



VIT[®]
Vellore Institute of Technology
 (Deemed to be University under section 3 of UGC Act, 1956)

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Faculty	: Dr Tiwari Mahalaxmi	Slot	: G2

NAME: SAMIK SARASWAT

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Digital Assignment - 2

The Red Ribbon Club organised a rally against drug usage at VIT Chennai on August 17, 2022. The Ministry of Social Justice and Empowerment's "NASHA MUKT BHARAT ABHIYAN," commonly known as the Drug-Free campaign, sponsored the march. It was intended to force campus students to participate in a rally against drug addiction where they would raise signs and yell anti-drug messages. At 11:40 a.m., it departed from Academic Block 1 and circled the campus before turning around and going back to the starting point.

The Minister for Social Justice & Empowerment Shri Thawarchand Gehlot launched the website for the Nasha Mukta Bharat Abhiyaan (NMBA) on the occasion of International Day Against Drug Abuse and Illicit Trafficking on 26 June 2021, which is observed worldwide to strengthen action and cooperation in achieving the goal of a sustainable world free of substance abuse. The entire world is facing the menace of drug addiction which has a devastating impact on the addict, individual, family and a large section of society.

The introduction of Nasha Mukta Bharat Abhiyaan (NMBA) is intended for 272 Districts in 32 States and Union Territories that have been identified as being the most susceptible to drug use in the nation. Based on data from the Comprehensive National Survey and feedback from the Narcotics Control Bureau, these vulnerable

areas were determined (NCB). More than 60 million people use drugs in the country, with a significant portion of them being between the ages of 10 and 17 years old, according to the Ministry of Social Justice and Empowerment's National Comprehensive Survey.

Drugs are a vicious addiction which ruins our life along with people around us. Hence one must think about their near and dear ones as well. This campaign was used to spread awareness of negative impacts of drug abuse and its impact on everyone around us. The campaign focussed on how drugs ruin lives of several teens all around the world. Along with this, the campaign also aimed to help people understand how to help people addicted to drugs in getting rid of it.

It is required of the Ministry of Social Justice and Empowerment to lower drug demand. It is mandated to run de-addiction centres that coordinates and supervises all aspects of drug abuse prevention, including the evaluation of the scope of the issue, preventive measures, the treatment and rehabilitation of addicts, information dissemination, and public awareness.

Nasha Mukh Bharat Abhiyaan is an operation with the involvement of more than 500 voluntary organizations across the country, who are assisted financially under the National Action Plan for Drug Demand Reduction (NAPDDR) scheme of the Ministry of Social Justice & Empowerment.

Thank You.