SHMM, GOVERNMENT DEGREE COLLEGE, ANANTNAG

OFFICE OF THE NCORD / NMBA COMMITTEE

NCORD / NMBA

Introduction, Vision, Mission and Effects

NCORD – Narco-Coordination Centre

NMBA – Nasha Mukt Bharat Abhiyaan (Drug-Free India Campaign)

1. INTRODUCTION

The Government of India has undertaken several initiatives to combat the growing problem of drug abuse and substance addiction in the country. Two important initiatives in this direction are the Narco-Coordination Centre (NCORD) and the Nasha Mukt Bharat Abhiyaan (NMBA).

The NCORD mechanism was established to strengthen coordination among various government departments, law enforcement agencies, and other stakeholders to combat drug trafficking and the menace of narcotic substances. It promotes cooperation, intelligence sharing, effective enforcement and coordinated action against drug-related activities.

The Nasha Mukt Bharat Abhiyaan (NMBA) is a nationwide campaign aimed at creating awareness about the harmful effects of drug abuse, preventing substance use—particularly among youth and students—and encouraging individuals affected by addiction to seek appropriate treatment and rehabilitation.

Both initiatives complement each other in building a healthy, safe and drug-free society through prevention, awareness, enforcement, treatment and rehabilitation.

2. VISION

To create a drug-free India where individuals, particularly young people and students, are protected from the harmful consequences of drug abuse and substance addiction.

The broader vision includes:

- Building a healthy, responsible and addiction-free society.
- Protecting youth from the influence of drugs and narcotic substances.
- Combating drug trafficking and the illegal supply of narcotic substances.
- Promoting awareness, social responsibility and community participation.
- Ensuring a safe and supportive environment for future generations.

3. MISSION

To strengthen collective efforts against drug abuse through coordinated action, awareness, prevention, counselling, treatment and rehabilitation.

The major objectives are:

1. To create awareness about the physical, psychological, social and economic consequences of drug abuse.
2. To prevent drug addiction among students, youth and other vulnerable sections of society.
3. To strengthen coordination among government departments, police, educational institutions, health departments and civil society organisations.
4. To identify and discourage drug trafficking and the illegal sale of narcotic substances.
5. To encourage individuals suffering from addiction to seek professional counselling, medical treatment and rehabilitation.
6. To involve educational institutions, NSS volunteers, teachers, parents and community members in anti-drug activities.
7. To promote healthy lifestyles, positive thinking, sports, cultural activities and constructive engagement among young people.

4. EFFECTS OF DRUG ABUSE

Drug abuse has serious and long-lasting consequences. It affects not only the person consuming drugs but also their family, educational institutions, community and society as a whole.

A. Physical Effects

- Damage to vital organs such as the brain, heart, liver and kidneys.
- Weakening of the immune system.
- Loss of appetite, disturbed sleep and physical weakness.
- Increased risk of serious diseases and infections.
- Risk of overdose and premature death.

B. Psychological and Mental Effects

- Anxiety, depression, stress and emotional instability.
- Loss of concentration, memory and decision-making ability.
- Aggressive behaviour and lack of self-control.
- Development of psychological dependence and addiction.
- Increased risk of self-harming behaviour.

C. Educational Effects

- Decline in academic performance.
- Irregular attendance and lack of interest in studies.
- Indiscipline and behavioural problems.
- Loss of motivation, creativity and career opportunities.
- Increased risk of dropping out of educational institutions.

D. Social and Family Effects

- Disturbance in family relationships.
- Financial difficulties and economic instability.
- Increased chances of domestic conflicts and social isolation.

- Involvement in unlawful activities.
- Loss of social respect, dignity and responsibility.

E. Economic and National Effects

- Reduced productivity and human resource potential.
- Increased expenditure on healthcare and rehabilitation.
- Growth of illegal drug trafficking and organised crime.
- Negative impact on national development and social security.
- Loss of the productive potential of the younger generation.

5. POSITIVE EFFECTS AND EXPECTED OUTCOMES OF NCORD / NMBA

The effective implementation of NCORD and NMBA can bring significant positive changes to individuals, institutions and society.

8. Drug-free educational institutions: Creating awareness and developing drug-free campuses through regular programmes and preventive measures.
9. Youth empowerment: Motivating students to adopt healthy lifestyles and stay away from drugs.
10. Community participation: Encouraging parents, teachers, social workers, NGOs and community leaders to participate in anti-drug campaigns.
11. Better coordination: Strengthening cooperation between police, administration, health departments and educational institutions.
12. Early identification: Recognising individuals vulnerable to substance abuse and connecting them with professional support.
13. Treatment and rehabilitation: Encouraging affected persons to seek counselling, medical assistance and rehabilitation without fear or stigma.
14. Reduction in drug trafficking: Strengthening intelligence sharing and coordinated enforcement against illegal drug networks.
15. Responsible citizenship: Developing discipline, moral values, social responsibility and commitment among young people.

6. ROLE OF EDUCATIONAL INSTITUTIONS

Educational institutions have a vital responsibility in making the campaign successful because students and young people are among the most important target groups.

- Conducting anti-drug awareness programmes, seminars, workshops and lectures.
- Organising anti-drug pledges and awareness rallies.
- Establishing student clubs and involving NSS volunteers in anti-drug activities.
- Displaying anti-drug awareness posters and banners on campus.
- Conducting debates, essay-writing competitions, slogan-writing competitions and street plays.
- Organising counselling and guidance sessions for students.
- Promoting sports, cultural activities, yoga and other constructive engagements.
- Creating awareness about the harmful effects of tobacco, alcohol and other intoxicating substances.
- Coordinating with district administration, police, health departments and rehabilitation centres.

7. CONCLUSION

NCORD and Nasha Mukt Bharat Abhiyaan are important national initiatives aimed at protecting society from the growing menace of drug abuse. While NCORD strengthens institutional coordination, intelligence sharing and enforcement against drug trafficking, NMBA focuses on awareness, prevention, counselling, treatment and rehabilitation.

Educational institutions, particularly colleges and universities, have a significant role in translating these national objectives into practical action. Teachers, students, NSS volunteers, parents and community members must work together to spread awareness and promote a healthy lifestyle.

Drug addiction should not be treated merely as an individual problem; it is a serious social and public health challenge that requires collective responsibility and coordinated efforts.

SAY NO TO DRUGS, YES TO LIFE!
NASHA MUKT BHARAT – VIKSIT BHARAT

ANNEXURES

Photograph 1



Govt. of J&K (UT)
Higher Education Department
उच्चतर शिक्षा विभाग محکمہ اعلیٰ تعلیم
OFFICE OF THE PRINCIPAL
Shaheed Himayun Muzamil Memorial
Govt. Degree College Anantnag
Khanabal, Anantnag - 192101 (J&K) | NAAC Accredited Grade 'B' | CGPA: 2.53



No. Ant/order/26/684 Dated: 03-4-2026

Subject :- Constitution of College wellbeing and Anti substance Cell.

ORDER

In the interest of Administration, a committee of wellbeing and Anti substance cell is hereby constituted with immediate effect. The committee members are directed to go through the proposal and do the needulfu as required.

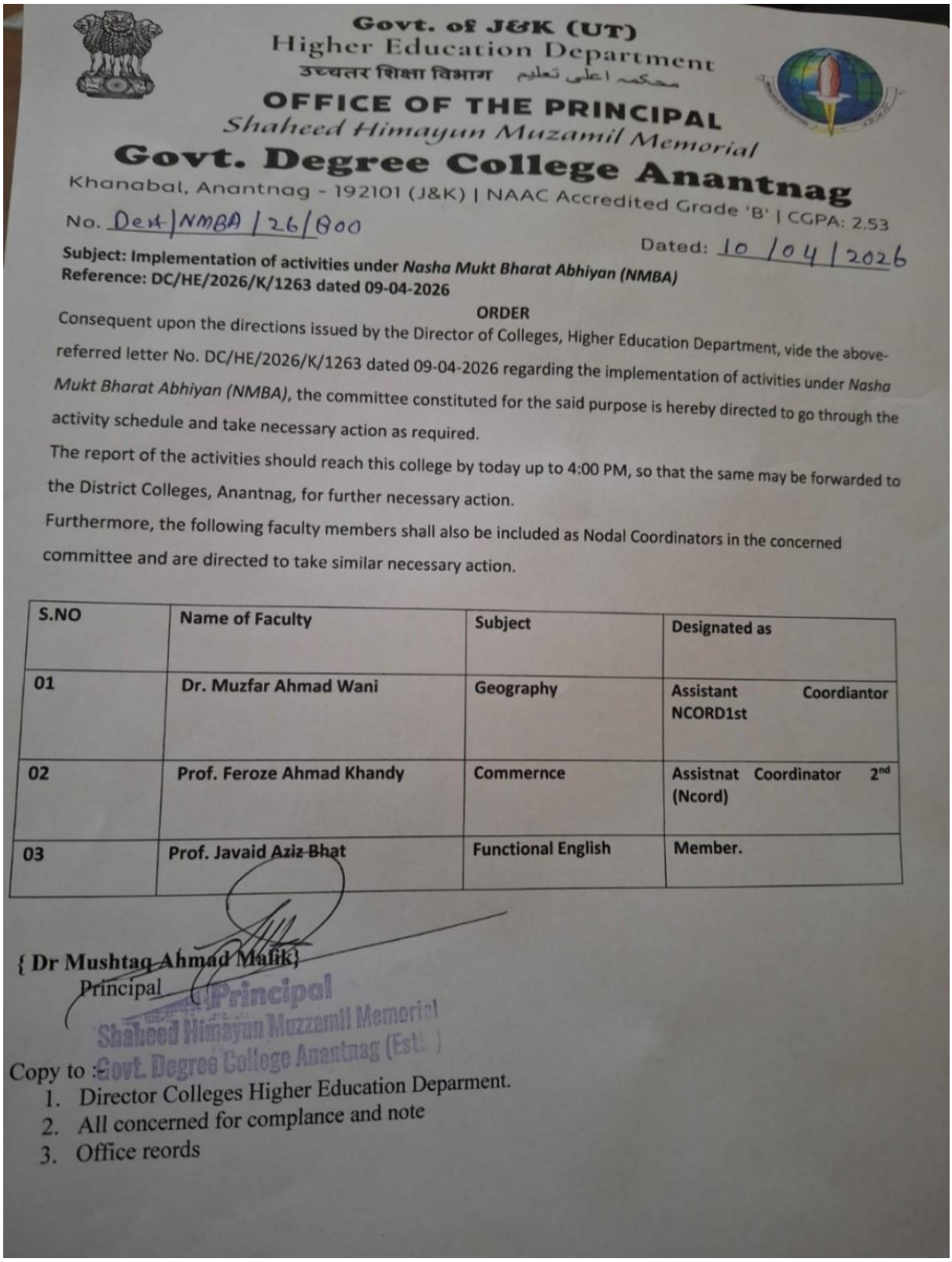
S.No	Name of Faculty Member	Subject	Designation
01	Dr Lateef Ahmad Salmani	Persian	Nodal officer (Male)
02	Prof. Parveena Akhter	Education	Nodal Officer (Female)
03	Dr. Firdoosa Akther	Islamic Studies	Member
04	Ruqiya Shakeel	Urdu	Member
05	Mr Rohit-ul-Bashir	Economics	Member
06	Mr. Tariq Ahmad Khan	Lab. Assistant	Member (Non Teaching)
07	Mr. Mohd Asif Rather	Lab. Assistant	Member (Non Teaching)
07	Himayun Mushtaq	Student	Member (Student)
08	Abrina Lateef	Student	Member (Student)

The Section officer of the college shall act as Administration. Furthermore, Dr. lateef Ahmad Salamani (SG Assistant Professor) shal act as Coordinator NCORD for the year 2026-2027 and is directed to takeover the charge from Dr. Raof Ahmad Bhat (PTI) with the intimation to the office of undersigned.

{Prof. Dr Mushtaq Ahmad Malik}
Principal

Copy to :
1. All the concerned for compliance and note.
2. Office records.

Photograph 2



Govt. of J&K (UT)
Higher Education Department
उच्चतर शिक्षा विभाग محکمہ اعلیٰ تعلیم

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No. Dext/NMBA/26/800 Dated: 10/04/2026

Subject: Implementation of activities under *Nasha Mukt Bharat Abhiyan (NMBA)*
Reference: DC/HE/2026/K/1263 dated 09-04-2026

ORDER

Consequent upon the directions issued by the Director of Colleges, Higher Education Department, vide the above-referred letter No. DC/HE/2026/K/1263 dated 09-04-2026 regarding the implementation of activities under *Nasha Mukt Bharat Abhiyan (NMBA)*, the committee constituted for the said purpose is hereby directed to go through the activity schedule and take necessary action as required.

The report of the activities should reach this college by today up to 4:00 PM, so that the same may be forwarded to the District Colleges, Anantnag, for further necessary action.

Furthermore, the following faculty members shall also be included as Nodal Coordinators in the concerned committee and are directed to take similar necessary action.

S.NO	Name of Faculty	Subject	Designated as
01	Dr. Muzfar Ahmad Wani	Geography	Assistant Coordiantor NCORD1st
02	Prof. Feroze Ahmad Khandy	Commernce	Assistnat Coordinator 2nd (Ncord)
03	Prof. Javaid Aziz Bhat	Functional English	Member.

{ Dr Mushtaq Ahmad Malik}
Principal

Principal
Shaheed Himayun Muzzamil Memorial
Govt. Degree College Anantnag (Estt.)

Copy to :-
1. Director Colleges Higher Education Deparment.
2. All concerned for complance and note
3. Office reords