

**ARKA JAIN**
University
Jharkhand

SCHOOL OF COMMERCE & MANAGEMENT

Department of Management**NOTICE****Ref No: AJU/SCoM/DoM/2024/470****Date: 08.01.2024**

This is to inform all the students of MBA Semester I (2023-25) & III (2022-24) that an outbound training programme named "Nasha Mukht Bharat Abhiyan" along with National Service Scheme Society, AJU, has been scheduled on 12th January, 2024.

This programme intends to emphasize the critical importance of combating substance abuse and its adverse effects on individuals, families, and communities and also collect viewpoint of shopkeepers selling such products.

Event Coordinator- Dr. Urvashi Thakur
Dr. Subrato Kumar Dey



Dr. Urvashi Thakur
HoD, MBA
Dept. of Management

HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand

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NASHA MUKT BHARAT ABHIYAN

| | |
|---------------------------|---|
| Date of Event | 12-01-2024 |
| Name of the Event | Nasha Mukh Bharat Abhiyan |
| Type of the Event | Promotion of students' participation in the fight against drug addiction and also help the society realize the importance of Healthy life – A Joint activity with NSS, AJU/ Extension Activity |
| Conducted by | Dr.Urvashi Thakur and Dr. Subrato Kumar Dey |
| No. of Participant | 14 |

OBJECTIVE: To emphasize the critical importance of combating substance abuse and its adverse effects on individuals, families, and communities and also collect viewpoint of shopkeepers selling such products.

DETAILS: Nasha Mukh Bharat Abhiyan is an important initiative that has been launched with the aim of promoting students' participation in the fight against drug addiction. On 12th January 2024, students of MBA department of Arka Jain University joined hands with NSS and took an initiative, visited Musrikudar village and its nearby Pan Shops and groceries in the region. It intends to reach out to the masses and spread awareness about the wrong impact of drug addiction.

Pasted Posters of Nasha Mukh Abhiyan and interacted with the small Pan Shop owners, small grocery shop owners who sell Tobacco. Enquired about the number of footfalls of Cigarettes and tobacco/Guthka purchaser. Also asked about their age ranges. The campaign works with a content approach to raise awareness against drug addictions, encourage advisory services and get rid of the maze of addiction. Under this campaign, with the students, NSS Coordinator Mr. Parasnath Mishra, Dr.Rajeev Sinha was also present. Made aware of ill effects of inhaling intoxicated products like cigarettes and gutkas. Coordinators of the event were the Head of MBA Department Dr.Urvashi Thakur and Associate Professor Dr.Subrato Kumar Dey.

TAKEAWAY

(OUTCOME): The students of MBA dept. visited made aware of ill effects of inhaling intoxicated products like cigarettes and gutkas. The students also understood current scenario of the young generation and their addictions and encourage the advisory services and get rid of the maze of addiction. The young generation of pupil understood the same.

POSTER OF THE EVENT



Figure 1: Poster of Nasha Mukta Bharat Bhiyan

PHOTOS OF THE EVENT

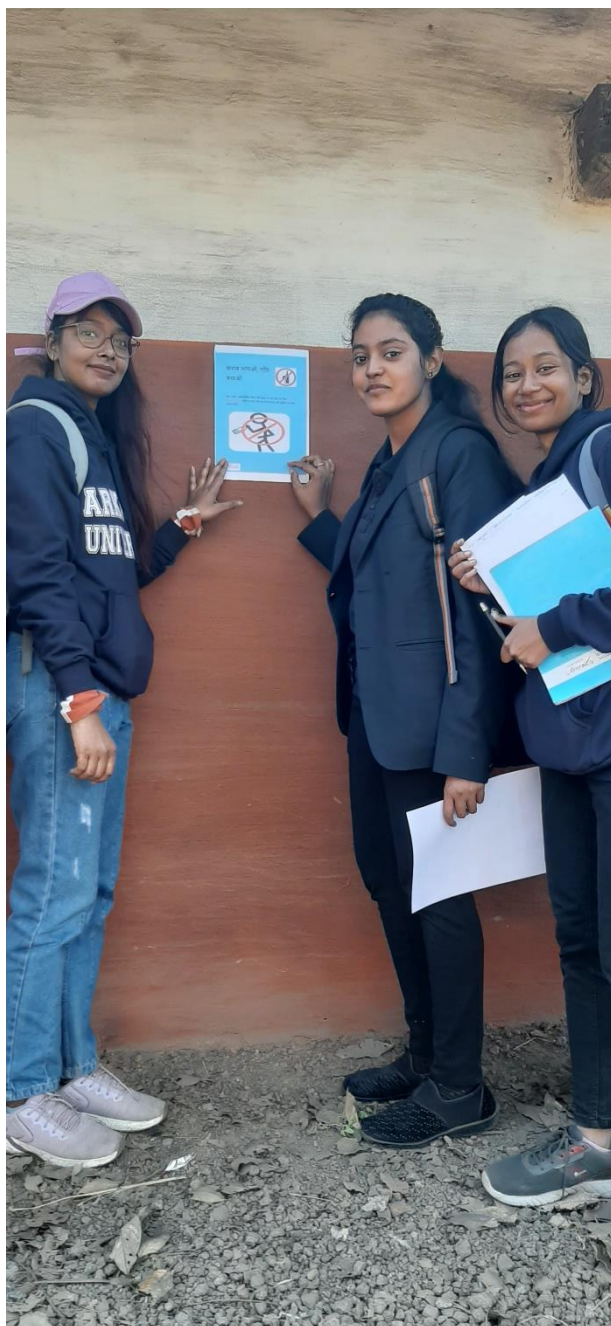


Figure 1: Students sticking Poster on Wall



Figure 2: Students interacting with shopkeepers and purchasers



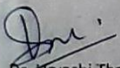
Figure 3: Students sticking posters on Wall

PARTICIPANTS LIST

JGI ARKA JAIN University
Jharkhand

PROGRAM- MASTER'S OF BUSINESS ADMINISTRATION
NAME OF THE EVENT- NASHA MUKHT BHARAT ABHIYAAN
ATTENDANCE SHEET
EVENT COVENER- MR. PARAS NATH & DR. URVASHI THAKUR
EVENT COORDINATOR-DR. MANOJ PATHAK, DR. RAJEEV KR. SINHA & DR. SUBRATO KR. DEY DATE-12-01-2024

| SL NO. | ENROLLMENT NO. | NAME OF THE STUDENT | PRESENT/ABSENT | SIGNATURE OF THE STUDENT |
|--------|----------------|---------------------|----------------|--------------------------|
| 1. | AJU/220383 | Swati Kumari | P | Swati |
| 2. | AJU/232020 | Aryan Singh | P | |
| 3. | AJU/231200 | Ashmit K. Singh | P | |
| 4. | AJU/230039 | Mukesh Gope | P | |
| 5. | AJU/231272 | Koushik Kumari | P | Koushik |
| 6. | AJU/221336 | Rakha Kumari | P | Rakha |
| 7. | AJU/221573 | Pawan Kumar | P | Pawan |
| 8. | AJU/221821 | Sharon Kerketta | P | Sharon |
| 9. | AJU/220388 | Sneha Sharma | P | Sneha |
| 10. | AJU/221500 | Shweta Khandelwal | P | Shweta Khandelwal |
| 11. | AJU/230094 | Nishhaya Singh | P | Nishhaya |
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Dr. Urvashi Thakur
HoD
MBA

