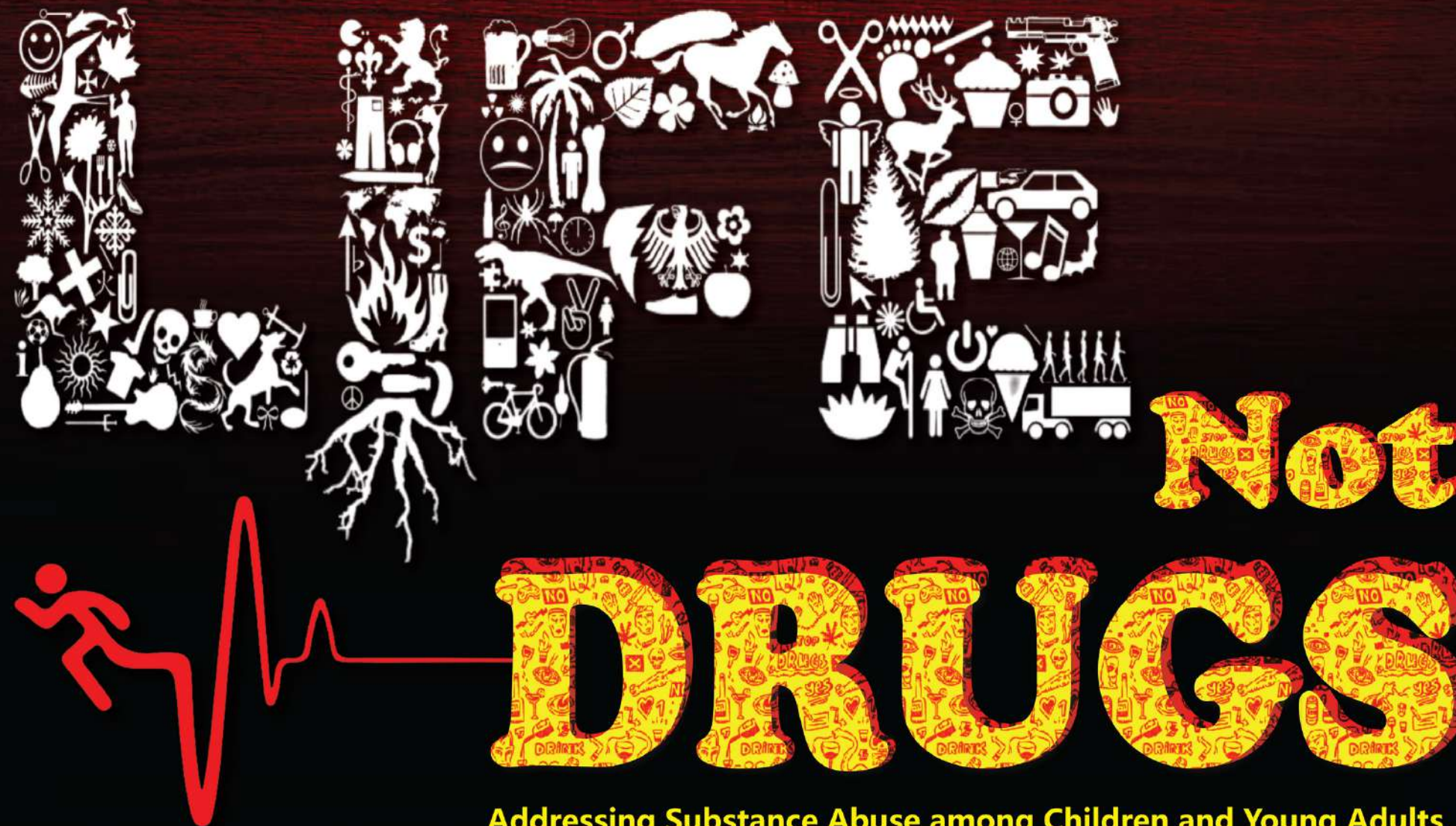


# Choose



# **CAUSES OF ATTRACTION TOWARDS DRUGS**

**Curiosity**

**Social Media**

**Peer Pressure**

**Desire to be Themselves**

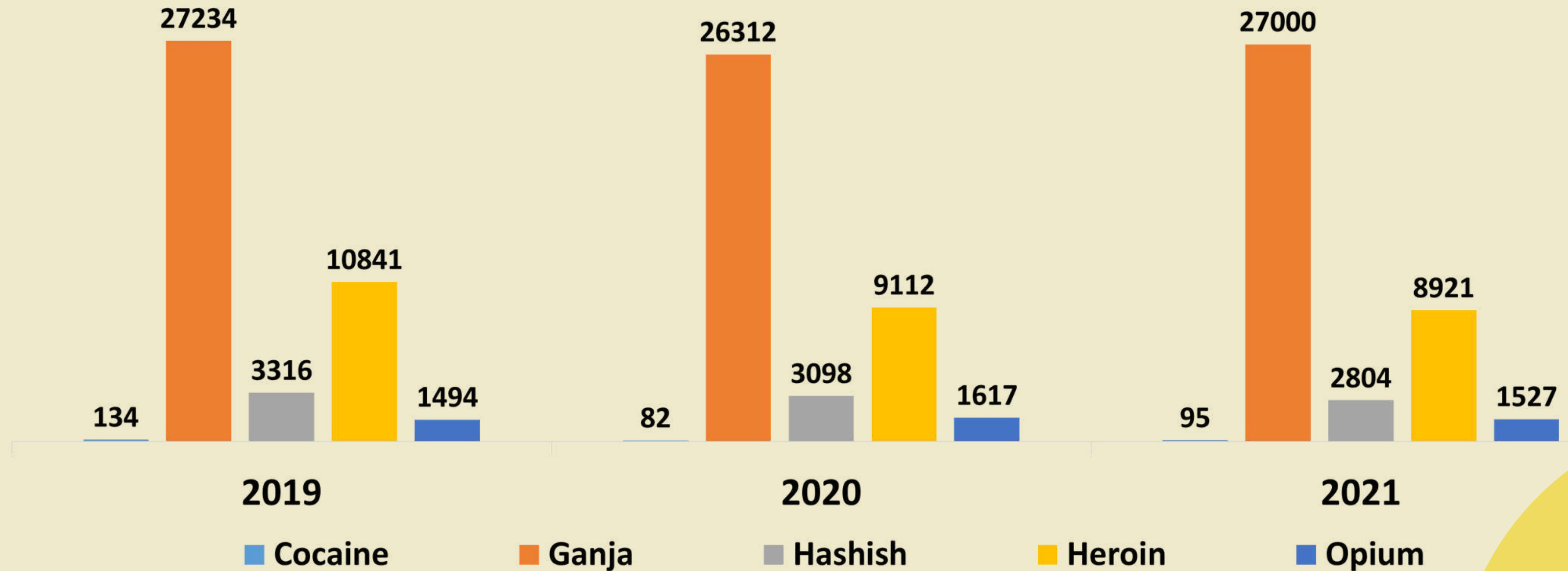
**Influence of Culture and Society**

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# DRUG RELATED CASES REPORTED IN INDIA



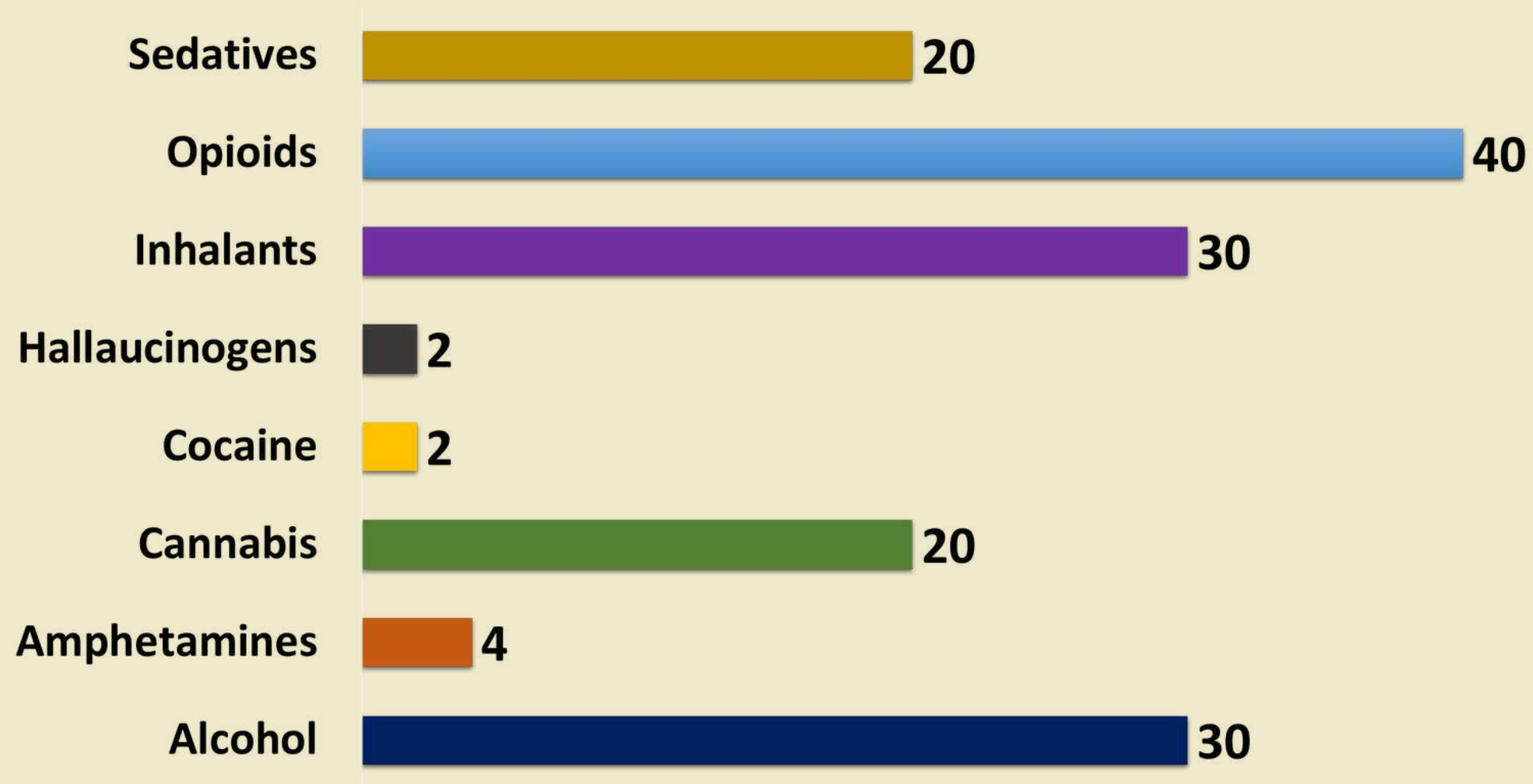
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know more



Data Source: Annual Report 2021, Narcotics Control Bureau (NCB) India

# SUBSTANCES USED BY CHILDREN IN INDIA

Children & Adolescents (10-17 years) - Data in Lakhs



Data Source: Drug Abuse Among Youths, PIB - 10 December 2019

Click to  
know more



# TO PREVENT DRUG ABUSE AMONG CHILDREN

Ministry of Social Justice & Empowerment launched **Nasha Mukh Bharat Abhiyaan (NMBA)** on 15th August 2020, in 272 Districts across 32 States and Union Territories.

National Toll Free De-addiction Helpline

# 14446



Click to  
know more



# TAKE PLEDGE

Click on the icons and get your certificates



Ministry of Social Justice &  
Empowerment



Ministry of Home Affairs



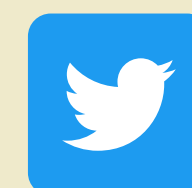
Ministry of Health and  
Family Welfare



**“IF YOU CAN QUIT FOR A DAY,  
YOU CAN QUIT FOR A LIFETIME.”**

*– Benjamin Alire Sáenz*

[MORE RESOURCES](#)



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