

Nasha Mukh Bharat Abhiyan

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In News: The Nasha Mukh Bharat Abhiyan in 272 districts would be strengthened with 13,000 youth volunteers to spread the message of "say no to drugs".

Background OF Nasha Mukh Bharat Abhiyan

- The plan is being implemented in 272 districts and the districts were identified by the narcotics control bureau.
 - These districts are mostly from Haryana, Punjab, Uttar Pradesh, Delhi and North Eastern States.
 - These districts are highly affected by drug abuse.
 - This was mainly because the National list of districts that are mostly affected by substance abuse says that 18 of 22 districts of Punjab are affected.
 - Around 8.5 lakh Indians inject drugs and 4.6 lakh children need help for inhalant dependence and around 7.7 million Indians or need help for opioid dependence.
- **The Nasha Mukh Bharat Abhiyan was specifically launched in 2015 by the Shiromani Akali Dal in Punjab.**

Nasha Mukh Bharat: Annual Action Plan (2020-21)

- The National Action Plan for Drug Demand Reduction has been formulated and is being implemented by the Ministry Of Social justice and empowerment under the programme.
- The scheme is being implemented between 2018 and 2025.
- Launched for on the occasion of "International Day Against Drug Abuse and Illicit Trafficking"

Key Highlights of the Plan:

- The action plan is a combined effort of the Narcotics Bureau, the Ministry of Social Justice and Empowerment and the Department of Health and Family welfare.
- Aims at reduction of adverse consequences of drug abuse through a multi-pronged strategy involving education, de-addiction and rehabilitation of affected individuals and their families
- The Action Plan has the following components:
 - Awareness generation programmes,
 - Focus on Higher Educational institutions,
 - University Campuses and Schools,
 - Community outreach and identification of dependent population,
 - Focus on Treatment facilities in Hospital settings and Capacity Building Programmes for Service Providers,
 - skill development,
 - livelihood support of ex-drug addicts.

Implementation

- It would focus on 272 most affected districts and launch a three-pronged attack combining efforts of the Narcotics Bureau, Outreach/Awareness by Social Justice and Treatment through the Health Dept.