

**GOVERNMENT OF INDIA  
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT  
RAJYA SABHA  
STARRED QUESTION NO -32  
ANSWERED ON – 03/12/2025**

**PREVENTION OF SUBSTANCE ABUSE (NASHA MukT BHARAT ABHIYAAN)**

32. # SHRI NARESH BANSAL

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

- (a) the new result-based targets set for Phase-III of the Nasha MukT Bharat Abhiyaan (NMBA) after August, 2025;
- (b) the manner in which the Ministry is using Artificial Intelligence(AI)-based data analytics to identify high-risk districts for the targeted Nasha MukT Bharat Abhiyaan (NMBA) intervention;
- (c) whether a mandatory certification process has been implemented for all de-addiction centres that receive Government grants;
- (d) the manner in which the Ministry is bringing recovered individuals back into the mainstream through skill training and employment opportunities; and
- (e) the current status of the restructuring of the National Action Plan for Drug Demand Reduction (NAPDDR)?

**ANSWER**

THE MINISTER OF SOCIAL JUSTICE AND EMPOWERMENT

(DR. VIRENDRA KUMAR)

(a) to (e) : A statement is laid on the Table of the House.

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**Statement in reply to Rajya Sabha Starred Question No. 32 for answer on 03.12.2025 by Shri Naresh Bansal on “Prevention of substance abuse (Nasha Mukht Bharat Abhiyaan)”**

(a) To mobilise citizens across all States and UTs for the 5th year celebration of Nasha Mukht Bharat Abhiyaan (NMBA), a national campaign (1st August 2025 to November 2025) was organised with a series of competitive and participatory activities that collectively reached more than 6.5 crore people. To further maintain the momentum of awareness generation activities, the new result-based targets set after August, 2025 of NMBA would focus on the following areas:

- Strengthening, training and capacity building of NMBA Youth/Master Volunteers
- Focus on IEC tools and techniques with evidence-based material
- Targeted Intervention approach for vulnerable and at risk groups.
- Involvement of new faith-based/spiritual organizations for sustained efforts
- Inter-ministerial Cooperation and Coordination with line ministries
- Quality de-addiction, treatment, rehabilitation, and telemedicine services.

(b) This Department has entrusted National Drug Dependence Treatment Centre (NDDTC), AIIMS, to carry out the 2<sup>nd</sup> National Survey on the Extent and Pattern of substance use in India to provide national, state-level and district-level estimates of proportion and absolute number of people who use various substances and people who are suffering from substance use disorders (harmful users and dependence on various substances) in India and also provide information on substance use and its consequences in the specific population groups.

AI-based analytics to identify high-risk districts for targeted interventions under the Nasha Mukht Bharat Abhiyaan (NMBA) is done by NDDTC, AIIMS.

(c) With an aim to standardize and improve the quality of the drug addiction treatment facilities across the country, any organisation seeking or receiving grants from Government is mandatorily required to register on NITI Ayog's NGO Darpan Portal and obtained a recommendation from the concerned State Government/UTs. This recommendation is issued only after the organisation has fully complied with all applicable laws, rules and regulations.

Moreover, every Grant in Aid institution (GIA) must have accreditation from organisations identified by the Ministry as per NAPDDR guidelines. The accreditation process for such organizations is currently underway through National Accreditation Board for Hospitals (NABH).

(d) In order to promote meaningful livelihood activities and employment opportunities, programmes for skill development, vocational training and livelihood support of recovering drug users is carried out through Grant in Aid institution (GIA) including Integrated Rehabilitation Centre for Addicts (IRCA) and District De-Addiction Centre (DDAC). The

department in convergence with Department of Skill Development and Entrepreneurship and other Ministries/ Departments and other agencies/institutions encourage the above said activities including the spiritual organisations that are associated with Nasha Mukta Bharat Abhiyaan.

(e) For restructuring the National Action Plan for Drug Demand Reduction, a series of consultations including Chintan shivirs and Regional Review/consultation were organised by the Department with multiple stakeholders - State governments/UTs, NGOs/CBOs and GIAs, experts, line Ministries/Departments including i.e. Health, Education and Prisons etc. For sustained efforts, an expert committee has also been constituted for restructuring the NAPDDR guidelines.

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