

स्वास्थ्य एवं परिवार कल्याण मंत्रालय के तहत सांविधिक निकाय
Statutory Body under the Ministry of Health & Family Welfare

F.No. 22-10/Ministry/2026-INC

Dated: 27 MAY 2026

Notification No. 8 of 2026

Subject: Participation of ANMs in "Nasha Mukht Bharat Abhiyaan (NMBA)"

Reference is invited to the communication of the Ministry of Social Justice and Empowerment dated 06.05.2026 regarding support for strengthening the "Nasha Mukht Bharat Abhiyaan (NMBA)" (copy enclosed).

Nasha Mukht Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by the Department of Social Justice and Empowerment in 272 identified vulnerable districts. Subsequently, the Abhiyaan has been extended to all districts of the country with effect from 15th August 2023. The objective of NMBA is to reach out to the masses and generate awareness regarding substance abuse and its harmful effects.

In this regard, all **Auxiliary Nurse Midwives (ANMs)** are requested to actively participate at the grassroots level, including in communities, schools and other outreach platforms, function as **Master Volunteers** for awareness generation and to encourage participation at various levels for wider outreach and effective implementation of the Abhiyaan.

Further, all ANMs are requested to take the **NMBA e-Pledge** by scanning the QR code given below.

This issues with the approval of the Competent Authority



Yours faithfully,



(Col (Dr) Sarvjeet Kaur)
Secretary

Circulation:-

1. Registrars, All State Nursing Councils
2. Principal School/College of Nursing running ANM programs
3. INC Website



D.O No DP /5/2023-DP-I

April 10, 2026

Dear Ma'am,

The Ministry of Social Justice and Empowerment is the nodal Ministry for drug demand reduction in the country, which coordinates and monitors all aspects of drug abuse prevention, assessment of the extent of the problem, preventive action, treatment and rehabilitation of users and dissemination of information.

2. Nasha Mukh Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by the Department of Social Justice & Empowerment in 272 identified most vulnerable districts and now it has been extended to all districts of the country with effect from 15th August 2023. Nasha Mukh Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use.

3. Till now, through the various activities undertaken on-ground, 26+ crore people including 9.4+ crore youth, 6.4+ crore women and 28,000+ master volunteers have been sensitized on substance use through more than 8.2 lakh activities conducted at various levels including in educational institutions, across the country.

4. Your kind intervention is invited for increasing awareness against drug abuse under the Nasha Mukh Bharat Abhiyaan by involving ASHA (Accredited Social Health Activists) and ANM (Auxiliary Nurse Midwives) workers as Master Volunteers in the awareness generation under the Abhiyan. This initiative will greatly strengthen grassroots awareness under NMBA. Further discussions may be held in this regard and accordingly, necessary directions could be issued to the States/UTs. You may also publicise the NMBA e-pledge QR code (attached) at various levels for increased participation and reach out.

5. Your intervention for this noble cause would enhance the impact of the Nasha Mukh Bharat Abhiyaan.

With kind regards,

Yours sincerely,

Sudhansh Pant

(Sudhansh Pant)

Enclosure. as above

Ms. Punya Salila Srivastava
Secretary
Department of Health & Family Welfare
Room No. 11100 C-Wing
Kartavya Bhawan - 1
New Delhi

