



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



Report

On

A Self-Driven Program on Alcohol and Tobacco Abuse Prevention

Organized By:

Ambalika Institute of Management & Technology(AIMT),Lucknow

In Collaboration with

Uttar Pradesh Voluntary Health Association (UPVHA)

Date:

28/03/2025 (Friday)

Venue:

SESENDI(Adopted Village)

Resource Persons:

Mr. Vivek Awasthi

Executive Director–Uttar Pradesh Voluntary Health Association

Mr. Vinod Singh Yadav

Social Worker–National Tobacco Control Program, CMO Office, Lucknow

About the Program:

AIMT, Lucknow, organized a self-driven program on "Alcohol and Tobacco Abuse Prevention" on 28 March 2025 in collaboration with the Uttar Pradesh Voluntary Association. The event was organized at SESENDI, an adopted village under the UBA where AIMT has been working to promote social well-being and awareness within the local community. The program aimed to raise awareness about the detrimental effects of alcohol and tobacco use and provide information on how to prevent addiction, particularly targeting the youth and residents of the village.

Objectives of the Workshop:

- To educate the villagers about the dangers of alcohol and tobacco abuse and its long-term impact on health.
- To discuss preventive strategies and healthy alternatives to alcohol and tobacco consumption.
- To provide actionable knowledge on tackling addiction, including steps for seeking professional help and community support systems.
- To strengthen community relations and ensure collective responsibility in curbing alcohol and tobacco abuse.

Resource Person:

- Mr. Vivek Awasthi

Executive Director–Uttar Pradesh Voluntary Health Association

- Mr. Vinod Singh Yadav

Social Worker–National Tobacco Control Program, CMO Office, Lucknow

The program was inaugurated by Mr. Vivek Awasthi, who emphasized the importance of awareness campaigns in combating alcohol and tobacco abuse. He also highlighted the role of educational institutions in fostering social responsibility among students and communities. The experts focused on the health risks associated with alcohol and tobacco consumption. They also discussed the economic and social consequences of addiction on individuals and families. He also told the Village Pradhan about the various schemes of the government and how the villages can be made model villages by implementing the government schemes. The Village Pradhan and the people also participated in this campaign with great enthusiasm and assured to implement the government schemes.

A group of approximately 12 people, including students and faculty, are posing outdoors in front of a large banner. The banner is white with yellow and blue accents and contains the following text: "UNNAT BHARAT ABHIYAN (UBA)", "A Self-Driven Programme", "Alcohol and Tobacco Abuse Prevention", and "(20 March 2025)". The banner also lists logos of various organizations, including the Ministry of Education, Government of India, and the Ministry of Health and Family Welfare, Government of Karnataka. The group is standing on a dirt path with trees in the background. Some individuals are seated in plastic chairs, while others are standing. The banner is held up by two people in the back row. The overall scene suggests a formal event or a group photo for a specific program.



Conclusion:

The Self-Driven Program on Alcohol and Tobacco Abuse Prevention was a successful initiative that not only educated the residents of SESENDI but also fostered a sense of community involvement and responsibility. The event helped emphasize the importance of leading a healthy lifestyle free from the harmful effects of alcohol and tobacco. AIMT, Lucknow, in collaboration with the Uttar Pradesh Voluntary Association, plans to continue organizing similar events in the future, further strengthening the battle against substance abuse and promoting healthier living practices in rural areas. Through this event, AIMT demonstrated its commitment to not only academic excellence but also to social welfare and the well-being of the community.