

Ministry of Finance



Central Bureau of Narcotics (CBN) conducts Jan Samvad at Malana in Kullu District to create preventive drug awareness and to promote development

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The Central Bureau of Narcotics (CBN), Department of Revenue, Ministry of Finance, Government of India, organised a *Jan Samvad* at Malana village in Kullu district, Himachal Pradesh, on October 6, 2026, as part of its Preventive Outreach under *Yuva Raksha* initiatives and efforts towards fulfilling CBN's mandate to promoting alternative development in illicit cannabis cultivation affected areas as per India's National Narcotic Drugs and Psychotropic Substances (NDPS) policy, 2012 and Vision document on Narcotics Control 2026–2029.

The initiative is in furtherance of the vision of Prime Minister Shri Narendra Modi for a *Nasha Mukta Bharat* (Drug-Free India) and seeks to contribute to the objectives of the *Nasha Mukta Bharat Abhiyaan* through sustained preventive awareness, youth engagement and community participation.



Officers of the Central Bureau of Narcotics and people of Malana village discussing during Jan samvad at Malana village

Malana village is known for its distinctive cultural heritage, traditional community institutions and its long-standing association with illicit cannabis grown areas. "As part of its ***Jan Samvad*** initiative, the **Central Bureau of Narcotics (CBN)** conducted awareness drives to sensitize rural youth and populations on the harmful impacts of **cannabis (*ganja*)**, ***charas***, and **hashish oil** consumption. Concurrently, the CBN actively encouraged villagers to adopt **alternative development and cropping systems** and sustainable livelihood models supported by the various departments."

The discussions also focused on challenges faced by the community in developing alternative livelihoods, including difficulties in Apple cultivation, connectivity, market linkages and fair prices for agricultural produce. Opportunities in apiculture, animal husbandry and dairy-related activities, tourism and other locally suitable livelihood avenues were also discussed. The impact of illicit cannabis cultivation on local ecology, including reduction in grazing areas traditionally available for sheep and goats and concerns relating to deforestation, was also discussed.

The interaction was constructive and provided an opportunity for the CBN team and the local community to discuss practical challenges as well as possible avenues for sustainable development and alternative livelihood generation.



Malana villages taking collective pledge to refrain from drug consumption and to discontinue illicit cannabis cultivation

At the conclusion of the *Jan Samvad*, community members took a collective pledge to refrain from drug consumption and to discourage illicit cannabis cultivation in the coming cultivation season, while working with CBN to explore alternative livelihood and crop-development opportunities. School children also took a pledge to remain drug-free and contribute towards building a healthy and drug-free community.



School children of Malana village taking pledge to remain drug free.

The *Jan Samvad* reflects CBN's continued emphasis on combining enforcement with preventive awareness, community participation and promotion of sustainable alternatives to illicit cultivation.

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