

## **Walk for Life” rally organized by IBS of The ICFAI University, Dehradun to protest against “Drug Addiction and Drug Abuse – August 31, 2018**

More than 300 volunteers gathered at ICFAI University, Dehradun to take the steps enlightening the path of awareness amongst the people, against the “Drug Abuse”.

- This walk was organised by the University in association with Asra Foundation (De-Addiction & Rehabilitation Centre, Bahuwala Chawk, Dehradun). Kritika Pokhriyal (Director – Asra Foundation) and Chanchal Chhetri from Asra Foundation played a crucial role in organizing this rally. Dr. Akhil Chopra (Psychiatrist), Ridhi Electronics (Premnagar) and Meenakshi Enterprises helped organize this Anti-Drug rally.
- The MBA students of the University started the walk with a fascinating “Flash mob” and didactic “Street Theatre” “Mime” and “Street Plays”.

A road rally “Walk for Life” to protest against the “Drug Addiction and Drug Abuse” was organized by the students of ICFAI Business School (IBS) of The ICFAI University, Dehradun from The ICFAI University, Dehradun Campus at Rajawala Road to Selaqui Police Station. This walk to spread awareness about Drug addiction and drug abuse was organised in association with Asra Foundation (De-Addiction & Rehabilitation Centre, Bahuwala Chawk, Dehradun). Kritika Pokhriyal (Director – Asra Foundation) and Chanchal Chhetri from Asra Foundation played a crucial role in organizing this rally. Dr. Akhil Chopra (Psychiatrist), Ridhi Electronics (Premnagar) and Meenakshi Enterprises helped organize this Anti-Drug rally.

Pro-Vice Chancellor & Dean of IBS Dehradun flagged the walk by marking their signature on the pledge to fight in defiance of “Drugs”. He led the walk from the ICFAI University. Pro-Vice Chancellor & Dean of IBS Dehradun Dr. Muddu said, “I am the witness of several lives who have been ruined due to the drugs and being associated with an esteemed University it’s my social responsibility to conduct such activities through which we can create awareness in our society and get rid of this evil known as ‘Drug addiction’”.

Kritika Pokhriyal (Director – Asra Foundation) and Chanchal Chhetri from Asra Foundation played a crucial role in organizing this rally. Mrs. Kritika (Director – Asra Foundation) expressed her concern towards the growing rate of health issues in the youngsters who have indulged themselves into drugs and said “The youth is the future of any nation and this scarce resource should not be corrupted by the use of drugs. So let us join hands together against this social menace”.

Dr. Amit Joshi From IBS of The ICFAI University, Dehradun along with his team of young managers Alka, Prince, Purushotam, Payal, Rajshree Kanwaljeet with the support of council members Narender, Ishwanka, Garvisha, Anurag, Lakshya, Shweta and Deepali organized this campaign successfully.

The Drive witnessed huge support and cooperation from the public and business community. More than 300 volunteers gathered at ICFAI University, Dehradun to take the steps enlightening the path of awareness amongst the people, against the “Drug Abuse”. The MBA students of the University started the walk with a fascinating “Flash mob” and didactic “Street Theatre” “Mime” and “Street Plays”. The rally finally culminated at Selaqui Police station where the Faculty of the University addressed the audience with a social message.









