

Vaidya Yagya Dutt Sharma Ayurved Mahavidyalaya, Khurja

REPORT ON 100-DAY ANTI-DRUG AWARENESS CAMPAIGN

Organized by: [Vaidya Yagya Dutt Ayurved Mahavidyalaya, Khurja]

Affiliated to: Mahayogi Guru Gorakhnath AYUSH University, Gorakhpur, Uttar Pradesh

Reference Directive: Office Ref. No. 269/2026-27 (Dated: 30/07/2026)

Campaign Period: Starting August 02, 2026 (100-Day Campaign)

Google Drive Link

<https://drive.google.com/drive/folders/1BFKcU4LNiKho7tmNn81Yi5SbNqxRBlsr?usp=sharing>

1. Executive Summary

In compliance with the directives issued by Mahayogi Guru Gorakhnath AYUSH University, Gorakhpur, following the instructions from Hon'ble Chancellor Smt. Anandiben Patel, our institution organized a series of awareness activities under the **100-Day Anti-Drug and Public Awareness Campaign**.

The primary objective of this campaign is to educate students, staff, hospital personnel, and local community members regarding the physical, psychological, social, and financial dangers associated with drug addiction, tobacco, alcohol, and other substance abuses.

2. Institutional Leadership & Execution

- Overall, In-Charge: (Prof. (Dr.) Ashok Kumar Dwivedi [Principal]
- Nodal Officer: [Prof. Nishant Agarwal]
- Target Audience & Participants: Teaching Staff, Non-Teaching Staff, Hospital Staff, Medical Doctors, Paramedical Personnel, Students, Interns, and Local Community Members.

3. Summary of Activities Conducted

The following activities were successfully executed in accordance with the institutional roadmap:

Date	Name of the Activity	Key Highlights & Description
08 August 2026	Anti-Drug Oath Ceremony	A formal pledge ceremony was conducted where all faculty, staff, and students took a collective pledge against drug use.& reference Photos and videos are attached in drive location



**13 August
2026**

**Short Film & Reels
Creation**

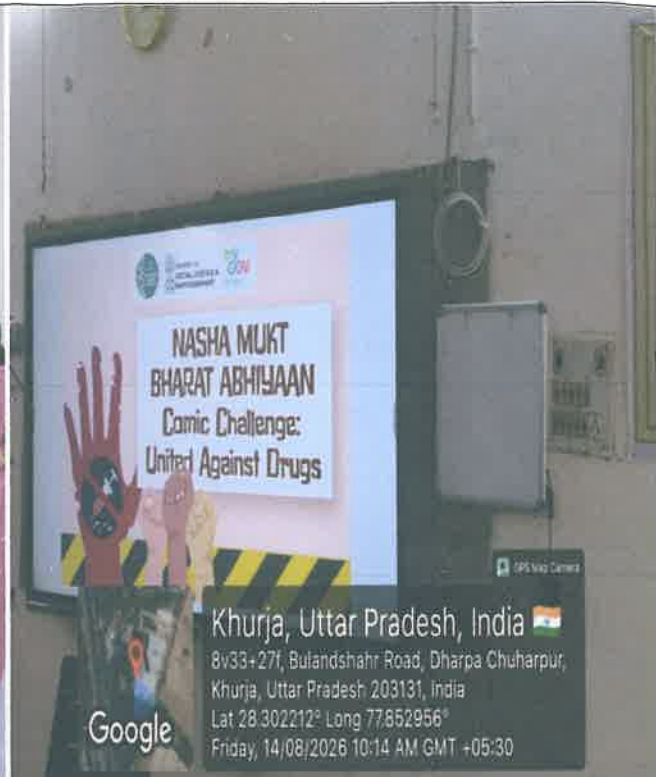
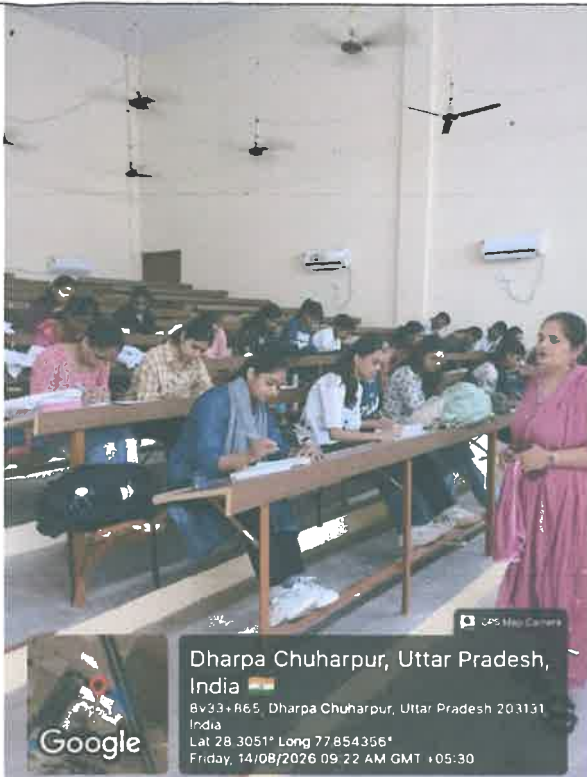
Creative short videos and social media reels (*Nasha Mukti*) were produced by students to promote awareness & reference. Photos and videos are attached in drive location.



**14 August
2026**

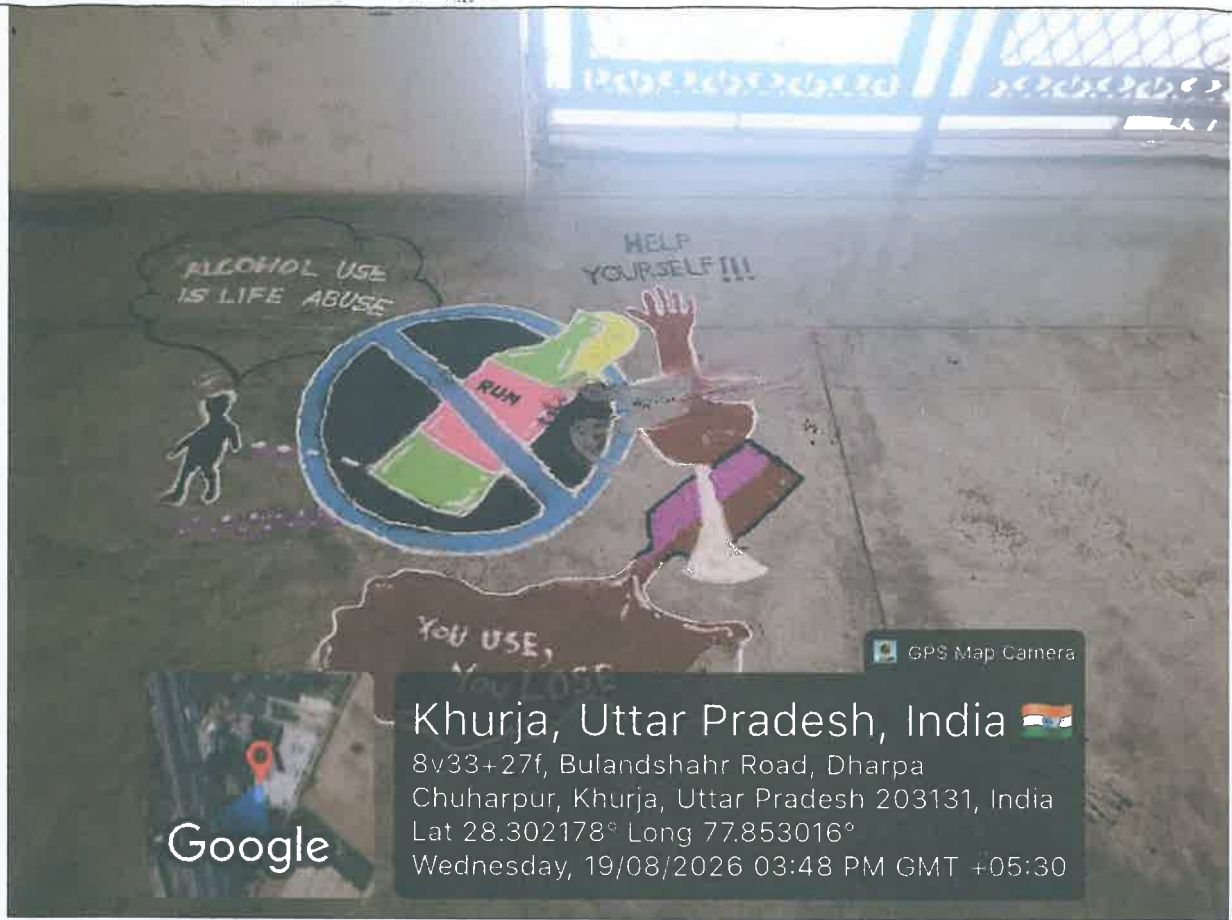
**Essay & Slogan
Writing
Competition**

Academic competitions were held to encourage critical thinking and persuasive messaging against substance abuse. & reference. Photos and videos are attached in drive location.



18 August 2026	Poster & Painting Competition	Visual art competitions were conducted displaying illustrative graphics on the physical and social impacts of addiction & reference Photos and videos are attached in drive location
19 August 2026	Rangoli Competition	Students designed traditional Rangoli artwork emphasizing healthy living, wellness, and addiction-free society. & reference Photos and videos are attached in drive location





**23 August
2026**

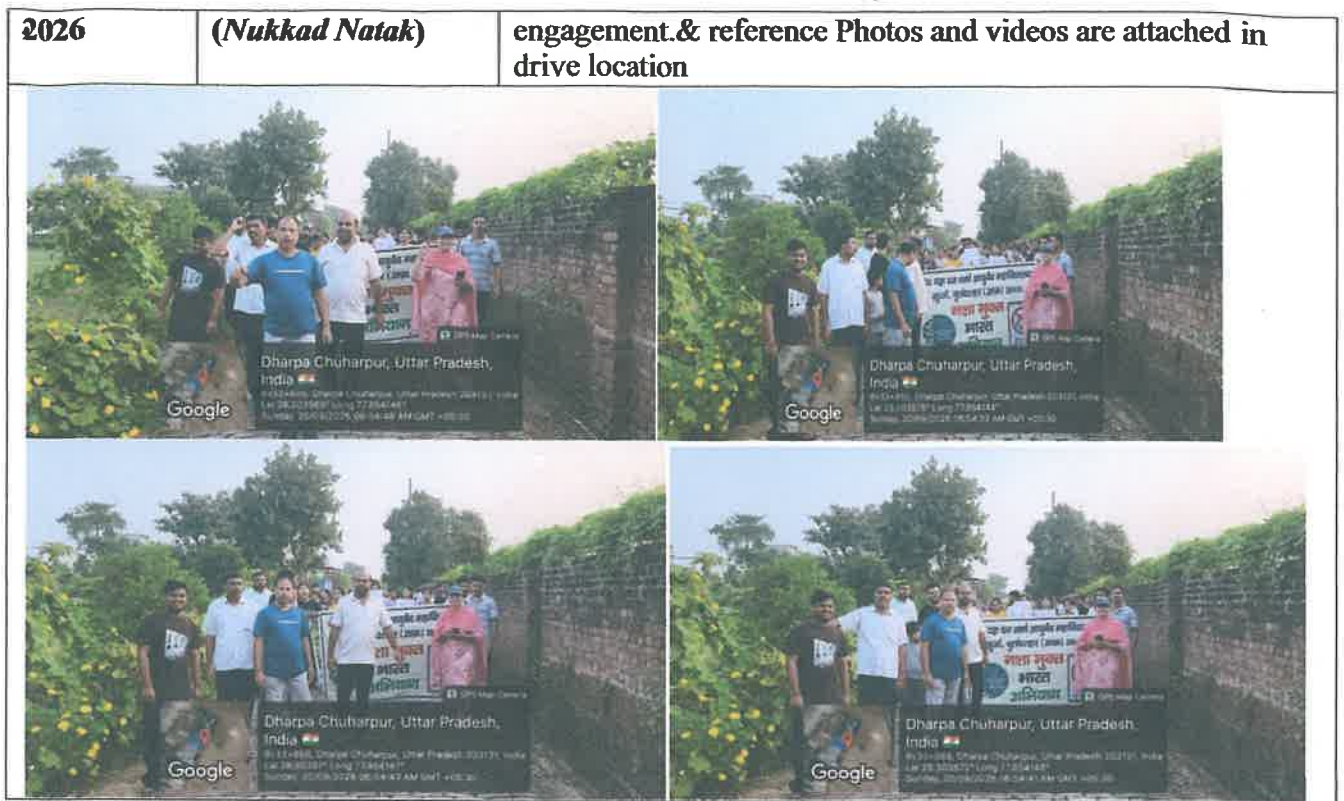
**Village Visit &
Street Play
(Nukkad Natak)**

Field visit to adopted village conducting live drama performances (*Nukkad Natak*) and direct community engagement.& reference Photos and videos are attached in drive location





20 September	Village Visit & Street Play	Field visit to adopted village conducting live drama performances (<i>Nukkad Natak</i>) and direct community
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4. Community Outreach in Adopted Villages

As part of the institutional mandate to extend awareness beyond the campus, the campaign engaged local residents across adopted villages through:

- **Street Plays (Nukkad Natak):** Performed live in public gathering spots to depict real-life social consequences of addiction.
- **Awareness & Counseling:** Guidance on medical support and referrals to recognized De-addiction Centers for individuals in need.
- **Health Advisory:** Informative talks on preventive healthcare and lifestyle changes.

5. Documentation & Compliance

- **Record Keeping:** Complete attendance logs, participant lists, photographs, and video recordings are preserved at the college level.
- **Official Submissions:** Periodic progress reports, along with visual proof and outcome metrics, are regularly submitted to the University via the designated official email (examcontroller.mggau.@gmail.com).

Approved By:

[Signature]
29.9.26
H.O.D.
Dept. of Ayurveda
VYDS Ayurved Mahavidyalaya
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