT Bharat Abhiyaan and provides them some kind of incentive; and
- (c) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) The Department of Social Justice & Empowerment is the nodal Department for drug demand reduction in the country. To tackle the issue of substance use, this Department is implementing National Action Plan for Drug Demand Reduction (NAPDDR), a Centrally Sponsored Scheme under which following actions have been undertaken for rehabilitation and awareness of school children and minor youths:

- i. Nasha MukT Bharat Abhiyaan (NMBA) was launched in 272 districts of the country on 15th August 2020. Since August 2023, NMBA has been expanded to all the districts of the country. NMBA intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses and schools, reaching out & identifying dependent population, focus on counselling & treatment facilities in hospitals & rehabilitation centres and capacity building programmes for service providers. So far, NMBA has reached out to more than 13.57 crore people including 4.42 crore youth and 2.71 crore women, with participation of more than 3.85 lakh educational institutions.
 - ii. The Department has developed Navchetna Modules (A New Consciousness on Life Skills and Drug Education for School Children) - teacher training modules. The Navchetna module aims to increase awareness and education on life skills and drugs among students in schools.
 - iii. 46 Community based Peer Led Intervention (CPLI) centres are supported by the Department. These CPLIs focus on vulnerable and at risk children and adolescents to create awareness against drugs and teach life skills.
 - iv. A Toll-free Helpline for de-addiction, 14446 is being maintained for providing primary counselling and immediate referral services to the persons seeking help through this helpline.
- (b) and (c) NMBA is implemented through the States/Districts and State Level and District Level Nasha MukT Bharat Abhiyaan Committees.
