

COMBATING DRUG ADDICTION– NASHA MukT BHARAT

In a nutshell: National Action Plan for Drug Demand Reduction (NAPDDR) focuses on preventive education, awareness generation, counseling, treatment and rehabilitation of individuals with substance dependence.

Nodal agency: Ministry of Social Justice and Empowerment

Article 47 of the Constitution of India, as part of the Directive Principles of State Policy, morally obliges the State to control the consumption of intoxicating drugs that are injurious to health. Consumption of narcotic substance has gone up in the recent years, be it plant based cannabis to synthetic drugs such as tramadol.

Ministry of Social Justice and Empowerment implemented the NAPDDR to combat the drug menace. The NAPDDR focuses on preventive education, awareness generation, counseling, treatment and rehabilitation of individuals with substance dependence. It also focuses on training and capacity building of the service providers through collaborative efforts of the central and State governments and NGOs.

Among other things, the major focus of NAPDDR is to:

- Provide a whole range of community-based services for identification, counseling, de-addiction, after care and rehabilitation for whole person recovery (WPR) of dependents,
- Alleviate the consequences of substance dependence amongst individuals, family and society at large,
- Reduce stigmatization of and discrimination against those dependent on substances, to integrate them back into the society.

NAPDDR finances NGOs for maintenance of Integrated Rehabilitation Centres for Addicts (IRCA), community based peer led intervention (CPLI) for early drug use prevention among adolescents and Outreach and Drop In Centres (ODIC) and addiction treatment facilities (ATFs) in government hospitals. It is planned to set up a District De-Addiction Centre (DDAC) in each district that would provide comprehensive facilities hitherto being provided by IRCA, ODIC and CPLI together.

The ministry has also launched Nasha MukT Bharat Abhiyaan (NMBA) in 272 identified vulnerable districts. Under NMBA, the following activities have been conducted so far:

- Until now, 8,000 master volunteers have been selected and trained to lead the Abhiyaan activities in the 272 identified districts, and reached out to over 80 lakh people.
- More than 42 lakh youth have actively participated in the activities of the Abhiyaan to spread on-ground the message against substance use.

- Around 4,000 Yuva Mandals, NYKS and NSS volunteers, youth clubs have also been associated with the Abhiyaan.
- The contribution of more than 29 Lakh women have also been vital in reaching out to a larger community through the Anganwadi & ASHA Workers, ANMs, Mahila Mandals and women SHGs.
- Across the country, over 13 lakh students have been reached out to with events and competitions organized in 6000+ schools.
- Effective use of social media by creating handles on Facebook, Twitter and Instagram and sharing daily updates on them.
- Initiated an internship programme where more than 180 students worked as social media interns and engaged up to 13 lakh people across the country in 3.5 months.
- Developed an Android mobile app to capture data of activities happening on ground on a real-time basis by the districts and master volunteers.

Impact

From 2019-21, around ₹393 crores were released under NAPDRR. It has impacted the lives of around 3 lakh people throughout the country.

Going forward, by the end of 2025-26, Ministry of Social Justice and Empowerment aims to set up 290 DDACs for an even stronger response to the drug problem in India.



Awareness programme being conducted on Nasha Mukta Bharat Campaign