



## **JU Launches 100-Day Anti-Drug Drive; VC calls drug abuse a National threat**

**Jammu, April 17:** In line with the vision of the Hon'ble Lieutenant Governor and Chancellor, University of Jammu, Shri Manoj Sinha, to build a drug-free Jammu & Kashmir through a collective societal response, the University of Jammu today launched the 100-day Nasha Mukta Bharat Abhiyaan (NMBA) with a pledge ceremony administered by the Hon'ble Vice-Chancellor, Prof. Umesh Rai, marking the beginning of a sustained institutional and community-driven effort.

Addressing the gathering, Prof. Umesh Rai emphasised that drug abuse can no longer be viewed merely as a social concern, but has assumed the dimensions of a serious national challenge. He observed that the menace is deeply intertwined with larger security concerns, with deliberate attempts being made to push youth towards addiction, thereby weakening the social and national fabric. He cautioned that when the youth of a nation are affected, it directly impacts the country's future, making the issue one of both security and sovereignty.

Highlighting the role of educational institutions, the Vice-Chancellor stated that universities carry a crucial responsibility in ensuring the meaningful engagement and positive direction of youth. He noted that alongside academic pursuits, institutions must actively work towards spreading awareness within campuses and across society. In this regard, the University of Jammu has committed itself fully to the campaign, focusing on both student engagement and community outreach.

Prof. Rai underscored that the fight against drug abuse cannot be left to the government alone. He stressed that it is a collective responsibility, involving students, faculty, employees, administrators, and society at large. He called for extending the campaign beyond the University campus to its offsite campuses and surrounding regions, including Bhandarwah, Poonch, Reasi, Kathua, Udhampur, Kishtwar, and Ramnagar, to ensure wider awareness and impact.

Outlining the roadmap, he informed that the campaign will run for 100 days and will actively involve NSS, NCC, sports bodies, and various student clubs. The University will also work in coordination with the district administration, police authorities, and the Narcotics Department to strengthen the outreach and effectiveness of the initiative.

The Vice-Chancellor further highlighted the growing seriousness of the drug menace in Jammu and Kashmir and called for heightened awareness and vigilance at all levels. He urged all stakeholders to remain alert in their surroundings and actively contribute towards building a drug-free society.

Referring to the continuous efforts being undertaken at the highest levels, he acknowledged the proactive role of the Hon'ble Lieutenant Governor and Chancellor in addressing the issue and mobilising society against the drug menace.

The launch of the campaign at the University of Jammu reflects a strong commitment to transforming the initiative into a people's movement, with active participation from students, faculty, and the wider community, aimed at safeguarding the future of youth and ensuring a healthier, drug-free Jammu and Kashmir.

Among others present on the occasion included Deans, Directors, Heads of Departments, faculty members, officers, staff, students, and scholars.