

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

**UNSTARRED QUESTION NO.3676
TO BE ANSWERED ON 17.12.2024**

NATIONAL ACTION PLAN FOR DRUG DEEMED REDUCTION (NAPDDR)

3676. SHRI N K PREMACHANDRAN:

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

- (a) whether the Government proposes to implement the programmes for reducing the consumptions of drugs and control drug addiction, if so, the details and the action taken thereon;
- (b) whether the Government proposes to implement the National Action Plan for Drug Deemed Reduction in a time bound manner, if so, the details thereof;
- (c) whether the Government proposes to release the fund for State of Kerala under NAPDDR, if so, the details thereof;
- (d) whether the Government examined the request from Government of Kerala to release the amount for implementation of NAPDDR during the year 2024-25, if so, the details of action taken thereon; and
- (e) whether the Government proposes to extent the project, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

- (a) The Department of Social Justice and Empowerment is implementing National Action Plan for Drug Demand Reduction (NAPDDR), a centrally sponsored scheme for reducing consumption of drugs and control drug addiction. The details of activities undertaken under the scheme is annexed at **ANNEXURE**.
- (b) The Department is implementing NAPDDR scheme in a time bound manner. The Expenditure Finance Committee (EFC) approval to implement the NAPDDR scheme has been taken for the period from FY 2021-22 to FY 2025-26 i.e. till 31.03.2026.
- (c) and (d) The Department has received State Action Plan proposal for the year 2024-25 from the Government of Kerala for release of funds and an amount of Rs. 99.76 lakhs has been sanctioned as first installment to the Government of Kerala under the NAPDDR scheme.
- (e) The EFC approval to implement the NAPDDR scheme has been taken for the period from FY 2021-22 to FY 2025-26 i.e. till 31.03.2026.

ANNEXURE

Annexure referred to in reply to part (a) of the Lok Sabha Unstarred Question No. 3676 for answer on 17.12.2024 on "National Action Plan for Drug Deemed Reduction (NAPDDR)"

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 Mukta 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 Mukta 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.
