

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

**UNSTARRED QUESTION NO.3706
TO BE ANSWERED ON 17.03.2020**

INVOLVEMENT OF YOUNGSTERS IN VARIOUS ABUSE

3706. SHRI S. JAGATHRAKSHAKAN:

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

- (a) whether the Government has envisaged a detailed plan for saving the younger generation from the abuse of tobacco, alcohol, sugary beverages and junk food from the predatory marketing;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

ANSWER

**MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT
(SHRI RATTAN LAL KATARIA)**

(a) to (c) The Ministry of Social Justice and Empowerment has formulated a National Action Plan for Drug Demand Reduction (NAPDDR) for 2018-2025. The Plan aims at reduction of adverse consequences of substance (drug) abuse through a multi-pronged strategy. The activities under the NAPDDR, inter-alia, include awareness generation programmes in schools/colleges/Universities, community based peerled intervention programmes for vulnerable adolescent and youth in the community, provisioning of treatment facilities and capacity building of service providers. The Ministry has also conducted 1403 awareness Generation programmes under which 1,32,041 persons have benefitted. This Ministry is also providing central assistance for running and maintenance for Integrated Rehabilitation Centres for Addicts (IRCA's).
