



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

Subject: Constitution of UT and Divisional Level Committee(s) for monitoring and implementation of IEC Campaign and Action Plan under Nasha Mukht Jammu & Kashmir Abhiyan

Government Order No.:509-JK(GAD) of 2026
Dated:30.03.2026

Sanction is hereby accorded to the constitution of Union territory Level Committee and Divisional Level Committee(s), comprising the following, for monitoring and implementation of IEC Campaign and Action Plan under Nasha Mukht Jammu & Kashmir Abhiyan:

A. Union territory Level Committee:

1	Administrative Secretary, Home Department	Chairperson
2	Administrative Secretary, Health & Medical Education Department	Member
3	Administrative Secretary, Information Department	Member
4	Administrative Secretary, Social Welfare Department	Member Secretary
5	Inspector General of Police, Crime, Jammu & Kashmir	Member


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Terms of Reference:


- i. To provide overall guidance for implementation of IEC campaigns under the Nasha Mukht Jammu & Kashmir Abhiyan across the Union Territory.
- ii. To oversee and review the design, rollout and progress of the three-month intensive IEC action plan, ensuring alignment with the objectives of the Nasha Mukht Jammu & Kashmir Abhiyan.
- iii. To ensure inter-departmental convergence at the UT level for effective and uniform execution of IEC activities and campaign initiatives.
- iv. To review periodic progress reports from Divisional Level Committees, identify systemic gaps or bottlenecks and issue necessary directions for course correction.
- v. To recommend policy interventions and institutional strengthening measures to ensure effective implementation and impact of IEC campaigns and the three-month action plan.

B. Divisional Level Committee(s) for Jammu & Kashmir Divisions:

1	Divisional Commissioner, Jammu/Kashmir	Chairperson
2	Inspector General of Police, Jammu/Kashmir	Member
3	Director General, Social Welfare, J&K	Member Secretary
4	Director, Information, J&K	Member
5	Director, Health Services, Jammu/Kashmir	Member

Director General, Social Welfare, J&K and Director, Information, J&K shall be common Members of the Divisional Level Committees for both Jammu and Kashmir Divisions.

Terms of reference:



- i. To oversee and ensure implementation of IEC campaigns on the ground under the Abhiyan, with focus on outreach, visibility and community participation.
- ii. To supervise and ensure execution of the three-month action plan at the Divisional and District levels, in coordination with all concerned Departments.
- iii. To monitor progress of activities as per the prescribed calendar and ensure adherence to timelines and targets.
- iv. To identify local challenges and gaps in IEC activities and campaign execution and recommend corrective measures.
- v. To submit periodic progress reports to the Union Territory Level Committee on the status of IEC campaigns and implementation of the three-month action plan.

By Order of the Government of Jammu & Kashmir.

Sd/-

(M. Raju) IAS

Commissioner/Secretary to the Government


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

Dated:30.03.2026

Copy to the:

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 Hon'ble Lieutenant Governor, J&K
5. Joint Secretary, Jammu & Kashmir and Ladakh Affairs, Ministry of Home Affairs, Government of India
6. All Commissioner/Secretaries to the Government
7. Divisional Commissioner, Jammu/Kashmir
8. All Deputy Commissioners
9. Director Information, J&K
10. Director, Archives, Archaeology and Museums, J&K

11. OSD/Private Secretary to the Hon'ble Chief Minister
12. Private Secretary to Advisor to the Hon'ble Chief Minister
13. Private Secretary to the Chief Secretary
14. Private Secretary to Commissioner/Secretary to the Government,
General Administration Department
15. Government Order/Stock File/Website, GAD "*Hindi & Urdu Versions shall follow.*"


(Shakeeb Arsallan) JKAS 3013/24
Under Secretary to the Government