



## BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

C.S.I Karnataka Central Diocese

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Report on Awareness Programme on NASHA MukT BHARAT ABHIYAAN: "Vision to make India drug – sensitised and resilient against substance abuse"

The Department of Sociology in collaboration with the National Service Scheme (NSS) of Bishop Cotton Women's Christian College organized an Awareness Programme on Nasha MukT Bharat Abhiyaan on 13th February 2026 from 10:00 a.m. to 11:00 a.m. at the Seminar Hall. The programme aimed at promoting the vision of a drug-sensitized and substance abuse – resilient India.

The resource person for the session was Mr. Raja Shanmugam, Member of the Advisory Board, Fourth Wave Foundation (NGO), and Bengaluru. Mr. Shanmugam, a former corporate leader with extensive experience in Wipro, Mind tree, and Happiest Minds Technologies, has also been actively involved in social initiatives including Project Venda - a Drug Demand Reduction Programme impacting students across districts. His vast experience in leadership, counselling, and community service enriched the session with both professional and social perspectives.

Mr. Raja Shanmugam delivered an informative session on the science of addiction, explaining how drugs affect key parts of the brain responsible for pleasure, memory, and decision-making. He highlighted how substances like nicotine and cocaine disrupt neurons, over stimulate dopamine release, and gradually rewire the brain, leading to dependency and serious physical and mental health problems.

He emphasized that addiction is a neurological condition, not a moral failure, and discussed the long-term effects of substance abuse, including memory loss, organ damage, and social isolation. The session also encouraged students to boost natural happiness hormones dopamine, serotonin, oxytocin, and endorphins through healthy habits like exercise, gratitude, social bonding, and goal-setting.

Towards the end of the Awareness Programme, the students took the pledge to make India drug free.

[https://drive.google.com/file/d/1q05\\_SMuHrc2ga6f-hxUWWXqyfcY-xgd/view?usp=sharing](https://drive.google.com/file/d/1q05_SMuHrc2ga6f-hxUWWXqyfcY-xgd/view?usp=sharing)

**Conclusion:** The programme reinforced the message of the Nasha MukT Bharat Abhiyaan and inspired students to make responsible choices and promote a drug-free society.





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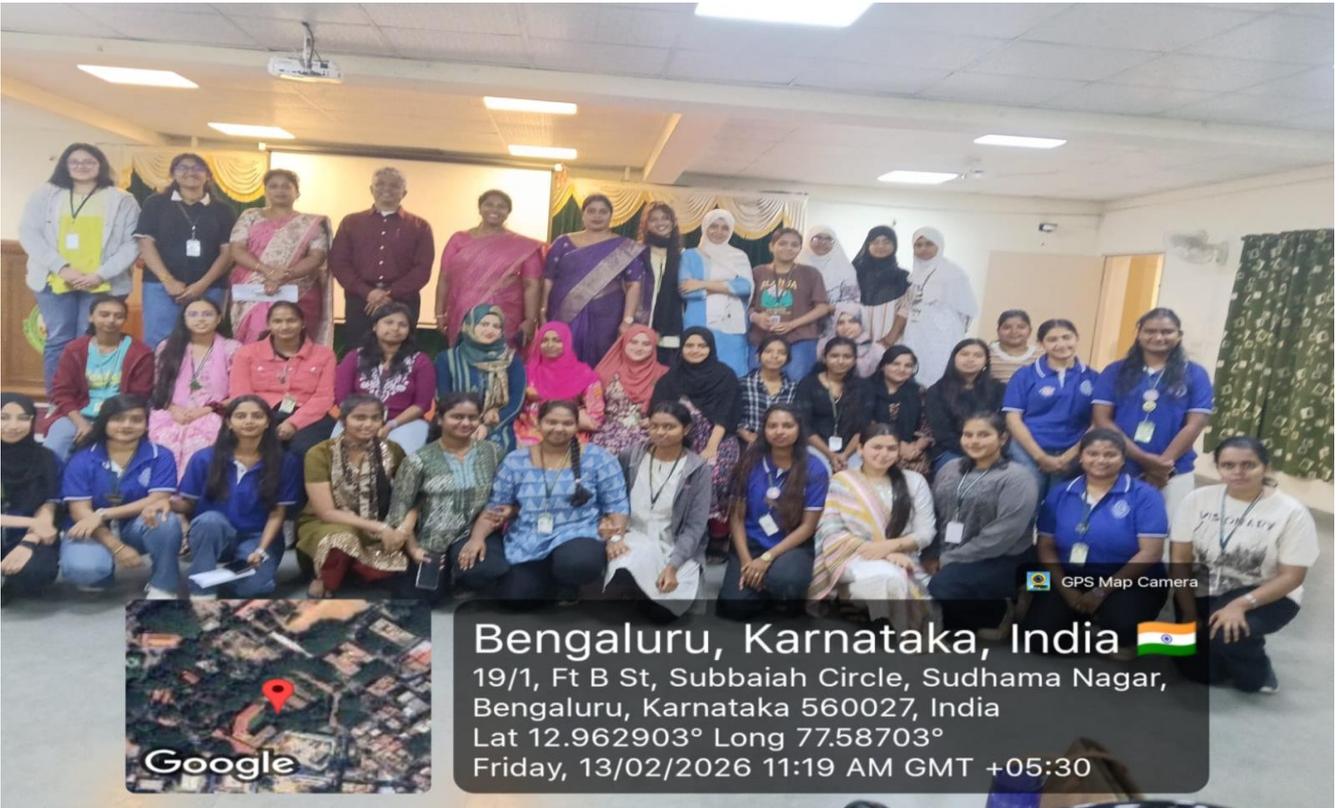
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