

PRESS NOTE

Meeting of 3S and Our Health Society – 26th October 2025

A meeting of **3S and Our Health Society** was held on **26th October 2025** to deliberate on the pressing need for intensified efforts against the growing influence of **intoxicants in society**. **The members observed that, despite widespread awareness about the harmful effects of intoxicants, a misplaced overconfidence** persists among individuals—believing that while others may fall prey to diseases such as **cancer**, they themselves would remain unaffected.

The Society emphasised that this attitude demands active **environment building for health safety, encouraging individuals to adopt preventive measures and avoid intoxicants altogether from the outset, rather than being misled by notions of “safe” or “moderate” consumption**. True safety, the members concurred, lies in **complete abstinence from intoxicants**.

It was noted with concern that **celebrities and influencers** are increasingly promoting intoxicant-related products solely for financial gain, often disregarding their social responsibility. The Society unanimously resolved that **stringent legal mechanisms** should be framed so that any such endorsement attracts **penalties exceeding the commercial benefits** derived from the advertisement.

Further, the Society decided to partner with other **like-minded organisations** to advance collective efforts in eradicating the menace of intoxicants. Members also resolved to enhance public awareness regarding the **Control Room Number of the Narcotics Control Bureau (1933), enabling timely reporting and action against those involved in the distribution or promotion of narcotic drugs and psychotropic substances**.

The Society reaffirmed its commitment to the cause of building a healthier and safer society free from the influence of intoxicants. Citizens, especially youth, are encouraged to stay vigilant and participate actively in this mission.

For communication and coordination, the Society can be reached at 3sandourhealth@gmail.com