

# MEHTA COLLEGE AND INSTITUTE OF TECHNOLOGY

## HARMARA SIKAR ROAD JAIPUR



### COMPREHENSIVE REPORT ON THE “NASHA MukTI RALLY” UNDER UNNAT BHARAT ABHIYAN

Venue: From Sewapura Panchayat to Rampura Village

Date: 10 November 2025

Organized By: Unnat Bharat Abhiyan (UBA) Cell Mehta college and institute of technology jaipur.

Adopted Village: Sewapura

UBA Coordinator: Dr Pankaj Kumar Soni

#### 1. Introduction

In alignment with the national mission of Unnat Bharat Abhiyan (UBA)—a flagship programme of the Ministry of Education aimed at rural transformation—the institution organized a “Nasha Mukti Rally” (Drug-Free Awareness Campaign) on 10 November 2025. The rally, traversing from Sewapura Panchayat Bhawan to Rampura Village, sought to sensitize the rural populace regarding the debilitating effects of substance abuse and to reinforce collective commitment towards building an addiction-free, value-oriented society.

#### 2. Inaugural Session

The rally was graciously inaugurated by Shri Rohitash Ji Gurjar, Hon’ble Sarpanch of Sewapura Panchayat, in the distinguished presence of Shri Rakesh Ji Sharma, Village Secretary. The inaugural session witnessed an august gathering of Panchayat dignitaries, eminent citizens, village stakeholders, youth volunteers, and faculty members.

UBA Coordinator Dr Pankaj Kumar Soni delivered the keynote address, elucidating the broader vision of the Unnat Bharat Abhiyan and emphasizing that eradication of addiction is indispensable for sustainable rural development. His motivational address invoked the spirit of collective moral responsibility among the participants.

#### 3. Rally Details

- Route: Commenced from Sewapura Panchayat Bhawan and culminated at Rampura Village, covering all major habitations en route.
- Participation: Over 150 participants, comprising students, NSS volunteers, local residents, Panchayat representatives, and educators, marched with enthusiasm and solidarity.
- Awareness Material: The participants carried vivid banners, creative posters, and persuasive placards bearing slogans such as “Nasha Mukh Bharat Banayein”, “Say No to Drugs, Yes to Life”, and “Healthy Youth, Strong Nation”.
- Community Engagement: Short interactive sessions were conducted at strategic points to disseminate factual information about the social, psychological, and economic repercussions of substance abuse.
- The rally transformed into a vibrant social movement, capturing the attention of villagers and reinforcing the significance of individual accountability in curbing addiction.

#### 4. Objectives

To inculcate awareness regarding the multifaceted impact of substance abuse on individuals, families, and communities.

To motivate rural youth towards adopting healthy, disciplined, and value-driven lifestyles.

To mobilize community participation in the nationwide Nasha Mukh Bharat Abhiyan campaign.

To strengthen the linkage between higher-education institutions and rural societies under the Unnat Bharat Abhiyan framework.

#### 5. Observations and Outcomes

Enhanced Awareness: The rally significantly elevated consciousness about drug-related issues within the community.

Behavioural Commitment: Numerous villagers and youth took an oath of abstinence from intoxicating substances.

Collaborative Synergy: A robust interface emerged between educational institutions, Panchayat leadership, and local stakeholders, enhancing rural engagement.

Visibility of UBA Activities: The event amplified institutional outreach and exemplified experiential social learning envisaged by NAAC and UBA guidelines.

#### 6. Conclusion

The “Nasha Mukti Rally” epitomized the synergy between academia and community in addressing a critical social concern. It reinforced the conviction that grassroots awareness and participatory action are the most potent tools for achieving a healthy, addiction-free nation.

UBA Coordinator Dr Pankaj Kumar Soni extended heartfelt appreciation to all dignitaries, volunteers, and villagers for their unwavering cooperation. The rally concluded with a renewed pledge to continue advocacy for holistic rural upliftment through sustained social interventions.

Prepared By:

Unnat Bharat Abhiyan (UBA) Cell

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Date: 11 November 2025



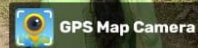


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Sewapura, Rajasthan, India 

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