

REPORT ON WOMEN-CENTRIC AWARENESS PROGRAM UNDER NMBA CAMPAIGN

(Nasha Mukh Bharat Abhiyan)



In continuation of the ongoing 100 Days Campaign initiated by the District Administration, Jammu & Kashmir, a comprehensive awareness program was organized on **13th May 2026** by the **NMBA (Nasha Mukh Bharat Abhiyan) Committee** of GDC Bishnah in its adopted village, **Ratnal**. The program was conducted at the **Panchayat Ghar, Ratnal**, with a special focus on empowering women against the menace of drug abuse.

The entire event was successfully conducted under the able guidance and patronage of the esteemed Principal, **Dr. Shallu Samyal**. The program was convened by **Dr. Koushal Kiran Thacker**, Convenor of the NMBA Committee, along with active participation and coordination by committee members.

The team that visited and conducted the program included **Dr. Geeta Lakhotra (NSS Programme Officer)**, **Dr. Shrotika Rajput, (IQAC Convenor)** and **Dr. Ashma Gupta (NMBA Member)**. Their collective efforts ensured that the awareness drive was impactful and well-received by the local community.

The program was designed as a **women-centric awareness drive**, aiming to educate and sensitize women about the harmful effects of drug abuse, its social and health consequences, and the crucial role women can play in preventing substance abuse within families and communities. Interactive discussions were held to engage participants, address their concerns, and encourage proactive community involvement.

A significant highlight of the program was the interaction with the local Panch, **Ms. Rama Devi**, who shared valuable insights into the ongoing efforts within the village. She proudly informed that **Ratnal is a drug-free village**, attributing this achievement to consistent **door-to-door awareness campaigns** conducted by local representatives. She emphasized that special

attention is given to students and youth, who are regularly guided about the ill effects of drug abuse and motivated to adopt a healthy lifestyle.

The participants, especially the women of the village, were found to be **well-aware, responsive, and actively engaged** during the session. The efforts of Ms. Rama Devi were highly commendable, as she has been working diligently and efficiently at the grassroots level to maintain a drug-free environment in the village.

The program concluded on a positive note, reinforcing the importance of community participation, especially women-led initiatives, in achieving the vision of a **Drug-Free India** under the Nasha Mukta Bharat Abhiyan.

Overall, the visit and awareness drive proved to be highly fruitful, strengthening the bond between the institution and the adopted village, while contributing meaningfully towards the larger goal of a drug-free society.