

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

**UNSTARRED QUESTION NO.593
TO BE ANSWERED ON 03.02.2026**

IMPLEMENTATION OF NAPDDR IN LADAKH

593. SHRI MOHMAD HANEEFA:

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

- (a) whether the Government is aware of the rising incidence of drug and substance abuse along with increasing mental health challenges in Ladakh, if so, the details thereof;
- (b) the specific steps and programmes being implemented to control and prevent drug abuse including awareness campaigns, de-addiction centres and rehabilitation facilities in the region;
- (c) the measures taken to involve community stakeholders, educational institutions and local authorities in combating this issue;
- (d) the status of implementation of the National Action Plan for Drug Demand Reduction (NAPDDR) in Ladakh; and
- (e) the details of any additional initiatives proposed to strengthen mental healthcare infrastructure and support services for affected individuals in Ladakh?

ANSWER

**MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT
(SHRI B.L.VERMA)**

(a): The National Survey on Extent and Pattern of Substance Use in India was conducted between December 2017 and October 2018 by the Ministry of Social Justice and Empowerment through the National Drug Dependence Treatment Centre (NDDTC), All India Institute of Medical Sciences (AIIMS), New Delhi and its report was published in 2019.

The Union Territory of Ladakh came into existence on *31 October 2019*. Prior to this, Ladakh was part of the erstwhile State of Jammu & Kashmir. Therefore, separate data pertaining specifically to Ladakh is not available in the said National Survey report published in 2019.

As per the National Survey, the details of drugs abuse in Jammu and Kashmir are as under: -

Jammu and Kashmir	Age (18-75)	
	PREVALENCE OF USE (%)	ESTIMATED NO. OF USERS
ALCOHOL	4	3,54,000
CANNABIS	1.54	1,36,000
OPIOIDS	5.05	4,47,000
SEDATIVES	1.71	1,51,000
INHALANTS	1.01	89,000
COCAINE	0.01	1,000
AMPHETAMINES TYPE STIMULANTS	0.02	1,000
HALLUCINOGENS	0.01	1,000

(b) to (d): Details of activities undertaken under the National Action Plan for Drug Demand Reduction (NAPDDR), including preventive, treatment, rehabilitation and community-based interventions, are given in the **Annexure**.

(e): A Toll-free Helpline for de-addiction, '14446' is being operated by the Department of Social Justice and Empowerment to provide primary counselling and immediate referral services to persons seeking assistance.

Further, counselling services are being provided to the persons suffering from the alcohol and drug addiction, as well as to their families, through Integrated Rehabilitation Centres for Addicts (IRCA's) and District De-Addiction Centres (DDACs) during the course of treatment. Post-discharge counselling and follow-up, including home visits, are also undertaken to prevent relapse and ensure sustained recovery.

ANNEXURE REFERRED TO IN REPLY TO PART (b) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. 593 FOR REPLY ON 03.02.2026 REGARDING IMPLEMENTATION OF NAPDDR IN LADAKH ASKED BY SHRI MOHMAD HANEEFA.

Activities undertaken under NAPDDR scheme are as under:

The Department of Social Justice and Empowerment is the nodal Department for drug demand reduction in the country. To address substance use issues, the Department is implementing the 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/Voluntary Organisations for running and maintenance of:

- Integrated Rehabilitation Centres for Addicts (IRCAs),
- Community-based Peer Led intervention (CPLI) programmes for early Drug Use Prevention among Adolescents,
- Outreach and Drop-In-Centres (ODIC); and
- District De-Addiction Centres (DDACs)

(iii). Government Hospitals for establishing Addiction Treatment Facilities (ATFs)

2. Following activities have been undertaken under NAPDDR scheme:

i. Currently the Department is providing financial assistance to 349 Integrated Rehabilitation Centres for Addicts (IRCAs), 45 Community based Peer led Intervention (CPLI) programmes, 76 Outreach and Drop In Centres (ODICs), 154 Addiction Treatment Facilities(ATFs) in Government hospitals and 145 District De-Addiction Centres (DDACs). Out of these, 02 DDACs are being supported in the Union Territory of Ladakh.

ii. All of these facilities have been geo-tagged to facilitate ease of access for beneficiaries.

iii. A Toll-free Helpline for de-addiction, '14446' is being operated by the Department of Social Justice & Empowerment for providing primary counselling and immediate referral services to the persons seeking help through his helpline. 4.56 lakh + calls have been received, so far on the helpline number.

iv. Navchetna Modules and teacher training modules have been developed by the Department to sensitize students (Classes 6th-11th standard), teachers and parents on drug dependence, coping strategies and life skills.

3. Nasha Mukh Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Department of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country. The Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools, reaching out & identifying dependent population, focus on counselling & treatment facilities in hospitals & rehabilitation centres and Capacity building programmes for service providers.

Since its launch, a wide range of activities have been conducted throughout the country that have fostered participation from all quarters of society and stakeholders. There has been a shift from an earlier approach of organisational involvement to community involvement in the issue of substance abuse. The States, districts and other stakeholders have taken ownership of the Abhiyaan that has helped transform the Abhiyaan into a jan andolan.

4. Achievements under NMBA

i. To date, NMBA has reached over 25.87 crore people, including 9.32 crore youth, 6.35 crore women, 16.07 lakh educational institutions, and over 28,000 master volunteers through 8.13 lakh activities conducted at various levels nationwide. In Ladakh, to date, NMBA has reached out to 63,263 people, including 26,575 youth, 18,815 women, 703 educational institutions, and 100 master volunteers through 164 activities conducted at various levels.

ii. Memoranda of Understanding (MoUs) have been signed with eight spiritual/social service organizations namely, The Art of Living, Brahma Kumaris, Sant Nirankari Mission, All World Gayatri Parivar, ISKCON, Shri Ram Chandra Mission, Sivananda Yoga Vedanta Dhanwantari Ashram and University of Patanjali to support NMBA and conduct mass awareness activities.

iii. Awareness is also being spread through official Social Media accounts of the Abhiyaan on X (formerly Twitter), Facebook & Instagram.

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

v. 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.

vi. To mark the 5th anniversary of the Nasha Mukh Bharat Abhiyaan (NMBA), a special event was organized on 13th August 2025 by the Department of Social Justice and Empowerment in collaboration with the Government of NCT of Delhi. Over 1000 students from Delhi participated physically, with lakhs joining the pledge nationwide.

vii. The Nasha Mukh Bharat Abhiyaan (NMBA), launched in 2020, marked its fifth glorious year with a grand national celebration on 18th November 2025 at Guru Nanak Dev University, Amritsar. Over 10,000 participants including school and college students, Border Security Force (BSF) personnel, Self-Help Groups, spiritual organisations, youth clubs, and NGOs attended the Amritsar event. More than 6.3 crore people participated nationwide through physical and virtual modes, with events organised at over 2,10,000 locations across all States and Union Territories.