

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

**UNSTARRED QUESTION NO.3566
TO BE ANSWERED ON 17.12.2024**

ALCOHOL AND DRUG ADDICTION IN CHILDREN

3566. DR. KADIYAM KAVYA:

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

- (a) whether the Government has formulated any national policy to check alcohol and drug addiction among children as per the direction of the Supreme Court;
- (b) if so, the details thereof and if not, the reasons therefor; and
- (c) the steps taken by the Government to tackle the danger of drug addiction among children?

ANSWER

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a) to (b): The Department of Social Justice & Empowerment has formulated National Action Plan for Drug Demand Reduction (NAPDDR) to check alcohol and drug addiction among all citizens including children. The details of the activities undertaken under NAPDDR are attached at **Annexure**.

(c): The Department of Social Justice & Empowerment has taken following steps to tackle the danger of drug addiction among children:

(i) Navchetna Modules, teacher training modules have been developed by the Department of Social Justice & Empowerment for sensitizing students (6th-11th standard), teachers and parents on drug dependence, related coping strategies and life skills.

ii. Nasha Mukh Bharat Abhiyaan (NMBA) has been launched on August 2020 and intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools. Till now, through the various activities undertaken on-ground under NMBA, 13.57+ crore people have been sensitized on substance use including 4.42+ crore Youth. Participation of 3.85+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.

iii. 46 Community based Peer led Intervention (CPLI) programmes are being financially assisted by the Department of Social Justice & Empowerment which work with children below 18 to create awareness against drugs and teach lifeskills.

Reply to point (a) to (b) of Lok Sabha admitted Unstarred Q. No. 3566 on "Alcohol and Drug Addiction in Children" for 17.12.2024

The Department of Social Justice & Empowerment is the nodal Department for drug demand reduction in the country. To tackle the issue of substance use, the Department is implementing National Action Plan for Drug Demand Reduction (NAPDDR), a centrally sponsored scheme under which financial assistance is provided to:

- i State Governments/ Union Territory (UT) Administrations for Preventive Education and Awareness Generation, Capacity Building, Programmes for Drug Demand Reduction by States/UTs etc.
- ii NGOs/VOs for running and maintenance of Integrated Rehabilitation Centres for Addicts (IRCAs), Community based peer Led intervention (CPLI) for early Drug Use Prevention among Adolescents, Outreach and Drop In Centres (ODIC) and District De-Addiction Centres (DDACs); and
- iii Government Hospitals for Addiction Treatment Facilities (ATFs)

2. Following activities have been undertaken under NAPDDR scheme:

- i. Currently 347 IRCAs, 46 CPLIs, 74 ODICs, 71 DDACs through NGOs and 117 ATFs in Government Hospitals are being financially supported by the Department of Social Justice & Empowerment. All of these facilities have been geo-tagged for ease of access to those in need.
- ii. A Toll-free Helpline for de-addiction, '14446' is being maintained by the Department of Social Justice & Empowerment for providing primary counseling and immediate referral services to the persons seeking help through this helpline. 4 lakh + calls have been received, so far on the helpline number.
- iii. Nasha Mukh Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Ministry of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts across the country. Nasha Mukh Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools.
- iv. Till now, through the various activities undertaken on-ground under NMBA, 13.57+ crore people have been sensitized on substance use including 4.42+ crore Youth and 2.71+ crore Women. Participation of 3.85+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.
- v. MoUs have been signed with Spiritual organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, ISKCON, Shri Ram Chandra Mission and All World Gayatri Pariwar to support NMBA and conduct mass awareness activities.

vi. Awareness is also being spread through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.

vii. NMBA Website (<http://nmba.dosje.gov.in>) provides detailed information to the user/viewer about the Abhiyaan, an online discussion forum, NMBA dashboard, e-pledge.

viii. A Mass Pledge/Oath on NMBA was conducted on 12th August, 2024 and a total of about 3+ crore people from 2+ lakh institutions participated in the nationwide pledge.
