

**GOVERNMENT OF INDIA
MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA**

**UNSTARRED QUESTION NO.3108
TO BE ANSWERED ON 08.08.2023**

DRUG DEMAND REDUCTION CAMPAIGN

3108. SHRI VIJAYAKUMAR ALIAS VIJAY VASANTH:

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

- (a) whether the Government is involving spiritual and faith based organisations in the drug demand reduction campaign and if so, the details thereof; and
- (b) whether the Government has signed Memorandum of Understanding with various organisations in this regard including with Art of Living and if so, the details there of?

ANSWER

**MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT
(SHRI A. NARAYANASWAMY)**

(a): Yes Sir. Considering the work in the field of spirituality and social activities and the huge followers of these spiritual Organizations, the Department of Social Justice & Empowerment has associated various spiritual and faith based organizations in the Nasha Mukta Bharat Abhiyaan (NMBA). These spiritual organizations have been requested to give appeals to the followers to carry the message of SAY NO TO DRUGS to every nook and corner of the country, give message to the youth in the schools/college/education institutions about the need to take up this campaign, spread message against substance abuse in their discourses, conduct rallies, seminars, workshops and events in the project implementing areas. The youth, women, self-help group and other movements under the religious/ spiritual organizations to be encouraged to lead the programs under NMBA, to use the media platforms of the institutions to spread the awareness programs, conduct programs on healthy life style practice including Yoga, meditation etc. through different centers under the organization, disseminate the IEC and NMBA printed materials through their souvenir shops/ stores etc.

(b): The Ministry of Social Justice & Empowerment has signed MoUs with the Brahma Kumaris, Sant Nirankari Mandal and the Art of Living for spreading the message of Nasha Mukta Bharat Abhiyaan (NMBA) among the youth, women, students, educational institutions etc.
