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# National Action Plan for Drug Demand Reduction

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**Why is in news?** Ministry of Social Justice and Empowerment has launched the National Action Plan for Drug Demand Reduction (NAPDDR)

The **Ministry of Social Justice and Empowerment** has launched the National Action Plan for Drug Demand Reduction (NAPDDR) which is an **umbrella scheme** under which financial assistance is provided to reduction of drug smuggling and usages in the country.

NMBA was **launched on 15th August 2020** by Ministry of Social Justice & Empowerment and is being **implemented in 372 identified most vulnerable districts**.

**Implementing Agency:** The **National Institute of Social Defence (NISD)**, New Delhi, an autonomous body under the administrative control of the Ministry of Social Justice and Empowerment, is the nodal training and research Institute for interventions in the area of Social Defence.

## **Objectives of NAPDDR:**

Create awareness and educate people about the ill-effects of drugs abuse on the individual, family, workplace and the society at large and reduce stigmatization of and discrimination against, groups and individuals dependent on drugs in order to integrate them back into the society;

Develop human resources and build capacity for working towards these objectives;

Facilitate research, training, documentation, innovation and collection of relevant information to strengthen the above mentioned objectives;

Provide for a whole range of community based services for the identification, motivation, counselling, de-addiction, after care and rehabilitation for Whole Person Recovery (WPR) of addicts;

Formulate and implement comprehensive guidelines, schemes, and programmes using a multiagency approach for drug demand reduction;

Undertake drug demand reduction efforts to address all forms of drug abuse;

Alleviate the consequences of drug dependence amongst individuals, family and society at large

## **Financial assistance was given to:**

'State Governments/ Union Territory (UT) Administrations for Preventive Education and Awareness Generation, Capacity Building, Skill development, vocational training and livelihood support of ex-drug addicts, Programmes for Drug Demand Reduction by States/UTs etc. and

NGOs/VOs for running and maintenance of Integrated Rehabilitation Centers for Addicts (IRCAs), Community based peer Led Intervention (CPLI) for early Drug Use Prevention among Adolescents, Outreach and Drop In Centers (ODIC), District De-Addiction Centers (DDACs); and

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Addiction Treatment Facilities (ATFs) in Government hospitals.

### **Measures and outcomes:**

Till now, through the various activities undertaken on-ground, 10.47+ crore people have been sensitized on substance use including 3.34+ Crore Youth and 2.22+ Crore Women.

Participation of 3.23+ Lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.

A strong force of 8,000+ Master Volunteers (MVs) have been identified and trained.

Awareness through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.

NMBA Mobile Application developed to gather and collect the data of NMBA activities and represent on the NMBA Dashboard at district, state and national level.

NMBA Website (<http://nmba.dosje.gov.in>) provides detailed information and insights to the user/viewer about the Abhiyaan, an online discussion forum, NMBA dashboard, e-pledge.

A National Online Pledge to be Drug Free had 1.67+ Crore students from 99,595 educational institutions pledging to be drug free.

MoUs have been signed with Spiritual/Social Service organizations like The Art of Living, Brahma Kumaris & Sant Nirankari Mission to support to NMBA and conduct mass awareness activities.

### **Steps taken by the Government with regard for smuggling of Arms/Narcotics across India-Pakistan border:**

Effective domination of the borders being done by BSF by carrying out round the clock surveillance of the border, viz. patrolling, laying nakas, manning observation posts all along the International Border.

Erection of Border Fence on the International Border.

Installation of Border Flood lights along Border Security Fence to light up the area during hours of darkness.

Strengthening of intelligence network and coordination with other security agencies.

Detailed vulnerability mapping has been carried out along Indo-Pakistan border including State of Punjab to strengthen surveillance by deploying vehicles and additional special surveillance equipments. Integrated Surveillance technology equipped with CCTV / PTZ Cameras, IR sensors and infrared alarm with Command and Control system have also been installed at international border.

Anti-drone systems have been deployed in border areas of Punjab to counter the drone threats. Further, an anti-rogue drone SOP has been formulated and circulated to field units and is being followed.

Local police is immediately informed as soon any such drone movement is observed for search in interior areas. Depth Nakas are regularly laid in suspected dropping zones of drone.

The general public in border areas have been sensitized and made aware of such UAV/Drone activities, their likely security implications and are encouraged to inform about any such activities in the rear areas to BSF as well as the local police.

MHA has established Anti Rogue Drone Technology Committee (ARDTC) under supervision of DG BSF with mandate to evaluate the technology available to counter rogue drones and certify its effectiveness in dealing with rogue drones.

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