

ક્રમાંક:પ્રાશિનિ/૧૭-૨/સંકલન/૨૦૨૨/૪૮૨૦-૪૬૦૫

(પે.નં. ૭૧૫૪૧)

પ્રાથમિક શિક્ષણ નિયામકની કચેરી,

બ્લોક નં-૧૨/૧, ડૉ.જીવરાજ મહેતા ભવન,

ગુ.સા. ગાંધીનગર, તા. ૦૩/૦૬/૨૦૨૨

પ્રતિ,

- જિલ્લા શિક્ષણાધિકારીશ્રી, તમામ
- જિલ્લા પ્રાથમિક શિક્ષણાધિકારીશ્રી, તમામ
- શાસનાધિકારીશ્રી, તમામ

વિષય:- Anti-Drug Awareness Campaign- "Nasha Mukh Bharat Abhlyan" (NMBA)-reg.

સંદર્ભ:- (૧) શિક્ષણ વિભાગનો પત્ર ક્રમાંક:- પરચ-૧૨૨૦૨૨/જી.બી.આઇ./૪૦/વ.૨ તા. ૧૩/૦૫/૨૦૨૨

(૨) શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના પત્ર

ક્રમાંક:- 13-8/2021-IS-11 તા. ૦૨/૦૫/૨૦૨૨

(૨) સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય, સામાજિક ન્યાય અને અધિકારિતા

વિભાગ, ભારત સરકારનો પત્ર ક્રમાંક:- DP-9/1/2021-DP-11 તા. ૦૬/૦૪/૨૦૨૨

ઉપર્યુક્ત વિષય અને સંદર્ભ અન્વયે જણાવવાનું છે, શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના તા. ૦૨/૦૫/૨૦૨૨ ના પત્ર સાથે સામેલ સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય, સામાજિક ન્યાય અને અધિકારિતા વિભાગ, ભારત સરકારના તા.૦૬/૦૪/૨૦૨૨ ના પત્ર અન્વયે સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય દ્વારા દેશના ૨૭૨ જિલ્લાઓમાં નશા મુક્ત ભારત અભિયાન (NMBA) શરૂ કરવામાં આવ્યું છે તથા સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય ડ્રગ ડિમાન્ડ રિડક્શન માટેનું નોડલ મંત્રાલય છે. વિવિધ સ્ટેકહોલ્ડર્સ અને સમાજના તમામ વર્ગોની ભાગીદારી સાથેની પ્રવૃત્તિઓની વિશાળ શ્રેણીએ અભિયાનને જન ચળવળનું સ્વરૂપ આપ્યું છે. અભિયાન માટે હાથ ધરવામાં આવેલી પ્રવૃત્તિઓ, ઘટનાઓ અને સ્ટેકહોલ્ડર્સની વિગતો આ સાથે સામેલ છે. NMBA રોડમેપના અમલીકરણ માટે નશા મુક્ત ભારત અભિયાનના સોશિયલ મીડિયા સાથે જોડાવા તથા પ્રચાર કરવા જણાવેલ છે. NMBA ના સોશિયલ મીડિયાની લિંક્સ આ સાથે સામેલ છે. ઉક્ત સંદર્ભિતપત્રને ધ્યાને લઈ આપની કક્ષાએથી તાત્કાલિક જરૂરી નિયમાનુસારની કાર્યવાહી કરવા તથા આપના તાબા હેઠળની તમામ પ્રાથમિક શાળાઓને આ અંગે જરૂરી સૂચના આપવા આથી જણાવવામાં આવે છે.



પરીપત્ર - ૬૭

ક્રમાંક:ચજન/એન્ટી ડ્રગ/૨૦૨૨
જિલ્લા શિક્ષણાધિકારી કચેરી,
અમરેલી તા.૦૩/૦૬/૨૦૨૨

ઉપરોક્ત પરીપત્ર અન્વયે જાણ તથા અમલ સારૂ


જિલ્લા શિક્ષણાધિકારી
અમરેલી

પ્રતિ,

આચાર્યશ્રી,

માધ્યમિક અને ઉ.મા. શાળાઓ તમામ

જિ.અમરેલી

(જા.નં. ૩૧૫૬)

ક્રમાંક:પ્રાશિનિ/છ-૨/સંકલન/૨૦૨૨/૪૮૨૦-૪૯૦૫
પ્રાથમિક શિક્ષણ નિયામકની કચેરી,
બ્લોક નં-૧૨/૧, ડૉ.જીવરાજ મહેતા ભવન,
ગુ. રા. ગાંધીનગર. તા. ૦૩/૦૬/૨૦૨૨

પ્રતિ,

- જિલ્લા શિક્ષણાધિકારીશ્રી, તમામ
- જિલ્લા પ્રાથમિક શિક્ષણાધિકારીશ્રી, તમામ
- શાસનાધિકારીશ્રી, તમામ

વિષય:- Anti-Drug Awareness Campaign- "Nasha Mukh Bharat Abhiyan" (NMBA)-reg.

સંદર્ભ:- (૧) શિક્ષણ વિભાગનો પત્ર ક્રમાંક:- પરચ-૧૨૨૦૨૨/જી.ઓ.આઇ./૪૦/વ.૨ તા. ૨૩/૦૫/૨૦૨૨

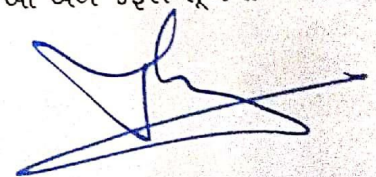
(૨) શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના પત્ર
ક્રમાંક:- 13-8/2021-IS-11 તા. ૦૨/૦૫/૨૦૨૨

(૨) સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય, સામાજિક ન્યાય અને અધિકારિતા

વિભાગ, ભારત સરકારનો પત્ર ક્રમાંક:- DP-9/1/2021-DP-II તા. ૦૬/૦૪/૨૦૨૨

ઉપર્યુક્ત વિષય અને સંદર્ભ અન્વયે જણાવવાનું કે, શાળા શિક્ષણ અને સાક્ષરતા વિભાગ, શિક્ષણ મંત્રાલય, ભારત સરકારશ્રીના તા. ૦૨/૦૫/૨૦૨૨ ના પત્ર સાથે સામેલ સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય, સામાજિક ન્યાય અને અધિકારિતા વિભાગ, ભારત સરકારના તા.૦૬/૦૪/૨૦૨૨ ના પત્ર અન્વયે સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય દ્વારા દેશના ૨૭૨ જિલ્લાઓમાં નશા મુક્ત ભારત અભિયાન (NMBA) શરૂ કરવામાં આવ્યું છે તથા સામાજિક ન્યાય અને સશક્તિકરણ મંત્રાલય ડ્રગ ડિમાન્ડ રિડક્શન માટેનું નોડલ મંત્રાલય છે. વિવિધ સ્ટેકહોલ્ડર્સ અને સમાજના તમામ વર્ગોની ભાગીદારી સાથેની પ્રવૃત્તિઓની વિશાળ શ્રેણીએ અભિયાનને જન ચળવળનું સ્વરૂપ આપ્યું છે. અભિયાન માટે હાથ ધરવામાં આવેલી પ્રવૃત્તિઓ, ઘટનાઓ અને સ્ટેકહોલ્ડર્સની વિગતો આ સાથે સામેલ છે. NMBA રોડમેપના અમલીકરણ માટે નશા મુક્ત ભારત અભિયાનના સોશિયલ મીડિયા સાથે જોડાવા તથા પ્રચાર કરવા જણાવેલ છે. NMBA ના સોશિયલ મીડિયાની લિંક્સ આ સાથે સામેલ છે. ઉક્ત સંદર્ભીતપત્રને ધ્યાને લઈ આપની કક્ષાએથી તાત્કાલિક જરૂરી નિયમાનુસારની કાર્યવાહી કરવા તથા આપના તાબા હેઠળની તમામ પ્રાથમિક શાળાઓને આ અંગે જરૂરી સૂચના આપવા આથી જણાવવામાં આવે છે.

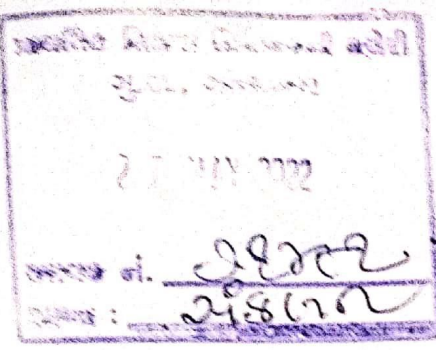
બિડાણ:- ઉપર મુજબ



નાયબ શિક્ષણ નિયામક
પ્રાથમિક શિક્ષણ
ગુ. રા. ગાંધીનગર

નકલ સવિનય રવાના:-

- શ્રી હેતલ સચાણીયા, સેક્શન અધિકારીશ્રી, વ.૨ શાખા, શિક્ષણ વિભાગ, ગાંધીનગર



ક્રમાંક:-પરચ-૧૨૨૦૨૨/જી.ઓ.આઈ./૪૦/૫૨

ગુજરાત સરકાર

શિક્ષણ વિભાગ

સચિવાલય, ગાંધીનગર

તા.૨૩/૦૫/૨૦૨૨

પ્રતિ,

- (૧) કમિશ્નરશ્રી, શાળાઓની કચેરી, બ્લોક નં ૯, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર.
- (૨) કમિશ્નરશ્રી, ઉચ્ચ શિક્ષણની કચેરી, બ્લોક નં ૧૨, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર.
- (૩) નિયામકશ્રી, ટેકનીકલ શિક્ષણની કચેરી, બ્લોક-૨/૬ કર્મચોગી ભવન, ગાંધીનગર.
- (૪) નિયામકશ્રી, પ્રાથમિક શિક્ષણની કચેરી, બ્લોક નં ૧૨, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર.
- (૫) સચિવશ્રી, માધ્યમિક અને ઉચ્ચ માધ્યમિક શિક્ષણ બોર્ડ, સેક્ટર નં ૧૦-બી, ગાંધીનગર.
- (૬) સ્ટેટ પ્રોજેક્ટ ડાયરેક્ટરશ્રી, સમગ્ર શિક્ષણ અભિયાન, સેક્ટર-૧૭, ગાંધીનગર.

વિષય: Anti-Drug Awareness Campaign- 'Nasha Mukta Bharat Abhiyan' (NMBA)-reg.

શ્રીમાન,

ઉપર્યુક્ત વિષય પરત્વેના ભારત સરકારના શિક્ષણ મંત્રાલયના તા.૦૨/૦૫/૨૦૨૨ના પત્ર ક્રમાંક: F. No. 13-S/2021-IS-11ની નકલ બિડાણ સહિત આ સાથે જાણ તથા જરૂરી કાર્યવાહી સારૂ મોકલી આપવામાં આવે છે.

બિડાણ:ઉપર મુજબ

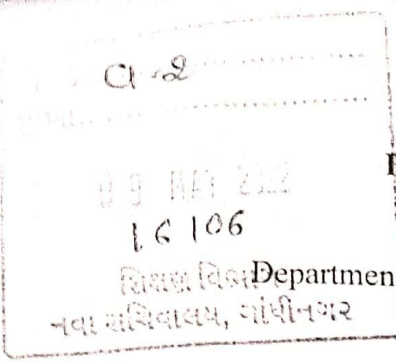
આપની વિશ્વાસુ

(હેતલ સચાણીયા)

સેક્શન અધિકારી

શિક્ષણ વિભાગ

26 MAY 2022



F. No. 13-8/2021-IS-11
Government of India
Ministry of Education
Department of School Education & Literacy
IS-11 Section

Shastri Bhawan, New Delhi
Dated: 02nd May, 2022

To
The Education Secretary,
All States/UTs,
As per the attached list.

Subject: Anti-Drug Awareness Campaign- 'Nasha Mukht Bharat Abhiyaan' (NMBA)-reg

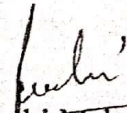
Sir/Madam,

I am directed to enclose herewith a copy of D.O No. DP-9/1/2021-DP-II dated 06.04.2022 received from Department of Social Justice and Empowerment on the subject mentioned above.

2. It is requested to take appropriate action for the implementation of the activities specified in Nasha Mukht Bharat Abhiyaan- Roadmap and nominate a representative from District Education Office as a member for District Level Nasha Mukht-committees formed by Ministry of Social Justice and Empowerment, in your State/UT. The Details of nominated official may directly be sent to Department of Social Justice and Empowerment.

Yours faithfully,

Enclosure: As stated above


(Ruchi Mahajan)

Under Secretary to the Government of India

Copy to:

1. The Director (NCERT), 1st Floor, Zakir Hussain Block, NCERT Campus, Sri Aurobindo Marg, New Delhi-110016.
2. JS (Institution), Department of School Education and Literacy, Ministry of Education
3. Media Cell, Department of School Education and Literacy with a request to do the needful for promotion of social media pages of Nasha Mukht Bharat Abhiyaan from the official handles of Ministry of Education.

Handwritten note:
23/05/2022

Handwritten note:
G.O.I / 40 / V.2
23/05/2022

Subrahmanyam, IAS

Secretary



सत्यमेव जयते

Ministry of Social Justice and Empowerment
Department of Social Justice & Empowerment
Government of India

73/2022/Sec

11 APR 2022

D.O.No. DP-9/1/2021-DP-II

April 6, 2022

Dear Sir,

Please refer to the action points envisaged by the Hon'ble Union Home ^{Minister} in the 3rd Apex Level NCORD Committee Meeting held on 27.12.2021 for the popularisation and expansion of the Anti-Drug Awareness Campaign – 'Nasha Mukh Bharat Abhiyaan' (NMBA).

2. The Ministry of Social Justice & Empowerment, being the nodal Ministry for Drug Demand Reduction, launched Nasha Mukh Bharat Abhiyaan in 272 identified districts (Annexure I) in the Country based on the findings of the Comprehensive National Level Survey 'Magnitude of Substance Use in India' conducted by MoSJE and the inputs provided by Narcotics Control Bureau. NMBA is a three-pronged attack combining outreach, awareness and demand reduction efforts by Social Justice and Empowerment, supply curb by Narcotics Control Bureau and Harm Reduction through Health Department. A wide array of activities with the involvement of various stakeholders and participation from all quarters of society has shaped the Abhiyaan into a mass movement with. A descriptive document detailing the activities, events & stakeholder engagement undertaken for the Abhiyaan is enclosed as Annexure-II.

3. To further strengthen the combined efforts for the Abhiyaan and maximise its reach across the country, the Hon'ble Union Home Minister in the 3rd Apex NCORD Meeting has given certain directives & action points. A roadmap (Annexure-III) keeping in line with these directives and including all relevant stakeholders has been prepared by MoSJE. NCB has conveyed its full support in the implementation of the roadmap. Being an important stakeholder in the anti-drug India campaign, your participation would be vital in to take forward the objective of Nasha Mukh Bharat.

4. NMBA is spearheaded by the District collectors in the 272 districts who regularly convened and share the District Level Nasha Mukh Committees formed in each 272 identified districts. These committees are the lead

implementing & steering body of the Abhiyaan. You are requested to send the name of representatives from your department who can be part of these committees and can share their valuable inputs.

5. As an initial step of the implementation of the roadmap ahead, you are requested to connect and engage with the social media pages of the Nasha Mukta Bharat Abhiyaan and share & promote them through your official handles. The links to the official social media accounts of NMBA are as following:

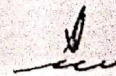
- https://twitter.com/NMBA_MSJE
- <https://www.instagram.com/nashamuktbharatabhiyaan/>
- <https://www.facebook.com/NMBA.MSJE/>

6. A monthly letter will be issued by MoSJE summing up the progress made under the activities in the roadmap and setting down the agenda for the coming month for all the stakeholders.

7. I am sure that the convergence of all our energies and all-round efforts will help achieve the vision of the Hon'ble Union Home Minister and will be immensely beneficial towards the goal of a Nasha Mukta Bharat.

With regards,
^

Yours sincerely,



(R. Subrahmanyam)

Smt Anita Karwal
Secretary
Dept of School Education & Literacy, MoE
Shastri Bhawan
New Delhi-1, [Email : secy_sel@nic.in]

Enclosure : As above

272 Districts		
S.No.	Name of State	Name of Districts
1	Andhra Pradesh 4	East Godavari
		Krishna
		Visakhapatnam
		West Godavari
2	Arunachal Pradesh 8	Anjaw
		Changlang
		Dibang Valley
		Lohit
		Namsai
		Tirap
		Upper Siang
3	Assam 9	West Kameng
		Cachar
		Dhubri
		Goalpara
		Hailakandi
		Kamrup (Metro)
		Kamrup (rural)
		karimganj
		Nagaon
4	Bihar 8	Udalguri
		Araria
		Aurangabad
		Bhojpur
		East Champaran
		Gaya
		Gopalganj
		Vaishali
West Champaran		
5	Chandigarh 1	Chandigarh
6	Chattisgarh 3	Bilaspur
		Raipur
		Surajpur
7	Daman & Diu (State suggested by AIIMS) 2	Daman
		Diu

8	Goa 2	North Goa
		South Goa
9	Gujarat 8	Ahmedabad
		Bharuch
		Jamnagar
		Mehsana
		Porbandar
		Rajkot
		Surat
		Vadodara
10	Haryana 10	Ambala
		Fatehabad
		Hisar
		Karnal
		Kurukshetra
		Nuh (Mewat)
		Panipat (Eidgah Road)
		Rohtak
		Sirsa
		Sonipat (AsandGaon, Industrial Belt)
11	Himachal Pradesh 4	Chamba
		Kullu
		Mandi
		Shimla
12	Jammu and Kashmir 10	Anantnag
		Bandipora
		Budgam
		Doda
		Kishtwar
		Kiulgam
		Poonch
		Pulwama
		Rajouri
Shopian		
13	Jharkhand 12	Bokaro
		Chatra
		East Singbhum

		Chamra Chamba Jaisalmer Jammu Kullu Ladakh Raichur Sarakela Simdega Bengaluru Kodagu Kolar Mysuru Ramanagara Udipi Emakulam Idukki Kollam Kozhikode Malappuram Thrivandrum Blygat Chhindwara Dalia Gwalior Hoshangabad Indore Jabalpur Mandla Narsinghpur Nagmuchi Raigarh Rewa Sagar Satna Ujjain
14	Karnataka 6	
15	Kerala 6	
16	Madhya Pradesh 16	

17	Maharashtra 4	Mumbai
		Nagpur
		Nashik
		Pune
18	Manipur 9	Bishnupur
		Chandel
		Churachandpur
		Imphal East
		Imphal West
		Kangpokpi
		Senapati
		Thoubal
		Ukhru
19	Meghalaya 4	Baghmara (HQ of South Garo Hills)
		Shillong
		Tura (Town in West garo Hills)
		West Jantia Hills/Dawki
20	Mizoram 4	Aizawl
		Champhai
		Kolasib
21	Nagaland 3	Dimapur
		Kohima
		Mon
22	NCT of Delhi 11	Central Delhi
		East Delhi
		New Delhi
		North Delhi
		North East Delhi
		North West Delhi
		Shahdara
		South Delhi
		South East Delhi
		South West Delhi
		West Delhi
23	Odisha 10	Angul
		Boudh
		Cuttack

		Deogarh
		Gajapati
		Kandhamal
		Malkangiri
		Puri
		Rayagada
		Sambalpur
24	Punjab 18	Amritsar
		Bathinda
		Faridkot
		Fazilka
		Firozpur
		Gurdaspur
		Hoshiarpur
		Jalandhar
		Kapurthala
		Ludhiana
		Mansa
		Moga
		Nawashahar(Shahid Bhagat Singh Nagar)
		Pathankot
		Patiala
		Sangrur
		Sri Muktsar Sahib
		TaranTaran
25	Rajasthan 33	Ajmer
		Alwar
		Banswara
		Baran
		Barmer
		Beawer (City in Ajmer District)
		Bharatpur
		Bhilwara
		Bikaner
		Bundi
		Chittorgarh

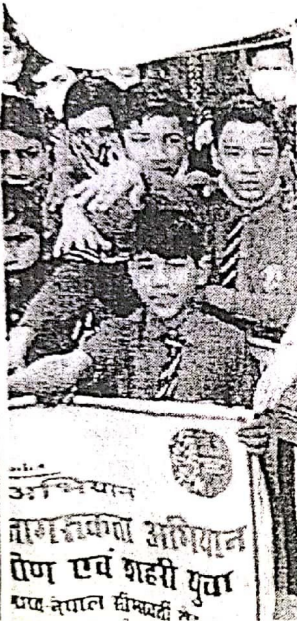
		Churu
		Dausa
		Dungarpur
		Hanumangarh
		Jaipur
		Jaisalmer
		Jalore
		Jhalawar
		Jhunjhunu
		Jodhpur
		Karauli
		Kota
		Nagaur
		Pali
		Pratapgarh
		Rajsamand
		SawaiMadhopur
		Sikar
		Sirohi
		Sriganganagar
		Tonk
		Udaipur
26	Sikkim (State suggested by AIIMS) 4	East Sikkim
		North Sikkim
		South Sikkim
		West Sikkim
27	Tamil Nadu 4	Kanyakumari
		Namakkal
		Theni
		Tirunelveli
28	Telangana 4	Adilabad
		Hyderabad
		Khammam
		Mahabubnagar
29	Tripura 7	Dhalai
		Kamlasagar (West Tripura)

		Khowai
		North Tripura
		Sipahijala
		South Tripura
		Unakoti
		West Tripura
		Agra
		Allahabad
		Auraiya
		Azamgarh
		Bahraich
		Barabanki
		Bareilly
		Budaun
		Deoria
		Etawah
		Faizabad
		Ghaziabad
		Ghazipur
		Gonda
		Gorakhpur
		Greater Noida
		Jhansi
		Kanpur Nagar
		Kushinagar (Padrauna)
		Lakhimpur - Kheri
		Lucknow
		Maharajganj
		Mau
		Moradabad
		Noida
		RaeBareli
		Saharanpur
		Sambhal (Bhim Nagar)
		Shahjahanpur
		Shamali (Prabuddh Nagar)

		Shravasti
		Siddharth Nagar
		Varanasi
31	Uttarakhand 10	Almora
		Chamoli
		Champawat
		Dehradun
		Haldwani
		Haridwar
		Nainital
		Pithoragarh
		Srinagar
		Uttarkashi
32	West Bengal 6	Coochebar
		Kolkata
		Malda
		Murshidabad
		Siliguri (Darjeeling and Jalpaiguri District)
		Uttar Dinajpur
Total		272

Total People Covered

Educational Institutions Covered



Come join hands for a NASHA MukT BHARAT

NEED FOR REFORM

Drug Addiction is emerging to be a serious concern in the country, especially in the younger generation leading to dangerous consequences not just for the person using drugs, but on the family and society at large. Drug abuse has resulted in increase in crime rate and had an overall detrimental impact on the society. Prevention has proven to be the most effective strategy to counter this problem.

The Hon'ble Prime Minister in his speech had highlighted how substance just like any other evil of the society must be eradicated and raised the motto 'Say No To Drugs'

BEGINNING OF NMBA

Taking forward the vision of the Prime Minister, the Ministry of Social Justice & Empowerment which is the Nodal Ministry for Drug Demand Reduction formulated and launched Nasha MukT Bharat Abhiyaan (NMBA) on 15th August 2020, in 272 Districts identified as most vulnerable in terms of usage of drugs in the country.

These vulnerable districts were identified on the basis of findings from Comprehensive National Survey and the inputs provided by the Narcotics Control Bureau (NCB).

M/o SJE assessed the magnitude of the problem of substance use in the country through a National Survey on Extant and Pattern of Substance Use to ascertain the proportion of Indian population using various substances and those affected by substance use disorders. MoSJE coordinates, implements and monitors several interventions like prevention treatment and rehabilitation of users, after care and follow up, dissemination of information among public the community.



Nasha Mukh Bharat Abhiyaan is a three pronged attack combining Outreach and Awareness and Demand Reduction effort by Social Justice and Empowerment, Supply curb by Narcotics Control Bureau and Treatment through Health Department.

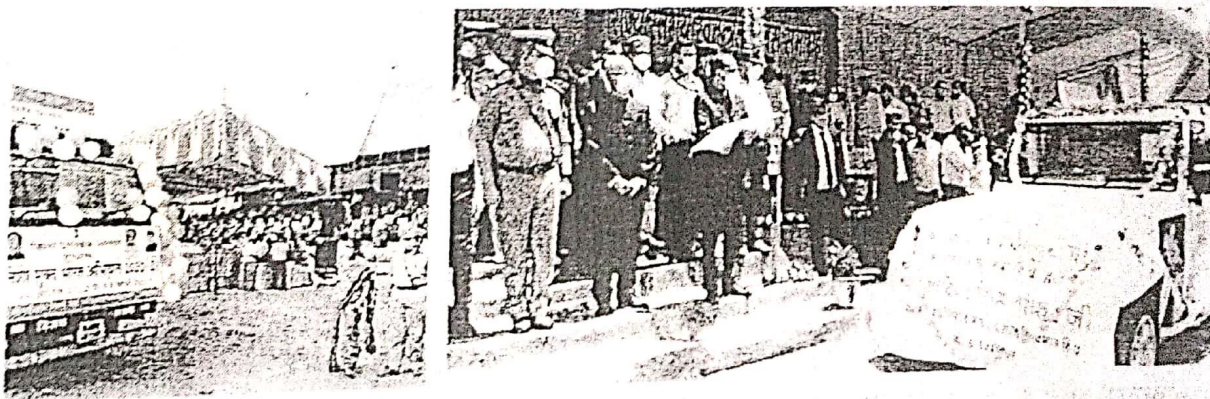
OBJECTIVES OF NMBA

Nasha Mukh Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance abuse through various activities like

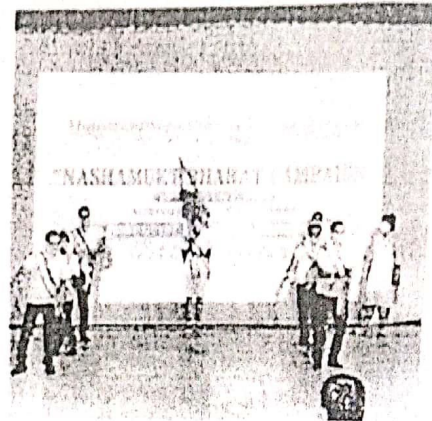
- Awareness generation programmes
- Focus on higher educational Institutions, university campuses and schools
- Reaching out into the Community and identifying dependent population,
- Focus on counseling and treatment facilities in hospitals and rehabilitation centres
- Capacity building programmes for a service providers

LAUNCH OF NASHA MUKH BHARAT ABHIYAAN

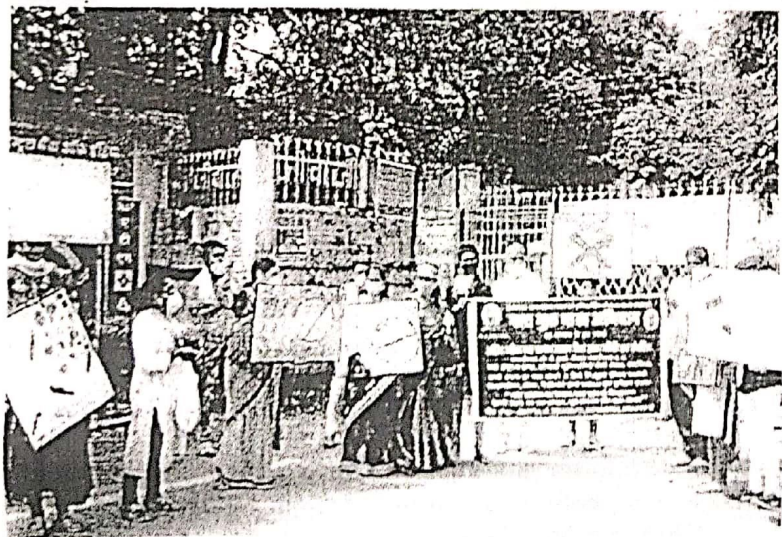
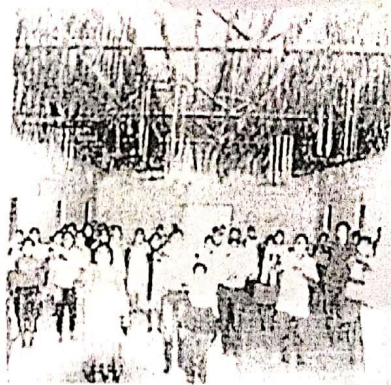
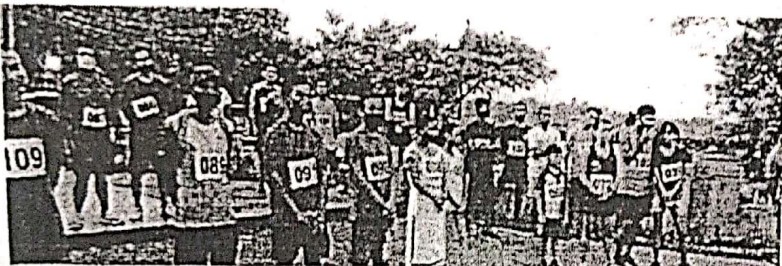
Nasha Mukh Bharat Abhiyaan was launched across the selected 272 districts in 32 state and Union Territories by various dignitaries such as Chief Ministers, Governors, Ministers and District Magistrates on 15th August 2020. First phase of the Abhiyaan will run till 31st March 2021 in the identified districts.



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Presently, Nasha Mukta Bharat Abhiyaan is being implemented in identified 272 vulnerable districts in full vigour with activities happening on-ground and in virtual mode considering and despite Covid conditions in the Country.



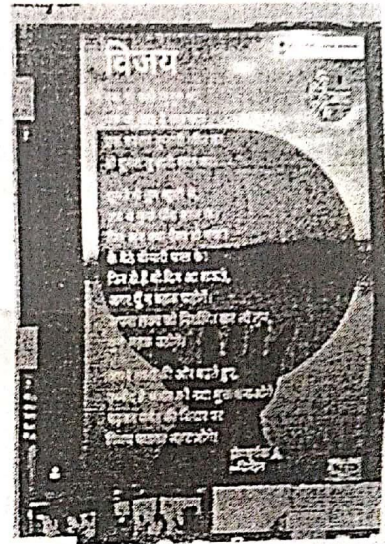
ABHIYAAN ACTIVITIES

State and District Level Abhiyaan Committees have been formed to lead and monitor the activities of the Abhiyaan in the respective states and districts and make it a success.

A number of activities to spread awareness and reach out to the masses on the objectives of the Abhiyaan have been conducted with various stakeholders such as youth, educational institutions, women, community, Panchayati Raj institutions, civil society organizations. Till now through the various activities undertaken for the Abhiyaan, 1.27+ Crore people have been reached out so far in the identified districts.

To further increase the reach & impact of the Abhiyaan, the two forces of social media and youth have been integrated through an internship programme in which 1500+ youth working in batches during Abhiyaan period are expected to reach out to 2+ crore people through informative & eye-catching videos, articles/blogs, infographics, poems and songs based on the theme of substance abuse.

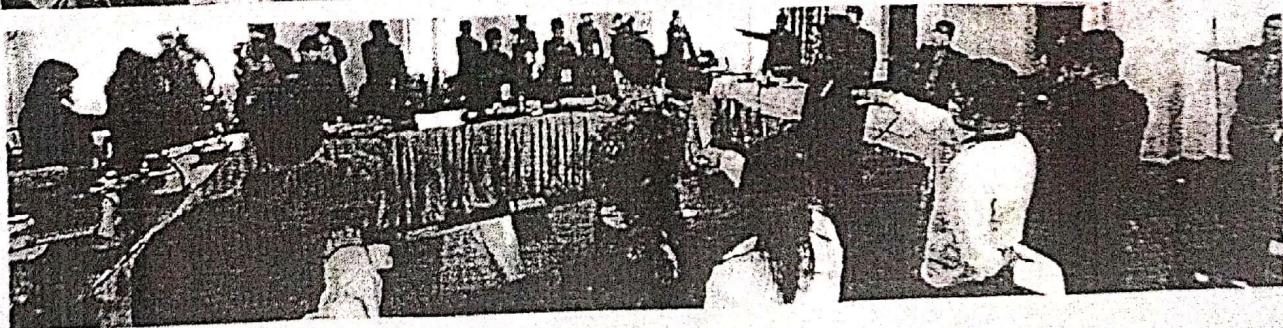
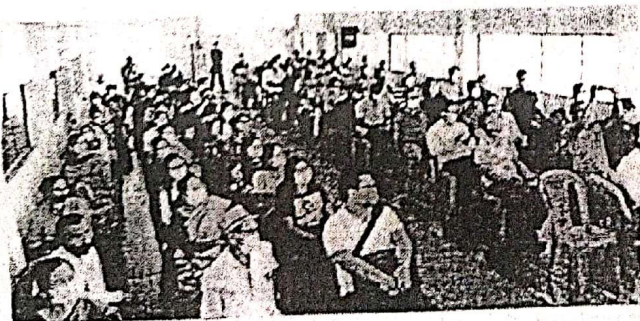
In the initial phase of the internship of 3 weeks, these young boys and girls in the age group of 18- 25 years, who come from varied educational & economic backgrounds, have posted around 10,000 posts on 3 platforms (Facebook, Twitter & Instagram) and have reached out to around 80,000 people per week.



MASTER VOLUNTEERS

Each district has selected 50 Master Volunteers who are playing a vital role in spreading word of the Nasha Mukta Bharat Abhiyaan and executing various on-ground activities in their respective districts.

Around 8,000 Master Volunteers have been identified in the selected 272 districts and have undergone training and are currently involved in the Abhiyaan. They have been conducting on-spot counseling for identified users or those found vulnerable and guide them to the nearest counseling and de addiction facility.



I conduct awareness sessions on Hazardous Effects of Substance Abuse in the schools and colleges.

Working on this cause has been the most fulfilling experience as I am positively impacting the future generations and making my community free from this menace.

Nargis Ayoub

Master Volunteer
Anantnag District
Jammu & Kashmir

As a volunteer in the Nasha Mukta Bharat Abhiyaan, I mobilized 500 students in KBN College and have talked to them about the negative effects of Drugs.

V.Uday Kumar

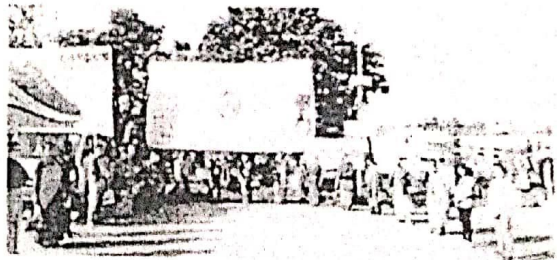
Master Volunteer
Krihna District
Andhra Pradesh

STAKEHOLDERS & IMPACT OF NMBA

Youth are a major stakeholders in NMBA as they are the most affected of substance abuse and are therefore effective in relating to younger generation. Youth are given orientation on the issue of substances use and are engaged in spreading this message across the country. Garnering participation with the youth ensures that the objectives of the Abhiyaan sustain even beyond Abhiyaan period.

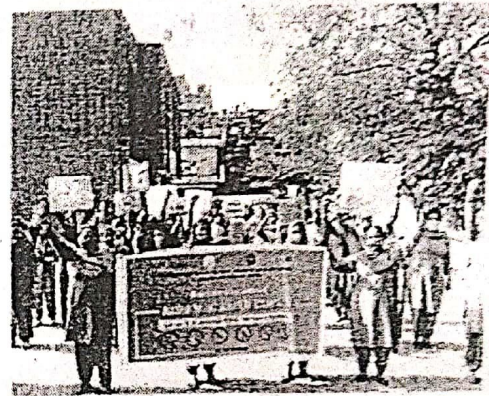
Youth Groups such as Yuva Mandals, NYK & NSS Volunteers and NCC Cadets have organized, participated and been involved in awareness rallies, community sessions, poster & wall painting competitions, sports events, oath & pledge gatherings.

Till now, approximately 4,000 youth groups have participated in various activities and more than 44+ lakh youth have been reached out under NMBA .

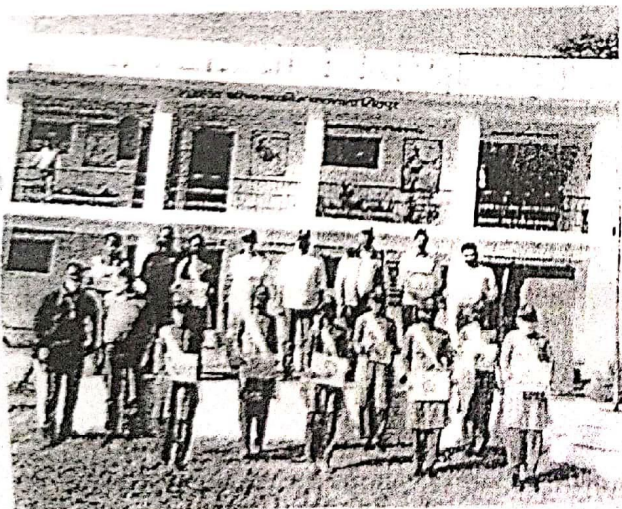


Women are envisioned to be important stakeholders in the Abhiyaan as they can have a positive impact not only on their families but also on the community. Through their zeal, enthusiasm and network they reached out to large sections of people through multiple interventions. Women have been mobilized and motivated to work towards curbing the menace of substance abuse as part of the Abhiyaan .

Mahila Mandals, Anganwadi & Asha workers, Women Self Help Groups (SHGs) have been involved actively in Abhiyaan activities. They have taken out a number of rallies, conducted community sessions, reached out to schools and parents on the issue of substance abuse. Till now more than 20+ lakh women are involved in the Abhiyaan.

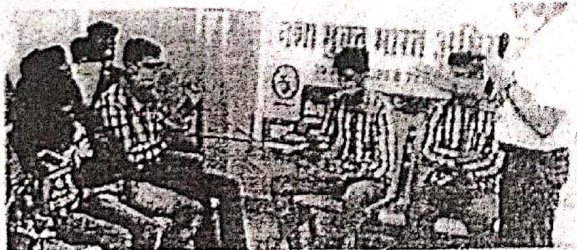


3. EDUCATIONAL INSTITUTIONS



Substance Use is highly prevalent in schools, colleges and university campuses across the country. It was important to reach out and involve them in the Abhiyaan for early prevention education for the vulnerable adolescents & youth.

Schools & Colleges have shown active interest in the Abhiyaan and organized multiple activities like online seminars, webinars, essay writing, painting, signature and oath taking to create awareness in students.



Rallies, awareness drives were other important ways through which Youth flagged the importance of Abhiyaan and advocated to promote a healthy lifestyle. Sports events such as Freedom runs, 3-5 Km runs, Kabaddi & Cricket matches were organized.

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13



To assist their efforts in running the Abhiyaan, IEC and training material has been prepared and shared with the District Administrations. To guide States and districts, a suggestive roadmap has also been shared, wherein every month has a dedicated theme related to substance abuse like mental health, youth, women & substance abuse & role of community.

States and districts have been undertaking various awareness generation activities by organizing seminars, rallies, nukkad natak, community sessions, competitions, social media campaigns, oath taking etc. by involving youth, children, women and educational institutions.



These activities are supported by the M/o SJE that has also been engaged to improve their accessibility, visibility and impact.

STATUS ON DE-ADDICTION SERVICE FACILITIES



GEO TAGGING INST
IRCA's
ODIC's
CPLI's

A major objective the Abhiyaan is to strengthen the existing network of organizations working in the field of drug de-addiction and prevention. Presently, there 310 M/o SJE supported institutions in the 272 districts under the Nasha Mukta Bharat Abhiyaan.

Additionally in FY 2020-21, Addiction Treatment Facilities (ATFs) will be set up in 125 Government Hospitals through NDDTC, AIIMS for providing in-patient & out-patient de-addiction services to dependent persons.

15 ATFs have already been setup, 35 more are near finalization to be set up shortly.

Social media has immense capability to reach out and engage with people on a large scale and to utilize this power, the Abhiyaan is present online on Facebook, Twitter & Instagram through dedicated pages where regular NMBA updates across the country are shared.

