

GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
RAJYA SABHA
UNSTARRED QUESTION NO -3652
ANSWERED ON - 02/04/2025

SPECIAL CAMPAIGN FOR DE-ADDICTION IN THE COUNTRY

3652. # SMT GEETA ALIAS CHANDRAPRABHA

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

- (a) whether any special campaigns are being conducted by Government for drug deaddiction in the country;
- (b) if so, the total amount spent on these campaigns during the last five years;
- (c) the details of the success achieved from these campaigns;
- (d) whether Government is also conducting any special campaign for drug de-addiction in the State of Uttar Pradesh; and
- (e) if so, the details of the campaign and the locations where it is being conducted?

ANSWER

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) to (c) Nasha Mukh Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Department of Social Justice and Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country. NMBA has reached out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses and schools by reaching out and identifying dependent population and providing counseling and treatment facilities in hospitals and rehabilitation centers.

Year-wise details of total amount spent on NMBA, which was launched in the year 2020-21 is as below:

| S.No. | Financial Year | Fund released under NMBA (Rs. in crore) |
|--------------|----------------|--|
| 1 | 2020-21 | 13.38 |
| 2 | 2021-22 | 3.14 |
| 3 | 2022-23 | 1.50 |
| 4 | 2023-24 | 6.19 |
| 5 | 2024-25 | 27.25 |
| Total | | 51.46 |

The achievements of the Nasha Mukh Bharat Abhiyaan are attached at Annexure.

(d) & (e) Under NMBA, all districts of Uttar Pradesh are identified for implementation of NMBA. Since the launch of the Abhiyaan, a diverse range of activities has been carried out nationwide, including Uttar Pradesh, fostering participation from all sections of society and key stakeholders. Various on-ground activities have been carried out through which 8,27,516 individuals including youth, children and women were sensitized about substance use in Uttar Pradesh.

Annexure in reply to part (a) to (c) of the Rajya Sabha Unstarred Question No. 3652 to be answered on 02.04.2025

The achievements of Nasha Mukta Bharat Abhiyaan are as follows:

- I. Till now, through the various activities undertaken on-ground, 15.44+ crore people have been sensitized on substance use including 5.17+ crore Youth and 3.27+ crore Women.
- II. Participation of 4.18+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.
- III. A strong force of 10,000+ Master Volunteers (MVs) have been identified and trained.
- IV. Awareness through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.
- V. 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.
- VI. 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.
- VII. MoUs have been signed with six Spiritual/Social Service organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, All World Gayatri Parivar, ISKCON and Shri Ram Chandra Mission to support NMBA and conduct mass awareness activities.
- VIII. A Toll-free Helpline for de-addiction, 14446, is set up to provide primary counselling and immediate referral services to the persons seeking help through this helpline.
- IX. Commemoration of International Day against Drug Abuse and Illicit Trafficking 2024, wherein all the States/Districts conducted several activities reaching out to 7.5+ lakh people.
- X. Sportspersons like Olympic Medalist Ravi Kumar Dahiya, Suresh Raina, Ajinkhya Rahane, Sandeep Singh, Savita Poonia has shared messages in support of NMBA to promote Sports as life-skills to ensure a healthy and drug-free lifestyle among youth.
- XI. NMBA has entered into 5th year since its launch on 2020. In recognition of this milestone, Department organized a mass pledge/oath taking ceremony across the country. More than 3 crore people from more than 2 lakh educational institutions from across the country took oath and participated in various programmes conducted to celebrate this occasion.
