

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

**UNSTARRED QUESTION NO.1220
TO BE ANSWERED ON 11.02.2025**

NASHA MukT BHARAT ABHIYAN

†1220. SHRI SHANKAR LALWANI:

SMT. KAMLESH JANGDE:

SHRI MUKESH RAJPUT:

SHRI ALOK SHARMA:

DR. RAJESH MISHRA:

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

- (a) whether the Nasha MukT Bharat Abhiyan programme has been successful in having the desired impact on the youth, if so, the details thereof;
- (b) the number of rehabilitation centres opened in the drug-affected districts of the country along with number of youth benefitted from these centres;
- (c) the details of programmes being run by the Ministry for rehabilitation and awareness among school students and minor youth who are under the influence of drugs;
- (d) whether the Ministry associated private organizations and NGOs etc. with its schemes under the Nasha MukT Bharat Abhiyan and provides them with any kind of financial incentive; and
- (e) if so, the details thereof and whether any private organisations have been made part of the said campaign in the Sidhi Parliamentary Constituency?

ANSWER

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT

(SHRI B.L.VERMA)

(a): Nasha MukT Bharat Abhiyaan was launched on 15th August 2020 by the Department of Social Justice and Empowerment and is now being implemented in all the districts of the country. Nasha MukT Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on schools, higher educational Institutions, university campuses. Till now, through the various activities undertaken on-ground, 14.07+ crore people have been sensitized on substance use including 4.90+ crore youth and 2.93+ crore women. Participation of 4.12+ lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.

(b): At present, the Department of Social Justice and Empowerment is providing financial assistance to Non-Governmental Organizations for running 350 Integrated Rehabilitation Centres for Addicts (IRCA), 46 Community based peer Led intervention (CPLI) for early Drug Use Prevention among Adolescents, 74 Outreach and Drop In Centres (ODICs), 124 District De-Addiction Centres (DDACs) and to Government Hospitals for running 125 Addiction Treatment Facilities (ATFs). A total of 12,07,803 persons including youth have been benefited from these centres in the last 3 financial years.

(c): The Department of Social Justice and Empowerment is the nodal Department for drug demand reduction in the country. To tackle the issue of substance use, this Department is implementing National Action Plan for Drug Demand Reduction (NAPDDR), a Centrally Sponsored Scheme under which following actions have been undertaken for rehabilitation and awareness of school children and minor youths:

i. Launch of Nasha Mukh Bharat Abhiyaan(NMBA), the details of which are at (a) above.

ii. The Department has developed Navchetna Modules (A New Consciousness on Life Skills and Drug Education for School Children) - teacher training modules. The Navchetna module aims to increase awareness against drugs and promote education on life skills among students in schools.

iii. 46 Community based Peer Led Intervention (CPLI) centres are supported by the Department. These CPLIs focus on vulnerable and at risk children and adolescents to create awareness against drugs and teach life skills.

iv. A Toll-free Helpline for de-addiction, 14446 is being maintained for providing primary counselling and immediate referral services to the persons seeking help through this helpline.

(d) & (e): NMBA is implemented across the country including Sidhi Parliamentary constituency consisting of three districts of Sidhi, Singrauli and Shahdol through the States/Districts and State Level and District Level Nasha Mukh Bharat Abhiyaan Committees.

In Sidhi Parliamentary constituency under NMBA, 5.38+ lakh people have been sensitized on substance use including 1.37+ lakh women and 90+ thousand youth with participation of 872 educational institutions.
