

**NADA INDIA FOUNDATION**

# Zilch, The Beginning

**REPORT 2020**





# Foreword

Putting a year into perspective and compiling it for presentation as a report could be a routine work for any organisation. But for the Nada India Foundation and its team this is an exercise this time very different on many counts. For each one reading this report, 2020 was a period akin to the realities our team faced in the last two decades of our work. A period which brought everyone nearer to complete standstill. To put it in a better way, it was a time in life of ours which introduced each one of us to nothingness.

Year 2020 is important for Nada India for two reasons. First, Covid19 Pandemic, that helped all of us realise nothingness in close quarters. The Nada team was conducting My community and I workshops in Aryabhata College, Kirori Mal College, Delhi University and we asked students to write about their 'River of Life' because health is not an episode but a series of episodes. All episodes of life leave us with a sense of "Zilch" meaning 'The beginning'. Covid-19 gave us an opportunity to listen and be connected within us, it is another episode of wellbeing obliged to health in my rival of life. It was a coincidence that the day we finished our workshop on Emotional-CPR in Delhi and the next day a nationwide lockdown was announced and we all started working online.

Secondly, this was the year Nada completed 20 years of its existence. It was Dr. Michael O. Smith who introduced me to the word "Nada" A Spanish word meaning "Nothing". In Hindi Nada means "Nada" (Premedical Sound). During his numerous visits to India, we discussed how a patient is smarter than a therapist and a virus is smarter than the vaccine and students are smarter than the teacher, they all change faster than our interventions. This causes a gap and increases the service barriers. Thus, people's engagement to patient engagement even before people becoming patients becomes more vital and inevitable. Thus, the policy and program focus need to shift from disease control and management to primordial prevention and wellbeing. Later he invited me to set up Nada India Foundation to promote barrier free drug rehabilitation services and community wellness for behavioural health.

Covid-19 and lockdown situations have worsened everyone's lifestyle and habits, especially youth. Their lifestyle pattern has become more sedentary compiled with

increased intake of junk food and beverages. Nada India noticed the harmful ways in which Big Alcohol, Tobacco and Food companies exploited this pandemic situation to sell their products.

The availability and accessibility of healthcare at times of #Covid-19 is also a major challenge for the people living with NCDs and elderly population. The

National Youth Conclave 2020

organized by Nada underlined

the widening shortfall in the

area of healthcare social

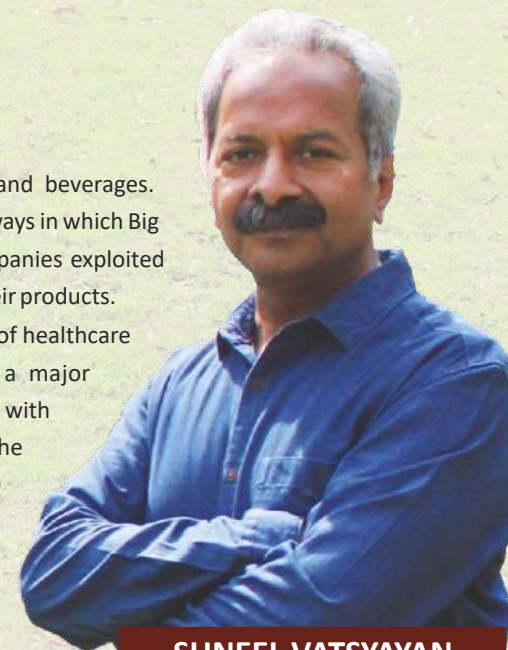
workforce. Nada India has been

running wellness campaigns since

2016 with NAPSWI and observed the

NAPSWI's role is crucial in bridging the gap in the short fall of healthcare workforce and quality social work education. I would like to thank Professor Sanjai Bhatt and NAPSWI and their leadership team for their contributions. Moreover, this gap can also be filled by training youth and young adults to be peer educators/supporters and caregivers. Through peer education, peer support and peer leadership model, Nada India has taken up a small step through online capacity building workshops that focused on: NCDs and Covid-19, risk factors of NCDs, to counter surrogate advertising and other forms of marketing strategies used by Big food and Tobacco.

I am confident that the youth led Nada Young India Network is ready to bring up the stories of young health advocates across India and amplify the voices of people living with NCDs. The stories of young health advocates have already set the tone of narrative by involving the young people in partnership with adults meaningfully at all levels with a whole society approach known as "Good Health in all policies".

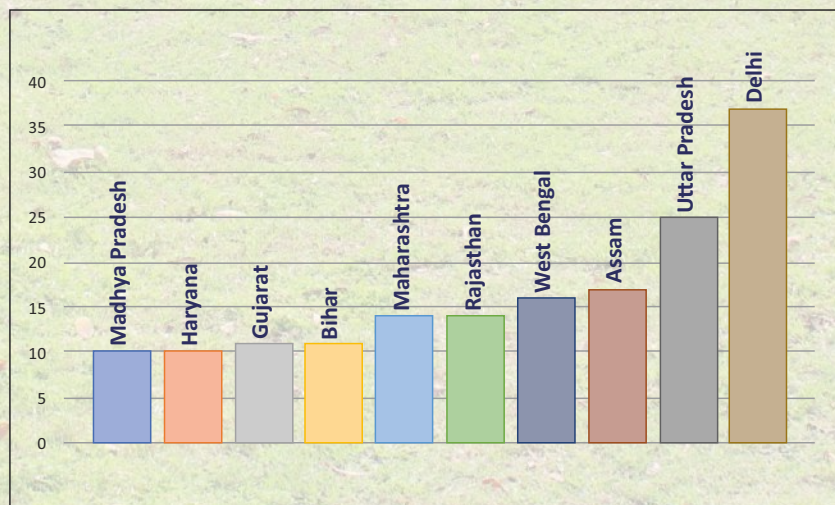


**SUNEEL VATSYAYAN**  
Chairperson, Nada India Foundation

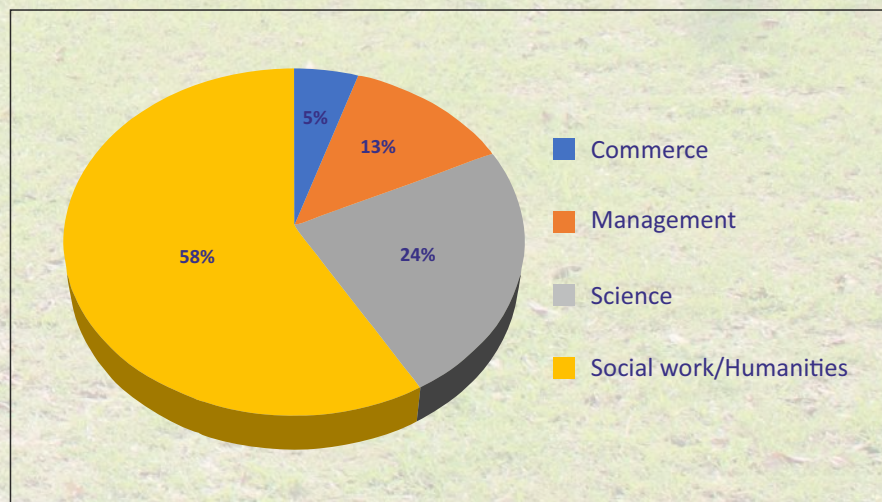


# 2020 FACTOIDS - A YEAR IN PERSPECTIVE

## State Wise Participation



## Educational background of Nada India interns



Youth Reach Through  
Peer Education Program

**1643**

Peer Educators in Team

**1288**

Peer Supporters in Team

**26**

Peer Educators Training Hours Completed

**37**

Peer Educators Training Conducted





**36**

Workshop Conducted

**15**



## Policy Advocacy

- |   |   |   |
|---|---|---|
| 1 |  COTPA Amendment Bill  | ▪ Petition on increasing the minimum legal drinking age. Submitted in collaboration with Healthy India Alliance |
| 2 |  Alcohol Excise Policy | ▪ Petition on COTPA Amendment Bill 2020.  |
| 3 |  2 Others Policy       | ▪ Petition on alcohol trade, excise policy and minimum legal drinking age in Delhi                              |
| 4 |  Act on youth forum    |   |

## Forums

Act on Youth Forum

03

National Youth Conclave 2020

01

## 5 Campaigns & 10 International days

### CAMPAIGNS:

- Act on Youth Forum
- COTPA Amendment Act 2020
- Alcohol Excise Policy
- No Tobacco Tuesday
- Act on NCDs Internship
- National Youth Conclave
- Nursing campaign for thanks giving

### International Days

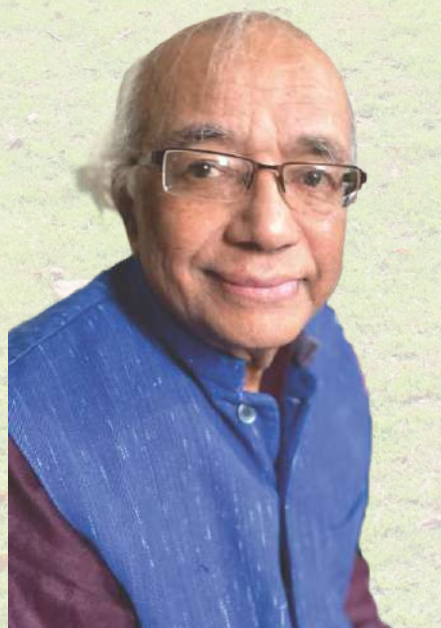
- World Health Day
- World Day for Safety at Work Place
- World Cancer Day
- World Obesity Day
- World No Tobacco Day
- Universal Healthcare Coverage Day
- World Food Day
- Mental Health Week
- International Volunteers Day
- National Youth Day

## Issues under Focus

- |  |  |
|--|--|
| i. Creating tobacco free environment               | vi. Youth leadership, empowerment and employability                      |
| ii. Obstructing under age alcohol drinking problem | vii. Social workers capacity building                                    |
| iii. Junk food and                                 | viii. NCDs and improving living conditions around youth and other adults |
| iv. Healthy campus                                 |  |
| v. Physical inactivity                             |  |



# A Team with Unbounded Zeal to Heal



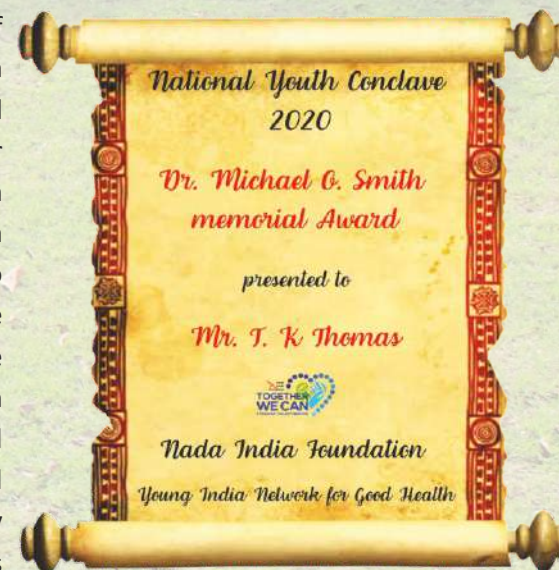
**T K THOMAS**  
NIF Senior Advisor

Two decades may look like a short period for an idea to germinate and bear fruits. But there are some efforts which start with the yeoman service of a few and it proliferates into an integral part of the society in a short span of time. Nada India Foundation and the work of its founding team led by Suneel Vatsayayan is one such proposition which has resulted in impacting innumerable lives and inspiring many to work towards an addiction-free healthy world. I am proud to be an associate on this journey from the beginning.

My meeting with the Nada India Foundation team in 2001 and experiencing the various therapies practiced there convinced me of the organisation's future and since then it has been my passion to not just remain connected but also contribute towards its work and projects. As a socially conscious career media person, I have independently analysed behavioral changes and societal gain in the reach out and healing which this team has rendered to thousands of youths in India.

There are thousands of young people focusing on mental health, sobriety and harnessing of youth power through the training which Nada India Foundation renders. I am happy to mention here that the Peace Gong, an initiative of Gurudev Rabindranath Tagore Foundation headed by me, has been a proud partner in the journey as a medium of mass communication.

As we put together the work done in the past year, I wish to let the stakeholders and everyone in this beautiful organisation know that the work you do is determinant for the future of this great nation. No society can progress without its young people living a healthy and inspired life. The future journey of One Health consists of the healing of Nature, Humans and all Creatures around is an ambitious target for all of us and it is high time we start focussing on it. May you all keep healing and spreading happiness with the unlimited zeal which has now become your hallmark.





# A Tribute to Dr. Michael O. Smith

- By Sheila Murphy



**Tribute to Dr. Michael O. Smith**

October 16, 1942 - December 24, 2017

" So the question now is, what do we do without him? Dr. Michael O. Smith was a doctor, a great doctor. He was born in California and when he got his medical degree as a psychiatrist, he could have stayed right there in California, say Santa Monica, and had a beautiful life taking care of Hollywood stars, sunning, and swimming. Instead of that, he moved to New York City where he counseled prisoners in an island jail and worked at Lincoln Hospital's treatment center in the Bronx. The medical director there, Dr. Richard Taft, was murdered. Other psychiatrists at Lincoln found new positions in safer areas, but not Michael. He spent a lot of time talking to the staff and to patients, and he read about Dr. Wen, a surgeon in Hong Kong who used acupuncture to perform surgery on an opium addict. The patient told Dr. Wen that his craving for opium left him during the acupuncture. You may have seen the "Archangel" flying to Ethiopia, Nepal, Ireland, India, Africa. You could only see him if you traveled economy class as he did. He has brought treatment and recovery principles and the NADA protocol to the world. Police in India, judges in America, Chinese acupuncturists working in HIV clinics, doctors and nurses helping the mentally ill use of Dr. Smith's auricular acupuncture in Russia, Asia, throughout Europe, Canada, South America, Mexico and the Philippines."

"

Excerpt from NADA Acudetox

(<https://acudetox.com/a-tribute-to-dr-michael-smith-sheila-murphy/>)



## A team for infinite learnings

*I cherish my journey with Nada. My learnings from this experience, as a peer educator, to a peer supporter, and then to a peer leader are now incorporated in my personality- the confidence boost I got, independent thinking and problem solving, greatest of all team work. At Nada, you have your roles & responsibilities, but there are no lines drawn.*

**Dr. Antara Singh**  
Nada Good Health Fellow  
Amity University  
Delhi



**V PALLAVI**  
Director

# About Nada India Foundation

**-V Pallavi, Director**

Established in 2001, Nada India Foundation (NIF) fosters a network of community-based initiatives, striving to develop empowered leadership & healthy choices among marginalized & vulnerable populations. The target groups include especially adolescents, women & senior citizens from urban contexts of the metros as well as in the tier two and tier three cities. Through our platform called 'Youth for Well Being' we seek to bridge the health literacy gap among the youth and raise awareness about Non-Communicable Diseases (NCDs).

Our main motive is to promote youth empowerment by engaging in several self-initiated projects that guarantee peer education, social relevance and employability. Our sole motive is to form a human chain of health conscious and responsible individuals who can bring in their smallest possible contribution to build a healthy society for all.

### About Young India Network for Good Health:

We nurture and maintain a network of youths and willful volunteers from different walks of life who join hands to form the Young India Network. The members of the network have over the years proven as the true ambassadors of good health in different strata of Indian society including urban and rural areas. The network mobilises the community towards achieving holistic health goals.

### Community mobilisation:

In Latin, Nada means nothing. A patient is said to be smarter than his/her therapist as a patient behaviour is dynamic and adapts to changing circumstances. Due to this reason, there always exists a gap in the healthcare service provided by the therapist. Thus, Nada India focuses on bridging this gap and aims to engage the patient even before they become patients. A community is defined by a group of people living in the same place and portraying particular characteristics. All our projects ensure maximum involvement of the community for we allow them to identify, set agenda and strategise solutions for their problems. Nada India has been working on prevention of NCDs with a focus on alcohol and tobacco use at primary and secondary levels by using treatment readiness, peer based approach and capacity building to promote informed choices among people effected and affected by NCD risk factors.



### **Holistic healthcare:**

Holistic means affordable, equitable and accessible healthcare. While there are many systems of medicine and healthcare available. We try to promote traditional forms of healing in the form of allopathy, acupuncture and yoga which is accessible and affordable to all. As part of the SDG, NITI Aayog focuses on “Collective effort, Inclusive growth”, which we at Nada India incorporate through our holistic and inclusive healthcare programs. The peer based and capacity building approach aims to foster an inclusive community that is empowered to provide rehabilitative care for any adolescent/youth/young adults who may be suffering from substance addiction and bad dietary influence.

### **Life skills and vocational training:**

While many NGOs focus on charity based assistance to its clients, Nada India seeks to support its participants to gain self-efficacy. In working with individuals, groups, organizations, and businesses, Nada India provides educational and vocational training to prepare its participants with knowledge and skills so that they realize and further enhance their own strengths. We work with people from diverse educational backgrounds like social work, finance, business management, public health, economics and engineering. So, our training also caters to the different level of understanding of the people with whom we work.



### ***Community at the forefront***

*With Nada India I was able to understand from the community's perspective and engage with them which all helped me to grow and look at a wider range of perspective. I realized that primordial prevention is the key to prevent any disease. I have since been determined to bring about that lifestyle and behavioral change which will help us create a healthier and happier society.*

**Dr. Watsala**  
**Nada Good Health Fellow**  
**Amity University,**  
**Bihar**



## A place to execute ideas

NIF provided me with all kinds of support and free hand to initiate and execute my ideas. For example, during the lockdown I read an article where I got to know that 'people with NCDs are at a higher risk of testing COVID positive'. This thought pushed me to work on awareness creation for people and proposed my idea to the founder of NIF. He encouraged my idea and helped me execute it and today I am doing this program on 'Act on NCDs Intern' successfully.

**Vineet Prakash**  
Nada Good Health Leader and Facilitator  
Tata Institute of Social Science,  
Assam



## Youth as a Changemaker

**-Subhiksha Shankarraman, Nada Good Health Champion and Health Advocate**

The 2030 SDGs agenda focuses on supporting young people as critical agents of change in various arenas of development. At Nada India Foundation we have been initiating several community well-being projects keeping youth as the catalyst. Our aim is to foster youth participation in planning, implementation and in monitoring of 2030 SDGs. And in order to empower them our programs ensure that their specific needs are respected, their unheard voices are spoken, their rights are protected and their participation in youth-led development programs is increased.

### Youth & Volunteerism

India is one of the most rapidly growing economies in the world. It is culturally rich and committed to democratic rights for its people. Along with a plethora of emerging workforce, it has a huge population of young people and a vast talent base. Ambitious programs like 'Make in India', 'Smart cities' and 'Skill India' have taken high order to make India self-sufficient. However, while keeping up with the fast paced development, India has also home to the largest population of poor in the world and faces high income inequality, unemployment, lack of access to quality health care, education and human rights. The main challenge for our country to solve these developmental problems is on capacity building so that the growing human resource can be absorbed in the right spaces that match with their potential. The Youth population is one such human resource who are noted as key stakeholders in achieving sustainable development and 2030 SDGs.

A nation's growth can be seen through youth-development and deployment of their energy and potential in the right spaces. But in order to ensure meaningful involvement of youth in the development process, the intergenerational gap needs to be addressed through youth-adult partnerships. Their partnership needs to be structured in a manner such that it promotes co-learning and co-existing spaces which will help each other grow. Through Nada India's 'My community & I' and 'My healthy campus' programs, communities were benefitted through awareness creation, youth engagement, deriving solution for unheard health problems, (Communities were benefitted, through CBAC, real volunteer from different areas) can benefit through the services, opportunities and support offered by the young people if they are inclusive.



Nada India Foundation has been working in the area of youth capacity building to empower and promote self-advocacy in them so that their real concerns can turn into initiatives. We have been following the Peer Educator to Peer Leader model that works on the basis of training of trainers in order to encourage youth participation in community and patient engagement.

### Youth Vulnerabilities

Since the age of 16 years, my addiction for Blue Lays kept growing at an alarming rate. I used to consume 4-5 packets of Rs.10 Blue Lays and it slowly started to substitute my main course meals. Just like their branding 'You can never stop with just one', I could never restrict myself either. I was a fully aware individual of all its health consequences and yet I could not take an action towards stopping it because I lacked the motivation and seriousness towards taking care of my own health. My peers around were concerned but did not stop me and as I was living away from home, this packet of chips started to provide me the comfort of home food. It took me 4 years to develop a healthy attitude towards my diet and that's because I learnt how to reflect on my choices and change my consumption behaviour. Suneel Sir as my mentor further helped me to reflect on the same and practice self-advocacy.

Similarly youth are very vulnerable due to their lack of informed choices, harmful promotion by big food/tobacco/alcohol industries, changing lifestyle habits and societal dynamics that affects their health and productivity. For instance there are reports that predict that diabetes is going to be the cause of significant health burden on more than half of 20 years olds in India due to rapidly changing lifestyles, decreasing diet quality and lack of physical activity. Such kind of rising NCDs condition is bound to impact their productivity and increase vulnerability to morbidity and mortality. But it all takes just an ounce of awareness and skills to foster behaviour change that will facilitate them to make informed choices.

One of Nada India's 2020 goals was to ensure meaningful involvement of youth in their personal and communal development. Through the Nada Young India Network, youth were able to set up several 'My Health Campus' campaigns and 'My Community and I' projects by themselves to raise awareness on healthy lifestyle practices, NCDs and its risk factors, promotions by Big food/tobacco/alcohol industries etc. among their fellow students in universities and friends and family in their neighbourhood.

Once the lockdown was announced, most schools and institutions in India were shut down, using digital platforms and the popular social media, Nada India was able to sensitise the ill effects of social media advertisements and explain the benefits of practicing healthy well-being in a fun and inclusive way. In 2020, our impact has reached 1643 young people who have been trained as peer educators and 26 as peer supporters across 29 states. They have led several digital awareness sessions and healthy campaigns in their universities/cities. These training sessions focused mainly on the effects of Covid-19 on youth, PLWNCDS and mental health.



### Prioritizing NCDs prevention

*"HRIDAY has been associated with Nada India Foundation through the Healthy India Alliance (India NCD Alliance). Nada India Foundation has made a contribution on prioritising alcohol control within the NCD prevention and control efforts of the Alliance, with a focus of putting people first to prioritise their needs and priorities. The Healthy India Alliance (HIA) was established in October 2015. HIA prioritises synergistic action with key stakeholders like People Living with NCDs (PLWNCDS) and youth."*

**Dr. Monica Arora**  
Hriday -HIA Secretariat



### **Amazing team to mentor ideas**

*It is rightly said that small opportunities like getting to represent Nada India at the Champions Network of UN Food System Summit 2021 are often the beginning of great things. Last year was extremely tough for all of us as it was a year of uncertainties due to the COVID-19 pandemic and that's when I started working with Nada. Since then, it's been 10 months and I have enjoyed this journey throughout, learnt new things, expanded my knowledge and interacted with some amazing personalities and mentors.*

**Jessica Singh**  
Nada Good Health Leader  
Kirori Mal College,  
Delhi



## **A Peek into our Events**

### ***National Science Day***

Nada India Foundation organized a workshop on “Narrative Health” in collaboration with The Society of Biomedical Laboratory Scientists India at Kirori Mal College, University of Delhi on February 27th 2020 for the students of Zoology on the occasion of the National Science Day. The participation aimed at establishing a relationship between science and “good health.” The event covered mental, physical, reproductive as well as social aspects of good health.





### Recommendations:

- Social immersion Programme/Opportunities should be included for the students in the curriculum.
- Easy and affordable access to junk food around the college like at the cafes of the popular Hudson lane leads to unhealthy consumption and should be looked into by authorities.
- To enhance employability, co-curricular activities like engagement with civil societies should be encouraged.
- Subsidize healthy food items.
- Organize seminars and health meetups to promote good health.

## The Covid Lockdown

By the last week of March, India and most of the world was under the grip of a complete lockdown forcing everyone indoors. But when the situations became tough, we became tougher. Nada India Foundation and its volunteers adapted instantly to the new normal and became active on the online mode to take to every youth the much needed message of healthy living. When the world was in a standstill, our team took the cue as a challenge to create a meaning out of that situation of nothingness to cater a fresh beginning to many lives through its outreach.

## National Webinar to Combat Trauma

A seven day national webinar was held between 27th April to 3rd May, 2020. It aimed at addressing the trauma of Covid-19, alcohol and non pharmacological interventions. It focused on the impact of physical and social distancing during lockdown. It also paid attention to how lockdown affects the mental health of an individual.



### *A step towards reality*

*My most important takeaway from the internship was a reality check, that I could learn as many theories but till I could apply my knowledge in the field, which was of little importance in a larger picture earlier. Which is why when an opportunity presented itself to further work with Nada India Foundation, in the field of health and more specifically non-communicable diseases, I took it up.*

**Ria Thapliyal**  
Health Advocate



## A journey together forever

The projects undertaken by Nada and its systematic working management became the reason for my endless journey with Nada. Moreover, people inspired me to push my limits and it is good to have a place of work where I get peace of mind by serving people. In a way volunteering has not only taught me about the various challenges in the society but it is also helping me improve myself as a person every single day.

Mincy Lakhmani

Nada Good Health Leader & Peer counsellor,  
Uttar Pradesh



## Dialogue to Create a Safe Workplace

Held from April 28th and continued till May 2nd. On the occasion of "World Day for Safety and Health at Work", Nada India Foundation and Young India Network for Good Health launched a campaign in association with National Association Professional Social Workers in India (NAPSWI) to create a dialogue around whether our new workspaces, own homes, offer a healthy and safe work environment.

## Mentoring for Better Mental Health

On 28th May, 2020, Mr. Suneel Vatsyayan gave an extensive presentation on mentoring, mental health and tobacco use. The main objective was to get a clear understanding of what mentoring is and how a mentor can create a safe space for mentee to come out of his problems. It was also to learn about "Emotional CPR" and how mentors can connect to deeper emotional sides of the mentee and help solve their mental problems. Additionally, to learn about the reason behind increasing usage of tobacco and how the tobacco industry is using youth vulnerability.

The poster is for a webinar titled "MENTORING: MENTAL WELL-BEING & TOBACCO USE". It features a blue and yellow color scheme with abstract shapes. At the top left, it says "WEBINAR" in large white letters. Below that, the title "MENTORING: MENTAL WELL-BEING & TOBACCO USE" is written in bold blue letters. The date and time "THURSDAY, MAY 28, 2020 4PM-5PM" are listed below the title. Two circular portraits of the speakers are shown: Suneel Vatsyayan on the left and Prashant R Chauhan on the right. Below their portraits are their names and roles: Suneel Vatsyayan is the Chairperson of Nada India Foundation, and Prashant R Chauhan is the Moderator of the Mentor Mentee Session. At the bottom, the hashtag #TobaccoExposed is displayed. Logos for Amity Institute of Social Sciences and Nada India Foundation are in the top right corner.

**WEBINAR**

**MENTORING:  
MENTAL WELL-BEING  
& TOBACCO USE**

THURSDAY, MAY 28, 2020 4PM-5PM

**Suneel Vatsyayan**  
Chairperson  
Nada India Foundation

**Prashant R Chauhan**  
Moderator  
Mentor Mentee Session


#TobaccoExposed

AMITY INSTITUTE OF SOCIAL SCIENCES  
Knowledge Partner  
Nada India Foundation  
Involving young for well being



# Peer education to combat tobacco marketing blitz


On the occasion of Gandhi Jayanthi, Nada India Foundation conducted a webinar on “Tobacco Marketing and Monitoring the Tobacco Industry”. The aim of the session was training, peer education and critical discussions with the youngsters to raise awareness about the game theories used by the tobacco industry in targeting young consumers. The speaker for the session was Dr. Mehak Segan (Assistant professor in Amity Institute of Public Health). She has immense expertise in the field of public health and conducted peer education on the entire ball game of the tobacco industry for the webinar participants.

**AMITY**  
UNIVERSITY

**MPOWER** Amity Institute of Public Health

**MPOWER is a policy package intended to assist in the country-level implementation of effective interventions to reduce the tobacco epidemic**

- M** Monitor Tobacco use and Prevention Policies
- P** Protect people from Tobacco smoke
- O** Offer help to quit tobacco use
- W** Warn about the dangers of Tobacco
- E** Enforce bans on Tobacco advertising, promotion and sponsorship
- R** Raise taxes on tobacco



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## Creating an optimal learning environment

*The prime learning by being a part of Nada India is that it inculcated a scientific temper in me. Through constant guidance, reflection and self-assessment provided by my supervisor, I am able to uncover the challenges I am facing and generate a better solution to solve the problem. They also provide the ownership of knowledge with a unique experience.*

**-Aditya Pandey**  
Peer Leader  
Dr. BR Ambedkar College,  
Uttar Pradesh



# NADA INDIA FOUNDATION: MILESTONES

## Two Decades of Trust and Trusteeship

### YEAR 2001



- Nada India Foundation registered as a Trust in New Delhi.
- Massive earthquake hit Gujarat on the morning of 26th January, Nada team along with Caring Foundation provided Acudetox sessions to rescue workers.
- Founder Suneel Vatsyayan honored by NADA International for his vision and leadership and Nada India. Granted status of affiliate of (NADA) USA.

### YEAR 2002

Nada India established the Association of Recovering People Action Network (ARPAN)

### YEAR 2003



NADA Protocol in addiction treatment presented jointly by Dr. Michael O. Smith and Mr. Suneel Vatsyayan at the 4th FINGODAP Conference in West Bengal and Kerala organized by the Ministry of Social Justice and Empowerment.

### YEAR 2004



- Vocational training and counseling for women and adolescents girls at Chattarpur village Delhi
- Ear acupuncture became a regular part of the courses of SPYM Regional Resource Center (North) and National Institute Of Social Defence.
- Pehchaan Radio set up as part of Chunoti program by ARVIS Plan International and Nada India.
- Peer based HIV/AIDS awareness outreach among young people.
- Ear acupuncture along with psychiatric services to the inmates was introduced at Beggars Home of Delhi Govt.

### YEAR 2005

- Mr. Vatsyayan went to the border area of Burma and Thailand in March, 2005
- The Pehchhan Radio Club members interviewed the chief guest Smt. Meira Kumar, the Minister of Social Justice & Empowerment.
- NISD Newsletter March, 2005 featured NADA Ear Acupuncture Protocol for Addiction treatment & Rehabilitation.
- Chunauti radio programs featured on AIR FM rainbow



### YEAR 2006

- Ear acupuncture workshop at Freedom Drug rehabilitation center Kathmandu Nepal.



- Pehchaan computer training program was organized for people above sixty of Chattarpur village, Delhi in partnership with National Institute of Social Defence.

### YEAR 2007

- Acudetox training center set up at Dr. Roop Sidana Center. Acudetox Training workshop at TTK Ranganathan Foundation (Chennai).
- Dr. Shanti Ranganathan presented with Nada Award.
- Acudetox workshop organized for police officials of East District of Delhi Police.
- Self Help Groups formed in Chattarpur village, Delhi for reducing substance use related HIV Vulnerability, project funded by United Nations Office of Drugs and Crime.
- Granted full Institutional membership with IOGT International. Conference at Basel Switzerland.



### YEAR 2008



- Border Security Force Punjab Frontier's report on alcohol use & prevention presented to DG BSF.
- Conducted Ear acupuncture workshop for stress management organized for Border Security Force posted in different locations.
- Healthy Communities: IEC Project of Delhi AIDS Control Society on HIV/AIDS slum based awareness programs.
- Nada India team conducts Acudetox orientation mini workshop at NADA (Ministry of Home) Kuala Lumpur Malaysia for staff of various de-addiction centers and therapeutic communities.

### YEAR 2009



- Pehchaan radio production for Arthik Anudhan Mirzapur on Magazine format produced and broadcasted on AIR.
- Nada India joined Indian Temperance Youth Federation for advocating issues related to alcohol policy.
- Young & Senior Citizen partnership program launched.

### YEAR 2010



- Nada India Foundation sets up acudetox counseling service at drug de-addiction center Jail No.3 Tihar Jail Delhi prison.
- Indian Association of Acupuncture Detoxification Spaces was established by Nada India to promote and protect the rights of Acupuncture Detoxification Specialists/Associates/Assistants in India.
- Haryana NGO Network for Peer led Drug & Alcohol Prevention formed.
- Jawahar Bal Pechan radio club formed.



## YEAR 2011



- Ear acupuncture introduced at Sabarmati Jail Ahmedabad and Central Jail Vadodara Gujarat.
- Acudetox training center set up at Vinoba Asharam Vadodara.
- Nada Acudetox workshops with Delhi Psychiatric Society and Indian Psychiatric Society Mumbai.

## YEAR 2012



- Acudetox program set up at Karuna Care Center Sohna Haryana.
- Acudetox workshops conducted in Rajasthan, Kerala, Andhra Pradesh, Telangana and Tamilnadu for physicians, acupuncturists, yoga, and nature cure therapists.
- Acudetox center was set-up at The Beginning of New Life Project peer led De-rehabilitation center Sultan Pur Delhi.
- "NADA Protocol for addiction treatment in India- In retrospect" poster was presented at 15th National Conference of Acupuncture Association of India, New Delhi.

## YEAR 2013



- Nada India along with Pathways Consulting firm & Hamaro Nepal organized training on "Acupuncture for Drug treatment and Detoxification" in Kathmandu Nepal supported by the United Nations office of Drug and Crime (ROSA).
- Nada granted full Institutional membership by the World Federation against Drugs.
- Multi-sectoral Consultation on Non-communicable Diseases and Development.
- Nada featured in the Health Ministry NIRAMAYA Newsletter : Community Engagement and Youth Empowerment for Alcohol Control.

## YEAR 2014



- Nada began to regularly engage with youth through blogs on tobacco and alcohol.
- 3rd consultation with Public Health Foundation of India to discuss about Alcohol control policy

## YEAR 2015

- Joined as governing body of Healthy India Alliance.
- Workshop at Netaji Subhas National Institute of Sports, Patiala.
- Bejoy Kumar Basu award to Dr. Michael O. Smith



## YEAR 2016



- Nada India joined Health India Alliance Governing Board as founding member.
- NAPSWI-Nada India wellness campaign was launched from Delhi.

## YEAR 2017



- Dr. Michael O. Smith passes away.
- 4th acudetox training workshop at Sober Drug Rehabilitation center, Kathmandu. Co-chaired working group on Alcohol control
- Youth Health Program on mental health in partnership with Plan International
- Call to Action for Youth document prepared by Nada India youth advocates.
- Youth meet and NCD alliance forum in Sharjah.

## YEAR 2018



- Nada India participates in Delhi Half Airtel Marathon
- Release of Civil Society Statement.
- IOGT International statement released by Suneel Vatsyayan at the Seventy-first Session of the Regional Committee of the World Health Organization Regional Office For South-East Asia on Tuberculosis and NCD prevention and control.

## YEAR 2019



- NADA Protocol training workshop.
- Representation at the World Health Assembly, Geneva
- Global Health Council, Nada patient champion Jyotsana Roy shares her story, and contributes to discussions around universal health coverage (UHC).

## YEAR 2020



- Emotional CPR was included as a method of providing barrier free mental health services.



### ***An instrument to create change***

*Nada India foundation is an inspiring organization that empowers the youth to work towards creating a change.*

**Daniel B. Fisher, MD, PhD**  
President, NCMHR



## **Promoting indigenous and healthy food habits**

World Food day, 2020 was celebrated on 16th October throughout the world. Young India network of Nada India foundation organized a webinar on 16th October to discuss the diversity of foods present in India and to spread awareness about the beauty of locally grown fruits and vegetables. The objective was to create awareness about the existing problems of obesity and malnutrition due to hunger.

## **Panel discussion on food & my healthy campus**

On November 13th, a webinar was conducted by Dr Nancy who touched upon the psycho-social determinants of eating behaviour. It highlighted the effects of emotional eating, binge eating, etc. We also threw some light on Pcod, which is a prevalent NCD in our community.

## **Care for the elderly and needy**

The webinar conducted by Dr. Abbas Kazim and organised by Nada India Foundation, Centre for Social Work and National Service Scheme Punjab University, addressed the challenges faced by elderly population due to NCDs and Covid-19. He mainly discussed different ways to bridge the caregiving gap in our community to ensure all senior citizens feel safe and secure. Additionally, Covid-19 has become a global health crisis with significant human costs that are rising at an alarming rate. And among the worst affected are the elderly – a population that is also neglected by families and overlooked by health policies.



## Some moments from National Youth Conclave 2020: (5th & 12 December)

The outcome of NYC2020 taught us ways in which Health Advocates can target the issue of marketing, advertising and sale of unhealthy food, beverages and tobacco around their school/university campuses; by developing, designing and implementing online & offline campaigns.

Secondly, it highlighted the means through which Nada India's projects are aligned with global, regional and national development of NCDs, Universal Health Coverage and relevant Sustainable Goals.

### STRONG VOICE, YOUTH ENGAGEMENT, ACCOUNTABILITY



### *A place of compassion*

*We have been struck by the compassion with which you have approached this difficult clientele, and the respect & dignity that you afford them. On behalf of Indian Cancer Society, Delhi, it is my privilege to salute your endeavour.*

**Jyotsana Govil,**  
Vice Chairman, Indian Cancer Society



## A journey of better understanding

Our experience with the Nada India team was great. Our students have gained so much insight about the Non- Communicable Diseases in Elderly and the prevention of the same. Even the methodologies used during the workshop were very effective and interactive which resulted in better understanding of the concepts.

Dr. Abbas Kazim, MPH  
Program coordinator- GCA, AIF



## Our Collaborators



**Amity University, Noida-**  
The first NCD prevention drive for  
My healthy campus



**Asian Medical Students' Association (AMSA)-** India- ABC (Addiction Battling Campaign) and No Tobacco tuesday campaign for TOTs



**Association of Recovering People Action Network (ARPAN)-** Promoting standard of care among peer lead drug rehabilitation centres



**Aryabhat college, Delhi University-**  
First Me and My  
Community program launched



**BR Ambedkar College, Delhi University**  
Partnering for healthy campus



**Border Security Force**  
Assessing the extent of alcoholism among BSF personnel in border areas.

**Beggars Home of Delhi Govt**



**Beggars Home of Delhi Govt-**  
A private-public partnership for psychiatric and acudetox services



**Central University of Jammu-**  
Making the campus tobacco free, an initiative of social work students



**Christ University, Bengaluru-**  
Youth initiative for mental health during Covid-19



**CSRD-ISWR, Ahmednagar-**  
Integrated model of rehabilitation and effective field work



**Centre for Social Work Panjab University-** A committed partner in NCDs prevention and social work

**Dr. Roop Sidana Center**



**Dr.Roop Sidana Center-**  
Acudetox training centre for nursing

**Freedom Drug rehabilitation center Kathmandu, Nepal**



**Freedom Drug rehabilitation center Kathmandu, Nepal -** First ever Nada India training on Acudetox in Nepal



**Gandhi Medical College Psychiatry Department of Hamidia Hospital-**  
Acudetox services in psychiatric and general hospital setting





#### Healthy India Alliance-

Nada India Foundation has made contribution on prioritising alcohol control within the NCD prevention and control efforts of the Alliance, with a focus of putting people first to prioritise their needs and priorities.



#### India Cares Foundation-

Airtel Delhi Marathon- Partnering for fundraising and active life



#### Kirori Mal College, Delhi University-

First science students responders for Me and My community program



#### Manav Rachna University-

Bridging the gap between social work academia and healthcare industry



#### Movendi International-

Partnering for development through alcohol prevention



#### Mahatma Gandhi Kashi Vidyapith-

Meaningful engagement of students to combat the tobacco threat



#### Ministry of Social Justice and Empowerment-

Support for drug prevention and non institutional elderly care



#### NAPSWSI

Nada wellness campaign, a partnership for healthy policies



#### NCD Alliance-

Partnering for our views and our voices initiative



#### National Institute of Social Defence-

Partnering for capacity building of drug prevention workforce



#### Netaji Subhas National Institute of Sports

PATIALA-Acudetox in sports setting for stress management



#### World Federation Against Drugs

Capacity building for peer lead initiatives



#### Central university of Himachal Pradesh

Partnership for strong tobacco control



### Place with tremendous passion for work

The Foundation has shown tremendous passion in relation to their work and have contributed immensely to advocating for balanced and healthy public policies targeting prevention, with a gender and child friendly focus.

Regina Mattsson

Secretary General, World Federation Against Drug



## Creating self-reliant India

The collaboration and foundation is aiming to create and foster a self-reliant India by enabling, facilitating self-aware, empowered youth through a holistic development in the space of social, economic, governance and all relevant sustainability aspects of the current Indian society.

Anandajit Goswami, PhD  
Department of Economics & Department of Social and Political Studies  
Chairperson, DRC, Manav Rachna International Institute of Research and Studies



## Young India Speaks

“We need more youth representatives who can mobilise the youth to initiate conversations on NCDs and its risk factors like tobacco, alcohol, junk food use and physical inactivity.”

- **Aditya Pandey** Uttar Pradesh

“Health is in our hands and it is every individual's responsibility to safeguard it. The COVID-19 pandemic is teaching all of us about personal hygiene, being considerate of our own as well as other people's surroundings and adhering to a disciplined and healthy lifestyle. If not us and if not now, we will be causing severe harm to ourselves.”

- **Dhwani Gola**, Haryana

“My experience with Nada India Foundation has been very insightful & inspiring! The quality of your life is decided by the quality of your habits. Similarly adopting deleterious habits have a negative effect on a person's quality of life. Hence, making the right choice can make one's life & mind worthwhile.”

- **Dr. Akanksha Chauhan**, Uttar Pradesh

“As a first time researcher and peer educator, I feel that it's not the responsibility of a doctor/parent/ teacher/ government/ society to take care of one's health. We ourselves must be responsible for ours and our surrounding's health. Awareness paired with consistent action against consumption of drugs and substance like alcohol/ tobacco is needed to build a community's health.”

- **Afshan Sanober**, Jammu & Kashmir

“With the surge of covid19 the world has taken a stop but there are people from few specific professions like sanitation workers who couldn't have their way to safety.

And among them the most ground level workers are the manual scavengers who had been suffering for decade from the stigma of caste and oppression which has also affected their health. Their death tolls are increasing with time because of their ignorance in what they have been made to face throughout their time of practice. To uphold their rights and turn them into a healthy living has been my motivation throughout this project.”

- **Mriganko**, Delhi



“There is already so much information for youth to make their choices from and schools/ families do teach the difference between good and bad choices for health but no one teaches us about how to make the right choices and how to consider all the decision making factors and what are all the wrong information provided by industries that could affect our choices.”

- Dr. Surbhi Teotia, Uttar Pradesh

“The caravan of evolving from Peer Educator and progressing to Peer Supporter is more like a method of becoming adherents for each other. This strategy should be implied in institutions such as schools, colleges, workplaces, group of friends to establish and cultivate a healthy and prosperous environment for everyone to grow equally.”

- Dr. Riddhima Kamal, Bihar

“The keys to success is to follow the 4D's  
Dream, Design, Discover, Destiny”

- Grecy Prabhakar, Delhi

“Role of social worker is crucial in building a healthy community for all. And as young social workers, we must learn from the roles and responsibilities of ASHA workers, counsellors and other caregivers at the state and district level who are working in programs like NTCP, alcohol rehabilitation, NCDs, elderly care and youth welfare etc.”

- Deepika Choudhary, Jammu & Kashmir

“Break the social stigma of the NCDs like Cancer and Cardiac Diseases and their risk factors like tobacco and alcohol consumption by volunteering of more peer supporters in a community who are capable of acknowledging the needs of the civilians, raise adequate awareness and can become a caregiver for everyone especially the youth.”

- Sumati Sharma, Jammu & Kashmir



### Concern for fellow humans

We share the concern for our fellow humans who fall victims to intoxicants, those who become addicted to use, and may be desperate for another dose, but also all those who suffer indirectly: grieving family members, neglected children or unsafe communities. NADA's programs address every aspect of this. This is strongly needed in one of the World's greatest nations.

Helge Kolstad  
Former president of IOGT International



*The power youth reflect through volunteerism. Each drop, each voice and each one's participation is important to make our communities a happier and safer place. The first step towards achieving that is to allow yourself to follow your heart and chase your passion, so as to find your internal happiness which could directly improve your body and mind's health.*

**Kartik Raman**  
Nada Good Health Ambassador  
Singer, Composer, Independent Artist



## Events Conducted from 2019-2020

S.No.	Event Name	Date	Category
1	Meaningful involvement of people living with NCDs	17 January 2019	Capacity building
2	Tobacco and lung health	06 June 2019	Capacity building
3	Representation of Ms.Jyotsna Roy at the 2019 World Health Assembly (WHA)	02 August 2019	Empowerment
4	Emotional CPR & Spiritual emergency	18 April 2020	Capacity building
5	Representation at World Cancer day by Indian cancer society	06 February 2020	Capacity building
6	Narrative health: A workshop linking My community and I	27 February 2020	Capacity building
7	Training program on E-CPR, Mental health and Frontline health workers	27-Apr to 3-May 2020	Capacity building
8	A campaign for World Day safety and health at work place	28-Apr to 2-May 2020	Youth engagement
9	Webinar on Monitoring: Mental well-being & tobacco use	28 May 2020	Capacity building
10	A webinar on tobacco marketing & monitoring the tobacco industry	02 October 2020	Empowerment
11	India generosity run - Nada India participated	2-11 October 2020	Youth engagement
12	World Food Day- Online food festival on Grow, Nourish, Sustain together	16 October 2020	Youth engagement
13	Panel discussion on food and my healthy campus	06 November 2020	Empowerment
14	Psycho-socail determinants in our eating behaviour	13 November 2020	Empowerment
15	Introduction program	24 November 2020	Capacity building
16	Effective social work field work: Integrated model of NCDs & drug prevention & NCDs prevention		Capacity building



S.No.	Event Name	Date	Category
17	National Youth Conclave 2020	5 & 12 Dec 2020	Empowerment
18	Launch of Vlead Academy	12 December 2020	Empowerment
19	Webinar on Social work intervention for elderly during Covid-19	16 December 2020	Empowerment
20	Webinar on Act on NCDs: Social Workers response to NCDs and Covid-19	21 December 2020	Empowerment
21	Commercial and social determinants of health, peer learning and social work	29 December 2020	Capacity building
22	Healthy campus, digital communication	30 December 2020	Capacity building
23	Act on Youth Forum: Recommendations for Delhi's excise duty on Alcohol	15 January 2021	Youth engagement
24	Act on youth forum: Tobacco/COTPA amendment bill	22 January 2021	Youth engagement
25	Act on youth forum: 'Eat wisely & nicely'	05 February 2021	Youth engagement
26	Act on youth forum: Collaboration with stakeholders from alcohol & tobacco industry	12 February 2021	Youth engagement
27	Act on youth forum: Conducting situational analysis	19 February 2021	Youth engagement
28	Act on youth forum: Tobacco cessation	26 February 2021	Youth engagement
29	Pre-congress workshop at the 8th Indian Social Work Congress 2020 by NAPSWI	27 February 2021	Empowerment
30	WHO consultations- policy contrinution at global level	16-Nov-2020 2019	Policy advocacy
31	Needs and priorities of people living with NCDs (PLWNCDS) in India during and beyond Covid-19	01 September 2020	Policy advocacy
32	Excise policy recommendation in Delhi 2020	18 January 2021	Policy advocacy
33	Petition for COTPA Amendment Bill 2020	30 January 2021	Policy advocacy



### ***Concern for fellow humans***

*A youth icon is perceived to be someone who is capable of taking care of the elderly and surroundings in the community and hence maintaining a healthy lifestyle must be naturally conditioned and not forced.*

**Monica Menon**  
**Health Advocate**

**Tennis player, Represented India in Asian Games**



# Social Media credentials and appeal points



## WEBSITES

1. **Nada India Foundation** - <https://www.nadaindia.info/>
2. **Youth for Wellbeing** - <https://youthforwellbeing.org/>
3. **Vlead Academy** - <https://vleadacademy.org/>



## FACEBOOK ACCOUNTS

**Nada India Foundation (Vidya Lead Academy)-**  
<https://www.facebook.com/NadaIndiaFoundation>

**Young India Network for Good Health-**  
<https://www.facebook.com/groups/2463022557354820>



## INSTAGRAM ACCOUNTS

**@nada.india**  
<https://www.instagram.com/nada.india/>

**@youthforwellbeing**  
<https://www.instagram.com/youthforwellbeing/>



## LINKEDIN ACCOUNTS

**Nada India Foundation-**  
<https://www.linkedin.com/company/nada-india-foundation/>

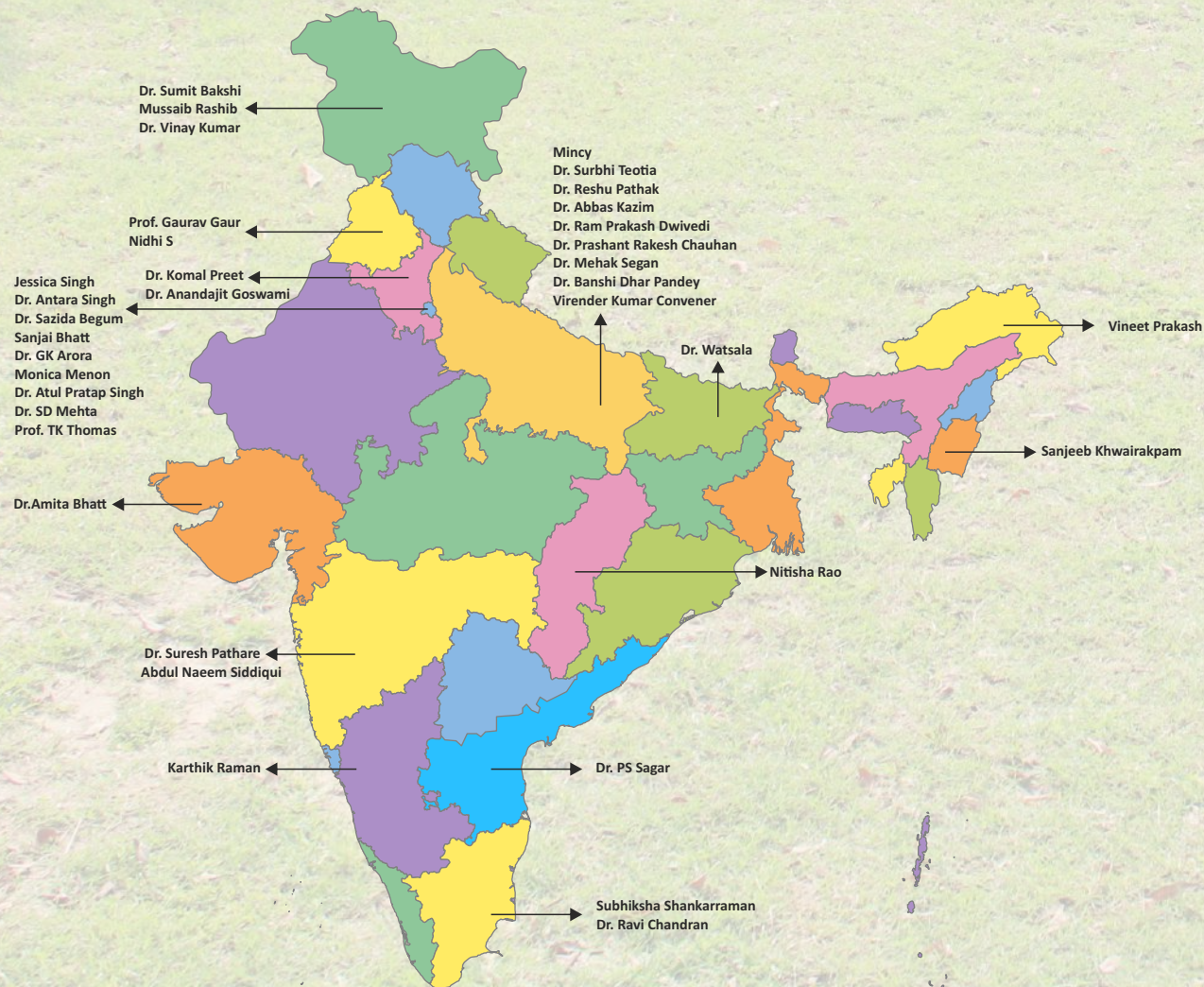
**Vlead Academy**  
<https://www.linkedin.com/showcase/vidya-lead-academy/>



# Nada Young India Network for Good Health

This network is composed of strong and vibrant youth who are contributing each day towards building healthier and safer communities for all. We would like to thank all the convenors, health advocates, good health ambassadors, leaders, supporters, fellows, resource persons and experts from states who are part of this network in working their pledge on building healthy campuses by expressing their Big Voices and taking Big Actions.

**We stand united in our diversity and concerns towards health issues concerning youth.**





# NADA INDIA FOUNDATION MISSION

## Our Areas of Work:

Gender Based Violence, Substance abuse, NCDs, Alcohol control, Mental health, Wellbeing, T.B, Cancer, Diabetics, Accidents, Injuries, Violence, Harm, Chronic diseases.

## Our Programs:

- i. Encouraging community wellness for behavioural health
- ii. Nada Empowerment Centre
- iii. Meaningful involvement of PLWNCDS
- iv. Youth for Wellbeing

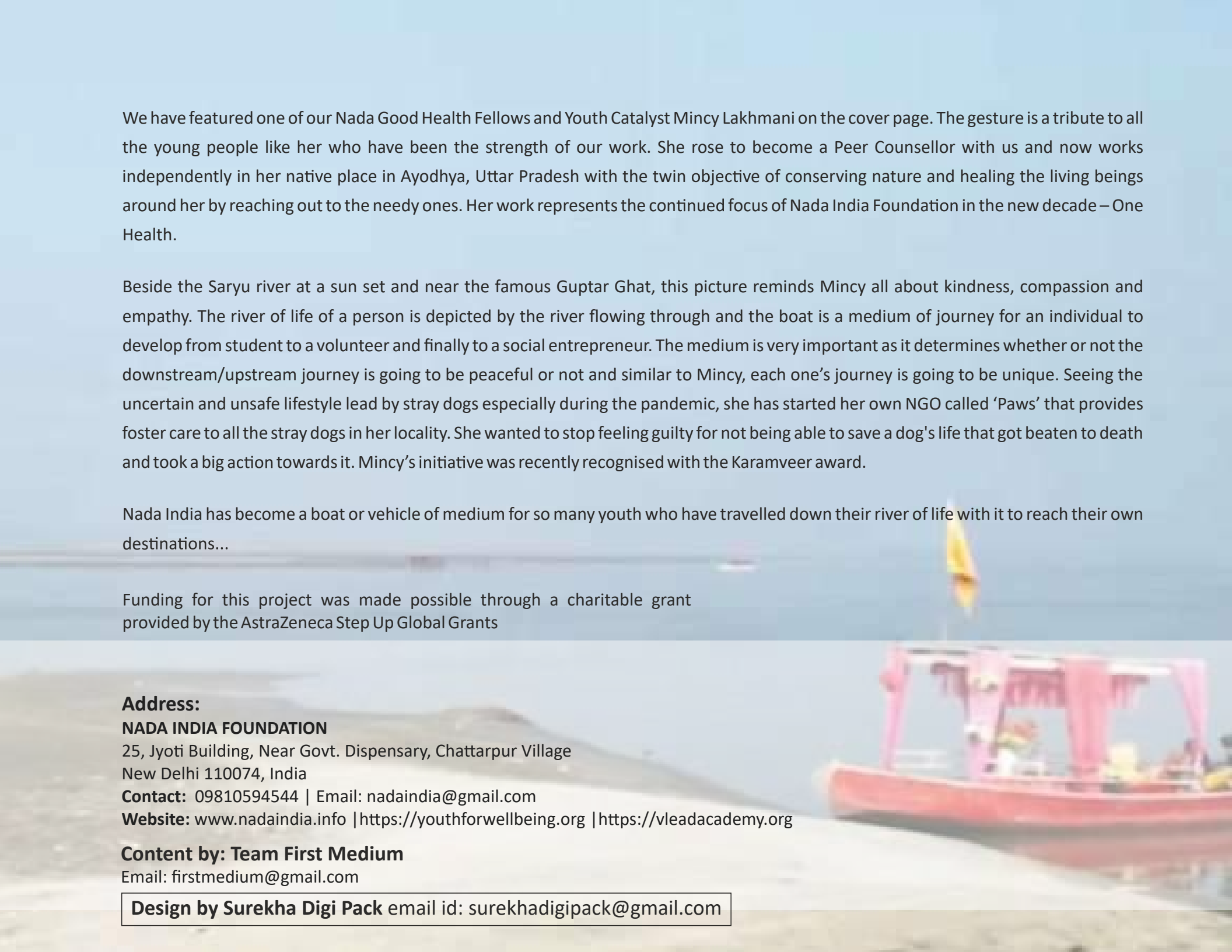
## What We Do:

Promote Barrier free services, Acudetox, Capacity building, Substance use treatment, Rehabilitation, Counseling, Health promotion, Workshop, Peer education, Knowledge exchange, Awareness

## Our Strategy:

Recognition, Advocacy, Identity, Community mobilization, Youth participation, Youth led, Systems strengthening, Interactive media, Self help group, Stories, Training for peer counselors, Campaign, Alliance, Network, Heart driven, Evidence





We have featured one of our Nada Good Health Fellows and Youth Catalyst Mincy Lakhmani on the cover page. The gesture is a tribute to all the young people like her who have been the strength of our work. She rose to become a Peer Counsellor with us and now works independently in her native place in Ayodhya, Uttar Pradesh with the twin objective of conserving nature and healing the living beings around her by reaching out to the needy ones. Her work represents the continued focus of Nada India Foundation in the new decade – One Health.

Beside the Saryu river at a sun set and near the famous Guptar Ghat, this picture reminds Mincy all about kindness, compassion and empathy. The river of life of a person is depicted by the river flowing through and the boat is a medium of journey for an individual to develop from student to a volunteer and finally to a social entrepreneur. The medium is very important as it determines whether or not the downstream/upstream journey is going to be peaceful or not and similar to Mincy, each one's journey is going to be unique. Seeing the uncertain and unsafe lifestyle lead by stray dogs especially during the pandemic, she has started her own NGO called 'Paws' that provides foster care to all the stray dogs in her locality. She wanted to stop feeling guilty for not being able to save a dog's life that got beaten to death and took a big action towards it. Mincy's initiative was recently recognised with the Karamveer award.

Nada India has become a boat or vehicle of medium for so many youth who have travelled down their river of life with it to reach their own destinations...

Funding for this project was made possible through a charitable grant provided by the AstraZeneca Step Up Global Grants

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