

Kishtwar Admin organizes mega awareness program under Nasha Mukta JK Abhiyan

HIMALAYAN MAIL NEWS
JAMMU, APR 24

As part of the ongoing 100-day "Nasha Mukta JK Abhiyan," the District Administration Kishtwar today organized a Mega Awareness Program here at the Government Degree College Auditorium.

The program witnessed the participation of more than 300 individuals including district officers, teachers, students and staff from different departments, reflecting strong community commitment towards eliminating drug abuse from the district.

Managing Director JKPDCI Rahul Yadav, who is the District Mentor for Nasha Mukta JK Abhiyan, for Kishtwar, attended the program as the Chief Guest.

The program commenced with the lighting of a ceremonial lamp by the Chief Guest.

Addressing the gathering, the District Mentor Rahul Yadav appreciated the District Administration for effectively implementing the Nasha Mukta JK Abhiyan. He emphasized the crucial role of education in prevention efforts and stressed the importance of capacity building of teachers to strengthen long-term awareness and behavioural change among the youth.

He also highlighted the need to address drug abuse with seriousness and sensitivity. He said suspected drug-related deaths should not be ignored due to social stigma, as it prevents proper understanding of the issue. "Post-mortem is important to determine the actual cause of death and detect possible drug overdose, which also helps in tracing the source and taking preventive action," he noted. He urged society to stay united, act responsibly and support efforts to build



a drug-free Jammu and Kashmir.

Earlier, in his welcome address, Deputy Commissioner Pankaj Kumar Sharma informed the District Mentor and other participants about the awareness activities being conducted as part of the ongoing campaign. "District Kishtwar remains relatively less affected by the menace due to strong family bonds and a vigilant community system" he noted and added that schools and colleges are actively monitoring students, with prompt reporting of any suspicious signs to the administration and police.

However, he said extensive awareness drives have been conducted in the last 13 days, covering more than 760 schools, 136 panchayats and 11 municipal wards. "Activities are being carried out daily across the

district with active participation of all stakeholders," he added, expressing confidence that coordinated efforts would lead to the elimination of the drug menace. The Deputy Commissioner also highlighted rehabilitation initiatives, stating that Kishtwar has taken lead in this area. "Under Mission YUVA, two de-addicted individuals have been successfully rehabilitated and provided financial assistance to support their reintegration into mainstream society," he informed.

District Social Welfare Officer Tariq Parvez Qazi gave a PowerPoint presentation, highlighting the initiatives undertaken under the Abhiyan. It was also informed that National Panchayati Raj Day is being observed today across the district as per the notified schedule.

The programme featured yoga demonstration, Nukkad Natak by school students and thematic dance performance by artist Tavishi Anand, all aimed at promoting a drug-free society.

At the end, the District Mentor administered the "Nasha Mukta JK Pledge" to the participants, who collectively reaffirmed their commitment towards building a drug-free Kishtwar. The program was attended by the ADC Pawan Kotwal; PO ICDS Rishi Kumar Sharma; ACR Mohammad Idrees Lone; ACD Manoj Kumar; ALC Mamta Sudershan; Tehsildar HQA to the DC; Rafiq Naik; AD Handicrafts & Handloom Pardeep Shan; DYSSO Jaffer Haider Sheikh; ExEn PWD R&B; Dy. CEO, other officers and officials from various departments.

Sound and Light Show will boost heritage tourism in Ladakh

LEH, APRIL 24: In a major boost to the promotion of cultural and heritage tourism in Ladakh, a mesmerising Sound and Light Show was inaugurated yesterday, at the historic Leh Palace by the Hon'ble Union Minister of Tourism and Culture, Shri Gajendra Singh Shekhawat, and the Lieutenant Governor of the Union Territory of Ladakh, Shri Vinai Kumar Saxena. The project, implemented by the India Tourism Development Corporation (ITDC) under the Ministry of Tourism, has been executed at a cost of 28.57 crore, reflecting the Government of India's commitment to strengthening tourism infrastructure in heritage destinations like Ladakh.

Leh Palace, one of Ladakh's most iconic monuments, was built in the 17th century by King Senge Namgyal and served as the residence of the Namgyal dynasty and the administrative and ceremonial centre of the region. Over the centuries, it has stood as a witness to Ladakh's political, cultural, and spiritual evolution, making it an invaluable heritage asset.

The newly inaugurated Sound and Light Show presents Ladakh's rich cultural, historical, and architectural legacy through modern and engaging techniques, making heritage more accessible to visitors. The Show is a testament to the integration of such a contemporary facility within an ASI-protected monument, highlighting that heritage conservation and enhanced



visitor experience can go hand in hand.

Highlighting the significance of the initiative, Gajendra Singh Shekhawat stated that Ladakh, particularly Leh, holds immense tourism potential and is entering a new phase of transformation under the leadership of Vinai Kumar Saxena. He noted that at a time when the country is witnessing rapid development, Ladakh is fortunate to have leadership committed to environmental conservation, tourism promotion, and heritage preservation in line with the vision of Hon'ble Prime Minister Shri Narendra Modi.

He described the inauguration of the Sound and Light Show at Leh Palace as a moment of pride, emphasising that the initiative goes beyond tourism infrastructure and represents a meaningful step towards bringing Ladakh's rich history, including that of the Namgyal dynasty, to life. He

added that the immersive multimedia experience would connect both domestic and international tourists with the region's culture and heritage, effectively bridging the past and the future.

The Union Minister further remarked that Ladakh is not merely a tourist destination but a land of centuries-old civilisation, where spirituality, culture, art, and natural beauty co-exist. He lauded the efforts of the Ministry of Culture and the Archaeological Survey of India (ASI) in preserving and revitalising heritage, noting that conservation also involves celebrating civilisational legacy for future generations.

Lieutenant Governor Shri Vinai Kumar Saxena stated that the project marks an important step towards promoting sustainable cultural and heritage tourism in Ladakh. He emphasised that the initiative will help visitors better understand

and appreciate the region's rich history and cultural legacy.

He further noted that the Government of India, under the leadership of Hon'ble Prime Minister Shri Narendra Modi, has accorded high priority to the development of Ladakh since it became a Union Territory, with equal focus on infrastructure development and preservation of cultural heritage.

The Lieutenant Governor underscored that the Sound and Light Show will be a major value-add to Ladakh's tourism ecosystem by enriching the visitor experience and fostering a deeper connection with the region's culture and history. He added that it will also promote night-time tourism, thereby creating new opportunities for local guides, performers, hospitality providers, transport operators, and small businesses, contributing to employment generation and local economic growth.

GCW Nawakadal organize Awareness Programme on Drug Abuse

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Nasha Mukta Bharat Abhiyan (NMBA) Cell of Government College for Women (GCW), Nawakadal, in collaboration with Police Station Safakadal organized a one-day awareness programme on drug abuse.

The programme, held under the supervision of Principal, Prof. Dr. Huda Galzai, witnessed active participation of students and faculty members, aiming to sensitize the youth about the growing menace of drug abuse and the importance of collective ac-



tion in combating it.

On the occasion, SHO PS Safakadal Javid Ahmad Khan, provided a detailed analysis of the drug menace.

He shared real-life case

studies and emphasized the crucial role of police-public partnership in curbing the supply chain of narcotics and preventing substance abuse in society.

The programme was co-

ordinated by Dr. Nuzhat Jan, who highlighted the importance of sustained awareness initiatives and community engagement in addressing the issue of drug addiction.

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As part of the ongoing 100-day intensive Nasha Mukta Jammu and Kashmir Abhiyan, District Budgam today carried forward a series of awareness and preventive activities across multiple sectors, reaffirming its commitment towards building a drug-free society.

A plantation drive was organized at ASYM District Hospital Budgam under the campaign, symbolizing collective responsibility towards promoting a healthy environment and a drug-free future. Health officials, staff members, and participants actively joined the initiative.

An awareness session was also held at GDC Budgam, where students and faculty participated in sensitization programmes highlighting the harmful effects of substance abuse



and the importance of adopting healthy lifestyle practices.

As part of enforcement measures, the Excise Department Budgam conducted a survey at Hajibal Kothipora in Tehsil B.K. Pora to check illicit cultivation of narcotic crops such as poppy and cannabis. No illegal cultivation was found during the inspection.

Community outreach was strengthened through a special Friday sermon at Jamia Masjid Chattergam, where the Imam highlighted the dangers of drug abuse and urged farmers to refrain from cultivating illicit narcotic crops. Awareness posters on drug abuse and provisions of the NDPS Act were also distributed and displayed at prominent locations.

Under health sector initiatives, awareness programmes were conducted across Medical Block Magam and other medical blocks of the district, involving medical officers, paramedical staff, and experts. Sessions focused on the physical, psychological, and social consequences of addiction, early identification, counseling, and referral services.

Zubair reviews NMBA implementation in Bandipora; stresses on sustained 100-Day campaign strategy

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Commissioner Secretary Floriculture, Parks and Gardens, Zubair Ahmad, today chaired a comprehensive review meeting at DC office complex here to assess the implementation of anti-drug initiatives across the district.

The meeting was attended by Deputy Commissioner Bandipora, Indu Kanwal Chib; Senior Superintendent of Police Bandipora, Ajaz Ahmad Zargar; Additional Deputy Commissioner Bandipora; SDM Sumbal; and other senior officers of the district administration.

Speaking during the meeting, the Commissioner Secretary, who also serves as District Mentor for Nasha Mukta Bharat Abhiyan (NMBA) for Bandipora district, stressed on the need to build public confidence to encourage voluntary reporting, called for complete eradication of poppy cultivation, and di-

rected sustained engagement of youth through structured programmes.

He emphasised on grassroots outreach programmes with people driven response and hoped that with consistent enforcement and sustained public engagement and awareness we would be able to eradicate the drug menace and substance abuse from the society.

Appreciating the district administration's efforts, the Commissioner Secretary described the action plan as comprehensive and well-articulated, and lauded the proactive role of the Deputy Commissioner.

He also emphasised on the importance of addressing stigma associated with addiction and treatment, underlining that coordinated and collective efforts of all stakeholders would be key to achieving lasting impact.

During the meeting, Deputy Commissioner presented a detailed report outlining the dis-



trict's strategy, progress achieved so far and the roadmap ahead. It was informed during the meeting that the Lieutenant Governor had

earlier launched a 100-day campaign under the Nasha Mukta J&K Abhiyan, following which the District Administration Bandipora rolled out a dis-

trict-level campaign backed by a structured action plan.

The Deputy Commissioner highlighted the administration's outcome-focused ap-

proach and emphasised that the initiative must continue beyond the stipulated period and become a permanent feature of the district's functioning. She noted that gaps in inter-departmental coordination had been identified in November and that concerted efforts had since been made to strengthen coordination, particularly with law enforcement.

She elaborated that the district strategy rests on sustained awareness campaigns, the Maa Se Guftagu series engaging frontline workers and self-help groups, outreach through Friday sermons in coordination with religious leaders, proactive media engagement, and consistent enforcement measures. She also pointed out the emerging trend of women being involved both as peddlers and users, underscoring the need for targeted interventions. Progress reports from multiple departments were also presented during the meeting.

The Senior Superintendent of Police outlined the policing strategy, focusing on intelligence generation, drug seizures, reduction of hotspots, strict monitoring and eradication of poppy cultivation, and ensuring accountability at all levels.

The Chief Education Officer and the Youth Services and Sports Officer reported encouraging behavioural changes among youth, alongside increased participation in constructive and sports-related activities. The Chief Medical Officer presented the status of testing in identified hotspots, with positive outcomes reported.

On the occasion, a pledge against drug abuse was also administered by the Commissioner Secretary. Students of Government Girls Higher Secondary School Bandipora also presented an awareness song, reflecting active community participation in the campaign.