



ST. XAVIER'S P.G. COLLEGE, PHAGI

Unnat Bharat Abhiyan

Activity Report (Drug De-Addiction Campaign)

Village-Chouru

Date:-06-Feb-2026

1. Introduction

Unnat Bharat Abhiyan (UBA) is a flagship program launched by the Ministry of Education, Government of India, to connect higher educational institutions with rural communities and address local development challenges.

Drug addiction has become a serious social and health issue affecting rural as well as urban communities. The consumption of tobacco, alcohol, and other addictive substances not only harms physical and mental health but also creates social, economic, and family problems. To address this issue and create awareness among villagers, St. Xavier's P.G. College, Phagi organized a Drug De-Addiction Campaign in Chouru village under Unnat Bharat Abhiyan.

The program aimed to educate villagers, especially youth, about the harmful effects of addiction and encourage them to adopt a healthy and addiction-free lifestyle.

2. Objectives of the Program

- ❖ To create awareness about the harmful effects of drugs, tobacco, and alcohol.
- ❖ To motivate villagers to live an addiction-free life.
- ❖ To encourage youth to stay away from substance abuse.
- ❖ To spread awareness about physical and mental health.
- ❖ To involve community members in the fight against addiction.
- ❖ To develop social responsibility among students.
- ❖ To promote a healthy and productive rural society.

3. Introduction of Village Chouru

- ❖ Name of Village: Chouru
- ❖ Tehsil: Phagi
- ❖ District: Jaipur
- ❖ Pin Code: 303005

❖ Population: Approximately - 5,804

❖ Main Occupation: Agriculture, Animal Husbandry, and Agricultural Labor

Chouru is a rural village where agriculture is the primary source of livelihood. Like many rural areas, awareness regarding the harmful effects of tobacco, alcohol, and other addictive substances is limited among some sections of the population. Therefore, the village was selected for conducting a Drug De-Addiction Campaign to educate villagers and encourage healthy living practices.

4. Travel Details

Under the guidance of Principal Dr. Navratan Harshwal and Coordinator Mr. Mukesh Kumar Meena, students and faculty members assembled at the college campus in the morning. They were briefed about the objectives and activities of the campaign.

The team departed for Chouru village by bus. Upon arrival, they were welcomed by village representatives and community members. The program was conducted at a community gathering place where villagers were informed about the importance of living an addiction-free life.

Students actively interacted with villagers and encouraged them to participate in the awareness activities organized during the campaign.

5. Materials Distributed

❖ Pamphlets on the harmful effects of drugs and alcohol

❖ Posters related to addiction prevention

❖ Educational leaflets on healthy lifestyle practices

❖ Awareness stickers and banners

❖ Information booklets for youth

❖ Refreshments and drinking water arrangements

These materials helped spread awareness and encouraged villagers to adopt positive lifestyle changes.

6. Activities Conducted

The following activities were conducted:

❖ Awareness Rally: Students conducted a rally with slogans promoting a drug-free society.

❖ Public Awareness Session: Information was provided about the harmful effects of addiction.

- ❖ Nukkad Natak (Street Play): A street play was performed to highlight the social and health consequences of substance abuse.
- ❖ Interactive Discussion: Villagers shared their views and discussed solutions to addiction-related problems.
- ❖ Motivational Speech: Faculty members and local leaders motivated youth to stay away from addictive substances.
- ❖ Oath Ceremony: Villagers and students took a pledge to remain addiction-free and help others avoid addiction.

7. Outcomes of the Program

- ❖ Increased awareness about the harmful effects of addiction.
- ❖ Greater understanding among youth regarding health risks associated with substance abuse.
- ❖ Positive response from villagers towards addiction prevention.
- ❖ Improved community participation in social awareness activities.
- ❖ Enhanced confidence among students in conducting community outreach programs.
- ❖ Strengthened commitment towards building a healthy and addiction-free society.

8. Conclusion

The Drug De-Addiction Campaign organized in Chouru village was successful in creating awareness among villagers regarding the harmful effects of drugs, tobacco, and alcohol. The campaign encouraged community members to adopt healthy habits and contribute towards building a better society.

Such awareness programs play an important role in promoting social well-being and ensuring sustainable rural development. Continuous efforts in this direction can help create a healthy, responsible, and addiction-free India.

“Say No to Drugs, Say Yes to Life”







