

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

**UNSTARRED QUESTION NO. †1559
TO BE ANSWERED ON 07.12.2021**

DRUG ADDICTION AMOUNG YOUTH

†1559. SHRI PRATAPRAO PATIL CHIKHLIKAR:

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

- (a) whether the Government has taken cognizence of increasing consumption of narcotic drug among the youth, if so, the efforts being made by the Government to save youth from the same;
- (b) whether a strict nationwide campaign is the need of the hour to save the youth from drug addiction; and
- (c) if so, whether the Government has fixed any time limit for launching of such a campaign?

ANSWER

**MINISTER OF SOCIAL JUSTICE AND EMPOWERMENT
(DR. VIRENDRA KUMAR)**

- (a): The Government is taking a sustained and coordinated action for arresting the problem of substance abuse among the youth. This includes:
- i. Launching of Nasha Mukta Bharat Abhiyaan (NMBA) in 272 most vulnerable districts under which a massive community outreach is being done with the help of about 8000 youth volunteers. More than 44 Lakh youth have been reached out under the Abhiyaan.
 - ii. Maintaining of (364) Integrated Rehabilitation Centres for Addicts (IRCA) not only for treating the drug victims but to provide services of preventive education, awareness generation, motivational counselling, detoxification/de-addiction, after care and re-integration into the social mainstream.
 - iii. Maintaining of (54) Community based Peer led Intervention (CPLI) Centres with focus on vulnerable and at risk children and adolescents. Under this, peer educators engage children for awareness generation and life skill activities.
 - iv. Setting up and maintaining of (87) Outreach and Drop In Centres (ODICs) to provide safe and secure space for substance users, with provision of screening, assessment and counselling and thereafter provide referral and linkage to treatment and rehabilitation services for substance dependence,

(b & c): The Ministry of Social Justice and Empowerment has already launched Nasha Mukta Bharat Abhiyaan (NMBA) in 272 identified vulnerable districts with an aim to create awareness about ill effects of substance abuse among the youth, with special focus on higher education institutes, university campuses and schools and reaching out into the community. The States have launched Nasha Mukta Bharat Abhiyaan on 15th August 2020 in identified districts. The efforts are afoot to train responsible young population to increase community participation and public cooperation in the reduction of demand for dependence-producing substances and promote collective initiatives to prevent the usage of drugs in the first place. Major focus has been on Youth and Higher educational Institutions in this Abhiyaan. The following activities have been organized till now:

- i. As part of the Abhiyaan, special emphasis has been laid on the participation of stakeholders such as women, children, educational institutions, civil society organizations etc. who may be directly or indirectly affected by substance use.
- ii. Around 8,000 Master Volunteers have been selected and trained to lead the Abhiyaan activities in the 272 identified districts
- iii. Till now through the various activities undertaken on-ground 1.27+ Crore people have been reached out so far
- iv. More than 44 lakh youth have actively participated in the activities of the Abhiyaan and spreading on-ground the message against substance use.
- v. The contribution of 29.5+ Lakh women have also been vital in reaching out to a larger community through the Anganwadi & ASHA Workers, ANMs, Mahila Mandals & Women SHGs
- vi. Across the country till now, 13+ lakh students have been reached with events, competitions and sessions organized in 27,838+ Educational Institutions.
- vii. Social media has effectively been utilized to spread the message of the Abhiyaan online by creating handles on Facebook, Twitter & Instagram and sharing daily updates on them.
- viii. An Android based mobile Application has been developed to capture the data of activities happening on ground on a real-time basis by the districts and master volunteers. This App has been placed on the Google Play Store.
- ix. A short film on the Abhiyaan, its objectives and the efforts of the districts has been made and released on social media.
- x. To celebrate 75 years of Indian Independence, Ministry has planned to declare 100 districts as 'Drug Sensitized Districts' from August 2021 to August 2022 as per defined parameters
