

Anti-drug drive should focus on youth: Meira

TIMES NEWS NETWORK

New Delhi: Minister of social justice and empowerment Meira Kumar on Tuesday launched the National Drug Awareness Campaign aimed at preventing drug abuse among young people on the occasion of 'International Day Against Drug Abuse and Illicit Trafficking'.

Speaking on the occasion, she called for expanding the campaign into a movement involving civil society, government departments, teachers, corporate leaders and NGOs so that "our citizens remain healthy and productive".

She said the campaign would target the youth in the age group of 10-18 irrespective of whether they are in or out of school. Stressing the need for directing the campaign towards vulnerable groups like street children and children with disabilities, she said social workers and

teachers have a special responsibility.

The minister wanted the campaign to focus on the corporate sector as substance abuse is harmful to both enterprises and workers. "Drug and alcohol abuse not only affects work performance but also results in higher rates of absenteeism, accidents, illness and mortality with all

related costs to the economy and society." She said the ministry's theme for this year's International Day Against Drug Abuse and Illicit Trafficking is, 'Don't mess with your life —

stay away from drugs'.

She said that the social justice and empowerment ministry is assisting around 350 voluntary organisations under the Scheme for Prohibition and Drug Abuse Prevention. They are running 379 treatment-cum-rehabilitation centres and 52 counselling centres across the country Asia.



Meira Kumar

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