



*Public Relations and Media Centre*

---

***IUST's Nursing College conducted “Nasha Mukht Bharat” Awareness Drive at Srinagar***

Srinagar, July 24: In support of the Government of India’s Nasha Mukht Bharat Abhiyan, and as part of the University Outreach Program, Syed Mantaqi Memorial College of Nursing and Medical Technology (SMMCN & MT), IUST, conducted awareness campaign on Drug de-addiction at SKIMS Soura.

The program, coordinated by SMMCN & MT faculty and supported by Hospital Administration, SKIMS, focused on educating patients, attendants, and hospital staff about the harms of substance abuse, including smoking, alcohol, and drugs.

Principal Dr. Asmat Parveen emphasized the role of the Abhiyan in promoting a drug-free society and the importance of collective action. Students interacted with over 300 individuals across OPDs, offering basic counselling, distributing leaflets in English and Urdu, and displaying impactful posters with messages like “Say No to Drugs” and “Support the Addict, Not the Addiction.” The initiative aimed to promote awareness, community involvement, and conversations on prevention and recovery, receiving heartfelt appreciation from participants.

***Issued by PR&MC, IUST***