

**Directorate of Sports & Physical Education, University of Jammu
Organizes 5-km Run & Walk Marathon under Nasha Mukh Bharat
Abhiyan (100-Days Campaign)**

The Directorate of Sports & Physical Education, University of Jammu under the leadership of Dr. Daud Iqbal Baba, Director Directorate of Sports & Physical Education, successfully organized a 5-km Run and Walk Marathon on 28th April 2026 within the University campus under the ongoing *Nasha Mukh Bharat Abhiyan (100-Days Campaign)*. The event was overall supervised by Dr. Vimal Kishore, Assistant Professor and was conducted as part of a broader initiative inspired by the visionary efforts of the Hon'ble Lieutenant Governor of Jammu & Kashmir to combat drug abuse and promote a healthy, drug-free society across the Union Territory.

The marathon witnessed enthusiastic participation from nearly 300 individuals, including students, faculty members, non-teaching staff, and members of civil society. The large turnout reflected the growing awareness and collective resolve of the community to stand united against the menace of drug addiction.

The primary objective of the event was to sensitize people, especially youth, about the harmful effects of substance abuse and to encourage the adoption of a disciplined, healthy, and active lifestyle through sports and physical activities. The participants displayed great vigor and commitment as they actively took part in the run, symbolizing their support for the cause of a drug-free society.

The initiative aligns with the ongoing efforts of the administration of Jammu & Kashmir, which has been taking strong and consistent measures to curb drug abuse through awareness campaigns, community engagement, and youth-oriented programs. Events like this marathon serve as an effective platform to channel the energy of young individuals towards constructive activities and to reinforce positive behavioral change.

In addition to the marathon, a powerful *Nukkad Natak* (street play) was presented by the students of the Directorate, clearly portraying the harsh realities of drug addiction and its devastating impact on individuals, families, and society. Through impactful dialogues and expressive performances, the students highlighted how individuals get trapped in substance abuse and the difficulties faced in overcoming addiction. The performance deeply resonated with the audience and served as a strong medium to spread awareness, leaving a lasting impression about the importance of staying away from drugs.

The event concluded with a message of unity, responsibility, and collective action, emphasizing that the fight against drugs requires sustained efforts from every section of society. Among those present on the event were Dr. Mandeep Singh, Dr. Samita Wadhera, Sh. Raj Kumar Bakshi, Sh. Ravish Vaid, Sh. Vikas Karlopiya, Sh. Gagan Kumar, S. Padam Dev Singh, Sh. Jai Bharat, Dr. Inderjeet Singh, Dr. Mahak, S. Harinderpal Singh, Mr. Rishiv Sharma & Ms. Richa Mandla

