



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



VINAYAKA MISSION'S  
RESEARCH FOUNDATION  
(Deemed to be University under section 3 of the UGC Act 1956)



## DEPARTMENT OF PHARMACEUTICAL ENGINEERING

### REPORT ON OUTREACH PROGRAM



**AVIT**  
AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY



*Cordially invites you all for the session on*

## Rural Resilience – Fighting Alcoholism for a Stronger Tomorrow



*Resource Person*

**Mr. Sivakumar K**  
Social Worker  
Public Health Expert, Chennai



09<sup>th</sup> Oct 2024



Alathur Village



01.00 p.m.

Organised by  
Department of Pharmaceutical Engineering



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Accredited with  
'A' Grade by NAAC

The AVIT department of Pharmaceutical Engineering organized an impactful event titled "Rural Resilience - Fighting Alcoholism for a Strong Tomorrow" in UBA's adopted hamlet of Arunkundram. This initiative, held on September 24, 2024, aimed to raise awareness about the serious issue of alcoholism and its effects on individuals, families, and society.

The program began with Dr B.Prabasheela, Hod Pharmaceutical Engineering addressing the village people about the importance of awareness on alcoholism . It was followed by the distribution of informative pamphlets that highlighted the dangers of alcohol consumption and provided resources for support. Pharmaceutical Engineering students engaged the community through a compelling street play, vividly illustrating the adverse impacts of alcohol on health, family dynamics, and social well-being.

The event was graced by the presence of Mr. Anbarasan, the village president, along with approximately 150 villagers, who showed strong support for the initiative. Mr. Shiva Kumar, a representative from the Chennai Rehabilitation Centre, also addressed the gathering, sharing valuable insights on how to support individuals struggling with addiction and the available treatment processes.

Dr. A.S. Ganesan, the Honourable Chancellor of VMRF, commended the efforts of the department, encouraging further initiatives aimed at combating alcoholism in rural areas. His presence and support added significant value to the program, motivating participants and attendees alike. The event concluded with interactive discussions, allowing villagers to share their thoughts and experiences, fostering a sense of community engagement and support. This program underscores the commitment of the department of Pharmaceutical Engineering to promote health awareness and resilience within rural communities, paving the way for a stronger tomorrow.



**Dr B Prabasheela, Prof & Head, dept. Of Pharmaceutical Engineering addressing the Villagers**



**Mr. Anbarasan, the village president, expressed his Vision towards Alcohol free Village**



**Mr. Shiva Kumar, Chennai Rehabilitation Centre, addressed about handling alcoholics and support system provided by various organization**



**ROLE PLAY AGAINST ALCOHOLISM**



**GROUP PHOTO**

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