

जिंदगी जियें, नशे को नहीं

Report on

MISSION RIEV's

Anti-Drug Campaign



(A unit of IIRD, An ISO9001:2008 Certified Institute)
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Preface

India is a developing nation and with approximately 1.34 billion people, we have bountiful natural resources and strong manpower to support the developmental activities. Since Independence, India has moved several miles to become a strong economy and a nation which can stand at the same pedestal as the other Superpowers of the world and is capable of becoming a self-sustaining entity. With the booming economy, it is expected that India will be soon counted amongst the “Developed Nations” and will regain its lost glory.

With several positive factors that present numerous opportunities and the resources that are a backbone of growth, it is not wishful thinking to believe that India can become a World Leader. But still, there are several issues and evils in society that can become a fetter in realising this dream, one major issue being Drug/Alcohol Abuse and any other such affliction prevalent especially among the youth. With each passing day, more and more youngsters are falling in the dark pit of drug abuse and destroying their lives as well as the prospects of a bright future while there are numerous individuals, young and old who are dependent of these substances. This is not merely an individual’s loss, but the loss of a nation.

The Indian government has consistently been working to promote awareness against drug and substance abuse and has spent endless time, resources and efforts to tackle the issue which has been carried on various levels -

- By targeting the active networks of drugs in individual Indian states
- Opening rehabilitation centres to help the drug abuse victims to get rid of this affliction and get a chance to start their lives afresh and provide counselling beyond the treatment to prevent the erstwhile drug abusers to stay determined and on the right path
- Building and propagating a mass awareness among people to counter drug abuse and other unhealthy habits and create a network of responsible citizens who can be vigilant and act without any delay when they come across any suspicious activity or change of behaviour in their children

The steps taken by the government and the implementation of policies to fight this menace to society have been effective to some extent in creating awareness among the masses and on many occasions several people have benefitted directly. But a large population of India, which is its strength in many ways, also poses a great challenge since reaching out to so many people throughout the nation’s length and breadth can be a daunting task. Therefore, to achieve a better success rate, it is imperative that the government should work in collaboration with local bodies and organisations that can penetrate deep into the populace ranging from remote mountainous regions to the most rural or backward areas.

The government has means and resources to support an anti-drug campaign but to propagate it far and wide, even within different states, in this case, Himachal Pradesh, the participation of government or private institutes that have a great reach can give much better and profound results intended to combat drug abuse. This is where **Institute for Integrated Rural Development** (IIRD) stepped in to provide a holistic support to the government, as Mission RIEV, the flagship programme of IIRD, became a principal planning organisation in

designing a comprehensive anti-drug campaign that successfully reached out to countless people all across Himachal and saw an enthusiastic participation of all age groups. The anti-drug campaign was a success story with its Phase-I garnering ubiquitous praise and simultaneously, Mission RIEV launched its

Phase-II which is continuously working to penetrate further into the crevices of darkness brought on by the drug abuse and other unhealthy afflictions to free its victims and bring them back to light.

Overview of IIRD

Established in 2004 and incorporated in 2009-10, Institute for Integrated Rural Development (IIRD) is a developmental organization with its headquarter in Himachal Pradesh's capital Shimla. IIRD is dedicated to bringing rural prosperity through research & studies, training & capacity building, project planning, designing & implementation, and institutional networking in the national and global perspective.

With the diverse experience for the last 15 years in the development sector covering almost all thematic areas of development, the organization is empanelled under various programmes with different Ministries and State Government departments. IIRD has worked with ministries like Ministry of Rural Development, Ministry of Panchayati Raj, Ministry of Minority Affairs, Ministry of Food Processing, Ministry of Entrepreneurship & Skill Development, Ministry of Environment & Forests and others.

Similarly, amongst the PSUs, apart from GAIL (India) Limited, IIRD has also worked with ONGC, NTPC, NMDC, EIL, NFL, SJVN and many other corporate houses with the footprints in 21 states of the country. With the specialization in conceiving, planning, designing and implementing the projects, IIRD has completed more than 100 small and medium size projects for the last five years. At present, we have footprints in 21 Indian states and counting...

Organization's Key Activities

IIRD is dedicated to ushering developmental activities in rural regions encompassing various segments such as Health, Education & Training, Agriculture, Social Security, Employment Generation, and many more.

Service Divisions

मिशन रीव की सेवाएं

स्वास्थ्य डिविजन

- स्वास्थ्य स्लेट-12 विभिन्न टेस्टों के साथ प्रारंभिक स्वास्थ्य जांच
- मोबाईल मेडीकल लैब-78 मानकों पर आधारित स्वास्थ्य जांच
- जनऔषधी केंद्र- लोगों को घर द्वार पर सस्ती दवा उपलब्ध कराना
- टेलीमेडीसन- लोगों के घर पर ही स्वास्थ्य जांच और ऑनलाइन स्वास्थ्य परामर्श की सुविधा

कृषि डिविजन

- मृदा परीक्षण लैब- सदस्यों और किसानों के लिए सेवाएँ
- जैविक खाद निर्माण-किसानों को जैविक खाद निशुल्क प्रशिक्षण और उनके द्वारा निर्मित खाद को बाजार उपलब्ध कराना
- बीज और कृषि उपकरण-किसानों को उनकी मांग के आधार पर उत्तम किस्म के बीज और आधुनिक उपकरण
- फीड सल्टीमेंट- पशुओं में दुग्ध उत्पादन और स्वास्थ्य सुधार के लिए
- जैविक कृषि को प्रोत्साहन देना और कृषि विकास के लिए योजना बनाकर किसानों को सहयोग देना

यूटिलिटी, लाइसेंस व अन्य ऑनलाइन सर्विसेज डिविजन

- सरकारी योजनाओं और उन पर मिलने वाली छूट की जानकारी आमजन तक पहुंचाना
- पंजीकरण, लाइसेंस, एनओसी और सर्टीफिकेट व अन्य संबंधित दस्तावेजों के निर्माण में सहयोग करना
- बिजली, पानी, व अन्य रोजमर्रा से संबंधित यूटिलिटी सेवाएँ उपलब्ध कराना
- ई-स्टैप, ऑनलाइन शिकायत व अन्य ऑनलाइन सेवाएँ

उद्योगिता और व्यवसाय विकास डिविजन

- क्षमतानुसार बेहतर व्यवसाय चयन और संसाधन जुटाने में सहयोग
- प्रशिक्षण, कौशल विकास और क्षमता संवर्द्धन में सेवाएँ
- प्रोजेक्ट रिपोर्ट तैयार करना, लोन दिलाने और व्यवसाय स्थापित करने में सहयोग
- व्यवसाय शुरू करने से लेकर एक साल तक विभिन्न चरणों में सहयोग
- पहले से स्थापित व्यवसाय को बढ़ाने में सहयोग

बैंकिंग, फाइनेंस और इंशोरेंस डिविजन

- बचत, जमा और अन्य बैंकिंग सेवाओं में सहयोग
- बैंक लोन देना और रिकवरी व देनदारी संबंधि सेवाएँ
- संपत्ति प्रबंधन, जीवन, स्वास्थ्य, संपत्ति, पशुधन और फसल बीमा संबंधि सेवाएँ

शिक्षा और प्रशिक्षण डिविजन

- गणित, विज्ञान और अंग्रेजी और अन्य विषयों पर ऑनलाइन कोचिंग
- साइकोमीट्रिक और फिंगर प्रिंट आधारित करियर परीक्षण
- व्यक्तित्व विकास और अन्य विकास सामग्री पहलुओं में सहयोग
- बचपन, किशोरावस्था व व्यस्क आयुवर्ग आधार पर काउंसलिंग
- ई-लर्निंग टूलज और अन्य तकनीक

सामाजिक सुरक्षा और आपातकालीन सेवा डिविजन

- बच्चों और बजुर्गों की देखभाल व महिला सशक्तिकरण व अक्षम वर्ग की देखभाल से संबंधित सेवाएँ
- पेंशन व उपलब्ध समय के सदुपयोग में सहयोग
- किसी भी आपदा और आकस्मिक दुर्घटना के समय सेवाएँ
- सामाजिक समस्या, कुर्रितियों और बुराईयों के निराकरण में पहल

ग्रामीण उत्पाद मार्केटिंग डिविजन

- गांवों में तैयार होने वाले शुद्ध उत्पादों का कय- विक्रय
- खरीददारों तक ग्रामीण उत्पादों को पहुंचाना
- गांवों में मांग आधारित उत्पादों की आपूर्ति करना और गांवों से उत्पादों को बाजार तक पहुंचाना
- प्रदेश के भीतर आंतरिक व्यापार को बढ़ावा देना

संपत्ति प्रबंधन डिविजन

- संपत्ति संबंधि देनदारियों, पंजीकरण, इंतकाल, राजस्व से संबंधित विभिन्न सेवाएँ
- नक्शा तैयार करवाने और स्थानीय प्राधिकरणों से मंजूरी आदि में सहयोग करना
- विभिन्न विभागों से अनापत्ति प्रमाण पत्र दिलाने में सहयोग

मीडिया, प्रिंटिंग और पब्लिकेशन डिविजन

- द रीव टाइम्स समाचार पत्र का प्रकाशन, ऑनलाइन न्यूज पोर्टल
- ग्रामीण विकास से जुड़ी समस्याओं को विभिन्न प्रकाशनों के माध्यम से सरकार तक पहुंचाना
- मिशन रीव ने इस सेवाओं को सार्वजनिक कर आम आदमी को उसकी परेशानियों से मुक्त करने और देश हित तथा स्वयं के विकास के लिए स्वतंत्रता एवं समय प्रदान करने का एक सुअवसर प्रदान किया है।

HEALTH DIVISION

Complete Cycle of Health Services of Mission RIEV

AGRICULTURE DIVISION

Complete Cycle of Agriculture Services of Mission RIEV

UTILITY, LICENSES & ONLINE SERVICE DIVISION

Complete Cycle of Online and Utility Services of Mission RIEV

ENTREPRENEURSHIP & BUSINESS DEVELOPMENT DIVISION

Complete Cycle of Entrepreneurship Services of Mission RIEV

BANKING, FINANCE & INSURANCE DIVISION

Complete Cycle of Banking, Finance and Insurance Services of Mission RIEV

EDUCATION & TRAINING DIVISION

Complete Cycle of Education Services of Mission RIEV

SOCIAL SECURITY & EMERGENCY SERVICE DIVISION

Complete Cycle of Social Security & Emergency Services of Mission RIEV

RURAL PRODUCE MARKETING DIVISION

Complete Cycle of Rural Marketing Services of Mission RIEV

PROPERTY MANAGEMENT DIVISION

Complete Cycle of Property Management Services of Mission RIEV

MEDIA, PRINTING AND PUBLICATION DIVISION

Complete Cycle of Media, Printing Services of Mission RIEV

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From time to time, IIRD has worked towards addressing several issues that are afflictions for society and need to be eradicated completely. One such initiative is the anti-drug campaign called “जिंदगी जियें, नशे को नहीं”, which was launched by Mission RIEV (started in December of 2017) to help create awareness among the vulnerable youth to prevent them from getting caught in the clutches of this nefarious habit that can destroy their entire life and prospects for future. This campaign was organised in several phases and is still active because this issue requires constant monitoring and the steps taken to counter drug menace cannot be paused because even a small lapse can undermine the entire exercise. The most satisfying aspect was the fact that the campaign saw the large-scale participation of local communities and the authorities since they understood the vitality of efforts.

Meaning of Drug and Substance Abuse

Fight drug abuse and other afflictions such as dependence of alcohol, smoking, etc. are highly essential for the smooth functioning of any society or nation but before that, it is important that the meaning of these issues can be understood in depth. With the advancement in medicine, people have been able to live longer and healthier lives and many ailments can be treated with medicines (prescription drugs). Most of these medical and chemical substances truly are helpful to people who, in many cases, completely depend on these for their survival. But when people begin to abuse these drugs and also resort to the use of other illegal substances such as heroin, opium, cocaine, marijuana, tobacco and smoking, etc. then they begin to lose the grip on their lives and their overall productivity begins to deteriorate.

Once a person gets addicted to any of the above-listed substances, their mental and physical health begins to diminish, can result in many ailments whilst negatively affecting their interpersonal relationships and career as well

People who are drug abusers also are a major cause of rising in the crime rate in the society and they can cause accidents as well, risking their own lives as well of other innocent people. With all these issues prevalent in society, it is impossible to progress and succeed. Hence, it is not only the responsibility of the government to take concrete steps to resolve this issue, but even people also have to be vigilant and active to catch hold of the perpetrators and save their children or family members in time to save their precious lives.

Drug Menace in Himachal Pradesh

Himachal Pradesh is a mountainous state nestled in the lap of Himalayas and is blessed with pristine natural beauty with hardworking people who believe in peaceful coexistence. But in recent days, the state has witnessed a staggering rise in drug abuse cases, especially among the young generation. Ever since Himachal was given the full statehood status on January 25, 1971, the state has crossed several milestones to achieve constant growth and has progressed in several parameters at the national level. It is also a top performer in several sectors such as health, education, overall growth and has won several awards as well. But this growth and development are facing several challenges since the youth is getting trapped in drug abuse and many people are taking to drinking, smoking and substance abuse, etc.

It is an open secret that in Himachal Pradesh more and more students are getting addicted to drugs and many of them consume drugs on a regular basis which are available widely and even openly. The drug peddlars do not carry even the slightest of remorse in making money by destroying the lives of gullible children. In many cases, youngsters succumb to peer pressure and get entangled in this web of destruction.

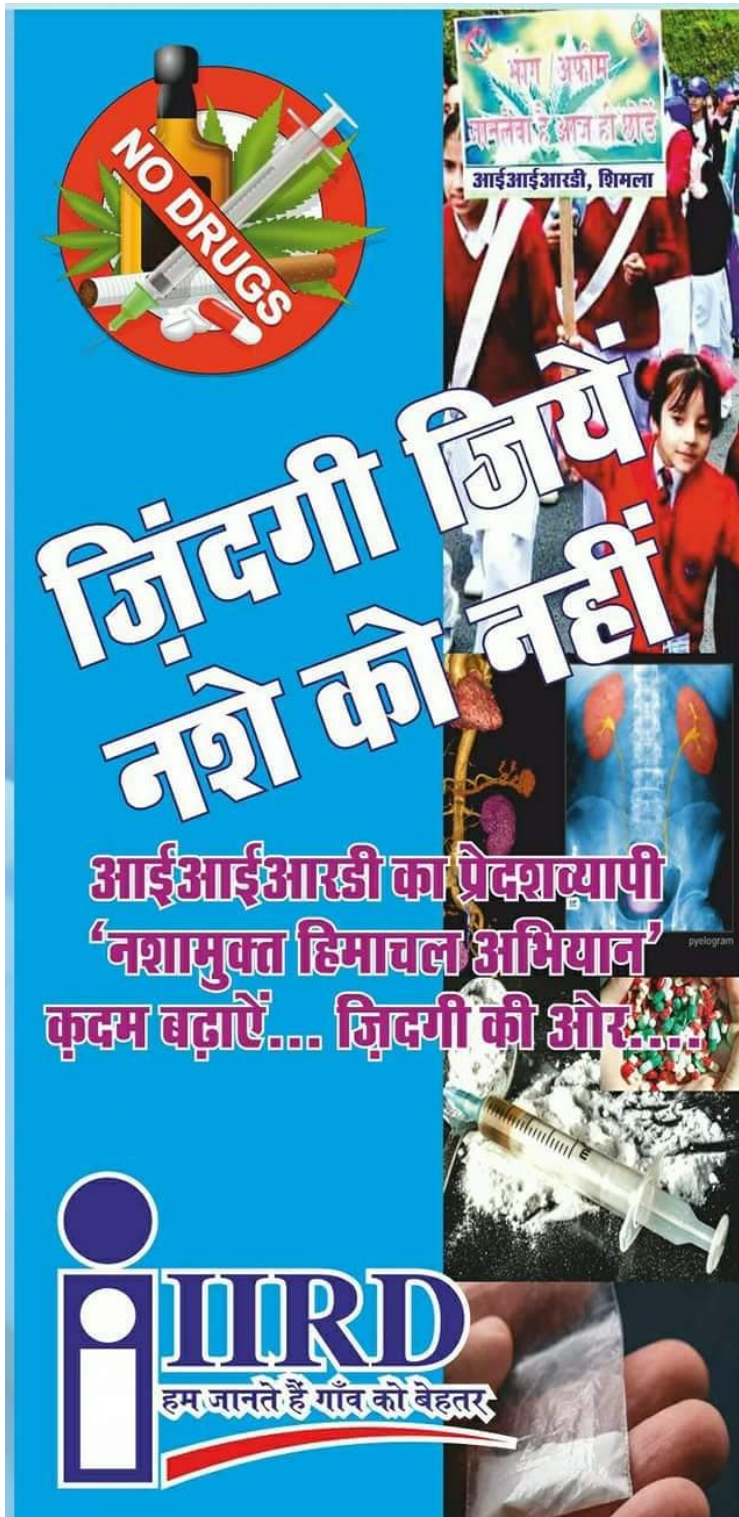
Though a large amount of drugs is smuggled from other states inside the boundary of Himachal, but much of it is also cultivated illicitly within the state itself. Youngsters are getting embroiled in the clutches of drug abuse and other such activities that completely mar the prospects of their bright future. Even when more and more state-of-the-art educational institutions are being set up all over Himachal Pradesh, making it an exceptional education hub whilst already being a great destination for health services and being a major tourist attraction, still an increase in the number of drug peddlars and other anti-social elements has created a challenge for the administration as well as the people who have children and young adults in their families.

The Himachal Pradesh administration has been fighting tooth and nail to tackle the drug abuse menace but has been unsuccessful in nipping it in the bud. No level of monitoring or patrolling by the authorities seem to be successful in curtailing the cultivation of marijuana or poppy and even the smuggling of these substances from other states through the porous borders is on the rise and difficult to curtail. Some places in Himachal are notorious for being the drug haven and “tourists” from all over Himachal, India and even abroad visit these places specifically to indulge in these vices.

As it is practically impossible for Himachal Pradesh government to handle the issue of drug abuse/addiction all by itself, even if the Central Government gets involved, therefore, it is essential that local organisations and other groups should come together to support the government in every possible way. It is necessary since the people or youngsters who are a victim of drug abuse or may fall into this web are a part of our society and may also be people who are known to us or even related to us. Thus, the Institute for Integrated Rural Development (IIRD), which has been active in promoting a holistic development knows that getting rid of societal evils is an important step to promote development. The entire initiative started with strategic planning and implementation with overwhelming support from people in each and every place where the campaign was organised. Even after the culmination of the

first phase and the beginning of the second, the anti-drug campaign achieved a lot and has plans to do much more.

Vision behind the Campaign



Pamphlet specifically designed for IIRD's anti-drug campaign

Himachal Pradesh, the Himalayan state in northern India is blessed with pristine natural beauty and serenity. The state has been progressing with a steady pace becoming a hub of

education, tourism, health, and ranks on top spots in various sectors at the national level. But in recent years, the vulnerable youth has been falling into the clutches of drug menace and the situation is going downhill with each passing day. The authorities have been doing their best to mitigate the situation but it needs more manpower and mobilization to root out this evil completely from society. Thus, IIRD took it upon itself to lend a supporting hand and save the young generation from the clutches of drug abuse and help its victims to turn over a new leaf.

Dr L.C. Sharma, one of the founding directors of IIRD, besides having a Doctorate in Philosophy, he intrinsically is a social thinker who has been profoundly inspired by Netaji Subhash Chandra Bose's vision which was a major factor that led to the creation of Hind Sewa Sangathan (HSS) in 1997. HSS is a social welfare society that aims at working towards holistic rural development and empowering them by guiding them towards the right path. Down the road, HSS became a blueprint for IIRD which was then established in 2004 to function as its technical wing with functional autonomy. Dr Sharma, himself having his roots in a village, understood the challenges faced by the rural populace and their want of basic amenities which became fuel for his passion to bring prosperity right to the doorsteps of people.

With sheer persistence, sans strong financial backing at the initial stage, Dr Sharma worked hard to make rural development an achievable dream and with the launch of MISSION RIEV, it got a stronger platform. With time, Dr Sharma's efforts bore fruits as IIRD began to garner recognition at the local, national as well as international level. From winning numerous awards at various platforms to working with numerous government and private organisations, Dr Sharma was determined to do much more and recognising the damage that drug abuse has caused in the society, he envisioned a programme that could have a wide and profound reach all over Himachal Pradesh.

With this vision in mind, Dr Sharma and his entire team charted out a plan to initiate a state-wide anti-drug campaign with a tagline - "ज़िन्दगी जियें... नशे को नहीं" - which translates to "Live life ... Not intoxicants".

The reach of this anti-drug campaign was highly impressive and the results that were generated have a profound effect with positive outcomes. People learned that anti-drug awareness is not only limited to what the government does but even private organisation like IIRD have a major role to play in it. People were also given an apt platform to express themselves and played a vital role in actively marketing and boosting this campaign. It was with the people's support that IIRD and MISSION RIEV's efforts with Dr Sharma's vision could become successful with a morale boost to continue it further and launching the Phase II to cover all the areas and further widen the reach which could not be done in the first phase.

"ज़िन्दगी जियें... नशे को नहीं"

The youth of India is our future so guiding them and keeping them safe becomes not merely our responsibility but also a necessity to ensure our own successful progress and evolution. Having suffered the loss of youngsters due to drug addiction, it is the right moment to take concrete measures and sustain the anti-drug programmes that are already in place. With this concept, IIRD in association with MISSION RIEV launched the anti-drug campaign under the theme, "ज़िन्दगी जियें... नशे को नहीं" on September 5, 2018, from IIRD's headquarters in Shimla. With great optimism and enthusiasm, Phase I of the campaign was chalked out with the aim of reaching as many people as possible throughout the length and breadth of Himachal Pradesh.

The team of IIRD that was specifically the part of this anti-drug campaign reached out to the administration and laid out the vision behind the entire campaign. The idea instantly clicked with the administration and convinced them to be a part of this initiative that enabled us to further create an impactful programme. Along with the trust of the administration in us, we also included the people who bestowed us with their complete trust and support.



Institute for Integrated Rural Development

एकीकृत ग्रामीण विकास संस्थान

हम जानते हैं गाँव को बेहतर

नशामुक्त हिमाचल अभियान

आयोजक : एकीकृत ग्रामीण विकास संस्थान (iird)

सहयोग : मिशन रीव, हिमाचल प्रदेश

स्थान : शिमला

दिनांक : 05.9.2018



नशामुक्त हिमाचल अभियान : जागरूकता टैली



Staff and members of IIRD participating in the anti-drug rally



Institute for Integrated Rural Development

एकीकृत ग्रामीण विकास संस्थान

हम जानते हैं गाँव को बेहतर

CIN: U73100HP2010NPL031337AN ISO 9001:2008 Certified Institute

Reference No:

18/09/2018

The Deputy Director Higher Education
District _____
Himachal Pradesh

Sub: Anti-Drug Campaign 'जिंदगी जिये-नशे को नहीं' on 25th September, 2018.

Respected Sir,

This is to inform your good self that Institute for Integrated Rural Development (IIRD) is organizing declamation contest for school students of class 11th-12th across schools in all Districts of Himachal Pradesh on the theme, 'जिंदगी जिये-नशे को नहीं', a crusade against drug abuse on Tuesday, 25th September, 2018. Winners of this declamation contest will be awarded certificates and will participate at State level contest.

It is further requested your kind self to issue necessary instructions to all school Principals of the District on the above-mentioned theme. Your kind gesture will help our representatives at District level to organize the event successfully and help in a small way in fighting against this menace.

The consent from the office of Secretary, Education, Govt. of H.P. has already been obtained and attached as Annexure A.

Thanking you,

Your sincerely,

Dr. L C Sharma
(Managing Director)

- CC:
1. The Secretary Education, Govt of H.P. w.r.t. to his office letter No EDN-B-Chaa (10) 16/2010-1 dated 31/08/2018 for information please
 2. The Director, Department of Education, HP for information and necessary support pl.

IIRD's application addressed to the Deputy Director (Higher Education) regarding the declamation contests that were organised in the schools all across Himachal Pradesh to create awareness against the use of drugs

The objective of the campaign was to integrate awareness among people, drug prevention and resistance along with rehabilitation wherever possible, whilst working together with the government and within its jurisdiction.

We moved forward by first laying out the blueprint of the campaign and how to involve more and more people, especially the young. So, it was decided that besides creating awareness among the general public through rallies, sharing or promotional material, holding meetings, etc, it was equally necessary to include students in this programme. It was realised that organising several competitions in schools across Himachal to promote active participation by the students of multiple age groups will leave a profound impact on their minds but in a fun and engaging way.

For this, we first obtained the consent from the office of Secretary, Education, Government of Himachal Pradesh and later sought permission from the Deputy Director (Higher Education) to organise declamation, poster making and other competitions on the theme of "ज़िन्दगी जियें... नशे को नहीं", a crusade against drug abuse from September 5, 2018, up till October 2, 2018, and simultaneously instruct the school authorities to make arrangements for the same. It was also conveyed that the winners of this declamation contest will be awarded certificates for their participation. On the set dates, the competitions were organised at the block and panchayat level, the winners of which qualified to participate at the state level and the winners of each contest were awarded prizes and certificates for their participation and efforts.

The competitions to promote awareness became an encouraging tool for the students to participate with complete involvement, dedication and zeal wherein they also learned about the devastating effects that drug abuse can cause. The youngsters also understood the importance of staying clear from drug abuse and what they can do if they ever encounter signs of drug abuse among their peers. All in all, it was a great learning experience where community, too, became an active participant in terms of promoting the awareness or even being a part of anti-drug rallies, also, our efforts and the entire campaign was well appreciated.



Anti-Drug awareness meeting being organised for people

Social Media Tools for the Campaign

IIRD knew it quite well that to make the anti-drug campaign a success, propagating it to the farthest places would be essential so that the people who are unable to be its part physically can at least be involved virtually. Therefore, we utilised all our available social media platforms to further boost awareness. Our IT team actively shared the message regularly on our Facebook ([@IIRD.Shimla6](#)) and Twitter ([@iirdshimla](#)) handles along with our own websites, i.e. IIRD (<http://iirdshimla.org/>) and MISSION RIEV (<http://missionriev.in/Home.aspx>). This helped us to reach even the most remote regions in Himachal Pradesh and get feedback from people living there.

Our efforts and activities received the attention of the press and we got wide coverage in the newspapers that acknowledged our efforts in promoting the awareness against the drugs and preventing the youth from going astray. All the efforts had a great positive impact on the mindset of people which encouraged them to be the active participants in the welfare of society rather than being the mute spectators.

IIRD and MISSION RIEV did and achieved a lot in a short span of time with the limited resources that we had with us, what many agencies usually fall short of achieving in several years despite having ample resources at their disposal.

With the successful planning and implementation of the campaign on September 5, 2018, the Phase I culminated on October 2, 2018, the auspicious day of Gandhi Jayanti with the Honourable Education Minister of the Himachal Pradesh government, Mr Suresh Bhardwaj in attendance. Mr Bhardwaj appreciated the heart and soul put in by IIRD and MISSION RIEV, and congratulated us for the successful implementation of the programme. He further encouraged us to carry out such activities in the future as well so that the society could benefit in a holistic way.

That same day, on October 2, we also launched the Phase II of "ज़िन्दगी जियें... नशे को नहीं" so that the success that we saw during the Phase I could be replicated and enhanced further with even better results.

Uniqueness of the Initiative

"ज़िन्दगी जियें... नशे को नहीं" which translates to "Live Life ... Not Intoxicants", was launched on September 5, 2018, with its Phase-I in place to create mass awareness against drug use and their life-devastating effects on a person and people associated with the victim.

Himachal Pradesh has a mountainous and rugged terrain, therefore to reach and propagate our message was a challenging task. It was also somewhat complicated to encourage the participation of people all over the state from various sections of society which included adults, the elderly and most important of all, the youth. But we worked hard to overcome all the challenges and fervently shared the positive message with satisfying outcomes.

The campaign successfully touched upon the lives of countless people across all the 12 districts of Himachal Pradesh, especially a number school children. The mass awareness campaign was promoted using a number of platforms encompassing Social Media, Print Media, Electronic Media and principally the participation by the community. Our main aim was to make children, adolescent youth and adults of impressionable age to understand the ill-effects of drug use and how all these things, though may seem enticing, can only destroy lives. IIRD propagated the anti-drug campaign through the length and breadth of Himachal fervently and also made sure that people may be encouraged to participate willingly with enthusiasm and optimism.

IIRD and MISSION RIEV organised several competitions for the schoolchildren, that provided them with the opportunity to learn and resist the drugs if any such situation ever comes across them. The local communities and organisations also became active participants in this campaign and worked with us to ensure their children could be protected from the clutches of this demon.

IIRD's websites, social media platforms, and other channels were relentlessly sharing this message and themselves went to various places to further this cause.

The campaign's Phase-I was a massive success which culminated on October 2, 2018, where the honourable Education Minister Mr Suresh Bhardwaj visited IIRD's headquarters in Shimla and appreciated us for shouldering this responsibility and bringing it to fruition.

That same day, i.e. on October 2, IIRD launched Phase-II of "ज़िन्दगी जियें... नशे को नहीं" with the aim to carry this campaign forward and achieve 100% success in rooting out this menace completely.

Even the people living in the remote regions were not left untouched by our message and every single person who became a part of the campaign learned a lot from it and took an oath to be a vigilant citizen.

Outcome and Impact of the Campaign

"ज़िन्दगी जियें... नशे को नहीं" campaign was successful in creating awareness in Himachal Pradesh and many previously unknown cases of children who had been a victim of drug abuse were identified, who then was attended by their families to provide them with the need and care, and the much-needed fresh start to life.

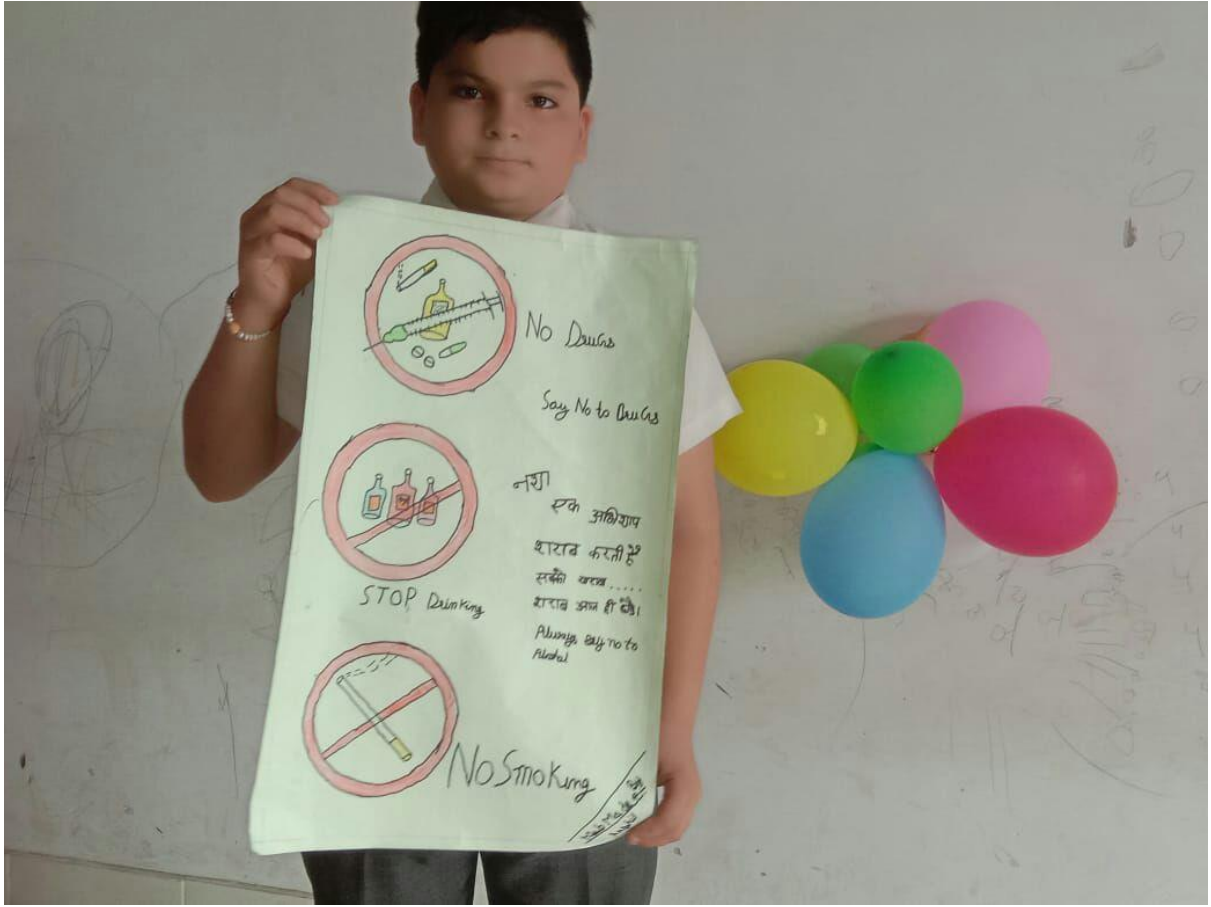
We are aware that drug menace in Himachal is on the rise and the porous borders of the state make it a challenging task for the government to curb it completely. But IIRD and MISSION RIEV with the unwavering guidance of Dr L.C. Sharma are determined to work continuously towards the goal of completely freeing the youth from the influence of drugs and the clutches of any possible negative influence from any source. Hence, we have been working without any reservation to do as much as possible from our end and hope to do the best we can. Because we believe that we will grow only when our youngsters will be successful and the society will be free of such evils.

Till then, the Governments trust and support in us with the society's participation in our campaign will ensure the desired results and the positive outcomes.

More information about IIRD and MISSION RIEV along with our anti-drug campaign can be explored on our websites –

<http://iirdshimla.org/>

<http://iirdshimla.org/>



"ज़िन्दगी जियें... नशे को नहीं"