

GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT
RAJYA SABHA
UNSTARRED QUESTION NO - 1985
ANSWERED ON – 05/08/2026

NASHA MukT BHARAT ABHIYAAN AND INSTITUTIONAL DE-ADDICTION INFRASTRUCTURE

1985. SHRI KANAD PURKAYASTHA
SHRI BABUBHAI JESANGBHAI DESAI

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

- (a) the milestones achieved under the Nasha MukT Bharat Abhiyaan in curbing the demand for narcotics and psychotropic substances, especially among the youth demographic;
- (b) the strategic framework adopted to fortify the network of Integrated Rehabilitation Centres for Addicts and promote community-based, peer-led intervention models;
- (c) whether a national toll-free de-addiction helpline and specialised outreach programmes across academic institutions have been successfully operationalised;
- (d) if so, the details thereof; and
- (e) the specific initiatives implemented to cultivate a professional cadre of volunteers and Master Volunteers to spearhead grassroots awareness and social advocacy?

ANSWER

THE MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) Nasha MukT Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Department of Social Justice & Empowerment (DoSJE) in 272 identified most vulnerable districts on the basis of the inputs received from Narcotics Control Bureau (NCB) from supply side and findings of the 1st National Survey and it has been extended to all districts of the country since August 2023. NMBA intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools.

With the constant support of all the States/UTs, NMBA has been able to reach and sensitize more than 29.05 Crore people, including more than 11.05 Crore youth and 7.81 Crore women, through extensive awareness and outreach activities conducted across the country.

(b) At present, 145 District De-Addiction Centres (DDACs), 344 Integrated Rehabilitation Centres for Addicts (IRCAs), 76 Outreach and Drop In Centres (ODICs), 45 Community based Peer led Intervention (CPLI) and 155 Addiction Treatment Facilities (ATFs) are supported under the Scheme “National Action Plan for Drug Demand Reduction (NAPDDR)”. The DDAC framework optimizes the Scheme by integrating scattered services into a single, unified district hub. It fortifies institutional care by IRCAs, CPLIs and ODICs under one roof.

(c) & (d) The Ministry has operationalised the National Toll-Free De-Addiction Helpline (14446) to provide information, counselling, guidance, motivation and referral services for persons affected by substance use and their families. The helpline facilitates access to nearby de-addiction and rehabilitation facilities and serves as an important component of the awareness and support framework under the Scheme. Till date, more than 4.6+ lakh calls have been received on the helpline.

Further, under the NMBA, sustained awareness and outreach activities are undertaken across educational institutions, including schools, colleges and universities, in collaboration with State/UT Governments, Higher Educational Institutions, educational bodies and other stakeholders. These activities include awareness programmes, pledge campaigns, competitions, seminars, workshops, rallies, street plays and other Information, Education, and Communication (IEC) initiatives aimed at sensitising students and youth regarding the ill effects of substance abuse.

(e) To strengthen community participation and grassroots advocacy, the Ministry has established a network of Nasha Mukti Mitrs (NMMs) under the NMBA). NMMs are registered volunteers who support awareness generation, community mobilisation and dissemination of information on substance abuse prevention. Till date, more than 1.17 lakh individuals have registered themselves as NMMs. Through the NMBA Mobile App, NMMs can take the NMBA e-Pledge, access IEC materials and newsletters, and upload details of awareness activities conducted at the grassroots level. The initiative enables volunteers to actively contribute to the nationwide campaign against substance abuse by promoting awareness and encouraging community participation.
