

Anti-drug Campaign Programme

Nowadays, drug addiction has taken a terrible hold around the world. A certain number of people from every strata of society are becoming addicted to drugs. The global drug trade has expanded at a massive rate. Drugs have also spread in Bangladesh horribly. As a result of drug addiction, the family of the addict faces disruption in economic, social and professional life. Family and family members of drug-addicts are socially stigmatized. Children's education is being disrupted. Families are falling apart and drug addicts are dying prematurely. Due to drug smuggling and illegal trade in the country, the police administration has been under tremendous pressure. PROSHIKA Human Development Center has taken this program in order to make the people of the society aware about the harmful effects of drugs and to keep future generations free from its addiction and to build a drug-free and healthy society. The government has support and cooperation for this program of PROSHIKA to build anti-drug social movement and awareness. It should be noted that PROSHIKA is implementing this program equally in both rural and urban development areas.



Handing over the renewed certificate issued by the Narcotics Control Directorate to the Chief Executive

Objectives of the program are

- Making people of all classes and professions especially the youth aware about the dangers of drugs;
- Building a healthy and conscious society free from drugs; and
- To create a beautiful environment by preventing family, financial and social damage to drug addicts.

Area of the program implemented

- Number of ADCs – 188;
- Number of Branches – 320;
- Number of *upazila* – 266; and
- District – 40

Implemented Activities

1. Exchange of views with officials of the Narcotics Control Directorate;
2. Communicating with group and community members;

3. Interact with teachers and students;
4. Communicate with PROSHIKA staffs and managers;
5. Discussion meeting with representatives of district, *upazila* and union *parishads*;
6. Participation in events organized by the Narcotics Control Directorate;
7. Exchange meeting with officials of District Narcotics Control Directorate;
8. Anti-drug awareness people's cultural activities;
9. Observance of International Anti-Drug Day;
10. Anti-narcotics rally at district and *upazila* level;
11. Collection of case studies; and
12. Creation and distribution of anti-drug and awareness campaign materials.



Drug prevention and awareness meeting and rally

During the financial year 2021-2022, the Anti-drug Program implemented and managed activities in 40 development areas. Areas are: *Charmuguria, Mostafapur, Kalkini, Nawabganj, Shikaripara, Ichamati, Godagari, Rajabarihat, Paba, Batikamari, Muksudpur, Bangram, Singra, Chalanbil (East), Chalanbil (West), Chandgaon C&B, Nazirhat, Fatikchari, Bibirhat, Nachol, Gomstapur, Barendra (Nachol), Naogaon, Raninagar, Abadpukur, Rupganj, Adamjee EPZ, Fulchari, Palashbari, Rangpur Sadar, Mahananda, Chapainawabganj, Laujung, Padma, Pahartali, Halishahar, Akbarshah, Sagarika, Gaibandha And Gazipur.*

The numerical targets and achievements of this program for the financial year 2021-2022 are given in the table below:

Table: Numerical target and achievement data

Description	Target	Achievement	%	Women	Men	Total
Awareness discussing meeting of anti-drug with the community people	34	40	117	2464	464	2928
Meeting with the students of school and college	08	07	88	387	405	792
Discussion meeting with the union chairman, member, counselor and prominent persons in the locality	08	06	75	06	28	34
Participation in people's culture program	02	03	150	800	300	1100
Display the short film on anti-drug	02	-	-	-	-	-
Gathering in district, <i>upazila</i> and union against anti-drug	02	01	50	120	40	160
Seminar at district level	01	-	-	-	-	-

Description	Target	Achievement	%	Women	Men	Total
Seminar at central level	01	-	-	-	-	-
Discussion meeting with the staff of development center	40	40	100	162	191	353
Celebrated international day of anti-drug	01	01	100	-	-	-

The objectives of the mentioned activities could not fully implement due to effect of COVID-19. As schools and colleges were closed during that time, it was not possible to organize seminars and discussion meetings with students and teachers.

This program has implemented many other supportive functions and among them celebrating the International Anti-Drug Day on June 26 this year. On the occasion of “International Day against Drug Abuse and Illicit Trafficking-2022”, various discussion meetings, rallies and other programs have been implemented in all development area offices including PROSHIKA Head office. PROSHIKA implemented these activities around the country from this sense of social liability. On this occasion posters, banners, festoons, flyers were also distributed. It is to be noted that like other years, this financial year PROSHIKA also received the certificate from the Department of narcotics Control which is renewed. Regular report, on behalf of this program, is submitted to the Department of Narcotics Control and police intelligence branch. It is also to be noted that the officials of the District Narcotics Control Department and police officers have enthusiastically participated in the formal discussions and training organized at the community level. They addressed the meeting and rendered assistance in the implementation of this program.

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