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Nasha Mukt Bharat Abhiyaan Reaches Over 35.88 Crore People; Over 14.35 Crore Youth



CHENNAI – 13 Nov, 2026 Nasha Mukt Bharat Abhiyaan Reaches Over 35.88 Crore People; Over 14.35 Crore Youth, 11.33 Crore Women Reached Through Nationwide Awareness Campaign.

The Nasha Mukt Bharat Abhiyaan (NMBA), launched by the Ministry of Social Justice and Empowerment on 15 August 2020, has evolved into a nationwide people's movement against substance abuse, reaching over 35.88 crore people across the country as on 12 November 2026.

The campaign has connected with more than 14.35 crore youth and 11.33 crore women, reflecting its expanding outreach among key sections of society. More than 2 lakh citizens have also enrolled as Nasha Mukti Mitr, strengthening community participation in the collective effort to build a drug-free India.

A Senior Official in the Ministry said the Abhiyaan was initially launched in 272 districts identified as particularly vulnerable to substance use, that was subsequently expanded to 372 districts in August 2022 and extended to all districts of the country with effect from 15 August 2023.