

**Report on Orientation Programme and Anti-Drug Pledge
Under Nasha Mukh Bharat Abhiyan (100-Day Campaign)**

Government Degree College, Bishnah

Date: 15th April 2026



As part of the 100-day intensive campaign launched by the Government of Jammu & Kashmir under the *Nasha Mukh Bharat Abhiyan (NMBA)*, Government Degree College (GDC) Bishnah organized an Orientation Programme followed by a Pledge Ceremony against drug abuse on 15th April 2026.

The programme was conducted under the esteemed guidance of the Principal, **Dr. Shallu Samyal**, who encouraged collective efforts in building a drug-free society and highlighted the responsibility of educational institutions in sensitizing youth against substance abuse.

The keynote address was delivered by the Convener of the NMBA Committee, **Dr. Koushal Kiran**, who presented a comprehensive overview of substance abuse and its alarming impact on individuals and society. In her address, she explained that substance use often begins due to curiosity, stress, or peer influence but gradually leads to addiction, severely affecting physical health, mental well-being, academic growth, and interpersonal relationships. She elaborated on the serious consequences of drug abuse, including health disorders, social alienation, family disruption, and increased criminal tendencies. She further shed light on the objectives of the ongoing campaign, emphasizing awareness generation, preventive strategies, and rehabilitation measures. Highlighting recent government initiatives and strict policies to combat drug abuse, she stressed the importance of coordinated efforts between educational institutions, law enforcement agencies, and the community. She also motivated students to act as responsible citizens and active participants in awareness campaigns, encouraging them to play a proactive role in spreading the message of a drug-free society.

The programme was attended by faculty members including **Dr. Sunil Kumar, Dr. Sapna Bhargav, Dr. Ashma Gupta**, and **Dr. Kusum**, who also coordinated the smooth conduct of the event. All committee members, faculty, and a large number of student volunteers participated enthusiastically, reflecting a strong commitment towards the cause.

At the end of the programme, a pledge against drug abuse was administered, wherein all participants collectively resolved to abstain from drugs and to actively contribute towards spreading awareness.

The programme concluded with a strong message of awareness, responsibility, and collective action, reinforcing the commitment of GDC Bishnah towards the vision of a *Nasha Mukta Bharat*.