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Karnataka Shikshana Samithi
Nrupatunga Institute of Technology & Management

OFFICE ORDER / CIRCULAR

**Nasha Mukh Bharat Abhiyaan in our Institution
Implementation Protocol**

1. Background

- ◆ Drug Addiction is emerging to be a serious problem in the country having dangerous consequences not just for the person using drugs, but on the family and society at large. Prevention has proven to be the most effective strategy to counter this problem. Ministry of Social Justice and Empowerment being the Nodal Ministry for Drug Demand Reduction coordinates, implements and monitors several interventions which include prevention, assessment of extent of the problem, treatment and rehabilitation of users, dissemination of information and generation of awareness among public. To assess the magnitude of the problem of substance use in the country, Ministry has done a comprehensive National Survey on Extent and Pattern of Substance Use to ascertain the proportion of Indian population using various substances and those affected by substance use disorders.
- ◆ As per the survey report, Alcohol is the most common psychoactive substance used by Indians followed by Cannabis and Opioids. About 16 Crore persons in our country consume alcohol, 3.1 Crore individuals use cannabis products and 2.26 Crore use opioids. More than 5.7 Crore individuals are affected by harmful or dependent alcohol use and need help for their alcohol use problems, about 25 lakhs suffer from cannabis dependence and approximately 77 lakh individuals are estimated to need help for their opioid use problems. Having accurate knowledge on the extent and pattern of substance use in India is a significant first step in working together to address and ultimately resolve this serious social health problem in India.
- ◆ It is in this context Ministry has formulated a National Action Plan for Drug Demand Reduction (NAPDDR) an umbrella scheme which includes components for preventive education and awareness generation, capacity building, treatment and rehabilitation, setting quality standards, focused intervention in vulnerable areas, skill development, vocational training and livelihood support of Ex drug addicts, surveys, studies, evaluation and research. Projects and schemes are funded for implementation and initiatives towards the Drug Demand Reduction in the country are carried out through the Government of India, State/UT Governments, implementing agencies like NGOs, Trusts, and Autonomous organizations, Technical Forums, Hospitals, and Prison Administrations and so on and so forth.



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2. Objective

- ◆ In the year 2020-21 Ministry of Social Justice and Empowerment has formulated an Annual Action Plan 'Nasha Mukh Bharat Abhiyaan' to be implemented in 272 districts which were identified as most vulnerable in terms of usage of drugs. These 272 districts were identified based on the inputs received from Narcotics Control Bureau and the findings of the comprehensive National survey done by the Ministry. The Abhiyaan was made operational in 372 districts in 2022-23 and further, it was expanded in all the districts in 2023-24.
- ◆ Nasha Mukh Bharat Campaign is a three-pronged attack combining the supply curb by Narcotics Control Bureau, Outreach and Awareness and Demand Reduction effort by Social Justice and Empowerment and treatment through Health Department.
- ◆ The Action Plan has the following components:
 - * Awareness generation programmes.
 - * Focus on higher educational Institution, university campuses and schools
 - * Reaching out into the Community and identifying dependent population,
 - * Focus on counselling and treatment facilities in hospitals and rehabilitation centers
 - * Capacity building programmes for a service provider

3. Campaign Implementation Structure

Institution Level Nasha Mukh Campaign Committee:

Institution level Campaign Committee will comprise of the following members:

S/No	Designation	Role
1	Sri Sudhender Kulkarni	Chairperson
2	Smt Y Shubha	Member
3	Smt S Rashmi	Member
4	Sri Ch Srikant	Member
5	Smt V R Lavanya	Member Secretary

Periodicity of the Meeting:

The InstitutionLevel Nasha Mukh Campaign Committee would meet once in two months.

Functions:

1. Formulating a State Campaign Activity under Nasha Mukh BharatCampaign
2. Ensuring formulation and implementation of the District Level NashaMukh campaigns in identified vulnerable districts in the State.



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3. Guiding and overseeing the implementation of District Level NashaMukt Campaigns
4. To increase community participation and public cooperation.
5. Conducting training programmes for the service providers at State level, district level, and below district level
6. Having a social media strategy for the State campaign and implementation of the same.
7. 7. Visit to the Institutions, hospitals for assessment of preparedness and implementation
8. Ensuring strict implementation of ban on sale of cigarettes within 100 meters of any educational institution (Rule refers).
9. Obtaining information on the availability/sale of drugs and review the action taken on such information.

LIST OF ACTIVITIES THAT CAN BE DONE UNDER THE ABHIYAAN (NON – EXHAUSTIVE)

- Training and awareness generation activities with children, adolescents, youth and master volunteers.
- Sports and physical activities
- Seminars, Webinars or Workshops for awareness generation
- Nukkad Natak, Skits and Play
- Flash mobs, drives and Rallies
- NMBA pledge (including e-pledge) in educational institutions, hotspots and public places
- Community mapping of nearby areas and identifying hotspots for qualitative analysis
- Walkathons and marathons
- Wall Paintings/Graffiti and art competitions
- Slogan writing or jingle making
- Video-making or short film making
- Activities with/NSS/NCC/ NYK volunteers and spiritual organizations
- Yoga and Meditation Activities
- Documentaries/Film Screenings on substance use and discussions
- Awareness generation through NMBA vehicles
- Sensitizing the general public about the different schemes and programs of the Ministry with regards to existing deaddiction facilities in the state and districts along with awareness generation in high risk areas.
- Distribution of IEC Material available on the NMBA website
- Organizing Inter/Intra University Debate/ Essay/ Painting/ Drawing Competitions (online/offline, any)
- Formation of Clubs (for substance use prevention) in educational institutions, communities, in collaboration with service organizations (Rotaract, Lion, etc.)



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- Identifying influential alumni from the colleges to advertise the Abhiyaan.
- Focus Group Discussions with various stakeholders in high risk areas.
- Social Media Campaigns
- Identification and involvement of local brand ambassadors, social media influencers, etc.
- Surveys and preparatory studies
- Celebration of international/national days of importance (for ex: celebrating World Aids Day and spreading awareness about AIDS and how Injecting drug users increase the chances of getting AIDS)
- Using regional channels, newspapers, radio's and other media outlets, available to discuss the Nasha Mukta Bharat Abhiyaan
- Formation of support groups and initiating counselling networks to address the issues related to substance use.
- A sub-campaign to increase awareness about the ban of licit/ illicit substances near college areas with the help of police/competent authority
- Involvement and convergence with various government departments
- Networking with the self-help groups/local leaders/ nongovernmental organizations to reach out to high-risk groups in the neighborhood
- Activities in vulnerable areas including border and tribal regions

Signature

MUKUND KULKARNI

Date: 25-08-2025



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