

Report on Participation in Rally under 100 Days “Nasha Mukt Bharat Abhiyan” Campaign Government Degree College (GDC), Bishnah



Government Degree College, Bishnah actively participated in a rally organized under the **100 Days “Nasha Mukta Bharat Abhiyan (NMBA)” (Drug-Free India Campaign)**, a flagship initiative aimed at creating awareness about the harmful effects of drug abuse and mobilizing youth towards building a healthier and addiction-free society on 11th April 2026. The rally was held at **M.A. Stadium, Jammu**, as part of the grand inaugural ceremony of the campaign.

The programme was formally inaugurated by the Hon’ble Lieutenant Governor of Jammu & Kashmir, **Shri Manoj Sinha**, in the presence of senior officials, educators, and representatives from various institutions. The event witnessed an overwhelming response, with participation from numerous educational institutions, NSS and NCC units, civil society organizations, and members of the general public.

A significant highlight of the event was the **massive padayatra (awareness march on foot)** that covered the stretch from **M.A. Stadium to Parade Ground**. The padayatra symbolized unity, collective responsibility, and public commitment towards eradicating drug abuse. Participants marched in an organized and disciplined manner, holding placards, raising awareness slogans, and engaging with the public to spread the message of a drug-free society.

Nearly **100 participants from GDC Bishnah**, including NSS and NCC volunteers, students, and faculty members, participated enthusiastically under the leadership of the Principal, **Dr. Shallu Samyal**. The faculty members accompanying the contingent included:

- **Dr. Koushal Kiran**, Convener, *Nasha Mukta Bharat Abhiyan (NMBA)*
- **Dr. Geeta Lakhotra**, NSS Programme Officer
- **Dr. Kusum**, NCC Programme Officer
- NMBA Committee Members: **Dr. Sapna Bhargav**, **Dr. Sunil Kumar Saliada**, and **Dr. Ashma Gupta**

Before departing for the venue, the Principal addressed the students and volunteers, encouraging them to actively participate in the campaign and to become responsible advocates for spreading awareness about the ill effects of drug abuse within their communities.

Address by the Hon’ble Lieutenant Governor

In his keynote address, **Shri Manoj Sinha** underscored the urgent need to tackle the growing menace of drug addiction, particularly among the youth. He highlighted that substance abuse not only affects individual health but also disrupts families, weakens social structures, and hampers national development. Stressing the importance of collective responsibility, he called upon students, teachers, parents, and society at large to work together in creating a drug-free environment.

He emphasized that awareness, early intervention, and community participation are crucial in preventing drug abuse. The Hon'ble Lieutenant Governor appreciated the active involvement of educational institutions and youth organizations such as NSS and NCC, noting that young people are the most powerful agents of change in society.

He further reiterated the government's commitment to strengthening preventive measures, rehabilitation efforts, and strict enforcement against drug trafficking. Encouraging the youth to channel their energy into positive and productive activities, he urged them to take a firm pledge to stay away from drugs and to inspire others to do the same.

During the programme, an **anti-drug pledge** was administered to all participants, reaffirming their commitment to the cause. Cultural performances and awareness activities further reinforced the message of leading a healthy and drug-free life.

Contribution and Involvement of GDC Bishnah

The participation of GDC Bishnah was marked by discipline, enthusiasm, and active engagement throughout the rally and padyatra. The students actively contributed by carrying awareness placards, raising impactful slogans, and interacting with fellow participants, thereby amplifying the outreach of the campaign. The coordinated efforts of NSS and NCC units, along with dedicated faculty support, ensured a strong and meaningful representation of the institution.

The college's involvement in such a large-scale initiative reflects its continuous commitment towards social responsibility, youth empowerment, and community engagement.

Conclusion

The rally and padyatra served as a powerful platform to sensitize the masses about the dangers of drug addiction and the importance of collective action. The enthusiastic participation of GDC Bishnah added significant value to the event and reinforced the institution's proactive role in promoting awareness and positive social change.

Through such initiatives, the college continues to inspire students to become responsible citizens and active contributors towards building a **drug-free, healthy, and progressive society**.