



Ministry of Social Justice and Empowerment  
Government of India



**MANIPAL**  
ACADEMY of HIGHER EDUCATION  
(Institution of Eminence Deemed to be University)

Department of Student Affairs, Manipal Academy of Higher Education *presents*

# *Nasha Mukh Udupi Abhiyaan* **NEWSLETTER**

**VOLUME 1 | ISSUE 2 | DECEMBER 2021**



*an initiative of*

**Department of Student Affairs, Manipal Academy of Higher Education**

*as part of the project*

**Nasha Mukh Udupi Abhiyaan by involving Young Leaders of MAHE**

*funded by*

**Ministry of Social Justice & Empowerment, Government of India**



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## About "Nasha Mukta Udupi Abhiyaan (NMUA) by involving Young Leaders of MAHE" project

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As per the national survey conducted by the Ministry of Social Justice & Empowerment, the nodal Ministry for drug demand reduction, drug addiction is emerging to be a serious problem with dangerous consequences, not just for individuals but also for their family and the society at large. Since prevention has proven to be the most effective strategy to counter the problem, the Ministry formulated a National Action Plan for Drug Demand Reduction (NAPDDR).

The Ministry launched "Nasha Mukta Bharath Abhiyaan" in 272 districts across India, aimed at tackling the growing menace of substance abuse through awareness, mass mobilization and community outreach, targeting vulnerable groups and general masses at both micro and macro level.

Manipal Academy of Higher Education, an Institute of Eminence and a deemed-to-be-university under the UGC Act, 1956, is a leading provider of higher education and research in India, with 33 professional institutions in the fields of Medicine, Engineering, Management and Humanities. MAHE, with its multi-locational campuses, is home to nearly 35,000 students from across the world.

### **Mission of the NMUA Project**

To conduct awareness programs on repercussions of substance abuse on youth for students and teachers at various schools and colleges in and around Udupi, and create awareness and sensitize residents of villages of Udupi to the problems resulting from drug use.

### **Vision of the NMUA Project**

To prevent substance abuse and create a secure, conducive atmosphere for learning among students in Manipal and Udupi District.

# NMUA Working Committee

## Principal Investigator



**Dr. Geetha Maiya**  
Director  
Dept. of Student Affairs, MAHE

## Co-Principal Investigator



**Mr. Roshan David Jathanna**  
Deputy Director (Technical)  
Dept. of Student Affairs, MAHE

## Co-Principal Investigator



**Dr. Binil V**  
Associate Professor  
Manipal College of Nursing, MAHE

## Project Coordinator



**Dr. Veena Maben**  
Deputy Director (Technical)  
Dept. of Student Affairs, MAHE

## Project Coordinator



**Dr. Ashwini Kumar**  
Deputy Director (Health Science)  
Dept. of Student Affairs, MAHE

## Project Coordinator



**Dr. Arathi Rao**  
Deputy Director (M'lore campus)  
Dept. of Student Affairs, MAHE

## Technical Coordinator



**Dr. Rayan Mathias**  
Student Counsellor  
MAHE

## Project Coordinator



**Mr. Calvin D'souza**  
Student Counsellor  
MAHE

## Project Coordinator



**Mr. Jeevan Lewis**  
Student Counsellor  
MAHE

## Documentarian



**Ms. Nikita Menezes**  
Legal Executive  
MAHE



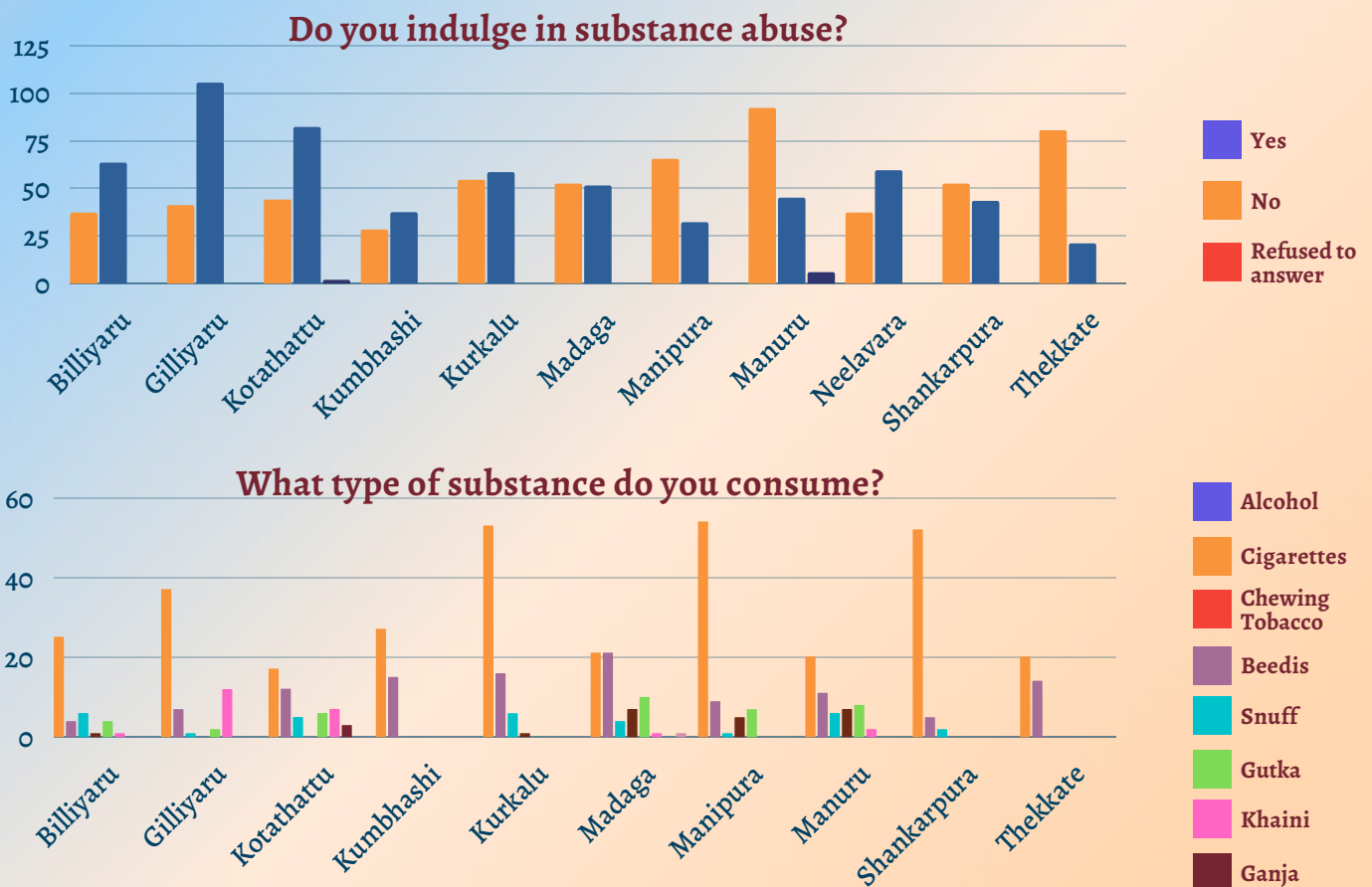
# Survey

A survey was carried out by volunteers at the following twenty-one villages of Udupi District: Mrs. Sujatha Poojarthi (Durganagara, Kuledu, Madaga, Manipura, Menala, Nooje), Mr. Mithun (Gilliyaru, Kotathattu, Kumbhashi, Manuru, Thekkate), Mrs. Margaret D'souza (Billiyaru), Mr. Rayan Fernandes (Kurkalu, Shankarpura), Mr. Raghavendra Bangera (Ambadi, Kote, Mattu), Mrs. Sarojini (Badagabettu) & Mr. Jeevan Lewis (Aroor, Neelavara, Shiriyara).

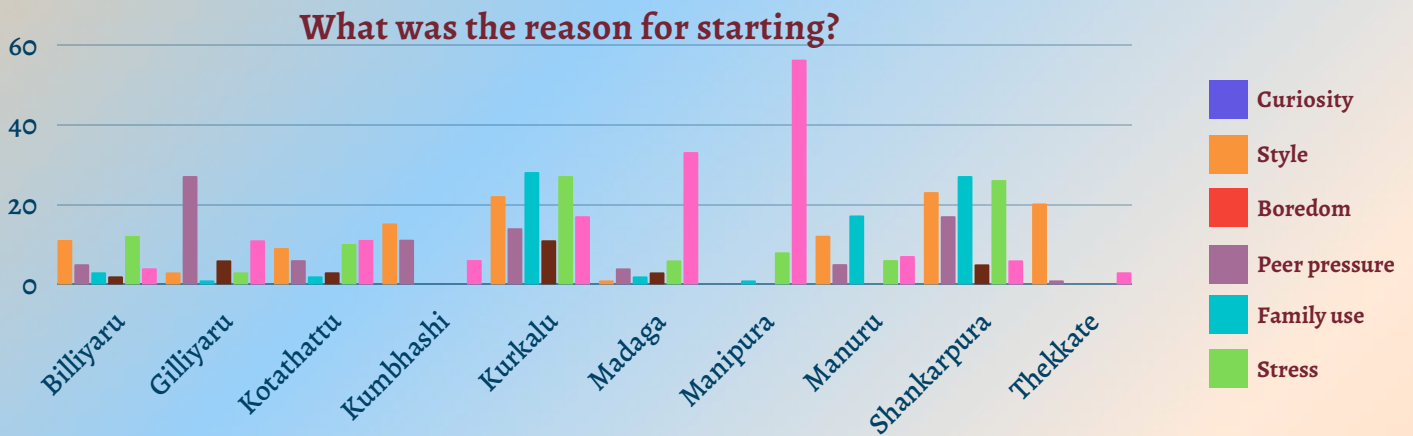
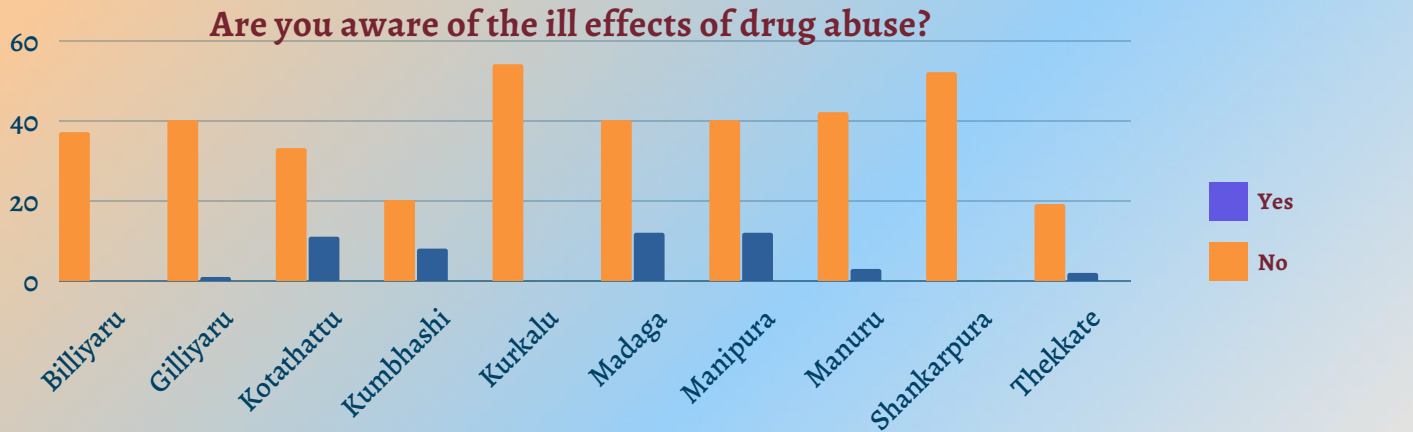
The Volunteers established contact with the residents of each village and collected the data through structured survey interviews. The survey attempted to provide an insight into drug abuse patterns in the district, through questions on the usage of illicit substances, reason for the use and awareness of its ill effects, etc. Based on the responses, following 10 villages were selected to conduct awareness programs:

**Billiyaru Gilliyaru Kotathattu Kumbhashi Kurkalu  
Madaga Manipura Manuru Shankarpura Thekkate**

Below are some of the results of the survey at the selected ten villages:



contd...



Volunteers conducting survey across the 20 villages of Udupi district (clockwise from top left) Mrs. Margaret D'souza, Mrs. Sarojini, Mr. Jeevan Lewis, Mrs. Sujatha Poojarthi, Mr. Raghavendra Bangera, Mr. Rayan Fernandes, Mr. Mithun



## Training of Trainers

A Training of Trainers program was organized for 105 staff selected from various institutions of MAHE on 24th August 2021, to address issues related to substance abuse among youth.

The inauguration was presided over by Dr. Narayana Sabhahit (Registrar, MAHE), who released the first edition of the NMUA Newsletter and appreciated the efforts taken by the Department of Student Affairs for taking the initiative of conducting the TOT program and affirmed MAHE's commitment towards curbing the drug menace. Guest of Honor, Cdr. (Dr.) Anil Rana, (Director, MIT), thanked the Department of Student Affairs for their excellent efforts and advised the attendees that their duty extended beyond the session to protect the future of their students.



(L-R) Dr. Binil V, Dr. Geetha Maiya, Dr. PV Bhandary, Dr. Narayana Sabhahit, Cdr. (Dr.) Anil Rana & Mr. Roshan Jathanna releasing the first edition of NMUA Newsletter at the Inauguration of the Training of Trainers program on Aug. 24, 2021,



Dr. PV Bhandary inaugurating the ToT program by lighting the lamp



Dr. Narayana Sabhahit addressing the gathering at the inauguration of the ToT program



## contd...

The training program had four sessions by renowned resource persons. The first session was by Dr. P.V. Bhandary (Director & Consultant Psychiatrist of Dr. A.V. Baliga Group of Institutions, Udupi), who spoke on "*Role of Staff in Prevention of Substance Abuse among Youth & Drug Refusal Techniques*". He stressed on the importance of being assertive and gave tips on how to say **no** to external pressure.

Excerpts from Dr. Bhandary's talk:

*"Students indulging in consumption of illicit substances are reluctant recipients of help as they don't want anyone, especially their teachers and fellow students, to know about their struggle. They may fall victim to drug abuse for a variety of reasons - peer pressure, relaxation, curiosity, experimentation. Addiction has been linked to poor academic performance, suicide and criminal activity, and cannot be ignored. It is important to educate each and every student about the repercussions of substance abuse.*

*To help students overcome their addiction, it is important to understand their psyche. Show them concern, maintain confidentiality and seek their consent before referring them for treatment. Do NOT jump to conclusions without verifying the facts and do NOT label them as addicts. This will only alienate them from the society and dampen their chances of recovery. Remain approachable and non-confrontational – pressuring them will only make them defensive and delay change. Respect their right to privacy and more importantly, leave an open line for communication.*



Dr. PV Bhandary addressing MAHE staff at the ToT program

 **YouTube** [Click here](#) to watch the complete talk by Dr. P.V. Bhandary



The second speaker, Dr. Rameela Shekhar (Mental Health Professional, Manashanthi, Mangalore) spoke on "*Life Skills for a Positive Well-Being*". Using various interactive activities, Dr. Shekhar explained the 10 essential life skills, that can help children and adults to develop a positive personality, reduce maladaptive behavior and lead a happy and fruitful life.

Dr. Rameela Shekhar speaking on the value of developing life skills.



contd...



**Dr. Rameela Shekhar demonstrating a method to cope with stress using an activity**

The 10 essential Life Skills are:

**Self Awareness** - Children are recipients of critique when they make mistakes, which often leads to lack of self-awareness. Encouraging them with positive comments will help them develop a healthy and positive self esteem instead of developing destructive tendencies.

**Empathy** - When children's every whim is indulged, they grow up lacking empathy. When children develop empathy, they become less argumentative, improve inter-personal relations and learn to work as a team.

**Decision Making** - Letting children take small decisions teaches them the concept of consequences at a young age and helps them navigate their life without falling prey to peer pressure.

**Problem Solving** - Ability to think out of the box and solve problems will help build resilience in children and teach them to manage their issues in a constructive manner.

**Critical Thinking** - Developing the ability to analyze information in an objective manner helps students to discern facts from myths, take better decisions and not give in to peer pressure.


**Creative Thinking** - Children these days get bored very easily. Creative thinking helps them involve in constructive activities and build authentic connections with themselves and others.

**Effective Communication** - Both verbal and non-verbal communication are important to express one's opinion, needs and fears, and to be assertive. Positive communication helps sort out confusion and resolve conflicts.

**Interpersonal Relationship** - This skill helps us understand and build trusting relationships and relate to others in a positive manner. It, in particular, gives children someone with whom they can discuss sensitive issues.

**Coping With Emotions** - Emotions should be expressed in a positive and constructive manner. This involves recognizing emotions and being aware of how they influence behavior and respond to it properly.

**Coping With Stress** - Understanding how stress affects one's life and developing the ability to deal with it in a healthy manner is important to live a healthy well balanced life.

 **YouTube** Click [here](#) to watch the complete talk by Dr. Rameela Shekhar

In the third session, Dr. Vinod C. Nayak (Professor, Dept. of Forensic Medicine & Coordinator, Centre for Clinical and Innovative Forensics, Kasturba Medical College, Manipal) gave a talk on the legal and ethical aspects of substance abuse.

## contd...

Using real-life instances, Dr. Vinod Nayak explained real life consequences of indulging in substance abuse. Excerpts from Dr. Vinod Nayak's talk:

*Curiosity and rebellion are two common traits responsible for experimentation with dangerous substances, especially amongst the youth. Consumption of illicit substances reduces inhibition, muscle coordination and reaction time, which may invariably lead to high risk behavior. If remained unchecked, it can take the user to the point of no return. We must intervene before they reach this stage and stop them from making a potentially life altering mistake.*

*There is a difference between a user and an addict... all drug users are not addicts, but the law does not differentiate between the two. The Narcotic Drugs and Psychotropic Substances Act, 1985 dictates the law involving substance abuse. In these cases, the first contact will invariably be with the police, and these cases are handled differently compared to other criminal offences. It involves house searches and stringent bail rules and a confession before the police can be used as admission of the crime. However, this Act is both punitive and reformatory, as it gives one an immunity from imprisonment provided they undergo treatment at a deaddiction centre. Students should be educated about the legal aspects of substance use so that they can understand the consequences and make an informed decision.*

 **YouTube** Click [here](#) to watch the complete talk by Dr. Vinod C Nayak



Dr. Vinod C Nayak addressing the audience on the legal and ethical aspects of substance abuse



Dr. Geetha Maiya giving the audience an overview of the NMUA Project

The fourth and final session was by Dr. Geetha Maiya who gave an overview of the NMUA project. She stated the mission and vision behind the project, and explained all the activities conducted so far and the programs planned for the future. Dr. Maiya ended the Training of Trainers program by urging every MAHE staff to join this noble cause and help make Udupi and India Nasha Mukta.

 **YouTube**

Click [here](#) to watch the complete talk by Dr. Geetha Maiya



## Elocution Competition

An Elocution Competition was conducted on 23rd & 24th September 2021, as part of our ongoing efforts to raise awareness on the repercussions of drug abuse. The competition was open to all citizens of Udupi district and conducted in four categories:

1. Student Category (8th to 12th std.)
2. Student Category (Degree)
3. Teacher Category
4. General Category

46 participants spoke on the theme "Role of Students / Teachers / Citizens in making Udupi Nasha Mukta" and gave many useful suggestions that can be implemented by the NMUA team to help make Udupi 'Nasha Mukta'.

### Judges



**Dr. Veena Maben**  
Deputy Director  
Student Affairs, MAHE



**Dr. Praveen K Shetty**  
Assistant Professor  
Manipal Institute of Technology



**Dr. Rayan Charls Mathias**  
Student Counsellor  
MAHE

### Suggestions given by Winners



*Drugs and alcohol are enemies of ambition and hope; fighting against them is like fighting for everyone's future. Students are very curious, when they see others drinking or taking drugs, they too want to do it. Students should be encouraged to spend time with their families, take part in various activities and help raise awareness. They should be advised on how to react if they see someone dealing drugs and should be protected against retaliation.*



Click [here](#) to watch Navya's speech

**Ms. Navya** (Jnana Ganga Pre University College)  
I Place - Student Category (8th to 12th std.)

**contd...**

*Students have to be given quality education to ensure a good future. They should be encouraged to initiate and participate in anti-drug campaigns by making them interactive so that all students will be interested to listen, grasp the message & spread it to their friends. With these efforts, we can correct past mistakes & shape a better future.*

Click [here](#) to watch Anagashree's speech**Ms. S. Anagashree** (Shri Anantheshwara High School)  
II Place - Student Category (8th to 12th std.)Click [here](#) to watch Shriram's speech

*Drugs have the power to destroy a lot of lives, not just the person consuming them. This habit may seem very small but can cause many ill-effects. It is our duty to help those that have fallen prey to this menace by stopping the supply of drugs, because if we let families suffer due to drugs, it will adversely affect the future of our country.*

**Mr. Shriram MR Bhat** (Shri Anantheshwara High School)  
II Place - Student Category (8th to 12th std.)

*Students should lead the charge in making our district 'nasha mukt' by raising awareness on the consequences of substance abuse. If they see their friends consuming drugs, they should help them to quit with the guidance of their teachers. Teachers should help identify vulnerable students and guide them without discrimination. This will encourage all students to be alert and responsible citizens.*

Click [here](#) to watch Annapoorna's speech**Ms. Annapoorna** (Dr. G. Shankar Govt. College)  
I Place - Student Category (Degree)

*Being the most active members of society, students can influence others with their unflagging energy and commitment. They should be given a chance to voice their ideas, interests and concerns... to plan and implement drug prevention programs, policies and discussions and conduct campaigns, competitions and street plays. If they build a strong mindset to stay away from drugs, Udupi can get rid of this problem at the earliest.*

Click [here](#) to watch Lerisa's speech**Ms. Lerisa D'souza** (Manipal Institute of Communication)  
II Place - Student Category (Degree)



contd...

*As students spend most of the time at school, it is easier for teachers to identify changes in their behavior. Teachers should try and gain their confidence and help them. Students must be given awareness on drugs from a young age, which will help them make good decisions in the future. Society, teachers, police officials & mental health professionals - all should work together to help people overcome the effects of drug addiction.*



YouTube

Click [here](#) to watch Smitha's speech

**Ms. Smitha U** (Jnana Ganga Pre University College)  
Winner - Teacher Category



*Drugs are available due to a demand; if demand decreases, supply will automatically decrease. As consumers, we have the power to control it. As an entrepreneur I have pledged to help any employee addicted to drugs, to get rid of their addiction without discriminating against them. I started yoga to help quit my smoking habit and now I have not just completely quit smoking but also conduct free yoga sessions for others. If many people join with similar efforts, we can make Udupi Nasha Mukta soon.*



YouTube

Click [here](#) to watch Ranjeeth's speech

**Mr. Ranjeeth Radhakrishna Shetty**  
Winner - General Category



NMUA team conducting the Elocution competition via Zoom



# Photo Gallery



(Above) DOC Students enacting a skit to showcase the repercussions of substance abuse



(Above) MAHE Hostel Caretakers awareness program - over 300 caretakers trained



(Left) MAHE Students taking the Nasha Mukta Oath at the Peer Support Workshop

(Below) NMUA team with DOC staff & students at the Awareness Program at DOC





# Photo Gallery



(Above) Drug Awareness Week at WGSMA



(Above) Karnataka Public School, Hiriadka



(Above) Viveka Pre-University College, Kota

(Below) Government Composite High School, Manur



“ —  
| *Children are*  
| *the world's*  
*most valuable*  
*resource*  
*and its best hope*  
*for the future*  
- John F. Kennedy |  
— ”



## Awareness Programs at MAHE

### Welcomgroup Graduate School of Hotel Administration (WGSHA)

An important step in raising awareness against substance abuse is to educate the youth about the repercussions and encourage them to participate in bringing change. With the return of students to campus, WGSHA became the first stop in conducting awareness programs for MAHE students. The program was conducted in seven one-hour sessions from 13th to 15th September and 4th to 5th October, 2021 and over 150 students took part in this program.

The NMUA team informed the students about the Student Support System instituted by MAHE, where every student would be offered help, including treatment and counselling, to face any problem. Using case studies, the team also discussed the root causes of drug addiction and methods to overcome this illness and urged the students not to wait till the last minute to seek help. The students were also given an overview of the NMUA project, the activities conducted till date and programs planned for the future. The NMUA project team encouraged the students to contribute to the cause against substance abuse.



(Left) Dr. Geetha Maiya addressing the students



(Right) Dr. Ashwini Kumar informing students about the emergency points of contact



(L-R) Student Counsellors - Mr. Jeevan Lewis, Dr. Rayan Mathias, Mrs. Karuna Devadiga, Ms. Archana Pillai & Mrs. Shilpa Joshi explaining the consequences of indulging in substance abuse with case studies



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## Caretakers of MAHE Hostels

At MAHE, hostel caretakers are considered as Caregivers as they are among the first points of contact for most students, especially those staying in the hostels. The caregivers can help identify students who are indulging in substance abuse from observing their behavior, state of the room and personal hygiene.

The NMUA team conducted two-hour awareness sessions on 28th & 29th September 2021 for hostel caretakers of Health Science institutes and on 15th October 2021 for hostel caretakers of Technical institutes. Over 300 Caretakers of MAHE were informed about how students get themselves addicted to illicit substances, the repercussions of substance abuse and the key indicators to watch out for. The main aim of these sessions was to empower them to provide early help to the afflicted students thereby ensuring their bright future.



Educating Caretakers of MAHE to identify the signs of substance abuse  
(clockwise from top left) Dr. Geetha Maiya, Dr. Rayan Mathias, Mrs. Shilpa Joshi & Mrs. Karuna Devadiga



contd...

## Department of Commerce (DOC)

The NMUA team conducted a workshop on “Role of Students in making Udupi Nasha Mukta” at DOC on 17th November 2021, which was attended by 475 students.

Shri. Kurma Rao, IAS (Deputy Commissioner, Udupi District) inaugurated the workshop. Appreciating the efforts taken by MAHE, he assured his help in all Nasha Mukta Udupi activities and urged the students to stay away from drugs and make positive memories in college.



Shri. Kurma Rao, IAS inaugurating the workshop

Dr. Narayana Sabhahit (Registrar, MAHE) presided over the event and emphasized on the importance of peer support in helping fellow students to curb the menace of drug abuse.



Dr. Vinod C. Nayak was the keynote speaker at the workshop. Dr. Nayak elaborated on the hazardous effects of different kinds of drugs, giving special emphasis on the stringent legal repercussions of drug abuse. Urging the students to stay away from drugs, he quoted,

*“Opposite of addiction is not sobriety but positive connection with peers.”*

Dr. Geetha Maiya launched the DOC chapter of Nasha Mukta club at MAHE and administered the oath to the club's office bearers.



Dr. Geetha Maiya administering the oath



DOC staff & students participating in the workshop



## Peer Support Workshop #1

Following the Training of Trainers program, the next step in preventing substance abuse was to train and equip selected students of MAHE with skills to identify and help their peers who are victims of substance abuse. The first Peer Support Workshop held on 9th December 2021 in hybrid mode.

Through this workshop MAHE students learnt the physiological, psychological, legal and ethical aspects of substance abuse, essential life skills such as teamwork, leadership skills and people skills which can shape their future and help them become a responsible citizen.

The inauguration was presided over by Dr. PLNG Rao (Pro Vice Chancellor, Faculty of Health Sciences, MAHE). Addressing the students, he emphasized on the importance of peers in helping students overcome the challenge of substance abuse and advised them to follow the concept of 4Ts - "Track, Talk, Treat & Transform", when dealing with victims of drug addiction.



Dr. PLNG Rao inaugurating the Peer Support Workshop by lighting the lamp



Guest of Honor, Dr. Somashekara Bhat (Joint Director, MIT), appreciated the efforts of the Department of Student Affairs and expressed his pleasure on seeing the enthusiastic participation of the students of MAHE.

On this occasion, the dignitaries inaugurated the "Nasha Mukta Club at MAHE" by unveiling the poster.

Dr. Somashekara Bhat addressing the students at the Peer Support Workshop



## contd...

The workshop had an interactive session by Dr. Anil Kakunje (Head, Department of Psychiatry, Yenepoya Medical College, Mangalore) who spoke on "*Dope to Hope*". He elaborated on the hazardous effects of tobacco, alcohol and different kinds of drugs and appreciated and applauded the enthusiasm of the students for their participation in such a workshop.

Excerpts from Dr. Kakunje's talk:

*"In most cases, substance use starts with nicotine. The early onset of tobacco use contributes to a greater rate of addiction, at a particularly vulnerable age. Though nicotine is the most common substance used and abused, alcohol causes a greater social problem. There are various factors that may lead to addiction, including the effects of the product, genetic susceptibility and psychological response of the host and environmental settings, that help determine the availability of, accessibility to and the norms for use of the product.*



**Dr. Anil Kakunje addressing MAHE students at the workshop**

*These illicit substances are addictive because, on consumption, they release a rush of dopamine in the brain which causes the person to feel happy and relaxed. The amount of dopamine released here is more than what is released in any other pleasurable situations. Unfortunately, after a prolonged use of these illicit substances, no other activity seems as pleasurable, creating a dependence on the illicit substance to feel the same sensation. An early identification of the victims is necessary for effective remedial action, and this process can be helped by the involvement of peers. A victim should never be termed as a bad person; rather, it's the illegal substance that is bad."*

 **YouTube** Click [here](#) to watch the complete talk by Dr. Anil Kakunje



**Dr. Geetha Maiya giving the audience an overview of the NMUA Project**

The workshop ended with a talk by Dr. Geetha Maiya, who gave an overview of the project and mentioned all the activities planned for the coming months. Dr. Maiya emphasized on the role of students in identifying and helping their peers burdened by addictions and appreciated their commitment towards the cause.



## Nasha Mukta Club at MAHE

The Nasha Mukta Club at MAHE was inaugurated during the Peer Support Workshop on 9th December 2021. The Club was instituted to carry forward the work done by the NMUA team in getting rid of the menace of drugs from Manipal. This Club will come under the management of the Department of Student Affairs and will have branches at all constituent institutions of MAHE.

### Mission of the Club

To prevent substance abuse among students and make MAHE a drug-free campus



(L-R) Dr. Binil V, Dr. Geetha Maiya, Dr. PLNG Rao, Dr. Anil Kakunje, Dr. Somashekara Bhat & Mr. Roshan Jathanna inaugurating the 'Nasha Mukta Club at MAHE' by unveiling the poster

### Oath taken by Club Members

"I hereby pledge to make our MAHE campus Nasha Mukta by staying away from illicit substances and involving myself wholeheartedly in all the efforts undertaken by MAHE towards this noble cause. Jai Hind."

### Responsibilities of Club Members

- Raise awareness regarding the physiological, psychological, legal and ethical aspects of substance abuse amongst the students of MAHE
- Develop a peer support team to identify students who are in need of support and refer them to the concerned officials of MAHE
- Work with the college authorities to develop digital platforms to raise awareness



# Public Awareness Programs

## Karnataka Public School, Hiriadka

Students face many influences on a daily basis to experiment with tobacco, drugs and alcohol. This steady influence can only be combatted with effective awareness and education that can counterbalance and shape a normative culture of safety, moderation, and informed decision making. In a bid to provide this awareness, the NMUA team decided to visit different schools around Udupi district to conduct awareness programs on the theme “*My Role in making Udupi Nasha MukT*”. The first school visited by the NMUA team was the Karnataka Public School, Hiriadka on 30th September 2021. Around 150 students participated in the program.

Dr. Geetha Maiya and her team informed the students of the physiological, psychological, ethical and legal effects of substance abuse and gave them some coping techniques to overcome challenges. They reiterated the importance of a student support system to help their peers deal with various issues and urged the students to raise awareness to help keep the society safe from drugs and ensure a bright future.

The program ended with an oath taking ceremony administered by Dr. Binil V and Mr. Roshan Jathanna, and everyone took an oath to be responsible citizens of the country and strive hard to make India *Nasha MukT*.



Mrs. Shilpa Joshi addressing the students



Dr. Binil V & Mr. Roshan Jathanna administering the oath



Students and teachers participating in the awareness program



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## Government Composite High School, Manur

Next, the NMUA team visited the Govt. Composite High School, Manur on 18th November 2021 where they addressed over 150 students on their role in making Udupi 'Nasha Mukta'.

With inspirational words aimed at motivating the students, Dr. Geetha Maiya and her team informed them about the various coping techniques that can be used to overcome challenges, instead of indulging in substance abuse. Using real life case studies, the team also discussed the root causes and long term effects of drug addiction.



Dr. Geetha Maiya, addressing the students  
*"These days many youth are indulging in substance abuse without understanding the long term consequences."*

The program concluded with an oath taking ceremony administered by Mr. Roshan Jathanna, where all the staff and students took a pledge to be responsible citizens of the country and strive hard to make Udupi Nasha Mukta.



Mr. Roshan Jathanna administering the oath



Students of Government Composite High School, Manur participating in the awareness program



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## Viveka Pre-University College, Kota

The NMUA team also visited the Viveka Pre-University College, Kota on 18th November 2021 to talk to the students on their role in making Udupi Nasha MukT. The program was attended by over 150 students.



Dr. Geetha Maiya addressing the students

Using a detailed power-point presentation, Dr. Geetha Maiya and her team informed the students about the objectives of the NMUA project and the efforts being undertaken by the team to achieve a Nasha MukT Udupi. Using real life case studies, the team also informed the students of the root causes and long term effects of drug addiction and urged them to make better choices to ensure a bright future.



Mr. Jeevan Lewis administering the oath

The session was concluded with an oath taking ceremony administered by Mr. Jeevan Lewis, where all the staff and students pledged to be responsible citizens and strive hard to make India Nasha MukT.



Students of Viveka Pre-University College, Kota participating in the awareness program



# Community Outreach



**Raising awareness through airwaves**

(Left) Dr. Geetha Maiya and Dr. Rayan Mathias recording Nasha Mukta Udupi Abhiyaan Radio Talk Series at Manipal Institute of Communication, Manipal

(Below) Dr. Geetha Maiya talking to school children about the consequences of drug abuse at the Kotathattu beach (right) and at a public park (left)



(Below) The NMUA team visited Health Centres at various villages and sought help from the doctors to implement *Nasha Mukta Abhiyaan* in their communities



NMUA team visiting the **Primary Health Centre, Kumbashi** on Dec. 7, 2021



NMUA team at **Public Health Centre, Manur** on Nov.18, 2021



# Community Outreach

The NMUA team met with the Grama Panchayat officials and citizens of various villages and sought their help in implementing the *Nasha MukT Abhiyaan* in their respective communities



(Left & Above) NMUA team at **Kota Grama Panchayath** on Nov.18, 2021



(Above) NMUA team at **Kotathattu Grama Panchayath** on Nov. 18, 2021

(Below) NMUA team at the **Kumbashi Grama Panchayath** on Dec. 7, 2021



(Above) NMUA team with members of **Thekkatte Gram Panchayath** on Dec. 7, 2021

(Right) NMUA team visits **Anganawadi Centre, Manur** on Nov.18, 2021









## Upcoming Events

- **Peer Support Workshop #2** - continuing to train students to offer peer support to victims of substance abuse
- **Nasha Mukta Clubs at constituent colleges of MAHE** - to create a student support team at all institutes of MAHE
- **Public Awareness & Community Programs** - to educate and create awareness on harmful effects of substance abuse among general public
- **Radio Talk Series** - to disseminate useful information about issues related to substance abuse and methods to overcome them

### Editor's Message - Ms. Nikita Lorraine Menezes



It is my pleasure to present to you the 2nd edition of *NMUA Newsletter*!! As I write this, we are still combating the deadly coronavirus, with new variants emerging every few months. With pandemonium seeming like the new way of life, it is now more than ever, that people need to be educated on how to face challenges without succumbing to temporary relief provided by drugs.

This Issue contains a brief report on the activities conducted from August to December 2021. During these months, the NMUA team reached out to the students, one of the most susceptible and vulnerable groups, by conducting awareness programs at various institutions of MAHE and of Udupi District. In the coming months, the NMUA team strives to go out into the community to fulfill their mission of raising awareness amongst the masses.

We require everyone's support to achieve our goal of a *Nasha Mukta Udupi* and I hope that reading about our initiatives will inspire you to join our cause. You can learn more about our Project and reach us at the following social media handles:



Student-Affairs-MAHE



student-affairs-mahe



[stuaffair.mahe.manipal.net](http://stuaffair.mahe.manipal.net)



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<http://tinyurl.com/dsamahelive>