

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

**UNSTARRED QUESTION NO.1411
TO BE ANSWERED ON 28.07.2026**

DRUG DE-ADDICTION AWARENESS CAMPS IN J&K

1411. SHRI AGA SYED RUHULLAH MEHDI:

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

- (a) the measures taken by the Government under the Nasha Mukta Bharat Abhiyan in the Union Territory of Jammu & Kashmir to prevent drug abuse, including awareness campaigns, de-addiction, rehabilitation and counselling services;
- (b) the details of de-addiction centres, counselling facilities and rehabilitation services established or strengthened under the campaign district-wise;
- (c) the number of awareness programmes conducted, persons sensitised, drug users treated and rehabilitated, and drug traffickers arrested during the last three years, year-wise; and
- (d) the mechanism adopted by the Government to assess the effectiveness of the campaign and the outcomes achieved so far?

ANSWER

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

- (a): The measures taken by the Government under the Nasha Mukta Bharat Abhiyan (NMBA) in the Union Territory of Jammu & Kashmir to prevent drug abuse, including awareness campaigns, deaddiction, rehabilitation and counselling services are at **Annexure-I**.
- (b): The details of de-addiction centres, counselling facilities and rehabilitation services established or strengthened under the campaign district-wise is at **Annexure-II**.
- (c): The number of awareness programmes conducted, persons sensitised, drug users treated and rehabilitated, and drug traffickers arrested during the last three years, year-wise, is as under:

	Number of awareness programmes conducted	Number of persons sensitised	Number of drug users treated and rehabilitated
2023-24	18,939	10,02,860	35,639
2024-25	5,851	84,89,948	39,711
2025-26	6,346	6,24,867	28,366

Drug traffickers arrested during the years 2023, 2024 and 2025 is 3072, 2158 and 2500 respectively.

(d): The implementation of NMBA is regularly reviewed with State Governments/UTs through monthly review meetings, Chintan Shivirs and National-Level Conferences. During these meetings, States/UTs are followed up to establish State, District and Block-level NMBA committees, and conduct meetings regularly. This structured approach aims to foster a coordinated effort across all levels of governance to combat substance abuse effectively. The campaign has resulted in sustained awareness generation, increased community participation, strengthened inter-departmental coordination, and improved outreach for prevention, treatment and rehabilitation of persons affected by substance abuse. In Jammu and Kashmir, till now more than 1.20 Crore people have been sensitized, including more than 69.14 lakh youth and 51.20 lakh women, through extensive awareness and outreach activities. 8,565 Nasha Mukti Mitrs have joined the campaign in Jammu and Kashmir.

ANNEXURE REFERRED TO IN REPLY TO PART (A) IN RESPECT OF LOK SABHA UNSTARRED QUESTION NO. 1411 FOR REPLY ON 28.07.2026 REGARDING DRUG DE-ADDICTION AWARENESS CAMPS IN J&K.

The measures taken by the Government under the Nasha Mukta Bharat Abhiyan in the Union Territory of Jammu & Kashmir to prevent drug abuse, including awareness campaigns, deaddiction, rehabilitation and counselling services are as under:

Ministry of Social Justice & Empowerment is the nodal Ministry for drug demand reduction in the country. To tackle the issue of substance use, this Department formulated and 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).

Following activities have been undertaken under NAPDDR scheme:

- i. 344 Integrated Rehabilitation Centres for Addicts (IRCAs) that provide in- patient treatment to drug users along with counselling, detoxification/de- addiction, after care and re integration into the social mainstream.
- ii. 45 Community based Peer led Intervention (CPLI) programmes work with children below 18 years age to create awareness against drugs and teach life skills.
- iii. 76 Outreach and Drop In Centres (ODICs) which provide safe and secure space with provision of screening, assessment and counselling and thereafter provide referral and linkage to treatment and rehabilitation services.
- iv. 155 Addiction Treatment Facilities (ATFs) in Government hospitals.
- v. 145 District De-Addiction Centres (DDACs) which provides all three facilities provided by IRCA, ODIC & CPLI under one roof.
- vi. In Jammu and Kashmir, the Department is providing support to 1 IRCA, 3 ODICs, 2 CPLIs, 6 DDACs, and 21 ATFs.
- vii. A Toll-free Helpline for de-addiction, 14446 is being maintained by the Ministry of Social Justice & Empowerment for providing primary counselling and immediate referral services to the persons seeking help through this helpline. Till date, more than 4.6 lakh calls has been received, including more than 11,000 calls from Jammu and Kashmir.

viii. Nasha Mukti Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Department of Social Justice & Empowerment in 272 identified most vulnerable districts on the basis of the inputs received from NCB from supply side and on the basis of the findings of the 1st National Survey and now it has been extended to all districts of the country since August 2023. Nasha Mukti Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses & schools.

ix. With the constant support of all the States, NMBA has been able to reach and sensitize more than 29.05 Crore people, including more than 11.05 Crore youth and 7.81 Crore women, through extensive awareness and outreach activities conducted across the country. 1.17 lakh + Nasha Mukti Mitr have joined the campaign.

x. In Jammu and Kashmir, till now more than 1.20 Crore people have been sensitized, including more than 69.14 lakh youth and 51.20 lakh women, through extensive awareness and outreach activities. 8,565 Nasha Mukti Mitr have joined the campaign in Jammu and Kashmir.

ANNEXURE-II**ANNEXURE REFERRED TO IN REPLY TO PART (B) IN RESPECT OF LOK SABHA UNSTARRED QUESTION NO. 1411 FOR REPLY ON 28.07.2026 REGARDING DRUG DE-ADDICTION AWARENESS CAMPS IN J&K.**

The details of de-addiction centres, counselling facilities and rehabilitation services established or strengthened under the campaign district-wise is as under:

List of 21 Addiction Treatment Facilities (ATFs) in Government Hospitals in Jammu and Kashmir set up through National Drug Dependence Treatment Centre (NDDTC), All India Institute of Medical Sciences (AIIMS), New Delhi

S.No.	District	Name of Facility (ATF)
1.	Anantnag	Govt. Medical College, Anantnag
2.	Bandipore	Govt. District Hospital, Bandipora,
3.	Baramulla	Govt. Medical College, Baramulla
4.	Budgam	District Hospital Budgam
5.	Doda	Govt. Medical College & Hospital Doda
6.	Ganderbal	District Hospital Ganderbal
7.	Jammu	Govt. Medical College Jammu
8.	Kathua	Govt. Medical College, Kathua
9.	Kishtwar	District Hospital Kishtwar
10.	Kulgam	District Hospital Kulgam
11.	Kupwara	District Hospital Kupwara
12.	Poonch	District hospital Poonch
13.	Pulwama	District Hospital, Pulwama
14.	Ramban	District Hospital Ramban
15.	Rajouri	Government Medical College & Hospital, Rajouri
16.	Samba	District Hospital, Samba
17.	Shopian	District Hospital Shopian
18.	Srinagar	Institute of Mental Health and Neuro-sciences, Govt. Medical College Srinagar
19.	Srinagar	SKIMS Srinagar
20.	Udhampur	GMCH Udhampur
21.	Reasi	District Hospital Reasi

List of De-addiction centres in the Union Territory of Jammu and Kashmir

Sl. No.	District	Name of Organisation	Type of NGO
1.	Bandipora	J and K Students Welfare Mission	DDAC
2.	Budgam	Cultural Educational and Environmental Organization	DDAC
3.	Jammu	Himalaya Sewa Sang	CPLI
4.	Jammu	J and K Society for the Promotion of Youth and Masses	IRCA
5.	Jammu	J and K Society for the Promotion of Youth and Masses	ODIC
6.	Kulgam	J and K Society for the Promotion of Youth and Masses	DDAC
7.	Kupwara	National Educational Society and Social Welfare Organization	ODIC
8.	Pulwama	Concerned About Universal Social Empowerment (Cause)	DDAC
9.	Rajouri	National Educational Society and Social Welfare Organization (Nesswo)	DDAC
10.	Samba	J and K Society for the Promotion of Youth and Masses	DDAC
11.	Srinagar	National Educational Society and Social Welfare Organization	CPLI
12.	Srinagar	National Educational Society and Social Welfare Organization	ODIC
