



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 1 | AUGUST 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



Table of Contents

About "Nasha Mukh Udupi Abhiyaan (NMUA) by involving Young Leaders of MAHE" project.....	1
NMUA Working Committee.....	2
NMUA Committee Meetings.....	3
Preliminary Meeting	
Expert Committee Meeting	
Patron & Advisory Committee Meeting	
Project Coordinators Meeting	
International Webinar on Tobacco Control.....	5
E-Poster Competition.....	7
E-Poster Competition Entries.....	8
Slogan Writing Competition.....	10
NMUA Talk Series #1.....	11
Webinar on Drug Abuse and Youth.....	12
NMUA Talk Series #2.....	13
Social Media and Publicity.....	14
Video messages by MAHE Leaders	
Video messages by HoIs	
NMUA Newspaper Coverage	
Radio Talk Series	
Outreach Programs.....	16
National Capacity Building Workshop.....	17
Young Leaders of MAHE.....	17
Upcoming Events.....	18
Message by Editor.....	18



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

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 Mukh Bharath Abhiyaan" in 272 districts across India, aimed at tackling the growing menace of substance abuse through awareness generation, 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 over 33,000 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 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 around 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

Project Coordinator



Dr. Rayan Mathias

Student Counsellor
MAHE

Technical Coordinator



Mr. Calvin D'souza

Student Counsellor
MAHE

Project Coordinator



Mr. Jeevan Lewis

Student Counsellor
MAHE

Documentarian



Ms. Nikita Menezes

Legal Executive
MAHE

NMUA Committee Meetings



Preliminary Meeting 3rd March 2021

First meeting of the Working Committee.

Finalizing lists of various Committee members and preparing an Action Plan for the year at the office of the Director, Student Affairs, MAHE.

Before anything else, preparation is the key to success. - Alexander Graham Bell

Expert Committee Meeting 17th March 2021



Members of Working Committee with experts from MAHE.

Experts from MAHE:

Dr. Vinod Nayak, Dr. Samir Praharaaj, Dr. Muralidhar Kulkarni, Dr. Annapoorna K, Mrs. Shalini Quadros and Mr. Praveen A

Mr. Roshan Jathanna explaining objectives of the project to the Committee



Patron & Advisory Committee Meeting 19th March 2021

Meeting with MAHE leadership to seek their advice and support for the project.

Committee members:

- Dr. HS Ballal, Pro-Chancellor, MAHE
- Lt. Gen. (Dr.) M. D. Venkatesh, Vice Chancellor, MAHE
- Dr. Vinod Bhat, Executive Vice President, MAHE
- Dr. PLNG Rao, Pro-Vice Chancellor, MAHE
- Dr. Narayana Sabhahit, Registrar, MAHE
- Dr. Sandeep Shenoy, Director – Compliance, MAHE
- Col. Prakash Chandra, Director – General Services, MAHE
- Dr. Raghavendra Prabhu, Deputy Registrar, MAHE
- Mr. Yogesh Pai, Deputy Director – Accounting & Finance, MAHE
- Dr. Prabhudev Mane, Chief Security Officer, MAHE
- Mr. Suresh Kotian, Assistant Director – Dept. of Planning, MAHE



Project Coordinators Meeting 19th March 2021

The Working Committee meets every Monday at 4pm to plan and effectively execute activities for the month.

By failing to prepare, you are preparing to fail. – Benjamin Franklin



International Webinar on Tobacco Control

International Webinar on Tobacco Control was organised to observe World No Tobacco Day on 31st May 2021 on Zoom. It was organised in association with the Medical Research Council of United Kingdom funded projects - Preventing Smoking Uptake & Tobacco Control Capacity Program. Experts from across the world participated in the Webinar and shared their views on country specific and global measures for tobacco control.

Mrs. Radhika Chakravarthy (Joint Secretary, Ministry of Social Justice & Empowerment, Govt. of India), Chief Guest for the day addressed the gathering and urged them to build their mental fortitude and say no to what is harmful for them. Keynote speaker, Dr. Linda Bauld (Bruce and John Usher Chair of Public Health, University of Edinburgh) gave a brief overview on work done by the Tobacco Control Capacity Program on reducing tobacco consumption in the world. The webinar was presided by Lt. Gen. (Dr.) M. D. Venkatesh (Vice Chancellor, MAHE) who commended the efforts being undertaken in reducing tobacco consumption and urged the students of MAHE to stay away from harmful substances.



Mrs. Radhika Chakravarthy



Dr. Linda Bauld



Lt. Gen. (Dr.) M.D. Venkatesh

The Webinar had 8 eminent Resource Persons from across the world, each an expert in their field.



Prof. John Britton



Mr. SM Abdullah



**Dr. Selamawit
Herpa**



Dr. Arti Singh

contd...



Dr. Monika Arora



**Ms. Kellen
Nyamurungi**



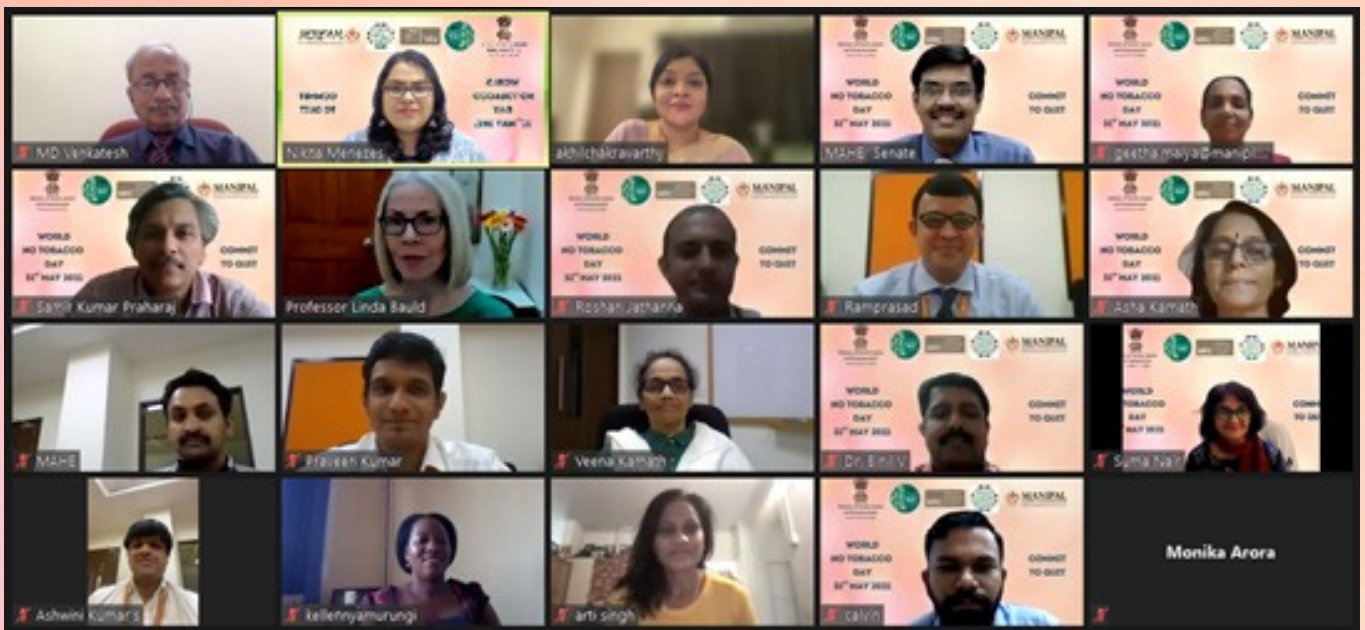
**Dr. Muralidhar
Kulkarni**



Dr. Samir Praharaj

Prof. John Britton (Professor Emeritus, University of Nottingham) spoke about the global perspectives for tobacco control. Mr. SM Abdullah (ARK Foundation, Bangladesh), Dr. Selamawit Herpa (Addis Ababa University, Ethiopia), Dr. Arti Singh (KNUST, Ghana), Dr. Monika Arora (Executive Director, HRIDAY & Professor, Health Promotion Division, PHFI, India) and Ms. Kellen Nyamurungi (Makerere School of Public Health, Uganda) shared the best practices for tobacco control in their respective countries. Dr. Muralidhar Kulkarni (Associate Professor, Dept. of Community Medicine, KMC, Manipal) addressed the issues relating to COVID 19 and tobacco, and Dr. Samir Kumar Praharaj (Professor and Head, Dept. of Psychiatry, KMC, Manipal) delivered a session on quitting tobacco.

Compered by Ms. Nikita Lorraine Menezes (Legal Executive, MAHE) and Mr. Calvin Alan D'souza (MAHE Student Counsellor), the Webinar saw participation from national and international delegates. It was well appreciated, with a special praise on the speakers' subject knowledge and content delivery.



E-Poster Competition

E-Poster competition was organised to mark the occasion of World No Tobacco Day 2021, on the theme “Commit to Quit”. 136 students from various schools and colleges in and around India participated in the competition. Results were announced during the International Webinar on Tobacco Control on 31st May 2021.

Winning Posters



I Place - Prerana Sonawane
Prasanna School of Public Health, Manipal



II Place - Aditya
Maulana Azad Institute of Dental Sciences, Delhi



III Place - Abhishek Goyal
Kasturba Medical College, Manipal

Judges



Dr. Shobha Kamath
Associate Professor, KMC, Manipal
& Chairperson of Cultural Coordination Committee, MAHE



Dr. Sreedhara Pai
Professor and Head,
Dept. of Pharmacology,
MCOPS, MAHE



Dr. Sambit Dash
Senior Grade Lecturer, MMMC &
Secretary, Cultural Coordination Committee, MAHE

Slogan Writing Competition

The Slogan Writing competition was organised to mark the beginning of the project. The 2 winning slogans will be used as Taglines throughout the project. 71 staff and students from various institutes of MAHE participated in the competition. The results were announced during the Webinar on Drug Abuse and Youth on 26th June 2021.

Winning Slogans



“Stop today for a better tomorrow...”

Mrs. Cynthia Menezes
Manipal Institute of Technology



“Freedom from drugs, freedom for life”

Ms. Aadrika
Manipal College of Pharmaceutical Sciences

Judges



Dr. Arathi Rao
Deputy Director
Dept. of Student Affairs (M'lore)



Dr. Praveen K Shetty
Asst. Professor - Selection Grade
Manipal Institute of Technology



Dr. Shubha H.S.
Associate Professor & Head
Manipal Institute of Communication

Best Slogans

*Substance abuse is not an excuse
If you use, you lose...*

*Stay Healthy, Stay Tough,
Stay Away from Addictive Stuff*

It kills... not just you but your loved ones too

*Recovery is not a prognosis of death
but addiction is*

If you consume it today, it will consume you tomorrow!

*Addiction Free
Happiness Guarantee*

Ambition can take you higher than addiction

Just a yes to drugs can turn you to ash

*Life's precious, make it thrive!
Let's live, see others alive!*

*D for Drugs, D for Death.
Stop now to embrace health*

NMUA Talk Series #1



We decided to conduct a series of talks titled "Nasha Mukta Udupi Abhiyaan Talk Series" to raise more awareness for our project. The first talk of the series was conducted on 23rd June 2021 at 3 pm. The Resource Person for the talk was Dr. Rayan Charls Mathias (MAHE Student Counsellor) who spoke on the topic **"Balancing Mental Health during COVID Pandemic and Repercussions of Substance Abuse"**.

Addressing the live audience, Dr. Rayan spoke about the difficult situations that people have been facing for over a year while grappling with Covid-19 induced stay-at-home mandates. From adapting to remote working models to home-schooling children, the new normal has required everyone to adapt to a new way of living. This, on top of the immense loss of lives and livelihoods, has led to a full spectrum of mental health issues that range from depression to anxiety and abuse. Dr. Rayan explained the concept of co-occurring disorder or dual diagnosis, which occurs when a person suffers from both substance abuse problems and mental health issues such as depression, bipolar disorder or anxiety, and stressed on the added difficulty of dealing with both issues. Calling it a silent pandemic that can only be tackled with the help of society and the health system, he urged the audience to look after their own mental health in these turbulent times and shared treatment and de-addiction options.

The Talk was compered by Mr. Calvin D'souza (MAHE Student Counsellor). We received positive feedback on Dr. Rayan's subject knowledge and content delivery, along with requests and suggestions for future sessions.

Webinar on Drug Abuse and Youth



A Webinar was organised to observe the International Day against Drug Abuse & Illicit Trafficking on 26th June 2021 on MS Teams. The Resource Person for the talk was Dr. P.V. Bhandary (Director & Consultant Psychiatrist, Dr. A.V. Baliga Group of Institutions, Udupi) who spoke on the topic “Drug Abuse and Youth”.

Dr. Bhandary based his talk on the theme of "Share facts, Save lives". Drug abuse is a disease, defined as the habitual use of drugs not needed for therapeutic purposes, solely to alter one's mood, affect the state of consciousness or to effect a body function unnecessarily. Calling youth a very peculiar term in one's life, Dr. Bhandary stated that curiosity and peer pressure play a major role for the youth to venture into drug use. It gives them a sense of peace, euphoria and detachment from any pain. Despite this, people, especially youth, should stay away from drug use because they are only a temporary band-aid at best. Dr. Bhandary drew on his personal experience in dealing with drug abuse victims and shared the physical and psychological effects of prolonged drug use. He also shared certain warning signs and symptoms by which we can identify victims of drug use and provide them with early treatment and counselling. He also urged the audience to get into reading, exercise and voluntary services and stay away from addictive substances.

The Talk was compered by Ms. Nikita Lorraine Menezes (Legal Executive, MAHE). We received positive feedback on Dr. Bhandary's subject knowledge and content delivery.

NMUA Talk Series #2



NMUA Talk Series #2 was conducted on 20th July 2021 at 10.30 am on Zoom app, in association with MAHE's Centre for Clinical and Innovative Forensics, by Dr. Vinod C. Nayak (Professor, Dept. of Forensic Medicine and Coordinator, Centre for Clinical and Innovative Forensics, KMC, Manipal), on “**Decoding India's Drug Laws**”.

Moderated by Ms Swathi Bangera (Associate, Dept. of Student Affairs, MAHE), the Talk was based on the legal repercussions of substance abuse. As a forensic doctor who has seen several victims of drug abuse, Dr. Vinod C. Nayak stated that he found it very upsetting to witness an entirely preventable disease consume not just the victims but also their families. Awareness of the legal repercussions of substance abuse can help counter balance the addictive nature of drugs and help people make an informed decision. Dr. Nayak explained important clauses of the Narcotic Drugs and Psychotropic Substances Act, 1985 and measures undertaken by the Government to reduce drug demand. He ended his Talk by cautioning the audience not to fall victim to substance abuse.

The Talk was presided by Dr. H.S. Ballal (Pro-Chancellor, MAHE) who inaugurated the newly designed website of the Department of Student Affairs, MAHE and released the latest edition of their newsletter “**Hithaishi**”. Addressing the audience, he said, “MAHE has always strived hard to eradicate drug use and peddling on its campus. Our Vision is to be a leading university dedicated to the pursuit of excellence by disseminating knowledge and instilling ethical and intellectual values in our students.”



Social Media and Publicity

Video Messages by MAHE Leaders



Inspirational Messages by MAHE Leaders were recorded and uploaded to YouTube. The audio will soon be broadcasted on local radio.

Video Messages by HoIs



Inspirational messages by various Institute Heads of MAHE were recorded. These will soon be uploaded on YouTube and the audio will be broadcasted on the local radio.



NMUA Newspaper Coverage



Radio Talk Series

In order to raise awareness and increase the reach of our efforts, we decided to conduct a series of Talks over the Radio. These will be broadcasted once a week for the duration of the Project.

Dr. Geetha Maiya and Dr. Rayan Mathias recording the first of Nasha Mukta Udupi Abhiyaan Radio Talk Series, accompanied by Mr. Roshan Jathanna, at the Community Radio Station at Manipal Institute of Communication.

Outreach Programs

Collaboration with Udupi District Officials



NMUA Working Committee met Deputy Commissioner, Udupi District to seek permission to carry out community outreach programs. As per his suggestion the Committee met Mrs. Ratna (Disability Officer, Udupi District) to collaborate on NMBA activities

MAHE team at the Inaugural ceremony of Udupi District's Nasha Mukta project, at DC Office, Udupi.



Community Outreach



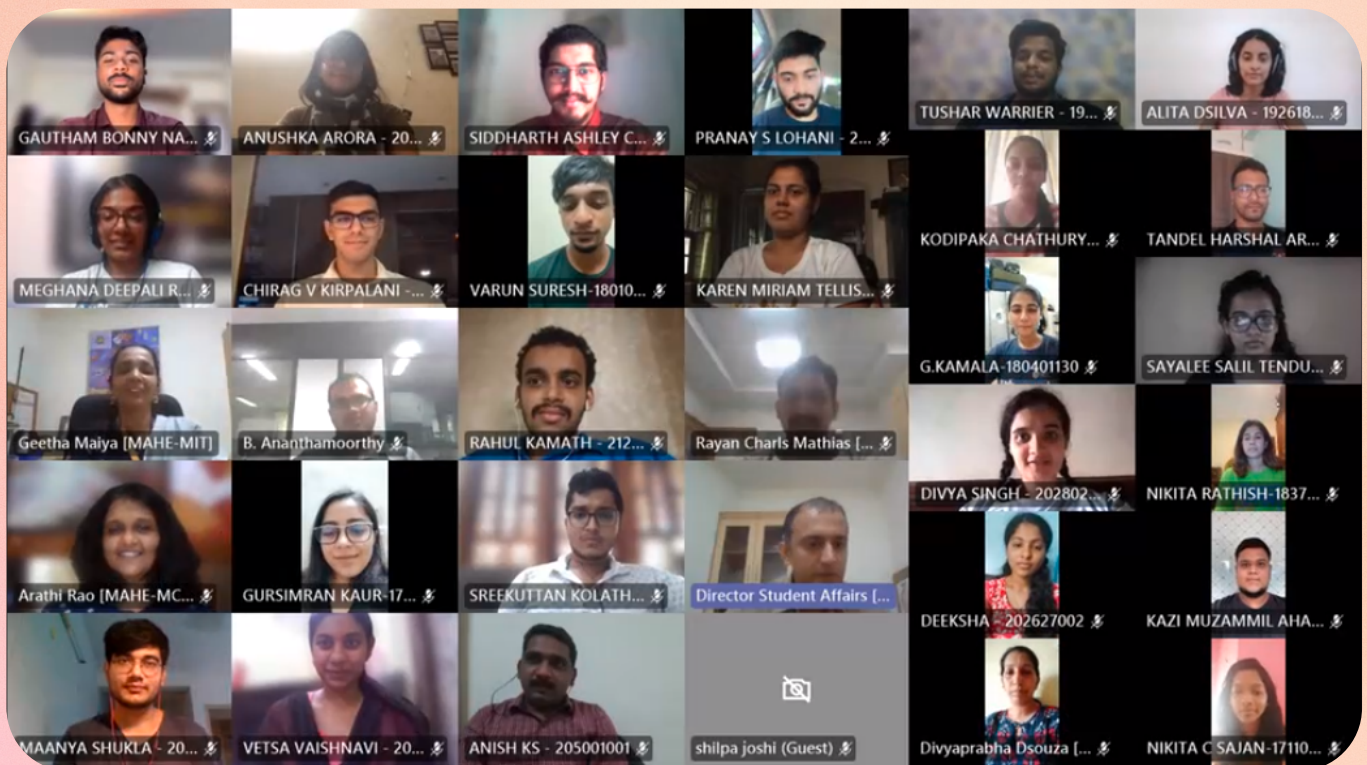
NMUA Team and volunteers met with community leaders at Kurkal village, Udupi District to raise awareness on the project and sought their support in making Udupi District a drug free zone. Preliminary survey was initiated, to identify 10 hotspot villages of Udupi District.

National Capacity Building Workshop



All members of the NMUA Working Committee as well as several staff and students of MAHE attended the National Capacity Building Workshop organized by the Ministry of Social Justice & Empowerment, Government of India.

Young Leaders of MAHE



Dr. Geetha Maiya addressed the Student Council members from all Institutes of MAHE. We aim to form a Nasha Mukh MAHE Student Club to involve all our students in this project.

Upcoming Events

- **Training of Trainers** - to train MAHE staff to identify and address issues related to substance abuse among students
 - **Debate Competition** - open to all students
 - **Special Postal Cover Release** - to commemorate NMUA project
 - **Nasha Mukta MAHE Student Club** - to create a student support team and equip them to conduct awareness programs in their respective institutes
 - **Public Awareness & Community Programs** - to educate and create awareness on harmful effects of substance abuse among general public
-

Message by Editor - Ms. Nikita Lorraine Menezes



It is exciting to publish the first issue of the NMUA Magazine! This issue contains a brief report of all activities which are a result of the hardwork and dedication of the entire Working Committee. The works included in this issue are excellent examples of what can be produced through the collaborative work by MAHE staff and students. Raising awareness and creating a secure atmosphere for students across the Udupi District is our primary goal, and achieving this goal would require the support of all.

I hope this Newsletter inspires you to join our cause to help make Udupi a drug free zone. You can learn more about our project and reach us at the following social media handles:



Student-Affairs-MAHE



maheaffairs



<http://stuaffair.mahe.manipal.net>



student-affairs-mahe



<http://tinyurl.com/dsamahelive>

Copyright © 2021 by Dept. of Student Affairs. All Rights Reserved.
