



GOVERNMENT OF JAMMU AND KASHMIR

OFFICE OF THE DEPUTY COMMISSIONER ANANTNAG

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Subject:- District Level-Calendar for Hundred(100) Days intensive Nasha Mukht Bharat Abhiyan Campaign- Launch.

ORDER

Scheduled Activities-NASHA MUKHT BHARAT CAMPAIGN

Date	Activity	Offices Responsible	venue	Participants
11-April	Commencement of Mass pledge with the singing of National Song and National Anthem and Launch of special Mass awareness campaign through both print and electronic media by means of influencers, banners, hoardings, radio, print etc. Also launch of mass awareness and identification of victims and pin pointing the drug peddlers by covering all the panchayats/ULBs of the District	District Administration/Police /DIO/RDD/CEO-Mc/EOS	District Headquarters /Sub-Divisional and Tehsil Level offices	All the officers and their subordinate staff.
15-April	Organization of Debate, Quiz competition, Pledge ceremonies (drug free oath) in educational institutions, Nukad Natak , Bandapathar and short film screenings on drug abuse in markets ,hotspot zones	Chief Education officer/College/CEO/ Eos/ principals/CEO PDA/ VDA/KDA/	All Educational institutions, Prominent places/ tourist places	All the officers their subordinate staff/Youth and students
16-22 April	Organization of sports tournaments/Leagues viz Cricket, Kabbadi, cyclotron, Football, Gender inclusive	Youth Sports Service/colleges Principals/ Chief Education	All District, Sub-Divisional, Tehsil Level, School,	Officers/Officials/Students/ Youth

	Games/tournament for Specially abled focus on (Anti-Drug Themes)	officer/NSS/NCC/Bharat Scouts/Zeba Aapa school	colleges and play grounds of the District	
23-April	Commencement of Pad yatra with singing of National song and National Anthem at District, Sub-District and Tehsil level	District Administration Police/SDM'S/Tehsildars/ACD/CEO/Chief Education officer/EO's/All sectoral offices/Bharat Scouts.	Sports Stadium Anantnag to Janglat Mandi for Grand Pad yatra and for Sub-Divisional and Tehsil Levels as per their feasibility.	All the officers and their subordinate staff.
24-April	Yoga and exercises focus on all round development	All Departments, Grand yoga Event at Shaheed Himayun Muzamil Memorial College	All District, Sub- Divisional and Tehsil offices	All the officers their subordinate staff and students
25-April	Religious leaders meeting	District Administration	Meeting Hall Dak Banglow Khanabal	All the prominent religious leader except Banned organization/s
27-April	Organization of Unity March Marathons on drug awareness/Plantation Drive at District, Sub-District and Tehsil levels/	District Administration/DFO DSWO/SDM's/ACD/CEO/ NSS/NCC/D /Chief Education officer/Tehsildar/YSS/Bharat Scouts	All District, Sub-Divisional and Tehsil offices	All the officers and their subordinate staff/students /youth
28-30 April	Mass awareness at all the drug hotspots of the District	District Administration/Police/Sub-Divisions/Tehsil level officers/Health/Chief Education officer/RDD/CEO-MC/EOs	All the Drug hotspots of the District	All District/Sub-Divisional and Tehsil level officers.
02-May	Organization of youth at village and urban level	RDD/CEO-MC/EO's	District/Sub-Divisional and Tehsil level offices	All District/Sub-Divisional and Tehsil level officers
04-May	Sharing of Success stories while maintain privacy and whereabouts strictly. Also sharing the usage stories of alternate crops	All Departments	District/Sub-Divisional and Tehsil level offices	All District/Sub-Divisional and Tehsil level officers
05-May	Mass awareness campaign through both print and electronic media by means of	DIO/ACD/CEO-MC/EOs/Educational institutions	District/Sub-Divisional and Tehsil level offices	All District/Sub-Divisional and Tehsil level officers

	influencers, banners, hoardings, radio, print etc.			
06-May	Organize Meeting with Parents on early warning signs regarding sensitization of drug abuse.	Chief Education officer/Principals of all colleges/ In-charge of Coaching centres/Project manager ICDS/DSWO	All District educational institutions and AWCs	All the heads of Educational institutions /DSWO
07-May	Mass Awareness session of drug abuse and illicit crop cultivation in all Awc's and Self Help groups.	District Administration/Police/Project Director ICDS/RDD/Health Excise & Taxation /DSWO.	District/Sub-Divisional and Tehsil level offices	All District/Sub-Divisional and Tehsil level officers
08-M00ay	Door to Door awareness campaign, including announcement through Garbage Collection vehicles in Urban Areas and the use of Loudspeakers in rural areas	ACD/CEO-Mc/EO's/DSWO	All the Urban and rural Areas	All District/Sub-Divisional and Tehsil level officers
10-12 May	Organization of community pledge events in all the panchayats.	ACD/DSWO/Tehsildars	All District Panchayats	All District/Sub-Divisional and Tehsil level officers
13-May	Organize workshops viz sensitization of religious leaders	SDM/Tehsildars/CMO /ACD	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
14-17	Organize massive excise awareness drives on alcohol misuse.	District Administration/Police /Excise & Taxation/DIO and all the stake holders	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
18-May	Interactive radio programs, , Social media influencers about sensitization of drug abuse	District Administration/Police /DIO	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
19-May	Women led Nasha Mukht awareness drives, meetings and outreach sessions conducted in schools, colleges and Awc's to promote substance-free	DSWO/Chief Education officer/Project Director ICDS/Chief Education officer/College principals	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers

	life style and fitness yoga camps for youth			
20-May	Conduct extensive and continuous crackdown drives on Drug Hotspots	District Administration/Police/Excise and Taxation	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
21-May	Conducted workplace awareness sessions not only ensure that employees remain informed and aligned but also contribute to overall program of Nasha Mukht Bharat Abhiyan.	All Departments	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
23-26 May	Conduct sensitization workshops for drivers	District Administration/Police/AR TO	All feasible and prominent places of the District	All District and Sub-Divisional level officers
29-May	Rehabilitation awareness camps informing public about treatment and rehabilitation facilities likes DDACs, ATF etc.	CMO/DSWO/POLICE/ACD /SDMs/Tehsildars	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
30-May	Organize art competition	Culture/Chief Education officer/College principals	Educational institutions	All the heads of Educational institutions
01-03 June	Organize sports marathons –Run for Drug free	District Administration/Police /Sports/YSS/ACD/NSS /NYC/Chief Education Officer/College Principals	Prominent and feasible routes	All District/Sub-Divisional and Tehsil level officers/Students/Youth
04-June	Conduct plantation drives against Drugs with the theme- Ek Ped Nashe Ke Virudh	DFOs/ Chief Education officer/SDMs/Tehsildars/ all sectoral officers	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
05-June	Run a campaign about success stories- Real Life Stories while strictly maintain their privacy at large	DIO	Entire District	All District/Sub-Divisional and Tehsil level officers
06-June	Sermon's at all the religious institutions and their wide publicity through all the media channels	DIO/District administration/SDMs and Tehsildars	All the religious institutions	All District/Sub-Divisional and Tehsil level officers and whole

				population of the District
08-June	Debate , Essay Writing and Quiz Competition- Anti drug theme	Chief Education Officer/College Principals	Educational Institutions	All officers their sub-ordinate staff and Students.
09-June	Organize and conduct skill development programs for recovering addicts.	Skill Development/DIC/CAO/C HO/Fisheries/and other employment Departments	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
10-June	Organize festivals with Anti-Drug Theme. Cyclathon-Ride For Pride	College/Chief Education officer/Sports/YSS/NCC/NSS/SHG's/DSWO	All the District/Sub-District and Tehsil level Educational institutions and offices	All the officers, their sub-ordinate staff/Students and Youth
11-12 June	Organize Community Counselling camps	DIO/CMO/DSWO/ACD/SD Ms/Tehsildars	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
13-16 June	Anti-drug training programs for teachers	Chief Education officer/Principal of colleges/CMO/GMC /DIO	Meeting halls/auditoriums and other feasible places	All the heads and their sub-ordinate staff.
17 June	Organize youth leadership camps and programs	YSS/Chief education officer/College principals/NSS/NCC.	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
18-June	Essay and poster making competitions	Chief Educations officer/ Principal of Colleges/DSWO	All the educational institutions	All the heads of educational institutions, their sub-ordinate staff and students at large.
19-June	Furnish District-level Drug free certification in all villages/Wards	District Administration/Police/ ACD/ HUDD	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers
20-June	Conduct of Mega Cultural festival promoting drug free society	Culture/DSWO/Chief Education Officer/College principals /CEO/ACD	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers

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21-June	Organize mass YOGA events of international Yoga Day	District Administration /SDM'S/Tehsildars/ACD/C EO/YSS/Bharat Scouts/NSS/NCC/Chief Education officer/EO's/All sectoral offices	All District/Sub-Divisional and Tehsil level Offices with grand Yoga Event at Shaheed Himayun Muzamil Degree College Khanabal	All District/Sub-Divisional and Tehsil level officers along with their subordinate staff/Students /Youth
23-June	Organize Anti -Drug initiative awards	All Departments	All District/Sub-divisional and Tehsil level offices and institutions.	All the District /Sub-Divisional/Tehsil level officers, their sub-ordinate staff/students /Youth
25-30 June	Integrate NASHA Mukht Bharat Abhiyan with SWACH Bharat Abhiyan	All District, Sub-Divisional and Tehsil level officers	All District/Sub-divisional and Tehsil level offices /Educational institutions and Public places.	All the District/Sub-Divisional and Tehsil level officers along with their sub-ordinate staff.
01-July	Debate , Essay Writing ,poster making and Quiz Competition- Anti drug theme	Chief Education Officer/College Principals	Educational Institutions	All officers their sub-ordinate staff and Students.
02-July	Screening of short movies-Anti drug theme	All District, Sub-Divisional and Tehsil level officers	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers, their sub ordinate staff and students
03-08 July	Mass Awareness session of drug abuse and illicit crop cultivation in all AWC's and Self Help groups.	Project Director ICDS/RDD/Health /DSWO.	All District/Sub-Divisional and Tehsil level Offices	All District/Sub-Divisional and Tehsil level officers, their sub ordinate staff and mobility of masses at large

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09-July	Organize culture programmes- Anti Drug theme	Heads of all the Educational institutions/YSS/NCC/NSS	Heads of all the educational institutions /Sports/Bharat scouts	All District/Sub-Divisional and Tehsil level educational institutions, their subordinate staff, students and youth
10-July	Door to Door awareness campaign, including announcement through Garbage Collection vehicles in Urban Areas and the use of Loudspeakers in rural areas	ACD/CEO-Mc/EO's/DSWO	All the Urban and rural Areas	All District/Sub-Divisional and Tehsil level officers
11-July	Art and craft activities-Poster making, Painting competition, slogan framing and public messages.	Chief Education officer/College Principals	All Educational institutions and Prominent places	All the officers their subordinate staff/Youth and students
13-July	Organization of Debate, Quiz competition, Pledge ceremonies (drug free oath) in educational institutions, Nukad Natak , Bandapathar and short film screenings on drug abuse in markets, hotspot zones	Chief Education officer/College/CEO/Eos/ principals/CEO PDA/VDA/KDA/	All Educational institutions, Prominent places/ tourist places	All the officers their subordinate staff/Youth and students
14-17 July	Mini Marathons against Drug abuse drug abuse, Inter-school Sports competition and group discussions.	Chief Education officer/College principals/YSS/Bharat scouts	All District Educational institutions,	All the officers their subordinate staff/Youth and students
18-July	Administering pledge in all govt. offices, Street plays/Seminars and awareness pledges	All District, Sub-Divisional and Tehsil level officers	All District/Sub-Divisional and Tehsil level Offices	All the officers their subordinate staff.
20-July	Culmination of 100-Day intensive NMBA Campaign with singing of National Song and National Anthem by taking Mass pledges for Continuous effort and dedication toward	District Administration/Police/, Sub-Divisional and Tehsil level officers with grand ceremony at District Magistrate office	District Headquarters/ Sub-Divisional and Tehsil Level offices	All the officers and their subordinate staff.

	NMBA throughout and give wide publicity through both print and electronic media by means of influencers, banners, hoardings, radio, print etc			
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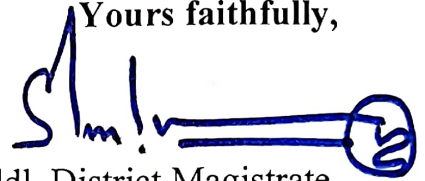
Moreover, in pursuance of the planned 3-Months Campaign, and with the objective of ensuring uniformity, effective coordination, and maximum outreach, the following more directions are hereby issued for strict compliance by all concerned departments and officers:

1. **Standardization of IEC Material:** The Information Department shall prepare standardized and uniform IEC material, including backdrops, creative banners, hoardings, etc., for use across all campaign-related functions within the district. A standard format for monthly progress reporting shall also be developed and circulated to all departments. Also give wide publicity to the whole campaign in both print and electronic media including social media as well..
2. **Preparation of Departmental Templates:** All concerned departments shall devise common templates/formats for their respective activities as per the month-wise action plan. These formats shall be used uniformly across all blocks and districts to maintain consistency.
3. **Designation of Nodal Officers:** All departments shall designate Nodal Officers for single point of contact to ensure effective coordination, monitoring, and timely implementation of campaign activities and submit his details to this office at an earliest.
4. **Wide Community- outreach:** RDD, ULB's and District information department must reach each and every corner of panchayat and ward to Launch mass awareness programme and give wide publicity throughout campaign from first go.
5. **Identification & Rehabilitation Efforts:** Departments, particularly Health, Social Welfare, RDD and other employment departments, shall identify individuals affected by substance abuse and encourage them to visit ATFs/DDACs for counselling, treatment, and rehabilitation. Also rehabilitate the recovered in self-sufficient schemes.
6. **Ensuring Mass Participation:** All departments shall ensure wide participation of stakeholders including students, youth groups, NCC/NSS, NYKs, Scouts & Guides, volunteers, civil society organizations, Panchayat Raj Institutions, and the general public to maximize outreach and awareness.
7. **Provision of Infrastructure:** Departments having infrastructure such as auditoriums, meeting halls, and other facilities shall make the same available to organizing departments on a complimentary basis for conducting campaign-related activities.

8. **Upload all the IEC activities on departmental portal:** Those Departments who possess login of Departmental NMBA portal must upload all the activities there as well to reflect all the activities on District portal as well.
9. **Creation of selfie points and usage of common templates:** All Department shall devise common template/Formats for department specific function uniformly across the district, also made selfie points and give wide publicity to each and every activity.
10. **Law Enforcement Measures:** The Police Department shall ensure sustained and continuous enforcement measures throughout the campaign period to support the objectives of the initiative.

All officers are directed to ensure strict adherence and implementation to the above instructions in order to make this campaign a success and result oriented.

Yours faithfully,



Addl. District Magistrate,
Anantnag.

No:- DCA/MISC/34-37
Dt:- 15.04.2026.

Copy to the:-

1. Divisional Commissioner Kashmir for favour of information.
2. Deputy Commissioner Anantnag for favour of information.
3. Senior Superintendent of police for favour of information.
4. All concerned for information and Compliance