

WAKE UP HUMANITY

Global Human Rights & Social Justice Network

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PRESS RELEASE

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Subject: Advocate Syed Noor Briefs Hyderabad Police Commissioner Mr. C.V. Anand on Nasha Mukht Bharat Abhiyaan

Hyderabad, August 25, 2025 — Advocate Syed Noor, President of Wake Up Humanity, a global human rights and social justice network, met with Mr. C.V. Anand, Commissioner of Police, Hyderabad, to discuss strategies for advancing the *Nasha Mukht Bharat Abhiyaan* (Drug-Free India Campaign). The briefing, held at the Hyderabad Police Commissionerate, highlighted the critical need for coordinated efforts to address the escalating drug crisis in Telangana and India.

Advocate Noor outlined the campaign's three-pillar approach—prevention, rehabilitation, and law enforcement coordination—emphasizing Hyderabad's role as a focal point due to its rising prominence in illicit drug distribution networks. Recent data indicates a 70% surge in narcotic consumption among Indian youth over the past eight years, with Telangana reporting a significant increase in synthetic drug seizures, including 20.4 tons of methamphetamine across South Asia in 2022.

"The *Nasha Mukht Bharat Abhiyaan* is a movement to safeguard our youth and communities," said Advocate Noor. "Our partnership with the Hyderabad Police will enhance prevention programs, strengthen enforcement, and expand rehabilitation efforts to create a drug-free future for Telangana and beyond."

Commissioner C.V. Anand praised Wake Up Humanity's initiative, affirming the Hyderabad Police's commitment to the campaign. He highlighted the Telangana Anti-Narcotics Bureau's efforts, which seized over 600 kilograms of narcotics in Hyderabad in 2024, and stressed the need for community-driven solutions to complement enforcement.

Key discussion points included:

- **Prevention Through Education:** Launching awareness campaigns in Hyderabad's schools and colleges, targeting the 15-25 age group, to counter the 23 million opioid users nationwide.
- **Community Engagement:** Expanding local vigilance committees, inspired by models that reduced substance abuse by 27% in pilot districts, to monitor drug activities in high-risk areas.

- **Rehabilitation Expansion:** Plans to establish three new rehabilitation centers in Telangana by 2026, supported by Wake Up Humanity's existing network of 12 centers across three states.
- **Enforcement Collaboration:** Strengthening joint operations to disrupt drug trafficking routes, particularly those linked to the Golden Crescent, with a focus on intelligence sharing.

Advocate Abdul Wasey, Legal Advisor and Media Coordinator, underscored the role of media in amplifying the campaign: "We are engaging journalists and digital platforms to raise awareness and unite stakeholders. The Hyderabad Police's proactive stance is a cornerstone of our success in Telangana."

The *Nasha Mukht Bharat Abhiyaan* aligns with the Government of India's National Action Plan for Drug Demand Reduction (NAPDDR), which has allocated ₹2,500 crores for rehabilitation efforts nationwide. Wake Up Humanity aims to expand its network to 25 rehabilitation centers by 2026, with Hyderabad as a key hub.

About Wake Up Humanity: Founded by Advocate Syed Noor, Wake Up Humanity is dedicated to tackling global social and humanitarian challenges. The *Nasha Mukht Bharat Abhiyaan* is its flagship initiative in India, fostering collaboration across sectors to build a drug-free society.

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