
Report on “Nasha Mukh Bharat Abhiyaan” organized by Faculty of Pharmacy.

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A report on
“Nasha Mukh Bharat Abhiyaan”
(Poster Making Competition)
(15th April, 2025)
Organized by: Faculty of Pharmacy,
Integral University, Lucknow

In alignment with the directives of the Government of Uttar Pradesh and the Ministry of Social Justice & Empowerment, Government of India, the Faculty of Pharmacy, Integral University organized a Poster Making Competition under the “Nasha Mukh Bharat Abhiyaan” (NCORD 2025) initiative.

The “Nasha Mukh Bharat Abhiyaan” is a flagship campaign launched to raise awareness and eliminate drug abuse in India. NCORD (Narco Coordination Centre), a vital component of the Ministry of Home Affairs' action plan, plays a significant role in enhancing coordination and enforcement against drug trafficking and abuse.

The primary objective of the event was to sensitize students and youth about the ill effects of drug addiction and inspire them to contribute to building a drug-free India. The poster-making competition served as a powerful medium to spread the message of awareness, prevention, and rehabilitation related to substance abuse.

This report highlights the campaign’s alignment with the Sustainable Development Goals (SDGs), specifically SDG 1 (No Poverty) and SDG 3 (Good Health and Well-being). It also outlines a structured set of Program Outcomes (POs)—namely PO 1, PO 9, and PO 11—to guide and evaluate effective implementation under the framework of *Mulya Pravah Committee*, a Quality mandate initiative.

The theme for the competition was “Nasha Mukh Bharat Abhiyaan”, which encouraged students to creatively express their thoughts and commitment towards a drug-free society. A total of 47 students from the Department of Pharmacy participated with great zeal and enthusiasm.

Each poster conveyed impactful messages—highlighting that drug addiction not only devastates individual lives but also leads to a chain reaction of social and criminal consequences. Many posters effectively portrayed the importance of drug de-addiction and the need to spread this message across all sections of society. The posters were judged by faculty coordinators based on creativity, relevance to the theme, and overall presentation. The competition was conducted with complete transparency and impartiality.

The winners of the competition were as follows:

- First Prize: *Iqra Khan*, B.Pharm 3rd Year (Enrolment no. 2200102677)
- Second Prize: *Adnan Kaleem*, B.Pharm 3rd Year (Enrolment no.. 2200102792)

Both winners presented thought provoking posters that were highly appreciated for their clarity of message and artistic expression..



The event successfully instilled awareness among students and reinforced the vision of a “Nasha Mukta Bharat”—a drug-free and healthy India. The Faculty of Pharmacy extends heartfelt congratulations to all participants for their commendable efforts and creativity.

Faculty Coordinators:

1. Mr. Ranjan Kumar (7007823232)
2. Ms. Shabana Khatoon (7887276580)
3. Dr. Ahsan Ahmed Khan (8076026094)

Prof. (Dr.) Juber Akhtar,
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