



Public Relations and Media Centre

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IUST Develops Policy Brief to Strengthen Jammu & Kashmir's Response to Substance Use

Awantipora, August 5: The Islamic University of Science and Technology (IUST), through its Centre for Good Governance and Policy Analysis (CGGPA), has developed a comprehensive Policy Brief on the Prevention, Treatment and Rehabilitation of Substance Use in Jammu & Kashmir, reaffirming the University's commitment to addressing one of the region's most pressing social and public health challenges. The policy was released by the Honourable Lieutenant Governor, Shri Manoj Sinha during the inaugural session of the 4 days International Conference on Nature Based Solutions on August 3, 2026.

Recognising that every young person lost to substance use represents a dream interrupted, a family under strain, and a loss to society, the Policy Brief advocates a coordinated, evidence-based and long-term institutional response. The Policy Brief emerged from the two-day workshop, "Drug-Free Society: A Call for Collective Action," organised by IUST as part of the 100-Day Nasha Mukta Campaign launched under the leadership of the Lieutenant Governor, Shri Manoj Sinha. The workshop brought together administrators, healthcare professionals, law enforcement agencies, educators, researchers, civil society organisations and youth representatives. While representing diverse sectors, participants shared a common understanding that addressing substance use requires collective action and sustained institutional collaboration.

Drawing upon these deliberations, the Policy Brief presents a practical framework to strengthen existing efforts by improving institutional coordination and integrating prevention, treatment and rehabilitation within a shared policy vision. Rather than proposing parallel structures, it seeks to reinforce ongoing initiatives through convergence, evidence-based planning and coordinated implementation.

The document emphasises that effective prevention begins long before addiction takes hold. It advocates strengthening families, educational institutions and communities while promoting meaningful youth engagement. It also underscores the importance of accessible treatment, compassionate care and sustained rehabilitation that enables individuals to reconnect with their families, education, livelihoods and society with dignity.

The Policy Brief recommends a coordinated institutional framework involving Government departments, educational institutions, healthcare systems, local self-government institutions, law enforcement agencies, civil society organisations and community groups. It further proposes measures to strengthen implementation through capacity building, research, monitoring, sustainable financing and inter-departmental convergence.

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