

# 100 Day Nasha Mukta Abhiyan begins in Samba

DC flags off anti-Drug Rally, administers pledge to participants

HIMALAYAN MAIL NEWS  
JAMMU, APR 11



In determined response to the clarion call of Lieutenant Governor Shri Manoj Sinha for Nasha Mukta Jammu & Kashmir Abhiyan, District Samba today commenced an intensive anti-drug campaign with a series of high-energy awareness and outreach activities spanning across the district.

The campaign signalled District Samba's firm resolve to march in step with the LG's vision of a drug-free Jammu & Kashmir and to translate that vision into ground-level action through community mobilisation and institutional commitment.

Deputy Commissioner Ayushi Sudan interacted with Civil Society Organisations at the DC Office Complex, emphasising the pivotal importance of collective efforts and coordi-

nated community participation in eliminating the scourge of drug abuse. She urged all stakeholders to work in a unified and determined manner towards the shared goal of a Nasha Mukta Samba.

On the occasion, an anti-drug pledge was administered to Civil Society members, followed by a collective pledge by officers and officials from all de-

partments at the DC Office Complex, reaffirming their wholehearted commitment to building a drug-free society.

Further amplifying the campaign's momentum, the District Administration, organised a mega anti-drug awareness rally under the Nasha Mukta Bharat initiative, which was flagged off by Deputy Commissioner Ayushi Su-

dan in the presence of Additional Deputy Commissioner Jagdish Singh; DYSSO Dharamvir Singh and Chief Education Officer Yash Pal Sharma. The rally, commenced from Rani Suchet Singh Sports Stadium and culminated at Government Middle School Budhwani, witnessing enthusiastic participation from around 865 students and 115 employees.

# Actor Mohit Raina encourages KMs to contribute in Drug Free India Campaign

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Mohit Raina, well known actor and son of the soil, who has appeared in many Hindi Films, Television series and best known for playing the lead role in "Devo ka Dev Mahadev, Mahabharat, Chehra, Ganga Ki Dheej and "Uri- the Surgical Strike" visited the office of Relief & Rehabilitation Commissioner(M) J&K, Canal Road, Jammu. Mohit Raina hails from Sri-

nagar and has done his education from Jammu. He later shifted to Mumbai to begin his career in modelling.

Mohit Raina was issued a Domicile Certificate by Dr Arvind Karwani Relief & Rehabilitation Commissioner (M), J&K. On the occasion, while interacting with the public and staff, he appealed to the youth to adopt a healthy lifestyle and actively participate in national initiatives focused on attaining Drugs Free India.

He also appealed to the Kashmiri

Migrant community to actively participate in the ongoing exercise of updation of Panchayat Electoral Rolls in J&K. He appealed to the youth in particular who have attained the age of 18 years to enroll themselves in the Panchayat Electoral Rolls and stay connected with their roots. He lauded the recent initiatives taken by Relief Organisation to redress the issues of migrants, introduction of technological solutions and extending of benefits of various Government Schemes to the displaced community.

# Nasha Mukta J&K Abhiyan Padyatra witnesses massive participation at Reasi

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In a significant step towards combating the drug menace, a grand Padyatra was held today at Reasi to mark the launch of the 100-day campaign under the Nasha Mukta Jammu and Kashmir Abhiyan. The event was inaugurated by MLA Reasi Kuldeep Raj Dubey, Deputy Commissioner Reasi Kumar Abhishek and Senior Superintendent of Police Reasi Mukund Tibrewal.

The Padyatra commenced from the DC Office Complex and traversed the main bazaars of Reasi town, spreading awareness among the people before culminating at Government Degree College Reasi. The rally witnessed overwhelming participation from Jammu and Kashmir Police, CRPF personnel, district administration officials, ex-servicemen, students and citizens, all united in their resolve to build a drug-free society.

Students from various educational institutions ac-

tively participated in the Padyatra, carrying placards and raising slogans highlighting the harmful effects of drug abuse while promoting a healthy, addiction-free lifestyle.

Addressing the gathering, the MLA emphasized the need for collective and sustained efforts to eradicate substance abuse from society. He called upon the youth to play a proactive role in the 100-day campaign and act as ambassadors of change in their communities. He underscored that achieving a

drug-free district requires coordinated action, awareness and active community participation.

At Government Degree College Reasi, the programme continued with cultural performances by local artists, who sensitized the audience through songs and poems centred on the theme of drug de-addiction. A pledge was also administered on the occasion, wherein participants resolved to stay away from drugs and contribute towards building a drug-free society.

Similar rallies were organized at the sub-divisional level across the district, witnessing active participation from stakeholders and the general public.

Among others present during the Padyatra were ADDC Sukhdev Singh Samyal, ADC Rakesh Kumar, Programme Officer POSHAN Sudershan Kumar, Chief Education Officer Deepak Gupta, Additional SP Iftexhar Ahmed along with other district officers and officials, who extended full support to the initiative.

# 100-Day anti-drug awareness programme launched across Doda Schools

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The School Education Department Doda, in collaboration with the line departments, launched the 100-day Awareness Programme under the Nasha Mukta Jammu & Kashmir Abhiyan across all educational institutions of the district.

The initiative witnessed enthusiastic participation from students and staff, who actively engaged in a range of activities aimed at sensitizing the public about the harmful effects of drug abuse. The programme was conducted under the guidance of Chief Education Officer Bhusan Kumar Pathak.

As part of the launch, rallies were organized across the district, with students carrying placards displaying anti-drug messages and raising slogans advocating a drug-free society. These rallies served as an effective medium to spread awareness and foster community participation in combating the drug menace.

The School Education Department, in close coordination with other line de-



partments, extended full support to ensure the smooth conduct of the programme, reinforcing a unified and collaborative approach towards achieving the goal of a Nasha Mukta Jammu & Kashmir.

The campaign shall continue over the next 100 days with sustained focus on awareness, prevention and community engagement, aiming to create a healthier and safer environment for the youth.

The initiative marks a significant step towards mobilizing society against substance abuse and reflects the administration's firm commitment to eradicating the drug menace from the region.

# DLSA Reasi organise multiple awareness events

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Under the visionary leadership of Khalil Choudhary, Worthy Chairman, District Legal Services Authority, Reasi (also Pr. District and Sessions Judge Reasi) and the able guidance of Pooja Gupta, Secretary, a door-to-door awareness campaign to promote Social Welfare Schemes was conducted at Village Kotla by the Para Legal Volunteers (PLVs) of DLSA here today.

The PLVs visited households and sensitized the local residents to the government-sponsored social welfare schemes, including schemes related to pensions, scholarships, health benefits, women and child welfare and other public welfare initiatives. The PLVs also informed the villagers about their legal rights and the availability of free legal aid services through the Legal Services Institutions. Pamphlets and informative materials were distributed among the residents to enhance awareness and encourage them to avail the benefits of



these schemes. Another Awareness Program on the Protection of Children from Sexual Offences (POCSO) Act was organized at Government High School Dhanori, Katra.

Assistant Legal Aid Defense Counsel Advocate Bhumika Rajput was the resource person. She sensi-

tized the students to the provisions of the POCSO Act, the importance of child safety, reporting mechanisms and the legal protections available to children against sexual offences.

Emphasis was also laid on generating awareness among students to recognize and report inappropriate behavior and to seek

timely help. The program witnessed active participation from the students, who attended with great interest and enthusiasm. The initiative aimed to empower young minds with knowledge of their rights and promote a safe and secure environment for children.

The Para Legal Volunteers of TLSC Mahore and PLVs of Katra hosted awareness programmes on the Prohibition of Child Marriage at Middle School Dewal, LAC Dewal B and Panchayat Akhli, respectively.

The participants, including students and staff members, were educated about the harmful effects of child marriage on health, education and overall development of children. The provisions of the Prohibition of Child Marriage Act, 2006 were explained in detail, emphasizing the legal consequences and the importance of reporting such cases. The PLVs also highlighted the role of society in preventing child marriages and encouraged the students to spread awareness within their communities.

# Director Agriculture reviews preparedness for Wheat Procurement Operations - RMS 2026-27

**JAMMU, APRIL 11:** In view of the approaching harvesting season, Director Agriculture Production & Farmers Welfare, Jammu Anil Gupta today chaired a meeting at Krishi Bhawan Talab Tillo to review and finalize arrangements for the procurement of wheat by FCI marking the Rabi Marketing Season (RMS) 2026-27.

The Director Agriculture emphasized the importance of streamlining procurement operations to ensure a smooth and timely process. He stressed the need for direct procurement from farmers by the Food Corporation of India (FCI) through the Direct Benefit Transfer (DBT) mechanism, ensuring transparency and timely payments. He highlighted that the establishment of adequate procurement centres is essential to prevent distress sale and to ensure that farmers receive the notified Minimum Support Price (MSP) of Rs 2,585 per quintal.

Detailed discussions were held on the strategic selection and finaliza-

tion of procurement centre locations, keeping in view accessibility and convenience for farmers. Emphasis was laid on ensuring necessary infrastructure at procurement mandis, including space, availability of gunny bags, logistical arrangements and other essential facilities.

Key agenda points deliberated during the meeting included uploading of specifications, appointment of MLCs and DNOs, engagement of Farmer Producer Organizations (FPOs) in the procurement process, identification and readiness of procurement centres, assessment of current crop conditions and expected wheat arrivals and streamlining of payment systems along with arrangements for gunny bags.

Anil Gupta urged that cleaning charges be fixed by the Deputy Commissioners and also stressed the need for extensive awareness among farmers regarding the Minimum Support Price offered by FCI and the prescribed commodity specifications to ensure maximum participation in

the procurement process.

It was informed that a total of 21 wheat procurement centres (mandis) will be established across Jammu Division, including 11 in Jammu district, 9 in Kathua and 1 in Samba. It was jointly discussed in the meeting that procurement operations may start in the last week of April and continue till May 31, 2026, with the provision for extension, if required.

The meeting was attended by Aman Jyoti Sharma Joint Director Agriculture (SLUB/Marketing); Manohar Lal Sharma Chief Agriculture Officer Jammu; Sanjay Kumar Badyal DAO (Ext.) Samba; Vinod Kumar Khajuria DAO (Ext.) Jammu; Raj Singh Sumbria DAO (Ext.) Kathua; Samriti Kumar AGM (QC) FCI RO Jammu; Vikash Kumar Manager (Proc.) FCI RO Jammu; Mukesh Verma, Manager (Proc.), FCI DO Jammu and Sanjeev Khajuria, I/c Procurement Cell, DoAJ along with other officers from the Directorate of Agriculture Jammu.

# District Poonch galvanises against Drug Abuse with launch of 'Nasha Mukta J&K' Campaign, Massive Unity March

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District Administration Poonch today officially launched the Nasha Mukta Jammu & Kashmir Abhiyan with a series of high profile events centered on community mobilization and youth engagement.

The program commenced at the New Auditorium of Government Degree College Poonch with lighting of the traditional lamp, followed by recitation of National Song and National Anthem.

District Social Welfare Officer Khalil A. Bandy delivered the welcome address and administered a solemn pledge to participants, reaffirming their resolve to stay away from drugs and contribute towards building a healthy, addiction free society.

The inaugural session featured lectures by the experts from the District Legal Services Authority (DLSA), Health Department and Police Department. The speakers highlighted the legal

consequences of drug trafficking, harmful effects of substance abuse and the importance of preventive measures. Deputy Commissioner Ashok Kumar Sharma reiterated the administration's unwavering commitment to zero tolerance policy against drug abuse and trafficking, emphasizing that strict action shall be taken against offenders while simultaneously strengthening awareness and rehabilitation efforts. SSP Shafqat Bhat,

emphasized the critical role of police public partnership in curbing narcotics. Adding a creative dimension, vibrant cultural performances were organized, where local artists effectively portrayed the evils of drug addiction and the value of a healthy lifestyle. The performances deeply resonated with the audience and served as a powerful medium to sensitize the youth.

Later, a massive Unity March was flagged off from

the College Ground, witnessing participation of thousands of students from various schools along with enthusiastic participation from civil society members.

Led by the Deputy Commissioner and SSP, the march passed through the main market and culminated at the historic Poonch Fort, symbolizing the district's collective resolve against drug abuse.

A signature campaign was also conducted to reinforce public commitment to the cause.

The event was attended by district and sectoral officers, members of the Bar Association, civil society representatives and senior citizens. The programme was conducted under the overall able guidance and directions of the Deputy Commissioner, with active coordination from the Social Welfare, Information, Education and YSS departments and with full cooperation from the Police Department and civil society, reflecting a unified and determined approach towards a drug free Poonch.