

Whistling Woods International students host 'Project Saksham' with an aim to spread social awareness

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INVC NEWS Mumbai The students of Whistling Woods International's (WWI) School of Media & Communication (SMC) hosted a two-day initiative, Project Saksham last week, with an aim to spread social awareness among the masses. The eventful two days witnessed a mini marathon, a blood donation camp, an educative panel discussion and a flea market, all spreading awareness about the social issues faced by the society at large. The first day of Saksham kick-started with a mini-marathon, 'Cause-a-thon', wherein all the members of WWI participated in large numbers with a view to encourage positive change in different areas of the society. Meghna Ghai Puri (President, WWI) and Rahul Puri (Head of Academics, WWI) waved off the flag and encouraged the runners. The initiative kick starting on an energetic note, through 'Cause-a-thon', set the tone for all the activities that followed. The key highlights of the initiative was an informative panel discussion that covered the representation of the use of narcotic substances in the media, usage of drugs among the youth, and other imperative topics revolving around the same issue. The esteemed panellists included Subhash Ghai (Founder Chairman, WWI); renowned psychiatrist Yusuf Matcheswalla; Vinod Kumar Menon (Senior Crime Reporter, MidDay); ACP of Mumbai, Rajaram Mandage; Vandana Hiranandani and Dr. Rajiv Jerajani from the Drug Rehabilitation Centre - Anatta. Somnath Sen, Director - Outreach & Affiliations, WWI moderated the panel discussion. Project Saksham also saw students organising a blood donation camp in association with Kokilaben Dhirubhai Ambani Hospital. Around 450 individuals including WWI students, faculties and other staff members volunteered to donate blood. The blood donation camp served as a reminder to everyone to come forward and help those in need. The two-day initiative ended on a high note with the success of the 'Art Village' and the flea market, 'Goodness Bazaar'. The art workshop at the flea market extended support to numerous NGOs in the city. A participant painted with mouth and feet to highlight the power of differently-abled. Furthermore, the flea market showcased excellent artwork created by the underprivileged children. A tribal group from Aarey colony, brought their unique cooking techniques to the fore. The flea market was abuzz with many other activities that highlighted some social cause that the attendees could contribute towards. Speaking at the event, Meghna Ghai Puri, President WWI said, "We feel extremely proud to host an event which aims at contributing and bringing a positive change in the society. We hope to have helped spread awareness about substance abuse, an issue that our society and the youth faces today. I am elated with the success of Project Saksham and to see Whistling Woods International students' efforts bear fruit." This isn't the first time that the institute and the SMC students have supported a social cause. In the past, WWI has proudly associated itself with several NGOs such as Salaam Baalak Trust, Organ India, Laadli - A Population First Initiative and Aseema among others, for the welfare and development of the underprivileged. With the aim of giving back to the society as responsible global citizens, students of the institute are encouraged to not limit their learnings to their curriculum but incorporate the lessons learnt for the society at large.

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