Ministry of Social Justice
and Empowerment
Government of India

Nasha Mukt
Bharat
Abhiyaan

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E-NEWSLETTER

Nasha Mukt Bharat Abhiyaan

Nasha Mukt Bharat Abhiyaan

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Editor's Note

Dear Readers,

Welcome to this special edition of our e-Newsletter, covering the period from August to October. Reflecting on the recent Independence Day on August 15, 2025, the Nasha Mukt Bharat Abhiyaan (NMBA) has now completed 5 years, marking a significant milestone in our collective journey toward a drug-free India.

Our enduring theme, "Nasha Mukt Bharat, Khushhaal Bharat," encapsulates the essence of this journey. This legacy is not just about the achievements of the past but also about a future where every individual is free from the clutches of addiction.

In this edition, we reflect on the transformative impact of NMBA and highlight the key milestones that have shaped this journey. From youth-led initiatives like the recent national competitions and summits to innovative community-driven programs and e-pledges, NMBA continues to gain momentum across the country. We hope you find this combined edition both inspiring and informative. As always, we welcome your feedback and suggestions as we continue to strive for excellence in delivering content that resonates with our shared mission.

JAI HIND
NMBA Editorial Team

Nasha Mukt Bharat Abhiyaan

FROM THE DESK OF

"Abhiyaan is actively trying to curb the menace of substance-use through a strategic work plan. The strength of the Abhiyaan lies in its ability of mass mobilisation and involving all stakeholders on a unified strategy to combat substance use and encourage healthy lifestyle. Together we shall stand victorious in making India Drug Free."

Dr. Virendra Kumar, Union Minister for Social Justice and Empowerment

"Abhiyaan is a flagship campaign to enhance the evidence-based approach towards substance use. The Abhiyaan has reached grass-root level to address challenges related to substance dependence with a contemporary approach to engage youth and a comprehensive strategy, involving all the stakeholders, for making India free of substance use."

Shri B. L. Verma, Minister of State for Social Justice & Empowerment

"Nasha Mukt Bharat Abhiyaan, operational in all the districts, is a mass movement towards a Drug-Free India. Focusing on community involvement and collaboration with stakeholders, the campaign uses targeted interventions and awareness programs. Through this campaign, we aim to reach out to every citizen, and move towards a healthier and happier society"

Shri Amit Yadav, Secretary, Ministry of Social Justice & Empowerment

"The Nasha Mukt Bharat Abhiyaan intends to reach out to the masses and spread awareness on the issue of substance abuse through active participation of the youth, women and the community. Special emphasis is laid on the institutions of Higher Education, Youth Clubs & Women Groups to reach out to those vulnerable to substance use for early age prevention."

Smt. Latha Ganapathy, Joint Secretary, Ministry of Social Justice & Empowerment

Nasha Mukt Bharat Abhiyaan

Five Years of NMBA

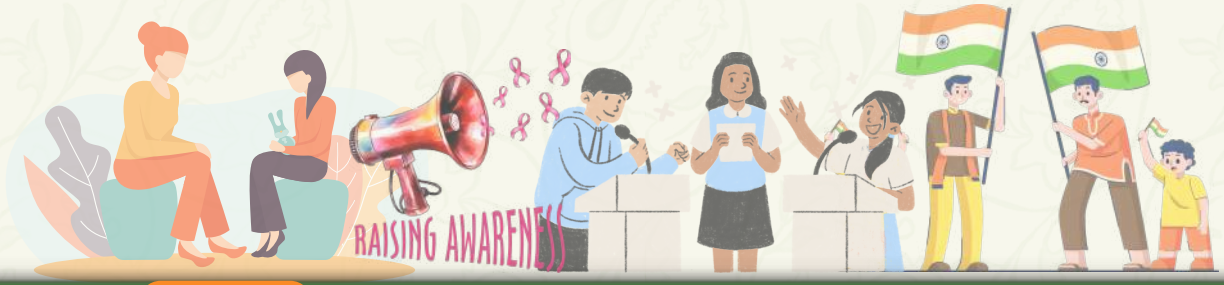
A People's Movement for a Drug-Free India

Drug and alcohol addiction in India has long been a silent crisis, impacting individuals, families, and communities across both urban and rural landscapes. Recognizing the urgent need for collective action, the Ministry of Social Justice and Empowerment launched the Nasha Mukt Bharat Abhiyaan (NMBA) on 15th August 2020 with a vision to make India drug-sensitized and resilient against substance abuse.

Five years on, NMBA has evolved into a powerful people's movement, unifying citizens, youth, women, institutions, and community leaders across the nation. Through consistent grassroots and digital outreach, the campaign has touched the lives of over 22 crore people, including 7 crore youth, 5 crore women, and 16 lakh educational institutions. From flash mobs, street plays, and rallies to online pledges and social media campaigns, NMBA's presence has been felt across cities, towns, and villages alike. Through the spiritual and faith-based organizations, NMBA has reached over 3.37+ Crore people across the country.

Intending to mobilize citizens across States and Union Territories to participate in the National Campaign for the 5th year celebration of NMBA from 1st August 2025, a series of competitive outreach and participatory activities is being undertaken across the country to generate widespread awareness and foster citizen engagement. As October 31, 2025, over one lakh students and youth have participated in the 5 Varsh 1 Sankalp Nasha Mukt Bharat Abhiyaan Quiz on MyGov. A total of 74,472 events have been conducted across the country, reaching an overall outreach of 1.76 crore (1 crore male and 76 lakh female) individuals as of October 31, 2025. The campaign recorded 15.96 lakh e-pledges and 70.82 lakh offline pledges, reflecting strong public participation.

As NMBA celebrates its fifth anniversary, it stands as a testament to India's collective determination to address substance abuse through compassion, collaboration, and community strength. The journey continues with renewed commitment to build a Nasha Mukt Bharat, Khushhaal Bharat, where every citizen contributes to a healthier and more hopeful future.



Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Andaman and Nicobar

The Andaman & Nicobar Islands administration has achieved remarkable community engagement through 79 activities across August-October 2025. South Andaman District led with 36 activities primarily through awareness seminars, workshops, and international day celebrations. Nicobar District conducted 42 targeted activities, focusing on Nasha Mukt Bharat Abhiyan pledge campaigns, health programs, yoga sessions, and sports activities. North and Middle Andaman organized a large-scale community engagement program.

Andhra Pradesh

Andhra Pradesh has demonstrated exceptional organizational capacity through 353 comprehensive activities from August to December 2025. Dr. B.R. Ambedkar Konaseema District led with 70 programs, while Y.S.R. District achieved the highest participation with 2,72,280 individuals. The program featured 16 NMBA pledge ceremonies, 35 specialized training programs, 25 networking initiatives, and 21 awareness campaigns.

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NMBA Best Practices

Arunachal Pradesh

Arunachal Pradesh has demonstrated effective community engagement through 39 activities from August to October 2025. Women and Child Development departments, community organizations, and village-level anti-drug committees coordinated the initiatives. Papum Pare District led with 18 activities, while Namsai District contributed 13 programs. The program featured NMBA pledge ceremonies, awareness seminars, cultural performances, and specialized training programs.

Assam

Assam implemented 271 activities, engaging 1,61,207 participants from August to October 2025. The initiatives were coordinated by various departments and agencies, showcasing multi-sectoral collaboration. Kamrup Metro and Sivasagar districts led activity implementation, while Kamrup Metro, Goalpara, and Baksa districts achieved high participation rates.

Bihar

Bihar has launched public awareness and community engagement campaigns in districts like Gaya to prevent substance abuse. These involved social messaging, youth involvement, and outreach methods, working with educational institutions and local leaders. These campaigns aim to empower youth, reduce stigma, foster community support, and build long-term positive behaviors.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Chandigarh

Chandigarh implemented 233 activities, mobilizing 2,59,379 participants (52.3% males, 47.7% females) from August to October 2025. The Police Department led the initiatives, supported by education departments and other organizations. The program featured awareness campaigns, flash mobs, NMBA pledge ceremonies, cultural performances, and training programs. Chandigarh's approach emphasized mobile awareness, targeted interventions in vulnerable areas, and strong police-education partnerships.

Chhattisgarh

Chhattisgarh implemented 613 activities, mobilizing 2,41,485 participants from August to October 2025. The Social Welfare Department coordinated the initiatives. Bilaspur District led with 76 activities, engaging 104,137 individuals. The program featured over 3366 NMBA pledge ceremonies, training seminars, and cultural performances.

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NMBA Best Practices

Delhi

Delhi implemented 50 targeted activities, mobilizing 3,82,361 participants from August to October 2025. The Social Welfare Department and Education Department coordinated the initiatives. South East Delhi led participation with 1,04,087 individuals, while New Delhi and East districts led activity implementation. The program featured cultural engagement through Nukkad Natak, specialized training programs, awareness seminars, and innovative approaches like health camps and drawing competitions.

Goa

Goa implemented 10 strategic activities in North Goa district, engaging 38,924 participants from August to October 2025. The initiatives were coordinated by various departments. The program featured NMBA pledge ceremonies, creative competitions (slogan writing, rangoli making, and drawing), and leveraged educational infrastructure and cultural heritage.

Gujarat

Gujarat set a benchmark with 5097 activities, engaging 19,52,453 participants from August to October 2025. Bhavnagar led with 545 programs, while Gandhinagar achieved the highest participation with 1,74,084 individuals. The program featured over 3000 NMBA pledge ceremonies, specialized training programs, seminars, and cultural events.

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NMBA Best Practices

Haryana

Haryana implemented 535 diverse, mobilizing 5,09,932 participants (62% males, 38% females) from August to October 2025. The initiatives were coordinated by NGOs, Education Departments, and District Social Welfare Offices. Sirsa District led with 195 programs, while Panchkula achieved the highest participation with 1,56,112 individuals. The program featured 146 NMBA pledge ceremonies, specialized training programs, drawing competitions, marathon events, and awareness seminars.

Himachal Pradesh

Himachal Pradesh has implemented 331 strategic activities, engaging 2,42,601 participants from August to October 2025. The initiatives were coordinated by various departments, including Education, Technical Education, Social Justice, and Police. Kullu District led with 69 programs, while Bilaspur achieved exceptional participation density with 1,51,308 individuals. The program featured NMBA pledge ceremonies, creative competitions, specialized training programs, and awareness campaigns.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Jharkhand

Jharkhand has implemented 250 comprehensive activities mobilizing 11,07,328 participants from August to October 2025. The state demonstrated exceptional tribal and rural engagement through systematic coordination by various departments. Ranchi led activity implementation with 109 strategic activities, while Pakur achieved exceptional participation with 9,36,970 individuals. The program featured activities, like rangoli making competitions, awareness seminars, pledge ceremonies, and cultural events.

Jammu & Kashmir

Jammu and Kashmir has implemented 389 strategic activities, reaching 1,44,138 participants from August to October 2025. The U.T. demonstrated resilient community engagement despite regional challenges. Baramulla District led activity implementation with 96 strategic activities, while Kupwara achieved the highest participation with 70,602 individuals. The program featured NMBA pledge ceremonies, drawing competitions, focus group discussions, and Nukkad Natak performances.

Kerala

Kerala implemented 63 strategic activities, engaging 2,35,436 participants from August to October 2025. Thiruvananthapuram led activity implementation with 23 programs, while Alappuzha achieved the highest participation with 2,12,465 individuals. The program featured specialized training programs, awareness seminars, sports, and physical activities.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Karnataka

Karnataka implemented 24,425 strategic activities, engaging massive 32,84,620 participants from August to October 2025. The state emphasized educational partnerships and panchayat-level implementation. Belagavi District led with 3,450 programs, while Koppal achieved the highest participation with 4,13,846 individuals. The program featured NMBA pledge ceremonies, rangoli making competitions, sports, and diverse approaches like social media campaigns and training programs.

Lakshadweep

Lakshadweep has implemented 8 strategic activities, reaching 9,964 participants in September 2025. The Union Territory's initiatives were coordinated by the Department of Social Welfare and Tribal Affairs. The program featured drawing competitions, NMBA mass pledge, walkathons, marathons, health-related seminars, and community engagement programs.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Ladakh

Ladakh has implemented 57 strategic activities, engaging 17,163 participants from August to October 2025. The Union Territory demonstrated commitment to comprehensive programming despite extreme geographic challenges. Leh led activity implementation with 25 programs, while Kargil achieved higher participation density with 9,980 individuals. The program featured NMBA pledge ceremonies, specialized training programs, awareness seminars, and activities like community mapping and wall paintings.

Manipur

Manipur has implemented 80 comprehensive activities, mobilizing 1,23,199 participants from Aug- Oct 2025. The state demonstrated exceptional border state resilience, emphasizing sports-oriented programming reflecting Manipur's renowned athletic culture. Churachandpur led activity implementation, while Imphal East achieved the highest participation with 37,420 individuals. The program featured NMBA pledge ceremonies, sports and physical activities, slogan writing competitions, and cultural events.

Meghalaya

Over 36,000 people joined pledge ceremonies alongside seminars, workshops, and youth training sessions. Community engagement was boosted through creative contests such as slogan writing, rangoli, and drawing. Mobile NMBA vehicle campaigns helped spread awareness, making the initiative accessible and impactful.

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NMBA Best Practices

Maharashtra

Maharashtra launched a regional program against substance abuse, conducting 232 strategic activities across 22 districts. The initiative engaged 33,285 participants through awareness vehicle campaigns, community sensitization programs, and NMBA pledge ceremonies. Mumbai district led with 9 programs and 10,183 participants, while Nagpur had 25 activities with 4,794 participants. The program showcased specialized approaches like awareness generation, sensitization about government de-addiction schemes, and high-risk area awareness.

Madhya Pradesh

Madhya Pradesh has launched a massive initiative against substance abuse, conducting 28,648 activities engaging 17,74,416 participants. The program features a comprehensive architecture, including NMBA pledge ceremonies, social media campaigns, specialized training programs, community mapping, and cultural events.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Mizoram

Mizoram implemented 136 focused activities from August to October 2025, reaching 1,03,133 participants. The state emphasized capital-centered programming through the Mizoram Social Defence and Rehabilitation Board. Mizoram's methodology showcased a centralized governance model and systematic focus on capacity building.

Nagaland

Nagaland showcased tribal state excellence through 71 activities from August to October 2025, engaging 27,216 participants. Wokha district led activity implementation with 12 programs, while Peren achieved the highest participation with 10,000 individuals. The program featured NMBA pledge ceremonies, awareness seminars, specialized training programs, and innovative approaches like wall paintings and cultural activities reflecting Naga artistic traditions.

Odisha

Odisha executed 62 focused activities from August to October 2025, engaging 53,192 participants. The initiatives were coordinated by the Social Security and Empowerment of Persons with Disabilities department. Ganjam district led activity implementation with 5 programs, while Kendujhar achieved exceptional participation density with 28,996 individuals. The program included 25 NMBA pledge ceremonies, specialized training programs, marathon events, and cultural competitions.

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NMBA Best Practices

Puducherry

Puducherry implemented 26 strategic activities, engaging 38,276 participants from August to October 2025. Pondicherry District dominated implementation with 24 activities, engaging 38756 participants. The program featured NMBA pledge ceremonies, specialized training programs, flash mobs, and cultural performances. Puducherry's approach leveraged its bilingual heritage and educational infrastructure, emphasizing high-impact events like health camps and marathons.

Punjab

The activities in Punjab focused on a wide range of community engagement and awareness methods. Events included awareness generation programs, taking the NMBA pledge, and social media campaigns. Competitions, slogan writing, and Nukkad Natak, activities involving flash mobs, sports, health-related events, seminars, and webinars were organized.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Rajasthan

Rajasthan held numerous events, featuring pledges and competitions. A significant number of events were centered around taking the NMBA pledge in public. Awareness campaigns were also conducted. The state organized numerous drawing, slogan writing, Nukkad Natak, seminars, Yoga & meditation sessions, marathons and Rangoli making competitions.

Sikkim

Sikkim's activities included a mix of awareness programs, cultural events, and training sessions. Many programs involved training and awareness for adolescents, along with seminars and webinars. Pledges under the NMBA were also common. Cultural Activities like Nukkad Natak, drawing competitions, Rangoli making, and various sports events were organized. The state focused on identifying social media influencers, running social media campaigns, and holding focus group discussions.

Tamil Nadu

Tamil Nadu's initiatives focused on training, awareness, and public pledges. Key activities included training sessions, awareness programs, marathons, and public pledge ceremonies, showcasing the state's commitment to community-driven approach. These efforts demonstrate Tamil Nadu's pronged approach to addressing substance abuse.

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NMBA Best Practices

Telangana

Telangana conducted general awareness generation and social media campaigns and awareness programs. Activities included networking within neighbourhoods, community mapping of hotspots, and the formation of support networks. Taking the NMBA pledge was a frequent activity, supplemented by seminars, webinars, competitions, and flash mobs.

Dadra and Nagar Haveli & Daman and Diu

In Dadra and Nagar Haveli and Daman and Diu, the education departments took a central role in coordinating initiatives. The pledge drives were strategically implemented in educational institutions. The campaign was also extended to high-traffic public hotspots to maximize reach. This ensured the anti-substance abuse initiatives were visible and accessible to many young people.

Tripura

Tripura stood out with a wide range of activities including IEC material distribution through NMBA for awareness, seminars, webinars, and workshops involving both the social welfare and education departments. The state celebrated international days related to health awareness, organized flash mobs, drives, rallies, and conducted marathons.

Nasha Mukt Bharat Abhiyaan

NMBA Best Practices

Uttar Pradesh

Districts such as Sitapur, Rae Bareli, Lucknow, and others organized extensive awareness campaigns including NMBA pledges (both physical and e-pledges) to combat substance abuse. Cultural events such as inter/intra-university debates, essay writing, drawing, and painting competitions engaged thousands of students. Districts also hosted Nukkad Nataks, skits, and workshops to raise awareness. Sports and physical activities were popular, encouraging community participation.

Uttrakhand

Districts like Nainital, Rudra Prayag, Almora, and others focused on NMBA pledges in educational institutions and public places, slogan writing competitions, rangoli making, and drawing competitions. Social welfare and education sectors collaborated frequently in organizing seminars, webinars, and sports activities. Marathon, walkathon, and cyclothon events were held for greater public engagement. Health camps and community mapping exercises in vulnerable areas supported local outreach efforts.

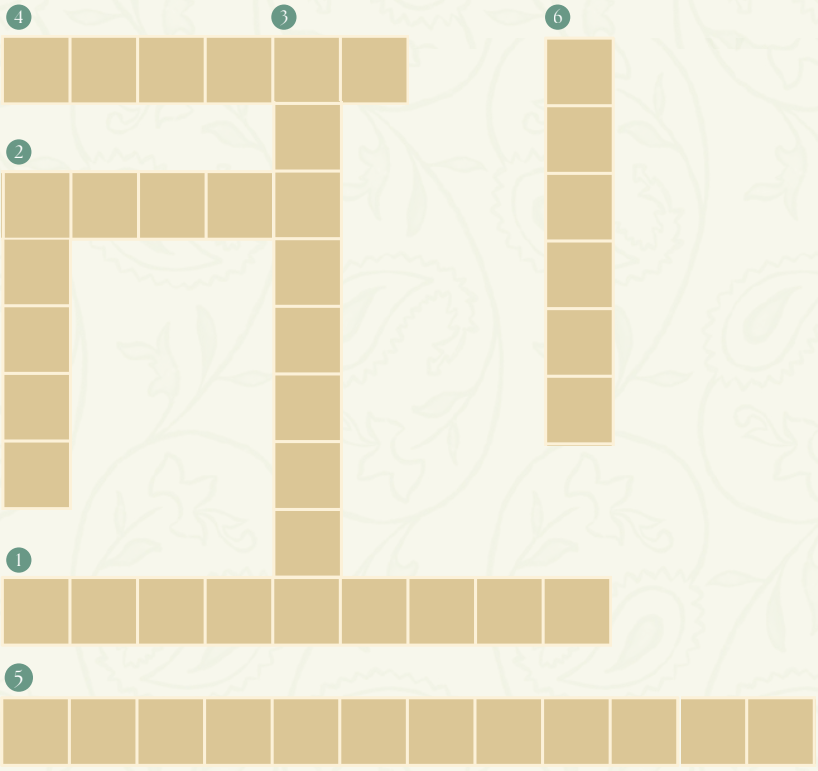
West Bengal

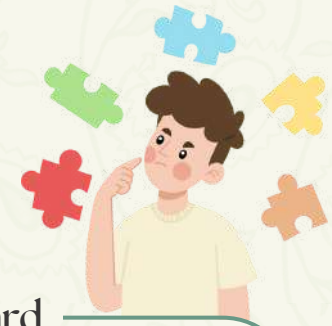
In West Bengal, the strategy centered on sensitizing the public, with a significant emphasis on raising awareness. This message was widely highlighted by dedicated NMBA awareness campaigns. These mobile units engaged communities by broadcasting information. In parallel, focus group discussions were conducted to foster deeper community dialogue and understanding.

Nasha Mukt Bharat Abhiyaan

NMBA Crossword

Test your awareness about NMBA!





Across

1 . The main goal of NMBA is a society free from _____

2. A digital platform where citizens can participate in the NMBA Quiz.

4. NMBA encourages people to take both offline and _____ pledges.

5. Women, Youth, and Higher Educational Institutions are key _____

Downward

2. Ministry responsible implementing the Nasha Mukt Bharat Abhiyaan.

3. To ensure that children are sensitised and educated against substance use, MoSJE has developed _____ Modules

6. NMBA was launched in 2020, in the month of _____

Answers

1. Drug abuse 2. MYGOV, MOSJE 3. Navchetna 4. Online 5. Stakeholders 6. August

Nasha Mukt Bharat Abhiyaan

AT A GLANCE

22,39,93,734+
People Reached

7,33,86,987+
Youth Reached

4,89,85,224+
Women Reached

16,30,313+
Educational Institutions Covered

27,75,807+
Persons Treated and Rehabilitated

755+
DoSJE-Supported De-addiction and Rehab Centres

NMBA Quiz

As the Nasha Mukt Bharat Abhiyaan celebrates its 5-year anniversary, the MOSJE, in collaboration with MYGOV, has organised a quiz competition – **5 Varsh, 1 Sankalp - Nasha Mukt Bharat Abhiyaan Quiz,** an initiative to increase awareness and promote public participation for a Nasha Mukt Bharat. Open till **November 8, 2025**, it invites all citizens to participate and **get awarded with an e-certificate**.

1 Lakh+
PARTICIPATION IN QUIZ

Take the quiz

www.quiz.mygov.in

Nasha Mukt Bharat Abhiyaan

Way Forward

As the Nasha Mukt Bharat Abhiyaan (NMBA) steps beyond its five-year milestone and and continues its work, it stands at a critical juncture. The foundation laid so far is robust, but achieving a truly drug-free India requires renewed commitment, innovative approaches, and decisive collective action.

The next phase of NMBA will focus on deepening community engagement, ensuring that awareness campaigns reach every corner of the country. Expanding collaborations with NGOs, private sector, educational institutions, and international organizations will bring in specialized expertise, helping to strategically scale up successful interventions nationwide.

Policy advocacy and rigorous implementation will remain core focuses. Strengthening regulatory frameworks and guaranteeing access to high-quality de-addiction services are essential ingredients for long-term success. Additionally, NMBA will vigorously prioritize the rehabilitation of affected individuals, aiding their seamless reintegration into society. As NMBA moves forward, its commitment to a drug-free India remains absolutely unwavering. With strategic foresight and dedicated action, NMBA will continue to lead efforts toward a *Nasha Mukt Bharat, Khushhaal Bharat*.

TAKE THE

E-PLEDGE