

GOVERNMENT OF INDIA  
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT  
**RAJYA SABHA**

**UNSTARRED QUESTION NO - 4285**

ANSWERED ON – 01/04/2026

**NASHA MukT BHARAT ABHIYAN**

4285. SHRI SANJAY SETH

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

- (a) the details of the measurable reduction in substance abuse across the targeted vulnerable districts under the Nasha MukT Bharat Abhiyaan;
- (b) whether massive, youth-led community awareness campaigns have successfully destigmatized the process of seeking addiction treatment;
- (c) the progress in expanding the network of highly equipped, modern Addiction Treatment Facilities (ATFs) in Government hospitals;
- (d) the successful integration of digital tele-counseling helplines to provide immediate, confidential support to affected individuals; and
- (e) the steps taken to ensure the continuous capacity building of master volunteers and frontline healthcare workers managing rehabilitation?

**ANSWER**

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) Nasha MukT Bharat Abhiyaan (NMBA) was launched on 15<sup>th</sup> August 2020 by Department of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country with effect from 15<sup>th</sup> August, 2023. Nasha MukT Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use.

This Department has entrusted National Drug Dependence Treatment Centre (NDDTC), AIIMS, to carry out the 2nd 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. The results will be known in 2027.

(b) NMBA's outreach rose from 1.4 crore (2021) to 25.99+ crore, reaching 9.39+ crore youth and 6.40+ crore women through 8.23+ lakh activities. There has been a 294% increase in individuals seeking treatment and counseling, rising from 2.08 lakh in 2020-21 to 8.20+ lakh in 2024-25. 6.21+ lakh recovered users have joined NMBA activities. UNDP's impact assessment report 2021 found 64% awareness, 76% support, 23% participation and 50% awareness of treatment and rehabilitation centres through NMBA.

(c) Under the National Action Plan for Drug Demand Reduction (NAPDDR), the program assists in setting up Addiction Treatment Facilities (ATFs) in Government Hospitals. In this regard, National Drug Dependence Treatment Centre (NDDTC), All India Institute of Medical Sciences (AIIMS), New Delhi has been entrusted with the task of setting up of 150 Addiction Treatment Facilities (ATFs) in Government Hospitals.

Further, this Ministry has also entrusted Lokopriya Gopinath Bordoloi Regional Institute of Mental Health (LGBRIMH), Tezpur, Assam with the responsibility of setting up one Addiction Treatment Facility (ATF) in each identified State of North East Region under NAPDDR.

At present 154 approved ATFs have been established (149 through NDDTC, AIIMS and 5 through LGBRIMH, Tezpur, Assam).

(d) The Ministry has been running a National Toll-Free Helpline (1800-11-0031) with effect from 1st March, 2017, for Prevention of Alcoholism and Drug Abuse. The main purpose of the toll-free helpline is to provide 24\*7 tele-counseling to substance users and refer them to the nearest de-addiction treatment & rehabilitation centres that are being financially assisted by the Ministry of Social Justice and Empowerment under the NAPDDR scheme.

The number of the toll-free helpline has been changed to 14446. Currently, this toll-free number is integrated with NCB's MANAS (National Narcotics Helpline - 1933) for drug-related reporting and counselling, as well as the Ministry of Health's Tele-MANAS for mental health support.

(e) Under the National Action Plan for Drug Demand Reduction (NAPDDR), the Ministry of Social Justice and Empowerment has undertaken a comprehensive capacity-building and training strategy through the National Institute of Social Defence (NISD), National Drug Dependence Treatment Centre (NDDTC), AIIMS and other premier institutions.

This includes structured training programmes at a wide range of stakeholders, including counsellors, healthcare professionals, NGOs, and social workers. The training focuses on key areas such as early identification of substance use, counselling, treatment and rehabilitation, after-care and awareness generation, to develop a skilled workforce to address substance abuse effectively. 28,000+ master volunteers have been sensitized on substance use.

\*\*\*\*\*