

PROJECT JYOTI: EMPOWERING YOUNG MINDS AGAINST DRUG ABUSE



Spreading Light through 'Project Jyoti'

As part of Oleevia Foundation's Project Sashakt Bachpan and the broader Nairujya Bharat Initiative, a transformative awareness session titled Project Jyoti was held at Legends Kalipara Club. This initiative focuses on educating children about the dangers of drug abuse while promoting positive lifestyle choices. With the alarming rise of substance use among youth, Project Jyoti aims to spark early awareness and build psychological resilience. The Kalipara session marked another step toward a healthier, safer future for our children, where awareness is the first shield against addiction.



Psychological Insight from an Expert – Addressing Roots of Addiction



The session was led by Shri Gautam Ramakrishnan, psychologist and Chief Project Manager of Oleevia Foundation. With relatable examples, interactive storytelling, and science-backed insights, he helped children understand the psychological and emotional traps of drug abuse.

He emphasized the importance of self-awareness, peer support, and decision-making skills to resist negative influences, urging children to speak up, seek help, and take charge of their future.

Power of Community and Sports – A Collective Stand Against Drug Abuse

The session was made possible through the efforts of Shri Shyju, politician and owner of Legends Kalipara, who took the initiative to bring this important cause to the forefront. His leadership brought together children, educators, and professionals to form a united front. Adding to the impact, Physical Education teacher Shri Rajumon spoke about the role of sports in shaping discipline and channeling youthful energy into constructive pursuits. His talk inspired children to embrace sports as a natural, healthy alternative to harmful distractions.



Illuminating Minds Across Kerala

Project Jyoti is a flagship initiative under Sashakt Bachpan that aims to deliver drug abuse prevention education to children and adolescents across Kerala. By combining psychological counseling, interactive awareness programs, community collaboration, and activity-based learning, the project addresses root causes while promoting protective factors. Sessions are designed to be age-appropriate, action-oriented, and deeply engaging, ensuring long-term impact in both urban and rural communities.



Capturing Moments

