



**GOVERNMENT OF JAMMU AND KASHMIR  
GENERAL ADMINISTRATION DEPARTMENT  
Civil Secretariat, J&K**

**Subject: Standard Operating Procedure (SoP) for declaring an area (Panchayat/ULB/Ward) as *Nasha Mukh* under the *Nasha Mukh Jammu & Kashmir Abhiyan*.**

**Government Order No. 1641-JK(GAD) of 2023  
Dated: 20.12.2023**

In continuation of Government Order No. 1006-JK(GAD) of 2022 dated 05.09.2022, the Standard Operating Procedure (SoP), detailing objective criteria, actionable strategy and periodic review mechanism for declaring a Panchayat/ULB/Ward as *Nasha Mukh* under the *Nasha Mukh Jammu & Kashmir Abhiyan*, is hereby notified as per **Annexure-A** to this Government Order.

**By Order of the Government of Jammu & Kashmir.**

**Sd/-**

(Sanjeev Verma) IAS

**Commissioner/Secretary to the Government**

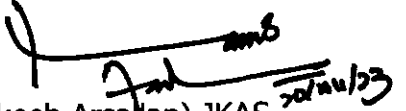
No. GAD-ADM0IV/187/2022-09-GAD

Dated:20.12.2023

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2. Director General of Police, J&K.
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4. Director General, J&K Institute of Management, Public Administration and Rural Development.
5. Principal Secretary to the Hon'ble Lieutenant Governor, J&K.
6. Principal Resident Commissioner, J&K Government, New Delhi.
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10. Divisional Commissioner, Kashmir/Jammu.
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15. Director, Archives, Archaeology and Museums, J&K.

16. Director, Estates, Kashmir/Jammu.
17. Secretary, J&K Public Service Commission
18. Secretary, J&K Service Selection Board
19. Secretary, J&K Legislative Assembly
20. General Manager, Government Press, Srinagar/Jammu.
21. Private Secretary to the Chief Secretary.
22. Private Secretary to Commissioner/ Secretary to the Government, GAD.
23. Private Secretary to the Advisor (B) to the Hon'ble Lieutenant Governor
24. Government Order/Stock file/Website, GAD. *"Hindi and Urdu Versions shall follow."*

  
(Shakeeb Arsalan) JKAS 20/11/23  
**Under Secretary to the Government**

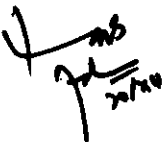
**Annexure-A to Government Order No.1641-JK(GAD) of 2023**  
**Dated:20.12.2023**

**A. Criteria for declaring an area (Panchayat/ULB/Ward) as Nasha Mukht:-**

1. The cultivated area under any illicit crops (including area under illicit crops growing in wild) in the Panchayat/ULB/Ward must be zero.
2. The area of Panchayat/ULB/Ward must be free from any activity relating to processing/manufacturing of any product which is banned under NDPS Act.
3. No case of drug addiction should have been reported from the area of Panchayat/ULB/Ward in the last six months.
4. No drug smuggler/peddler is residing/operating in the Panchayat/ULB/Ward at the time of certification.
5. No person in the Panchayat/ULB/Ward is booked/detained/convicted under NDPS Act at the time of certification.
6. No person in the Panchayat/ULB/Ward is booked under the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

**B. Strategy:-**

1. Regular Gram Sabha/Bal Sabha/Youth Club/Mahila Sabha/Senior Citizen's Club meetings should be organized on drug menace at least once in a month.
2. Government Departments viz. Police, Social Welfare, Rural Development, Excise Departments, Health and Medical Education, Revenue, School Education etc. should work in coordination and highlight the hazardous implications of cultivation/consumption of illicit crops.
3. Local Committees/Youth Clubs/Religious Organizations should be proactively involved in combating the problem of drug addiction. Focus should be on organizing events such as *nukkad nataks*, walkathons, cycle rallies etc. in the area for mass awareness generation. Government Departments shall provide necessary support in this regard.
4. Mass Awareness & Sensitization Activities through regular Media Campaigns (print/electronic) should be conducted in the Panchayat/ULB/Ward, at least once in a month, by the concerned departments. There should be




implementation of a broad-based Media Strategy with special emphasis on Social Media: X (Twitter), Facebook, Instagram etc.

5. Regular awareness programmes should be held in educational institutions of the Panchayat/ULB/Ward on drug addiction/de-addiction at least once in a month.
6. Law Enforcement Agencies should take effective measures like regular police patrolling, sting operations and efforts to disrupt drug supply chains in the Panchayat/ULB/Ward.
7. Fortnightly destruction drives of illicit crops grown or growing in wild should be organized by the Government agencies in each Panchayat/ULB/Ward with active involvement of local community.
8. The people residing in Panchayat/ULB/Ward (highly vulnerable to illicit crops) should be motivated for cultivating alternative cash crops for which Agriculture Production Department should come forth and explore all possibilities in this regard.
9. There should be complete ban on sale of over the counter drugs, psychotropic substances and cigarettes within 100 meters of any educational institution falling in the jurisdiction of Panchayat/ULB/Ward.
10. The youngsters of the Panchayat/ULB/Ward should be involved in sports activities, as far as possible, so as to keep them away from drug addiction and other social evils.
11. Wall paintings and hoardings popularizing National De-addiction Helpline (14446) should be displayed at five (05) prominent places in the Panchayat/ULB/Ward.
12. Hot spots and vulnerable population in the Panchayat/ULB/Ward should be identified and due attention should be given to them.
13. Persons booked or detained under NDPS Act in the Panchayat/ULB/Ward during last 03 months, should be reported and monitored regularly.
14. Drug abusers of the Panchayat/ULB/Ward who have been sent to Rehabilitation Centers/Drug-De-Addiction Centers for treatment/counseling during the last 03 months should be monitored and measures should be taken for their well-being.

15. There should be easy access to treatment facilities with safe and secure drop-in space for drug dependent youth who shall be screened, assessed and counseled, with special emphasis on follow-up care.
16. Tehsil Level, Sub-Division Level and District Level Committees, constituted vide Government Order No. 1006-JK(GAD) of 2022, dated 05.09.2022, shall meet at least once a month and review the progress achieved in respect of implementation of *Nasha Mukht Abhiyan*.

**C. Periodic Review Mechanism:-**

1. Overall monitoring of certification shall be done by the District Level Committee, upon receipt of recommendations from Tehsil Level Committees & Sub-Divisional Level Committees, with the stipulation that *Nasha Mukht* certificate shall be issued by the District Magistrate of the concerned district.
2. *Nasha Mukht* status of Panchayats/Wards shall be reviewed on half-yearly basis and certifications issued shall either continue or shall be withdrawn in light of performance of the Panchayat/Ward on the given parameters.

  
(Shakeeb Arsallan) JKAS  
**Under Secretary to the Government**