

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

**STARRED QUESTION NO.42
TO BE ANSWERED ON 03.02.2026**

NASHA MUKT BHARAT ABHIYAN

†*42. SHRI OMPRAKASH BHUPALSINH ALIAS PAVAN RAJENIMBALKAR:

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

- (a) the details of the outreach and awareness activities undertaken in Maharashtra under the Nasha Mukt Bharat Abhiyan (NMBA) during the years 2023-24 and 2024-25, including the number of programmes organized, number of participants therein along with the details of educational institutions, youth clubs, women's groups, media campaigns, training programmes, master volunteers and e-pledges;
- (b) the details of the impact/outcome of the said programmes in Maharashtra, particularly in Pune and Mumbai;
- (c) the total number of the Rehabilitation Centres currently functioning in Maharashtra; and
- (d) whether the Government proposes to intensify, broaden this initiative in view of the rising drug addiction among the youth, if so, the details thereof?

ANSWER

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

- (a) to (d): A statement is laid on the Table of the House.

**Statement in reply to Lok Sabha Starred Question No. 42 for answer on 03.02.2026
asked by Shri Omprakash Bhupalsinh Alias Pavan Rajenimbalkar on “Nasha Mukt
Bharat Abhiyaan”**

(a): The details of the outreach and awareness activities undertaken in Maharashtra in 2023-2024 and 2024-2025 under the Nasha Mukt Bharat Abhiyaan (NMBA) are as under: -

S.no	Particular	2023-2024	2024-2025	Total
1	Total Activities/Programmes	296	1,335	1,631
2	Total no. of Participants	1,25,079	2,95,623	4,20,702
3	Total no. of Educational Institutions	839	2,122	2,961
4	Total no. of Youth Clubs	38	07	45
5	Total no. of Women Groups/SHGs	03	03	06
6	Total no. of Training Programmes	03	01	04
7	Total no. of Master Volunteers	08	0	08
8	Total no. of e-Pledges	300	21,715	22,015
9	Total no. of offline pledges	1,05,340	96,325	2,01,665

(b): In Maharashtra, a special focus has been laid on sensitization of youth, women, and educational institutions. The impact of the said programmes in Maharashtra (2023-2024 and 2024-2025) includes 1631 activities reaching out to 4,20,702 people, 2,961 educational institutions, 45 youth clubs and participation in 2,23,680 pledges. The details for Pune and Mumbai are given below:

FY 2023-2024 and FY 2024-2025			
Sl No.	Particulars	Pune	Mumbai
1	Total awareness generation activities	80	38
2	Total No. of Participants	6804	52,996
3	Total No. of Educational Institutions	156	132
4	Total No. of Youth Clubs	0	9
5	Total no. of Women Groups/SHGs	0	2
6	Total no. of e-Pledges	2915	3894
7	Total no. of offline pledges	526	39216

(c): A total of **54** Rehabilitation Centres which includes **43** Integrated Rehabilitation Centre for Addicts (IRCA); **08** District De-Addiction Centre (DDAC); and **03** Addiction Treatment Facilities (ATF) are currently functioning in the State of Maharashtra.

(d): In view of the rising drug abuse among youth, the Ministry of Social Justice and Empowerment has been taking various steps for creating awareness through more focused, structured, and widespread efforts. Some of the notable outcomes are as under: -

- (i) The flagship mass awareness campaign 'Nasha Mukt Bharat Abhiyaan' (NMBA) was launched by the Department of Social Justice and Empowerment in 272 identified most vulnerable districts on 15.08.2020 and has subsequently been extended to all the districts of the country with effect from 15.08.2023.
- (ii) Till date, NMBA has reached out to 25.87+ crore people, including 9.32+ crore youth, 6.35+ crore women, 16.07+ lakh educational institutions, and 28,000+ master volunteers through 8.13+ lakh activities conducted at various levels nationwide.
- (iii) A Toll-free Helpline for de-addiction, 14446 is being maintained by the Ministry for providing primary counseling and immediate referral services to the persons seeking help through this helpline. Till date, 4.56+ lakh calls have been received since its inception.
- (iv) The Ministry has signed MoUs with eight (8) spiritual organizations namely The Art of Living, Brahma Kumaris, Sant Nirankari Mission, ISKCON, Shri Ram Chandra Mission, All World Gayatri Parivar, Sivananda Yoga Vedanta Dhanwantari Ashram and University of Patanjali to support the abhiyaan and conduct mass awareness activities across the country with a special focus on youth, women and educational institutions.
- (v) Across States, youth have been engaged in edutainment initiatives, such as puppet shows in Assam, kite flying in Manipur, flash mobs in Punjab, and capacity-building workshops in Sikkim, Tamil Nadu, and Daman & Diu. In Madhya Pradesh, a District Innovation Hub led by youth develops creative campaigns for the Abhiyaan.
