

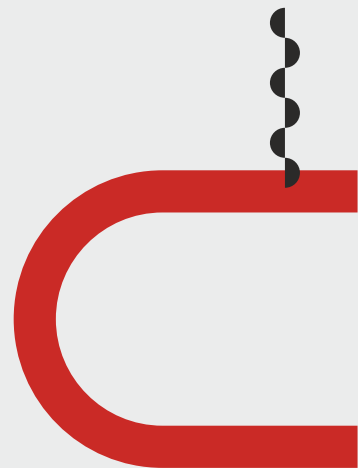
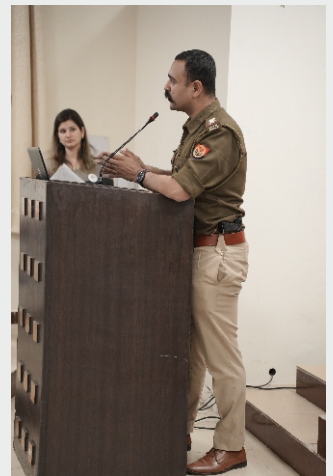


Project UDAAN: Sensitizing Youth and Society about Addiction to Tobacco and Other Harmful Substances

Session 6:

10th February 2025, 11th February 2025, 13th February 2025, Duration of Event : Three Day

Location : IMS Noida, Sector 62





PROJECT REPORT: DAY 1

Introduction

"UDAAN" (Unite to Defeat Addiction and Nurture Lives) is a crucial initiative under Project SHINE by SHINING SOULS (Trust). This event, conducted at IMS Noida, aimed at raising awareness and promoting actionable steps to combat substance abuse, fostering a healthier, addiction-free society. The initiative brought together experts and youth to engage in insightful discussions and preventive strategies regarding substance addiction.

Key Speakers – Day 1 (10th February 2025)

- **Dr. Shweta Khurana** – District Consultant for Tobacco and Narcotics Control
- **Ms. Nitika** – Consultant, National Centre for Drug Abuse Prevention (NCDAP), National Institute of Social Defence (NISD), Ministry of Social Justice and Empowerment
- **Dr. Sangeeta Sharma** – Assistant Professor & Research Project Supervisor (Drug Abuse), Dept. of Sociology, G.G.D.S.D. College, Chandigarh (Punjab University)
- **Mr. Dikshant Sharma** – DR Field Expert (R&E) cum MV (Chandigarh), Nasha Mukh Bharat Abhiyaan, Ministry of Social Justice & Empowerment, Govt. of India them with knowledge and skills to make healthier life choices.

Summary and Discussion Points

"Together We Can" – Shining Souls (Trust) firmly believes in the collective efforts to combat the global drug problem, particularly among youth. Substance abuse has far-reaching impacts, necessitating a scientific and evidence-based approach prioritizing prevention and treatment. The government has been actively working towards youth welfare, and initiatives like UDAAN support these efforts by spreading awareness and encouraging youth to make informed choices.

The alarming statistics on addiction reinforced the importance of these discussions. The expert speakers engaged with students, understanding their perspectives and equipping them with knowledge and skills to make healthier life choices.

Key Discussion Points and Suggestions by Speakers

Ms. Nitika – Preventive Measures and Support Systems

Ms. Nitika provided guidance on various treatment-seeking options, including ODIC, CPRL, and IRCA. She elaborated on key concepts such as supply reduction, demand reduction, and harm reduction. She also emphasized the importance of reducing stigma and discrimination against substance-dependent individuals, advocating for their reintegration into society.

Additionally, she informed students about the toll-free helpline (1446) for addiction-related assistance.





Dr. Shweta Khurana – The Science of Addiction

Dr. Khurana delivered an insightful session on the "**Science of Addiction**," explaining the stages of addiction:

1. Habit formation
2. Tolerance reduction and increased dependency
3. Addiction and its long-term consequences

She introduced the concept of the "**Addiction Iceberg**", explaining how visible behaviors like smoking and drinking are just the surface, while underlying factors such as anxiety, depression, trauma, and shame contribute significantly to addiction. She also discussed the role of peer pressure and the influence of social media in escalating addiction among youth. She also spoke about the role of promotions and advertisements as it makes smoking and drinking appear regularizing conduct and may work as a "superpeer" in inconspicuously constraining adolescents to experiment with.

Dr. Khurana stressed the importance of seeking professional help, highlighting the significance of counseling in addressing internal and external addiction triggers. She encouraged colleges to adopt a **zero-tolerance policy** towards substance abuse and concluded her session with the powerful message: "**Be Smart, Don't Start.**"

Mr. Dikshant Sharma – Youth Empowerment and Legal Frameworks

Mr. Dikshant Sharma, a dynamic speaker, spoke on life skills and youth empowerment. He highlighted **drug demand reduction for Viksit Bharat 2047** and the role of governance, law, and policy in combating addiction. He introduced students to the **Narcotic Drugs and Psychotropic Substances (NDPS) Act** and encouraged participation in clubs like **VADA (Victory Against Drug Abuse)**. He shared personal experiences, making his session highly relatable and impactful.

Dr. Sangeeta Sharma – Stigma and Substance Abuse

Dr. Sangeeta Sharma addressed the **myths and taboos surrounding substance abuse and addiction**. She explained addiction as a chronic mental disease influenced by genetics, environmental factors, personality traits, and trauma.

She emphasized that addiction leads to compulsive behaviors seeking pleasure and stimulation while ignoring harmful consequences. She urged society to shift its perspective, treating addiction as a mental health condition rather than a moral failure.

Conclusion

UDAAN under Project Shine successfully engaged youth in crucial discussions on substance abuse and addiction prevention. The initiative empowered students with knowledge, skills,





and resources to combat addiction. The event fostered a sense of responsibility among youth to create a healthier, addiction-free society. The collaboration of experts, interactive sessions, and thought-provoking discussions made this campaign a valuable step towards a brighter future.

"Awareness is the first step towards change. Let's join hands to build a drug-free future."

This comprehensive approach ensured the successful completion of all activities outlined in Project Udaan, marking a significant contribution to youth well-being. Concluding remarks and prize distribution ceremony was conducted by **Dr Shweta Khurana from (NTCP)**. **Certificates** were given to students who were actively participating in the discussions. In fact few students were also chosen to be part of NTCP campaigns as a speaker. Day 1 went really well, students were happy to participate in the open mic discussions which were intense and full of knowledge. The whole campaign was covered by amar ujala

PROJECT REPORT: DAY 2

Introduction

The second day of our campaign was as impactful and engaging as the first. Students displayed immense curiosity and enthusiasm to learn about critical issues concerning substance abuse, while our esteemed speakers passionately imparted their knowledge and experiences. The session was filled with insightful discussions, expert guidance, and interactive activities, making it an enriching experience for all attendees.

Key Speakers on Day 2 (11.2.2025)

Dr. Shweta Khurana - District Consultant for Tobacco and Narcotics Control

Mr. Shivam Tyagi - Sub Inspector, Narcotics Task Force

Ms. Rashi Juneja - Director & Clinical Psychologist, Mind Ease

Mrs. Megha Sharma - Psychologist, De-Addiction Unit, AIIMS

Summary of Discussions

1. Dr. Shweta Khurana: Tobacco Control & Awareness

Dr. Shweta Khurana emphasized the importance of the National Tobacco Control Program (NTCP), launched in 2007-08 by the Government of India, aiming to raise awareness about the harmful effects of tobacco consumption. She discussed key legislation such as:





- **Cigarettes and Other Tobacco Products Act (COTPA, 2003):** Regulates the sale, supply, distribution, and advertisement of tobacco products. Important sections highlighted include:
 - Section 4:** Prohibition of smoking in public places.
 - Section 5:** Prohibition of advertisement of tobacco products.
 - Section 6:** Prohibition of tobacco sales to and by minors.
- **Prohibition of Electronic Cigarettes Act (PECA, 2019):** This act bans the production, manufacture, import, export, transport, sale, distribution, storage, and advertisement of electronic cigarettes. It was noted that many students were unaware that e-cigarettes are illegal in India, emphasizing the need for further awareness initiatives.

Dr. Khurana also shared research studies and video presentations that highlighted the manipulative tactics of tobacco companies targeting youth and the severe health consequences of tobacco use.

2. Mr. Shivam Tyagi: Legal Aspects & Law Enforcement

Mr. Shivam Tyagi captivated the audience with his energetic lecture, sharing real-life experiences related to illegal drug trafficking. His key discussion points included:

- **The Narcotic Drugs and Psychotropic Substances Act (NDPS, 1985):** This law governs drug-related offenses, specifying penalties for possession, sale, cultivation, import, export, and manufacturing of controlled substances.
- The importation and classification of drugs based on their quantity and legality.
- The impact of drugs on youth and the necessity of reporting any illegal activities within the campus or community.
- He encouraged students to take an active role in combating drug abuse by reporting suspicious activities to law enforcement authorities.

3. Ms. Rashi Juneja: Psychological Impact of Substance Abuse

Ms. Rashi Juneja addressed the psychological effects of substance use, explaining in simple terms the devastating impact of psychoactive substances, including alcohol and illicit drugs. Key takeaways included:

- **Dependence Syndrome:** A cluster of behavioral, cognitive, and physiological issues arising from repeated substance use. It manifests in a strong desire to consume the drug despite its harmful consequences.





- **Substance Withdrawal Symptoms:** The dangers of withdrawal and the increased tolerance associated with continued drug use.
- **Difference Between Mental Health Professionals:**
 - ▶ **Doctor (MCI Registered):** A medical professional authorized to prescribe medication.
 - ▶ **Psychologist (RCI Registered):** A specialist focusing on psychological interventions.
 - ▶ **Counselor:** Provides day-to-day guidance and support.
- **Types of Addictive Substances:** The influence of different drugs, including cannabis, and their associated withdrawal symptoms.
- **A motivational Syndrome:** A psychological condition often seen in cannabis users, leading to a lack of motivation and drive.
- **The shocking reality that mental health issues caused by drug abuse are not covered under insurance, highlighting the urgent need for preventive measures.**

4. Mrs. Megha Sharma: Peer Pressure & Decision-Making

Mrs. Megha Sharma conducted an engaging session on how students can resist peer pressure and make healthy life choices. As a psychologist at AIIMS' de-addiction department, she focused on:

- Techniques for handling peer pressure effectively.
- Importance of self-motivation and making informed, healthy decisions.
- Conducting interactive activities to engage students in critical thinking about drug use and its consequences.

Her session was well-received, as students actively participated in activities that reinforced positive behavioral choices.

Conclusion

The campaign continues to be a beacon of awareness, striving to inspire collective action through expert knowledge and real-world insights. We express our gratitude to each of our distinguished speakers for dedicating their time and expertise to educating and inspiring the youth. The knowledge imparted on this day will undoubtedly contribute to a more informed and resilient student community, equipped to make healthier and wiser life choices.

This initiative reaffirms our commitment to fostering a drug-free society and promoting the mental well-being of our future generations.

We look forward to continuing this journey of awareness and education in the coming sessions.





PROJECT REPORT: DAY 3

1. Nukkad Natak on Substance Abuse

The event commenced with a thought-provoking **Nukkad Natak** (street play), jointly performed by members of **SHINING SOULS (Trust)** and the **IMS, Noida Cultural Team**. The play aimed to spread awareness about the harsh realities and consequences of substance abuse, especially among the youth.

The performance captured the attention of the audience with its emotional depth, impactful storytelling, and strong message.

The audience, comprising students, faculty members, and campus visitors, responded with overwhelming enthusiasm and applause.

2. Awareness Rally

Following the Nukkad Natak, an **Awareness Rally** was organized within the IMS, Noida campus.

Participants carried banners, placards, and raised slogans to highlight the importance of saying '**No to Drugs**' and choosing a **healthy lifestyle**.

The rally witnessed active participation from students, faculty members, and volunteers, creating a powerful visual representation of solidarity against substance abuse.

3. Felicitation Ceremony

The day concluded with a **Certificate Distribution Ceremony**, where:

All the volunteers, participants, and team members who contributed to the success of the day were **honoured with certificates of appreciation**.

This gesture not only acknowledged their contribution but also encouraged them to continue being change makers in society.

Conclusion

The 3rd day of the campaign at IMS, Noida was a resounding success. The collaborative effort between **SHINING SOULS (Trust)** and **IMS, Noida Cultural Team** effectively spread awareness on the critical issue of **substance abuse** through powerful mediums of expression and collective action. The day left a lasting impression on all attendees, reinforcing the importance of education, awareness, and youth engagement in building a substance-free society.

