

**GOVERNMENT OF INDIA  
MINISTRY OF HOME AFFAIRS**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 1663**

**TO BE ANSWERED ON THE 16<sup>TH</sup> MARCH, 2022/ PHALGUNA 25, 1943 (SAKA)  
CAMPAIGN TO SENSITISE PEOPLE REGARDING DANGER OF DRUG ABUSE**

**1663. SHRI Y. S. CHOWDARY:**

**Will the Minister of HOME AFFAIRS be pleased to state:**

**(a) the steps being taken to launch an intensive campaign to sensitise people to the dangers of drug abuse and encourage them to share information leading to prevention and detection of the use of narcotic substances and conduct drives against narcotic drugs and psychotropic substances;**

**(b) the response received/implementation status thereof, particularly at inter-border States; and**

**(c) the efforts made to involve public participation in the fight against drug abuse, as it is a societal problem?**

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS  
(SHRI NITYANAND RAI)**

**(a) to (c): The government has undertaken various measures to sensitize people about the dangers of drug abuse and to encourage them to share information with different Drug Law Enforcement Agencies (DLEAs) for prevention and detection of use of narcotic substances. Some of the major steps taken are as follows:**

- (i) The Government has launched Nasha Mukta Bharat Abhiyaan (NMBA) in 272 identified vulnerable districts with an aim to create awareness about ill effects of substance abuse among the youth,**

**with special focus on higher education institutes, university campuses and schools. Efforts are being made to reach out to the community and community ownership of the Abhiyaan.**

- (ii) Special emphasis is laid on the participation of different segments of society such as women, children and other vulnerable sections, who may be directly or indirectly affected by substance use.**
- (iii) 8,000 master Volunteers have been selected and trained to lead the Abhiyaan activities in the 272 identified districts.**
- (iv) Till now, more than 2.14 Crore people have been reached through various activities undertaken under this Abhiyaan.**
- (v) More than 82 lakh youth have actively participated in the activities of the Abhiyaan and are spreading the message against substance use. Around 4,000+ Yuva Mandals, Nehru Yuva Kendra Sangathan (NYKS) & National Service Scheme (NSS) Volunteers have also been associated with the Abhiyaan.**
- (vi) Anganwadi & ASHA workers, ANMs, Mahila Mandals & Women SHGs have been roped in to spread awareness.**
- (vii) Several events, competition and awareness session have been organized for the student community covering more than 27 lakh students and 55171 educational institutions.**

- (viii) Social media is being effectively utilized to spread the message of the Abhiyaan online through Facebook, Twitter & Instagram by sharing daily updates on them.**
- (ix) Short awareness films about substance use has been made in 9 languages and released on social media and also circulated to states for sensitizing people regarding dangers of Drug Abuse.**
- (x) International Day against Drug Abuse and Illicit Trafficking on 26<sup>th</sup> June is being organized every year to spread awareness among the general public about the ill effects of drug abuse and drug trafficking through various social media platforms by way of Audio/Video messages of eminent personalities from the field of Politics, Bureaucracy, Sports, Films, Music etc. and through Telecom Service Providers, FM radios, Television Channels etc.**
- (xi) National Commission for Protection of Child Rights (NCPCR) in collaboration with Narcotics Control Bureau (NCB) has formulated a “Joint Acton Plan on Prevention of Drugs and Substance Use among Children and Illicit Trafficking” which is being implemented throughout the country.**
- (xii) Email IDs and telephone numbers have been displayed on the NCB official website for sharing any information related to drug trafficking.**