

# Riyadh Initiative Against Substance Abuse–RISA

A GLOBAL CAMPAIGN AGAINST SUBSTANCE ABUSE



*Organised by*

**SUBAIR KUNJU FOUNDATION**

*in co-operation with*

National Committee for Narcotic Control,  
Kingdom of Saudi Arabia

## ANNUAL REPORT 2013-14

## SUBAIR KUNJU FOUNDATION

ALPHELIJUL PERARAKUNNAM P. U. KANNULAM C/VAI, THEKUNNATHOM PATTURAM- 695504  
PHONE: 0091 472 2813133 (INDIA); 00966 505798298 (RIYADH WING, KSA)



### ANNUAL REPORT OF RISA ACTIVITIES (APRIL 2013-APRIL 2014)

#### ANNOUNCEMENT OF RISA PROGRAM AND FORMATION OF COORDINATION COMMITTEE:

The Subair kunju foundation, a Trivandrum (Kerala), based charitable trust announced a campaign against the hazards of tobacco, alcohol and various other addictive drugs by name RISA (Riyadh Initiatives against Substance Abuse) in June 2012. As a first step, a 17 member program coordination committee (PCM) was formed in the city of Riyadh.

#### **THE BACK GROUND:**

In the current scenario, substance abuse **forms one of the most critical problems afflicting all countries worldwide**. It is neither confined to a definite type of drugs, nor related to a certain country or social segment. It forms the earlier symptom of an addiction to a natural or a synthetic drug/substance that alters consciousness and leads to interpersonal conflicts, failure to meet work, family/school obligations or legal problems etc. Substance abuse leads to addiction which is the state of periodic or chronic intoxication produced by the repeated consumption of a drug. The affected person will have a persistent, compulsive dependence on it and most of addicts use more than one substance.

Globally, there are 230 million illicit drug users with 15.3 million cases of associated disorders, 1 billion men and 250 million women smokers with 6 million tobacco related deaths per year, 27 million heroin or cocaine users, 2.5 million premature deaths every year due to alcohol dependence. There are reports of HIV transmission among drug addicts from 120 countries.

#### **OBJECTIVES:**

- To arrange poster shows, supply of pamphlets etc to spread the message against substance abuse
- To conduct School and polyclinic-based anti-substance abuse awareness sessions, seminars etc.
- To disseminate the message of anti-substance abuse activity by sending widespread E-mail messages in different languages to almost globally linking through various email groups/social networks
- To conduct essay writing and Quiz competitions for teenage children of grade 8-12

- To conduct health education sessions on substance abuse in labor camps and other venues arranged by voluntary groups targeting *Pravasi* community.
- To conduct similar awareness sessions in different provinces in the Kingdom of Saudi Arabia by availing the help and support from other regional organizations.
- To encourage volunteers to participate in solving addiction problem
- To arrange anti-substance abuse activities in Kerala and Lakshadweep with the help of local voluntary groups/agencies
- To facilitate the initiation of anti- substance abuse activities in the whole middle-east in coordination with voluntary organizations

### **ACTIVITIES IN THE FIRST PHASE:**

1. To get official clearance and possible help from the Saudi government authorities for the conduct of activities in the kingdom
2. To prepare and print 20000 pamphlets, 50 sets of 15 different posters (=750) and banners with the help of a few selected sponsors.
3. To arrange labor camp-based and school based activities especially targeting the Expatriate community and the teenage students respectively. Also to arrange sessions for family gatherings. At least 20 such awareness sessions may be arranged during the program period.
4. To collect as much as data from the media reports and other sources on drug abuse and to take steps for quality maintained awareness sessions
5. To make a short effective documentary film on drug abuse for exhibiting in different venues

### **OFFICIAL LAUNCHING OF RISA PROGRAM**

Dr. Khalid Saad Al Jadai, Director of the National Committee for Narcotics Control (NCNC), KSA officially initiated the campaign by releasing the multi-lingual brochure (English, Hindi, Malayalam and Arabic) and 15 multi-color Posters in a function conducted at his office on 7<sup>th</sup> April 2013.

On this occasion, Dr Khalid highlighted that this is the first time in the Kingdom of Saudi Arabia, an expatriate group ever volunteered for such social cause affecting the life of millions of people by the use of drugs and psychotropic substances & assured full support and assistance from NCNC. He further added that the initiative shown by Indian expatriate team lead by Dr Abdul Azeez and his team of volunteers is very much appreciated and will encourage others to carry out similar campaigns for the well being of the society.

The first copy of brochure was received by the COO City Flower, Riyadh Mr. Fazal Rahman and the first set of 15 Posters was received by Riyadh Indian Media Forum President Mr. Shakeeb Kolakaden at a function held at the NCNC office on Monday, 07 April 2013. The event coincided with the World Health Day.



#### **INITIATION OF SCHOOL BASED PROGRAM (April 2013)**

In the first phase of School-based campaign, 9 awareness sessions targeting teenage school children were conducted covering 8 international schools in Riyadh. Poster exhibition, distribution of pamphlets was done in all sessions. To encourage the children, a question answer session with prize distribution to winners was also included in each session.

#### **PROGRAM-1**

School based programs were inaugurated on 16<sup>th</sup> April by Dr. S M Shawkat Parvesh, the Principal of the International Indian School, Riyadh (IISR). The first awareness session was attended by more than 800 students of boys of classes 11 and 12. Dr. Abdul Azeez conducted the interactive presentations highlighting the health hazards, Dr. Bharathan conducted the quiz competitions with prizes sponsored by Baraka Optical and City Flower.





### SCHOOL PROGRAM-2:

At AL YASMIN INTERNATIONAL SCHOOL at 10 am on 17.04.2013 (Wednesday):

Principal Ms. Padmini inaugurated the session. Mr. Karunakaran Pillai delivered the introductory speech and Sanoop given the felicitation. Dr. Abdul Azeez took the awareness class. More than 230 students attended (boys+ girls). Staff coordinator Mr. Althaf delivered the vote of thanks. Prizes were donated by BARAKA optical.



### SCHOOL PROGRAM-3:

At YARA INTERNATIONAL SCHOOL at 10 am on 18.04.2013 (Thursday):

Principal Mrs. Asima inaugurated the session. Mr. Karunakaran Pillai delivered the introductory speech and Sanoop given the felicitation. Dr. Abdul Azeez took the awareness class. More than 300 students attended (boys+ girls). Prizes were donated by BARAKA optical.



### SCHOOL PROGRAM-4:

At MODERN INTERNATIONAL INDIAN SCHOOL RIYADH at 10 am on 22.04.2013 (Monday): Principal Mr. Haneefa inaugurated the session. Mr. Karunakaran Pillai delivered the introductory speech and Sanoop given the felicitation. Dr. Abdul Azeez took the awareness class. More than 300 students attended (boys+ girls).





#### **SCHOOL PROGRAM-5:**

At AL ALIYA INTERNATIONAL SCHOOL at 10 am on 23.04.2013 (Tuesday). Principal Mr. Pias John inaugurated the session. Dr. Bharathan, Consultant ophthalmologist, New Safa Makkah Polyclinic delivered the introductory speech. Dr. Abdul Azeez took the awareness class. More than 175 students attended (boys of classes 9-12). Prizes were donated by BARAKA optical.



#### **SCHOOL PROGRAM-6:**

At INTERNATIONAL INDIAN SCHOOL RIYADH (session 2) at 10 AM on 30.04.2013 (Tuesday): Program inaugurated by Dr. S M Shawkat Parvesh, the Principal and the session was attended by more than 800 students of boys of classes 9 and 10. Dr. Abdul Azeez conducted the interactive presentations highlighting the health hazards, Dr. Bharathan conducted the quiz competitions with prizes sponsored by Baraka Optical.



#### SCHOOL PROGRAM-7:

At DARUSSLAM INTERNATIONAL DPS, RIYADH at 12.30 noon on 07.05.2013 (Tuesday) Program inaugurated by Ms. Nayyara Shauket, the principal and the session was attended by more than 200 students of grade 9 and 10. Dr. Abdul Azeez conducted the interactive presentations and Dr. Bharathan conducted the quiz competitions with prizes sponsored by Baraka Optical.



#### SCHOOL PROGRAM-8:

At INTERNATIONAL INDIAN PUBLIC SCHOOL, RIYADH on 4.6.2013 (Tuesday) at 10 am: Program inaugurated by Mr. Abdul Azeez, the principal and the session was attended by more than 70 boys of classes 9 and 10. Dr. Abdul Azeez conducted the interactive presentations and Dr. Bharathan conducted the quiz competitions





### **SCHOOL PROGRAM-9:**

At NEW MIDDLE EAST INTERNATIONAL SCHOOL, RIYADH at 9 am on 05.06.2013 (Wednesday)  
Program inaugurated by Mrs. Thabssim Farooki, the principal and the session was attended by more than 500 boys of grade 9 and 10. Dr. Abdul Azeez conducted the interactive presentations and NCNC documentary was also shown.



### **SCHOOL BASED PROGRAMS:**

It is a notable achievement that we could finish 9 school based programs in a short period of 3 months with initiation of poster shows in all these schools. We could take classes for more than 7500 students. The support and cooperation of all the schools were encouraging. Most of the school authorities requested for conduct of similar sessions every year. The children were also encouraged by the conduct of quiz and spot distribution of prizes. We observed that conduct of special training sessions for selected group of students and teachers in each school will enhance our effort of spreading the message. Some schools requested the same also. It needs special mention about the mass pledge on the international day of non-violence (birth anniversary of Mahadhma Ghandhi) in which more than 25000 students took pledge against substance abuse.

## **FIRST CLINIC BASED PROGRAM: SEMINAR ON DRUG ABUSE/ADDICTION**

**At New Safa Makka Hall, Riyadh on 31.5.2013 (World No tobacco Day):**

Mr. Asharaf Vadakkevila, the chairman of the NRK forum, Riyadh inaugurated the seminar and Mr. Ibrahim Subahan of world energy forum unveiled the poster show. Dr. Dr. Mohammed Rafeeqe, Bharathan, Dr. Abdul Azeez, and Dr. Joshi Joseph presented topics such as hazards of smoking, eye problems associated with smoking, hazards of drug abuse, dermatological manifestations and diseases transmitted by intravenous drug use respectively. The seminar was blessed with the participation of Doctors, Public figures, leaders of different organizations and Media representatives. The poster show was started for an indefinite period in 5 polyclinic in the Batha area namely Safa Makkah-1, New Safa Makkah, Al Rayan, Shifa Al Jassera and Saha polyclinics



## **INITIATION OF ACTIVITIES IN KERALA:**

First School program in Trivandrum District at VHSS Aruvikkara was conducted on 29.6.2013. More than 150 students attended the session. The program was marked by the presence of Panchayath President, local leaders etc.



### THE OFFICIAL UNVEILING OF RISA FACE BOOK PAGE:

The official launching of RISA face book page was done by the city flower chief operation officer Mr Fazil Rahmaan in a simple function at New Safa Makka Hall on 23.7. 2013



### LAUNCHING OF GLOBAL E-CAMPAIGN

A three month long global E-campaign launched on 23.7.2013 in Riyadh by sending the inaugural mail to the honorable Speaker of Kerala State Assembly, Sri. G. Karthikeyan by Dr. A V Bharathan, followed by to Mr. Kodikkunnil Suresh, the honorable union deputy minister for labor by Mr. Karunakaran pillai, to Mr. Vayalar Ravi, the honorable union minister for overseas affairs, by Mr. Abdul Nazar mash, to Mr. V. Sivakumar, the honorable health minister of Kerala by Dr. Thampi, to Mr. Sibi George, the honorable Deputy Chief of Mission of Indian Embassy, Riyadh by Mr. Ibrahim Subahan at a prestigious gathering of RISA team







### **ASIANET, RIYADH EXTENDS THEIR SUPPORT AND SOLIDARITY**

Asianet, Riyadh a leading news channel extending their support and solidarity to **RISA** by honoring Subair kunju foundation in the *MYLANCHI RAV-2* function arranged on 12.08.2013 at Naufa auditorium, Riyadh



### **FRIENDS CREATIONS, RIYADH AND JAIHIND TV EXTENDS THEIR SOLIDARITY**

Jaihind TV and its cultural wing, the friends creations extended their Solidarity to RISA by arranging a bulk E-mail campaign through Freeshoppy.com on 14.08.2013. The organization is sending 1,00,000 E-mails

by three notable personalities from different fields simultaneously from the same venue arranged at Shifa Al Jasseera Auditorium



### **LAUNCHING OF MULTILINGUAL BROCHURE CAMPAIGN THROUGH CITY FLOWER OUTLETS IN KSA AND BAHRAIN:**

Inaugurated by Dr. Joshi Joseph, the clinic activity convener of RISA on 20.08.2013 at City flower department store, Riyadh



### **A MASS PLEDGE AGAINST DRUG ABUSE**

RISA team arranged a mass pledge against drug abuse\_in various International Schools in KSA arranged on 2<sup>nd</sup> Oct, the Gandhi Jayanthi Day 2013 (the international day of Non-violence). The pledge More than 25000 students took pledge on this occasion

### **ANTI SUBSTANCE ABUSE PLEDGE FOR SCHOOL CHILDREN**

I do understand that addiction to tobacco, alcohol or any other addictive drug is a developmental disease that usually begins in adolescence, which leads to many health hazards and social problems.

And hence, I do take the pledge that I will never try tobacco, alcohol or any other addictive drug in any form, at any time or occasion under any circumstance.



I do believe that it is my responsibility to protect myself, my families, friends and our community from the hazards of drug abuse. So I do extend my sincere solidarity to the fight against drug abuse and addiction and extend my full support to this noble campaign of RISA - 'Riyadh Initiative against Substance Abuse' for this great cause.

Let us all join together to stop drug abuse before it ever starts.





## **RELEASE OF MULTI LINGUAL AUDIOVISUAL DOCUMENTARY AND ESSAY WRITING COMPETITION FOR TEENAGE SCHOOL CHILDREN:**

The release of Malayalam and English versions of a 20 minute audio-visual documentary {by name swaraksha(in Malayalam) and the rescue( in English)} was arranged at New Safa Makkah Auditorium, Riyadh on 18.02.2014. The VCD was released by Mr. Shihsb Kottukad, the Norka roots consultant in KSA, Govt. of Kerala and many important personalities from different fields attended the function. The NRK forum chairman, Mr. Asharaf Vadakkaevila switched on the first documentary show.



An essay competition for teenage school children were also conducted on the occasion.



A warm send off to Mr. Karunakaran pillai, the joint convener of RISA who is being transferred to Jeddah and an honor to Shihab Kottukad, the laureate of pravasi bharatheeya puraskar 2014 was also the part of the function.





## **CLOSING CEREMONY OF FIRST PHASE**

Closing ceremony of first phase of Riyadh Initiative against Substance Abuse (RISA) was conducted on the world no tobacco day, 31<sup>st</sup> May 2014 at Ramad auditorium, Batha, Riyadh.

**As part of the closing ceremony, a number of programs were arranged as mentioned below:**

1. A free medical camp was arranged from 8 am-12 noon by Al Mubarak hospital, Riyadh. Many people had their ECG and blood sugar checkup, hypertension screening and they were distributed free dental consultation appointments in Al Abeer clinics.
2. Photos and news clip exhibition on RISA activities and RISA documentary show
3. A MERS awareness desk in association with doctors from Riyadh Indian Medical Association
4. Seminar on 'role of teachers in the prevention of substance abuse in children' chaired by Dr. M K Abdul Sather, Director and Psychological Councilor, seal center for skill development and training was very informative. Principals from various schools in Riyadh including Mr. Haneef, Abdul Rasheed, Dr. Ashraf of Andhra Pradesh United Society, Dr. Abdul Salam of King Saud University, and Mr. Balachandran of NRK forum were among the Speakers.
5. A poster design competition for school children of grade 8-12 with a theme 'prevention of drug abuse' for students of different international schools in Riyadh

### **Official function**

Dr. Saeed Faleh Al Sriaia, Director of Studies and information, NCNC inaugurated the official function chaired by Dr. Abdul Azeez, the RISA convener and the Managing Trustee of Subair kunju Foundation.





He released the 4 page supplement published by the Gulf Madhyamam to mark the occasion.



He also distributed the certificate of honor to the organizations, establishments and individuals who actively participated in the campaign during the phase one activities and participation gifts and certificates to winners of essay and poster design competition.



The students who won the essay writing competition conducted on 18.02.2014 were given gifts and certificates

<b>RISA ESSAY WRITING COMPETITION-2014- FIRST PRIZE WINNER</b> <b>SAIF ALI ATHYAAB (GRADE 9)</b> INTERNATIONAL INDIAN PUBLIC SCHOOL (SEVA) RIYADH	
<b>RISA ESSAY WRITING COMPETITION-2014- SECOND PRIZE WINNER</b> <b>ASJAD IQBAL (GRADE 8)</b> INTERNATIONAL INDIAN PUBLIC SCHOOL (SEVA) RIYADH	
<b>RISA ESSAY WRITING COMPETITION-2014- THIRD PRIZE WINNER</b> <b>THASLIMA MUHAMMED (GRADE 12)</b> INTERNATIONAL INDIAN SCHOOL FOR GIRLS, RIYADH	

By telephonic inauguration, he initiated the RISA activity outside the kingdom while the NORKA roots consultant and RISA representative Mr. Shihab Kottukad switched on the RISA documentary show in a prearranged venue in Muscut. Initiation of documentary shows in UAE was done by an e-transfer of documentary to Mr. M. J, Aseef Mohammed, Director, Pace Education, Gulf Asian English School Sharjah.



Dr. A V Bharathan, Dr. Joshi Joseph, Abdul Nazar Mash, Abdul Rasak Mavoor, Sherief Palath, Shinto Mohan and Rafeek Panniyankara of RISA and Rashid Khan (Gulf Madhyamam), sujith(Al Abeer) Dr. Samson (Riyadh IMA), Ibrahim Subahan, PV Abdul Rahman (GM, Al Huda group), Shanavas SP (G5) and Sasi kumar Pillai were among the organizers. Many prominent personalities from different fields participated in the function. Mrs. Padmini U Nair of International Indian School, Riyadh made an introductory speech on activities of Subair kunju foundation and the event convener Mr. Abdul Rasheed delivered the vote of thanks. The program ended late night after a vibrant cultural program by G5 music band

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#### **Dedication:**

The project is dedicated to the memory of Late Mr. M. Subair kunju, Azhicode, Trivandrum who was a full time social worker. The Subair kunju Foundation established in 2001 is a charitable trust formed by his family members with a view to continue the same effort which he did for more than 50 years for the welfare of the community irrespective of any political, religious, economic or any other concern.



Late Mr. M. Subair kunju (1931-2000)

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