

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

**UNSTARRED QUESTION NO.1079
TO BE ANSWERED ON 08.02.2022**

CAMPAGIN AGAINST DRUGS & SUBSTANCE ABUSE

1079. SHRI KHAGEN MURMU:

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

- (a) whether the Government has taken any initiative(s) to intensify the campaign against drugs and substance abuse;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

ANSWER

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

(a) to (c): To intensify the campaign against drugs and substance abuse in the Country, the Ministry has launched Nasha Mukta Bharat Abhiyaan (NMBA) in 272 identified 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, schools, etc. and reaching out into the community and garnering community involvement and ownership of the Abhiyaan. The following activities have been organized so far:

- i. As part of the Abhiyaan, special emphasis is 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. 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 1.43+ Crore people reached out so far.

- iv. More than 46.9 lakh youth have actively participated in the activities of the Abhiyaan and spreading on-ground the message against substance use. Around 4,000+ Yuva Mandals, NYKS & NSS Volunteers, Youth Clubs have also been associated with the Abhiyaan.
- 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 55000+ educational institutions.
- vii. An internship programme was also initiated where 180+ students worked as Social media interns reached out to 13+ lakh people across the country in 3.5 months using their social media handles.
- viii. Technology is being effectively utilized to capture the field activities on real time basis and also to make the information accessible to general public.
- ix. 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.
- x. A Website (<http://nmba.dosje.gov.in>) for the NMBA has been launched to provide real time information to the public about NMBA.
- xi. 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.
- xii. A short film on the Abhiyaan, its objectives and the efforts of the districts has been made and released on social media.
- xiii. To celebrate 75 years of Indian Independence, Ministry has planned to declare 100 districts as 'Drug Sensitized' as per defined parameters.
