



**GOVERNMENT OF JAMMU AND KASHMIR
GENERAL ADMINISTRATION DEPARTMENT
CIVIL SECRETARIAT, J&K**

Subject: Nomination of Officers as District Mentors for overseeing Nasha Mukht Bharat Abhiyaan in Jammu & Kashmir.

**Government Order No.763-JK(GAD) of 2026
Dated:09.04.2026**

The following officers are hereby nominated as District Mentors for overseeing the implementation of intensive Nasha Mukht Bharat Abhiyaan for the district indicated against each, in addition to their own duties, till further orders:

S. No.	Name of the Officer along with designation (Mr./Ms.)	District assigned
1.	Shaleen Kabra, IAS Financial Commissioner (Additional Chief Secretary), Jal Shakti Department	Jammu
2.	Ashwani Kumar, IAS Financial Commissioner (Additional Chief Secretary), Power Development Department	Samba
3.	Dr. Ashish Chandra Verma, IAS Financial Commissioner (Additional Chief Secretary), Tourism Department	Budgam
4.	Shailendra Kumar, IAS Financial Commissioner (Additional Chief Secretary), Finance Department	Srinagar
5.	Anil Kumar Singh, IAS Financial Commissioner (Additional Chief Secretary), Public Works (R&B) Department	Kathua
6.	Brij Mohan Sharma, IFS Principal Secretary to the Government, Culture Department	Ganderbal
7.	Saurabh Bhagat, IAS Commissioner/Secretary to the Government, Department of Food, Civil Supplies and Consumer Affairs	Anantnag
8.	Vikramjit Singh, IPS Commissioner/Secretary to the Government, Industries and Commerce Department	Pulwama
9.	Sheetal Nanda, IAS Commissioner/Secretary to the Government Forest, Ecology and Environment Department	Reasi
10.	Dr. Shahid Iqbal Choudhary, IAS Commissioner/Secretary to the Government Youth Services and Sports Department	Rajouri
11.	Sarmad Hafeez, IAS Commissioner/Secretary to the Government Social Welfare Department	Baramulla

12.	Kumar Rajeev Ranjan, IAS Secretary to the Government, Labour & Employment Department	Udhampur
13.	Ram Niwas Sharma, IAS Commissioner/Secretary to the Government School Education Department	Kupwara
14.	Dr. Piyush Singla, IAS Secretary to the Government Information Technology Department	Shopian
15.	Vikas Kundal, IAS Chairman, J&K Services Selection Board	Kulgam
16.	Rahul Yadav, IAS Managing Director, J&K Power Development Corporation Limited	Kishtwar
17.	Doifode Sagar Dattatray, IAS Special Secretary to the Government Agriculture Production Department	Doda
18.	Harvinder Singh, IAS Director Employment, J&K	Poonch
19.	Zubair Ahmad, JKAS Administrative Secretary, Department of Floriculture, Parks and Gardens	Bandipora
20.	Babila Rakwal, JKAS Administrative Secretary, Science and Technology Department	Ramban

The Mentor Officers shall monitor all activities and initiatives of District Administration, related to the Nasha Mukh Bharat campaign on the following matters:

- i) Awareness & IEC Activities- Awareness campaigns in schools, colleges, panchayats and urban wards through rallies, seminars, street plays, and social media outreach.
- ii) Collaborations with stake holders for a sustained messaging and continued outreach.
- iii) De-addiction services provided by Health Department.
- iv) Enforcement & prevention conducted by the Police and Excise Departments.
- v) Identification of substance users through surveys and outreach and their subsequent rehabilitation.
- vi) Referral of substance users to De-addiction centers and their Counseling and rehabilitation services and monitoring follow-up and reintegration of recovered individuals.
- vii) Training programmes for teachers, ASHA/Anganwadi workers Volunteers and peer educators for building a network of "Nasha Mukh Volunteers" at village/ward level.
- viii) Community engagement through involvement of Panchayati Raj Institutions, Youth clubs, NSS/NCC units, Religious and community leaders to ensure and promote community-led initiatives for drug-free villages/wards.

- ix) Data reporting by district administration on awareness activities conducted, individuals identified and treated, community participation.
- x) Conduct and organizing of Anti-drug pledge campaigns, and intensive awareness weeks in high-risk areas and hot-spots by district administration.

Further, the Mentor Officers shall conduct monthly Impact assessment of the campaign for evaluation based on measurable outcomes and report generation for corrective measures. The District Administration shall plan, execute all activities regarding the Nasha Mukh Bharat Campaign in coordination with the Mentor Officers.

By order of the Lieutenant Governor.

Sd/-
(M. Raju) IAS

Commissioner/Secretary to the Government

Dated:09.04.2026

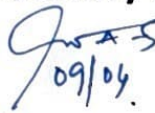
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Copy to:-

1. All Financial Commissioners (Additional Chief Secretaries).
2. Director General of Police, J&K.
3. All Principal Secretaries to the Government.
4. Principal Secretary to the Lieutenant Governor, J&K.
5. Chief Electoral Officer, J&K.
6. All Commissioners/Secretaries to the Government.
7. Joint Secretary (JKL), Ministry of Home Affairs, Government of India.
8. Divisional Commissioner, Jammu/Kashmir.
9. Chairperson, Special Tribunal, J&K.
10. Director General, J&K Institute of Management, Public Administration and Rural Development.
11. Resident Commissioner, J&K Government New Delhi.
12. All Deputy Commissioners.
13. Director Information, J&K.
14. All Heads of Departments/Managing Directors.
15. Director, Archives, Archaeology and Museums, J&K.
16. OSD/Private Secretary to the Hon'ble Chief Minister, J&K.
17. Private Secretary to the Chief Secretary.
18. Private Secretary to Commissioner/Secretary to the Government, GAD.
19. Private Secretary to Advisor to the Hon'ble Chief Minister, J&K.
20. Government Order/Stock File/Website, GAD **"Hindi & Urdu Versions shall follow"**


09.04.2026
(Rohit Sharma) JKAS

Additional Secretary to the Government


09/04