

CS stresses strengthening AYUSH infrastructure, outreach, wellness tourism

HIMALAYAN MAIL NEWS
JAMMU, JUNE 02

Chief Secretary, Atal Duloo, today chaired the Governing Body Meeting of the J&K AYUSH Society under the National AYUSH Mission (NAM), during which the State Annual Action Plan (SAAP) 2026-27 was approved for onward submission to the Ministry of AYUSH, Government of India.

The meeting was attended by Additional Chief Secretary, Finance; Commissioner Secretary, Planning; Commissioner Secretary, Health and Medical Education; Managing Director, National Health Mission; Director, AYUSH; and other senior officers.

Emphasizing the growing importance of AYUSH systems in preventive and holistic healthcare, the Chief Secretary called for the formulation of a robust wellness policy in collaboration with private stakeholders.

He observed that wellness tourism has emerged as a major attraction across the country and holds immense potential for Jammu and Kashmir, given its globally acclaimed tourist destinations. Drawing examples from states such as Kerala, Maharashtra and Andhra Pradesh, he stressed the need to position J&K as a prominent wellness and healthcare destination.

The Chief Secretary directed the department to ensure the availability of services under major AYUSH Public Welfare Programmes in every Medical College and District Hospital across the UT. These include the National Programme for Prevention and Management of Osteoarthritis and other Musculoskeletal Disorders, National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS), AYUSH Maternal and Neo-natal



Intervention, AYUSH Geriatric Healthcare Services, Healthy Lifestyle through AYUSH for School Children, AYUSH Palliative Services and AYUSH Mobile Medical Units. He stressed the need to substantially enhance outreach and coverage so that the benefits of these programmes reach the maximum number of people.

Calling for stronger monitoring mechanisms, Duloo exhorted upon the Director to undertake regular visits to AYUSH healthcare facilities and educational institutions to assess their functioning and ensure quality service delivery. He also directed the department to establish herbal gardens in government institutions and involve local Self-Help Groups (SHGs) in the processing and value addition of medicinal herbs to generate livelihood opportunities while promoting indigenous medicinal products.

The Chief Secretary further stressed expediting faculty recruitment through designated recruiting agencies to strengthen the functioning of AYUSH colleges and educational institutions thereby improving the academic standards there. Speaking on this occasion Additional Chief Secretary, Finance, Shailendra Kumar advised the department to focus on augmenting and consolidating existing facilities so that a wider range of AYUSH services could be delivered under one roof. He observed that optimal

utilization of available resources would yield greater results than spreading resources across multiple initiatives with limited impact. Highlighting the challenge posed by substance abuse, the ACS also advocated the integration of AYUSH interventions in rehabilitation efforts for drug abuse victims and urged the department to actively contribute to the ongoing Nasha Mukta Abhiyaan. He underscored the importance of a whole-of-government approach in addressing the issue effectively.

Commissioner Secretary, Health and Medical Education, M. Raju, informed the meeting about the roadmap for expansion and strengthening of AYUSH healthcare services, educational institutions and public health interventions across Jammu and Kashmir. He stated that the proposed Annual Action Plan had been formulated following extensive consultations with district-level AYUSH functionaries and heads of AYUSH medical colleges and envisages substantial investments in healthcare infrastructure, human resource development, institutional capacity enhancement and quality service delivery.

During the meeting, Director AYUSH, Dr. Ajay Kumar Tikoo, informed that while the Ministry of AYUSH has indicated a tentative resource envelope of ₹58,539 Cr, the UT has proposed a comprehensive action plan amounting to ₹91,997 Cr keeping in view the increasing demand for

AYUSH facilities and the satisfactory utilization of funds under previous programmes.

He further apprised the Governing Body that the plan includes strengthening 523 Ayushman Arogya Mandirs, augmentation of AYUSH units in public health institutions, uninterrupted supply of essential medicines to hospitals and dispensaries, upgradation of existing AYUSH hospitals and dispensaries and accelerated completion of new healthcare facilities in underserved areas.

To strengthen governance and implementation of the National AYUSH Mission, the Governing Body also approved the reconstitution of the Executive Committee of the J&K AYUSH Society with representation from the Health and Medical Education Department, National Health Mission, Finance, Planning and other technical stakeholders. The meeting also deliberated on the engagement of manpower sanctioned by the Ministry of AYUSH under various components of the National AYUSH Mission.

Reiterating the government's commitment towards strengthening AYUSH systems, the Chief Secretary emphasized the need for enhanced healthcare infrastructure, wider outreach programmes and greater public awareness regarding the benefits of AYUSH therapies and wellness practices, thereby ensuring accessible, affordable and holistic healthcare services for the people of Jammu and Kashmir.

DC Pulwama chairs 33rd NCORD meeting; Reviews Anti-Drug measures in district

HIMALAYAN MAIL NEWS
JAMMU, JUNE 02

Deputy Commissioner (DC) Pulwama, Dr. Basharat Qayoom today chaired the 33rd meeting of the Narco Coordination Centre (NCORD) at Circuit House Pulwama to review the progress achieved under the ongoing anti-drug campaign and assess the implementation of various measures aimed at curbing drug abuse and illicit cultivation in the district.

At the outset, Additional Deputy Commissioner (ADC) Pulwama presented a detailed overview of the Nasha Mukta Bharat Abhiyan (NMBA), highlighting its objectives, key interventions and activities being undertaken under the ongoing 100-day intensive campaign being implemented across the district under the abhiyan. The presentation focused on awareness activities, community participation, prevention, treatment, rehabilitation and enforcement measures being carried out by different stakeholder departments.

Addressing the meeting, the Deputy Commissioner appreciated all departments and stakeholders for the successful conduct of the Mega Padyatra led by the Lieutenant Governor Manoj Sinha at Pulwama on May 19, which witnessed overwhelming public participation and highlighted the collective resolve against drug abuse.

The DC sought detailed Action Taken Reports from all departments regarding the implementation of the action plan formulated under the 100-day intensive campaign. He stressed the need for sustained and co-ordinated efforts to ensure the objectives of the campaign are achieved in a time-bound manner.

Reviewing the measures undertaken to achieve the objectives of the campaign, Dr. Qayoom sought detailed reports from all Tehsildars regarding de-



struction drives, sensitization of field functionaries, mobilization of Numberdars and Chowkidars, and awareness activities conducted at the grassroots level. The Tehsildars informed the chair that certifications declaring villages free from illicit poppy cultivation had been received from the field functionaries. The DC directed them to constitute verification committees and conduct thorough ground-level re-verification before final certification.

The Deputy Commissioner also reviewed the activities being conducted at the Panchayat level under the campaign and sought details from the Assistant Commissioner Development and Block Development Officers regarding public participation, outreach programmes and awareness events organized

across rural areas. He directed the officers to intensify activities, prepare a comprehensive action plan and organize multiple awareness programmes at different locations within Panchayats to ensure maximum outreach and community involvement. Officers from the Education and Health Departments briefed the meeting about the awareness initiatives being conducted in educational institutions and healthcare facilities. The DC emphasized the importance of involving youth, students, parents and community leaders in the campaign to build a strong social movement against drug abuse.

The functioning of the Addiction Treatment Facility (ATF) Pulwama and Drug De-Addiction Centre Tral was also reviewed in detail. The meeting dis-

ussed the status of OPD and IPD services, admissions, rehabilitation and relapse management. It was informed that rehabilitated individuals are being linked with various Government-sponsored schemes and educational institutions to facilitate their reintegration into mainstream society. The Deputy Commissioner directed the concerned officers to ensure continued follow-up and support for recovered individuals.

The DC also reviewed the progress achieved in the destruction of wild cannabis and sought details from the Forest, Public Works and other concerned Departments regarding measures undertaken in this regard. He directed the concerned departments to intensify field inspections and ensure complete eradication of wild cannabis from identified areas.

Bandipora witnesses series of awareness programmes under Nasha Mukta Bharat Abhiyan

HIMALAYAN MAIL NEWS
JAMMU, JUNE 02

A series of awareness and outreach programmes were organised across Bandipora district under the ongoing Nasha Mukta Bharat Abhiyan (NMBA) to spread awareness about the harmful effects of drug abuse and to promote a healthy and drug-free society.

At HKM Degree College Bandipora, the NSS Youth Club in collaboration with the Department of Kashmiri organised an Essay Writing Competition on the theme "Ill Effects of Drug Addiction on Youth." The programme was conducted under the supervision of Convener, NCORD Cell, Prof. Irfan Ahmad Wagay.

The competition aimed to create awareness among students regarding the adverse effects of drug addiction on youth, families and society. A large number of students participated enthusiastically and expressed their views through thoughtful and informative essays.

The programme encouraged students to reflect upon the importance of leading a healthy and drug-free life and contributed towards the objectives of the Nasha Mukta Bharat Abhiyan.

Meanwhile, under the aegis of the Nasha Mukta Bharat Abhiyan, the Red Ribbon Youth Club in col-



laboration with the NSS Youth Club of HKM Degree College Bandipora organised a rally on drug abuse awareness. Students and faculty members participated enthusiastically in the rally and raised slogans highlighting the harmful effects of substance abuse and the importance of building a drug-free society. The rally aimed to sensitize the youth about the growing menace of drug addiction and encourage them to adopt a healthy and responsible lifestyle. As part of the prelude to the 12th International Day of Yoga (IDY) 2026, an Awareness-cum-Yoga Session was organised at Umarm Public Secondary School Malangam for selected student demonstrators under the vision of Nasha Mukta J&K Abhiyan and the Directorate of Ayush J&K's commitment to preventive healthcare. The session aimed to train students as demonstrators so that they could showcase the physical and mental benefits of yoga among their peers and the wider community. In another programme, a Special Yoga Session-cum-Awareness Programme was conducted at Umarm Public Secondary School Malangam for selected student demonstrators under the vision of Nasha Mukta J&K Abhiyan and the Directorate of Ayush J&K's commitment to preventive healthcare. The session aimed to train students as demonstrators so that they could showcase the physical and mental benefits of yoga among their peers and the wider community.

Mass awareness, outreach activities conducted across Budgam under NMBA

HIMALAYAN MAIL NEWS
JAMMU, JUNE 02

As part of the ongoing Nasha Mukta Bharat Abhiyan (NMBA), a series of awareness, outreach, pledge-taking and enforcement activities were organized across various parts of District Budgam with active participation from government departments, educational institutions and local communities.

Awareness programmes were conducted in several areas of the district to educate people, particularly youth and farmers, about the harmful effects of drug abuse.

Posters carrying anti-drug messages were displayed and distributed among the public, while field-level interactions were held to encourage community participation in the fight against substance abuse and illicit cultivation of narcotic crops.

Inspections and monitoring drives were carried out at various locations to ensure compliance with relevant regulations and to strengthen vigilance against the misuse and illegal movement of narcotic substances.

The Forest Department organized pledge-taking ceremonies, plantation drives and awareness programmes under the NMBA banner. Officials and field staff reaffirmed their commitment towards building a



drug-free society and encouraged greater public participation in the campaign. Educational institutions also played an active role in spreading awareness. Various activities, including cultural programmes and anti-drug awareness skits, were organized to sensitize students and the general public about the social, economic and health consequences of drug addiction. These initiatives highlighted the importance of informed choices, community support and collective responsibility in addressing the drug menace. The programmes witnessed enthusiastic participation from officials, stu-

dents, staff members and local residents, reflecting a shared commitment towards the objectives of the Nasha Mukta Bharat Abhiyan. The campaign continues to mobilize communities across the district to promote healthy lifestyles and strengthen the vision of a drug-free society.