

# PROJECT SASHAKT NAARI - EMPOWERING MOTHERS IN COMBATING DRUG ABUSE

08 MARCH 2025

On March 8, 2025, on account of **International Women's Day**, the Oleevia Foundation, under its **Project Sashakt Naari**, conducted an awareness session on the **Prevention of Drug Abuse Among Youths** in Kerala. The program, organized by **ICDS, Kudumbashree, and Kallepully Library**, aimed to educate and empower mothers to play an active role in preventing drug abuse and mental health issues among children.



## KEY INSIGHTS FROM THE AWARENESS SESSION

Gautam Ramakrishnan, Chief Project Manager of Oleevia Foundation and Psychologist, led an engaging session on parenting strategies to curb drug abuse. He emphasized the crucial role of mothers in fostering open communication, early intervention, and emotional support to ensure the well-being of their children. His insights resonated deeply with the audience, sparking discussions on proactive parenting.



## UNDERSTANDING THE DANGERS OF DRUG ABUSE AMONG YOUTH

Shri Ramesh, State Excise Officer, shed light on the harmful effects of substance abuse on young minds. He discussed the increasing prevalence of drug use in Kerala and the social, psychological, and legal consequences for youth. The session provided participants with practical ways to identify early signs of drug abuse and intervene effectively.

## THE NEED FOR CONTINUED AWARENESS EFFORTS

Such awareness programs are vital in educating communities, especially students and parents, about the dangers of substance abuse and the importance of early intervention. Substance abuse among youth is a growing crisis in Kerala, and without timely awareness and action, it can lead to severe social, psychological, and legal repercussions. Sessions like these help parents understand the critical role they play in shaping their children's choices and behaviors. By equipping families with knowledge, practical strategies, and the confidence to address this issue, Oleevia Foundation aims to create a resilient society that safeguards its youth. Strengthening parental awareness and community vigilance is essential in fostering a safe and healthy future for the next generation.





“CAPTURING  
MOMENTS”

