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Punjab Government launches Data Intelligence & Technical Support Unit to strengthen fight against drugs

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DITSU will serve as the state's central technical and data insights hub

In a decisive step towards combating drug and substance abuse, the Government of Punjab has launched the Data Intelligence and Technical Support Unit (DITSU) - a pioneering initiative under its flagship campaign Yudh Nasheyan Virudh (War Against Drugs).

This first-of-its-kind public-private collaboration is supported by the Ananya Birla Foundation (ABF) and is poised to drive systemic, data-driven reforms to create a drug-free Punjab.

The launch was formalised through the signing of a Memorandum of Understanding between Bhagwant Mann, Chief Minister of Punjab and Ananya Birla, Founder of ABF.

DITSU will serve as the state's central technical and data insights hub, enabling the development of evidence-based policies, strategic interventions, and improved coordination across enforcement agencies, healthcare systems, and community-based organisations.

The unit will be headquartered at the Dr. B.R. Ambedkar State Institute of Medical Sciences, Mohali. As part of the collaboration, the Ananya Birla Foundation will provide strategic support for hiring of key personnel, including the co-development of a digital platform for real-time tracking of Drugs of Concern (DoC). This will significantly strengthen monitoring and timely response capabilities across districts.

The partnership is designed to drive impact across several key areas which include capacity building through training and up-skilling of psychologists, counsellors, peer educators, and frontline health workers; launching evidence-based prevention programmes and awareness campaigns in schools and colleges; and facilitating seamless collaboration between state departments, academic institutions, and law enforcement.