

The background features a gradient from dark blue at the bottom to bright orange at the top, resembling a sunset. In the center, there are three dark blue silhouettes of people. On the left is a woman with a large afro hairstyle. In the middle is a man with his right arm raised in a fist. On the right is a woman with long hair, also with her right arm raised in a fist. Overlaid on these silhouettes is the main text in large, white, bold, sans-serif capital letters.

**STAND STRONG.
STAY AWAKE.
LIVE FREE.**

Your Guide to a Drug-Free Life

In partnership with Drug-Free Youth Movement

Your Mission: The Stakes Are Real

The Threat Landscape

Drug use is no longer a distant problem; it's in schools, hostels, parties, and online.

Dealers specifically target young people, exploiting curiosity and influence.

High-Stakes Intel

< 18

Most first-time drug users are under 18.

90%

of addictions begin in the teenage years.

Key Point: The earlier someone starts, the harder it is to quit.

This is about empowerment. We're giving you the tools to build a **safe, healthy, drug-free future.**

Mission Objectives



Awareness: Know the truth about drugs and how to spot danger.

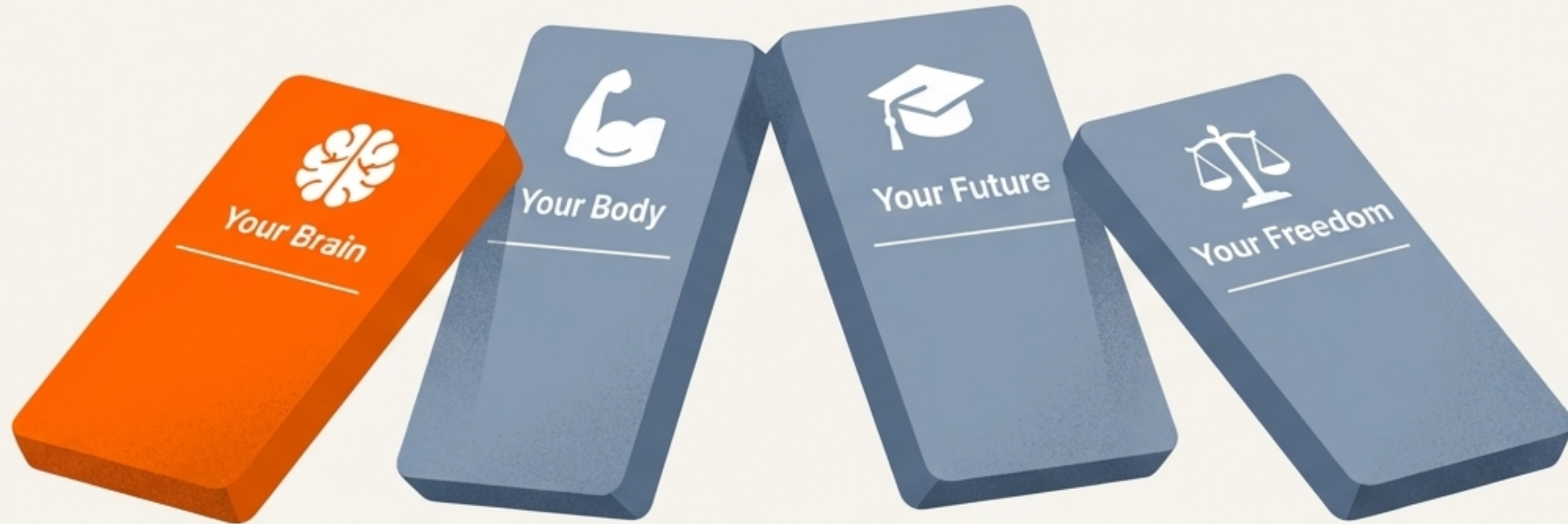


Courage: Learn to resist pressure and support your friends.



Action: Discover how to report threats safely and protect your community.

The True Cost is a Domino Effect



- Damages memory and concentration.
- Reduces decision-making ability.
- Can trigger anxiety, depression, and psychosis.

- Causes lung damage, liver failure, and heart problems.
- Weakens your immune system.
- Carries a high risk of a fatal overdose.

- Leads to a drop in grades and lost scholarships.
- Failed drug tests can end a career before it starts.
- A criminal record can lead to visa and immigration rejections.

- Possession can lead to arrest and years of jail time under the NDPS Act.
- A police record follows you for life.

Every time you say **NO** to drugs, you are saying **YES** to your future.

Intelligence Report: Know the Threats You Face

Tobacco & Vapes 🚬



Risks: Lung cancer, heart disease.

Reality Check: Vapes contain addictive nicotine and harmful metals that scar lungs permanently.

Alcohol 🍺



Risks: Poor decisions, violence, accidents, liver damage.

Legal Issue: Drinking under the legal age can lead to fines or arrest.

Cannabis (Weed/Ganja) 🌿



Risks: Memory loss, paranoia, anxiety, psychosis.

Hidden Danger: Often mixed with stronger, more addictive chemicals.

Legal Issue: Possession can lead to jail time under the NDPS Act.

Opioids (Heroin, Painkillers) 💉



Risks: Extreme addiction, overdose deaths. Needle use spreads HIV & Hepatitis.

Legal Issue: One of the most serious drug offenses, carrying 10–20 years in prison.

Synthetic Drugs (MDMA, LSD, Meth) 💊



Risks: Hallucinations, seizures, brain damage, sudden death.

Unpredictable: Pills are often mixed with unknown, dangerous chemicals.

Critical Takeaway: “Just one try” is how most addictions begin.

Heightened Senses: Read the Red Flags



Academic 📉

- Sudden drop in grades.
- Missing classes, skipping assignments.

Social 😬

- New, secretive friend groups.
- Avoiding old friends and usual activities.

Physical & Behavioral 👁️👁️

- Bloodshot eyes, drastic weight change, unusual smells.
- Sudden mood swings: irritability, aggression, withdrawal.

Financial 💵

- Frequently asking for money without reason.
- Small valuables or cash missing from home.

If you notice several of these signs, **talk to a trusted teacher, counselor, or parent. Spotting these early can save a life.**

Your First Superpower: The Shield of 'NO'

Refusing drugs is not weakness—it is strength and self-respect.



Your Tactical Playbook: How to Refuse Confidently

1. Be Clear & Direct

"No thanks, I don't do that." or "I'm not interested." A short, firm answer shows confidence.

2. Be Firm if They Insist

Repeat your refusal. "I said no. I'm serious." Then walk away.

3. Use Humor to Defuse

"No thanks, I like my brain cells—I'm keeping them!" This can feel less confrontational.

4. Have an Exit Plan

Keep money for transport or a trusted contact you can call. Leave immediately if things feel risky.

The Bottom Line: Peer pressure lasts a few minutes. A bad decision can get you arrested, expelled, or put your life at risk.

The Ally's Quest: How to Save a Friend

Staying silent can cost your friend their future, or their life.
A true friend takes action.

1

The Private Conversation

- Choose a calm moment. Speak with kindness, not anger.
- **Example:** "Hey, I'm worried about you. I just don't want to see you get hurt."

2

Offer Support, Not Judgment

- Suggest they talk to a counselor or parent. Offer to go with them.
- **Example:** "You don't have to handle this alone—let's talk to someone together."

3

Escalate for Safety

- If they refuse help or are in immediate danger, use the anonymous reporting system. Protecting them is more important than their secret.

Crucial Reframe:
You are not betraying them—you are **saving** their life.

Your Secret Weapon: 100% Safe & Anonymous Reporting

Reporting drug use or dealing is not “snitching.” It is courage.
It protects your friends, your campus, and your future.

How It Works in 3 Simple Steps

- **1. Scan the QR Code:** This opens a secure, encrypted reporting form.
- **2. Fill in the Details:** What you saw, where it happened, when it happened.
- **3. Submit Your Report:** It goes directly to trained authorities for verification.



What Happens Next

- The investigation happens quietly and safely.
- Dealers or unsafe activity are stopped.
- Your identity remains protected at all times.

Your Survival Protocol: Stay Safe in the Field

Your safety comes first. Protect yourself, then take action.



- ✓ **Stay with Trusted Friends:** Use a buddy system. There is safety in numbers.
- ✓ **Leave If You Suspect Drugs:** Get to a safe place first, then report what you saw.



- ✗ **Never Accept Unknown Food or Drinks:** Drinks can be spiked. Only take sealed items from trusted sources.
- ✗ **Never Confront a Dealer:** They can be dangerous. Report anonymously and let authorities handle it.

Actionable Step: Save These Emergency Numbers in Your Phone NOW

Police: **100**

Ambulance: **108**






National Drug De-Addiction Helpline: **1800-11-0031**

The Ultimate Reward: Build a Fortress of a Life

The best way to fight drugs is to create a life so strong and fulfilling that you never feel the need for them.



The Building Blocks of a Powerful Life:

-  **Play Sports or Join a Club:** Build confidence and teamwork.
-  **Learn & Grow New Skills:** Learn music, coding, or design. Build projects that make you proud.
-  **Volunteer for a Cause:** Help at NGOs or mentor others to find purpose.
-  **Build Positive Friendships:** Surround yourself with people who respect your choices and future.
-  **Manage Stress the Healthy Way:** Exercise, journal, or talk to someone you trust.

Legends of Courage: Real Stories, Real Impact

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“A friend reported me anonymously. At first, I was angry—but that report got me into rehab before I overdosed. Today, I’m drug-free, back in college, and helping others stay clean.”

— Rahul, 21



“

“We noticed a dealer near our campus. At first, everyone was scared to act. A group of us reported it through the anonymous system. Within days, the police acted. Our college is safer now.”

— Priya, 19



Every act of courage has the power to protect hundreds of students.

The Hero's Vow: Take the Pledge, Be the Change



My Drug-Free Pledge:

I choose to stay drug-free.

I will help my friends make safe choices.

I will report unsafe activity to protect my school, my campus, and my community.

I will be an example for others to follow.

Sign a physical pledge card. Your pledge is more than words—it is a promise to yourself, your family, and your future.

Stand Strong. Stay Awake. Live Free.

Your Arsenal

📞 Important Helplines & Support

National Drug De-Addiction Helpline: 1800-11-0031

Police: 100

Childline (Under 18): 1098

Women's Helpline: 1091

➡️ Report Anonymously

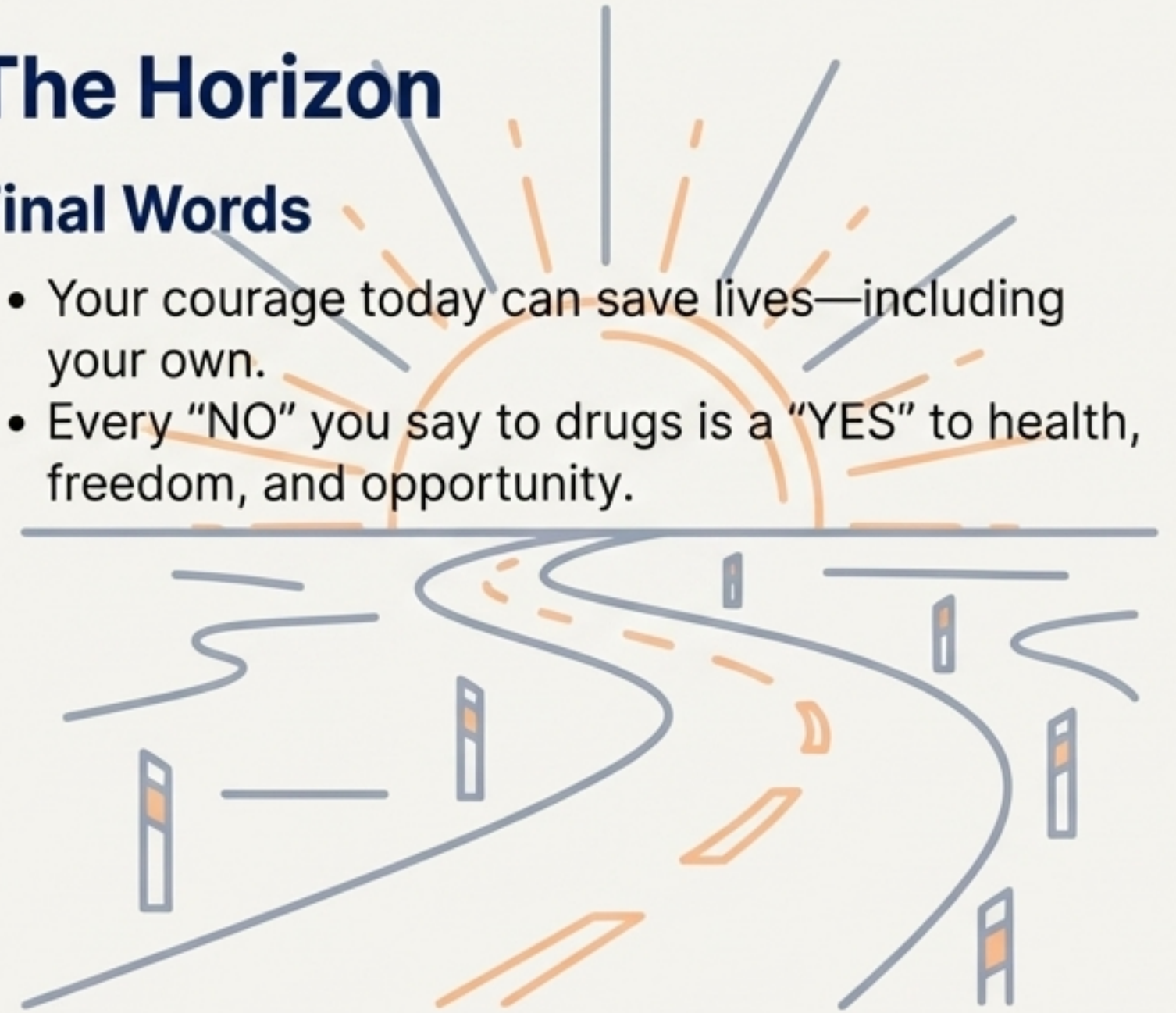
Scan the QR Code to report unsafe activity.



The Horizon

Final Words

- Your courage today can save lives—including your own.
- Every “NO” you say to drugs is a “YES” to health, freedom, and opportunity.



TOGETHER, WE CAN BUILD A DRUG-FREE GENERATION.