

A report on “Nasha Mukh Bharat Abhiyaan”

Place: ATMECE

Date: 13th August 2025

Nasha Mukh Bharat Abhiyaan (NMBA) is a nationwide initiative launched by the Government of India to create a drug-free society by spreading awareness about the harmful effects of substance abuse and promoting healthy, responsible lifestyles among citizens. The campaign aims to reduce the demand for drugs through education, counselling, community participation, and rehabilitation support.



NMBA also works to strengthen institutional support systems, provide access to de-addiction centres, and encourage behavioural change so that individuals affected by addiction can reintegrate into society. Through collective effort and active participation, Nasha Mukh Bharat Abhiyaan strives to build a healthier, safer, and more progressive India free from the dangers of drug abuse.



In this regard NSS Unit of ATMECE organized a pledge taking ceremony on Nasha Mukta Bharat Abhiyaan (NMBA) on 13th August 2025. Around 840 students of ATMECE have taken the pledge on the occasion. The program was coordinated by Mr. Rudresh A N, NSS Program Officer under the guidance of Dr. L Basavaraj, Principal and Dr. Srinivasa S, Dean-Student Affairs, ATMECE.

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