

**GOVERNMENT OF INDIA  
SOCIAL JUSTICE AND EMPOWERMENT  
LOK SABHA**

UNSTARRED QUESTION NO:1247  
ANSWERED ON:03.03.2015  
DRUG ADDICTION  
Choudhary Col. (Retd) Sona Ram

**Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:**

- (a) whether drug addiction has assumed alarming proportions throughout the country especially in Rajasthan and Punjab;
- (b) if so, the steps taken by the Government of India (GOI) to create awareness among the masses as to the ill-effects on health by launching intensive campaigns through social media (electronic and print) in the local languages;
- (c) whether any special Drives like DeAddiction Camps, Counseling Sessions, Exhibitions, etc are proposed to be undertaken in the worst affected areas of the country especially in Rajasthan; and
- (d) if so, the details thereof and if not, the reasons therefor?

**Answer**

MINISTER OF STATE FOR SOCIAL JUSTICE AND EMPOWERMENT (SHRI VIJAY SAMPLA)

- (a) No authentic data is available in this regard.
- (b) to (d) Under the Scheme of Assistance for Prevention of Alcoholism and Substance (Drugs) Abuse, financial assistance is provided to NGOs /Voluntary organizations for running Integrated Rehabilitation Centres for Addicts (IRCAs), organizing de-addiction camps and conducting awareness programmes, about the ill effects of Alcoholism and Substance (Drugs) Abuse on the individual, family, work place and the society at large. The Department has taken the following steps to create awareness in society about the ill-effects of alcoholism and drug abuse:-
  - (i) International Day against Drug Abuse & Illicit Trafficking is observed on 26th June each year. As part of this programme, rallies, paintings campaign, workshops, seminars etc are organized at the National as well as State level. On this occasion, National Awards for outstanding services in the field of Prevention of Alcoholism and Substance (Drugs) Abuse are conferred to the Individuals and Institutions to encourage them and recognize their efforts.
  - (ii) The National Institute for Social Defence, under the Ministry in collaboration with Regional Resource and Training Centres and other collaborating partners organizes sensitization programme in Schools and Colleges and skill development programme for its target group.
  - (iii) Information regarding ill-effects of alcoholism and drug abuse is also disseminated in regional languages through the All India Radio programme "Sanwanti Jayen Jeevan Ki Rahen" and also through advertisements in news papers.
  - (iv) In the year 2011-12, the Ministry had conducted an awareness generation programmes in some districts of Punjab and Manipur through Nehru Yuva Kendra Sangathan (NYKS), an Autonomous Organization under the Ministry of Youth Affairs. In October 2014, the Ministry has again assigned the task of awareness generation in Punjab to NYKS.