



Estd:1981  
**Sree Narayana College Chengannur**  
Alapuzha, Kerala

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## NATIONAL SERVICE SCHEME UNITS 49 A & B

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Nasha Mukth Bharath 2024-25



# Nasha Mukth Bharath Abhiyan

14/08/2024

The Ministry of Social Justice and Empowerment, Government of India, has officially launched the 'Nasha Mukth Bharat Abhiyaan' initiative to address the growing concern of substance abuse in the country.

On 12 August 2024, the NSS units 49 A & B of Sree Narayana College Chengannur organized 'Nasha Mukth Bharat Abhiyaan'- Anti Drugs Campaign to raise awareness about the dangers of drug abuse and promote a drug-free India. The event featured a talk on the importance of staying drug-free, an oath-taking ceremony against drug use, the formation of a human chain with teachers and common public, and an e-pledge drive.

The poster is a vibrant green and orange design. At the top left, it features the logo for 'NASHA MUKT BHARAT ABHIYAAN' with the text 'IN 812 DISTRICTS'. To its right is the logo for the 'MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT' and the '75 Azadi Ka Amrit Mahotsav' logo. The central text reads 'Celebrates Independence Day 2024' and 'Theme - 'Viksit Bharat ka Mantra, Bharat ho Nashe se Swatantra''. Below this, it states '12th Aug 2024'. A photograph of a young boy running while holding the Indian national flag is positioned on the left. The 'Programmes' section lists: 'Venue: College Road', 'Time: 10AM', 'Talk on "Drug Free India, Developed India" (Dr Anju K S, Principal in Charge)', 'Oath Against Drug Usage', 'Human Chain formation with the locale', and 'E-Pledge Taking'. A QR code is located in the bottom right corner. The bottom of the poster features the logos for 'EDUCATE LIBERATE' and 'SREE NARAYANA COLLEGE CHENGANNUR, ALAPUZHA, KERALA', along with its affiliation to the University of Kerala and NAAC accreditation (Grade B). The NSS logo is also present at the bottom right.

Programme Poster

The objective of the programme was to educate students and the community about the harmful effects of drugs and to promote the vision of a **Drug-Free India**.

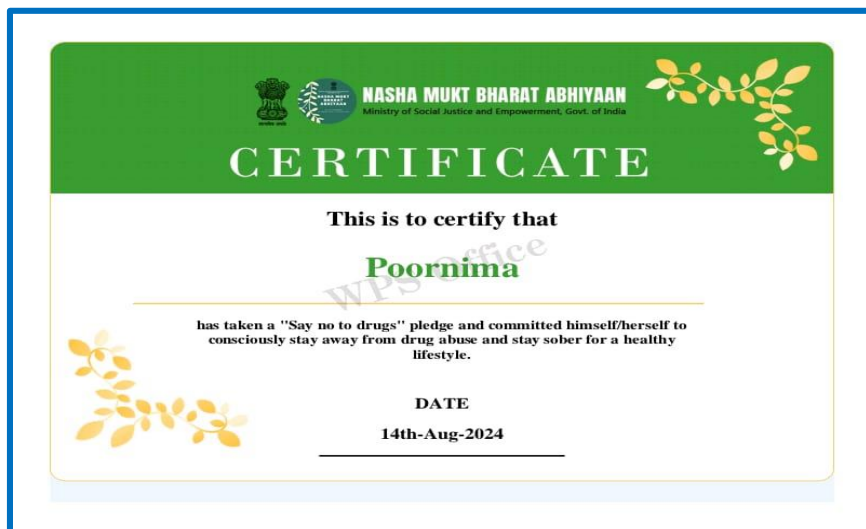


### Human Chain Formation with the locale



# Oath Taking Against Drugs





### **Sample of Certificate received from E – Pledge Taking**

A motivational talk was delivered by the principal of the college focusing on the physical, mental, and social dangers of drug addiction. The speaker emphasized the importance of saying no to drugs and how students can be role models for a drug-free society. Followed by principal's talk, NSS volunteers took a collective Oath Against Drug Use, vowing to lead a healthy, drug-free life and to spread awareness among peers and the community. Thereafter A **Human Chain** was formed by the volunteers outside the campus to symbolize unity and collective resistance against drug abuse. The activities concluded with an e-pledge drive where students, faculty, and staff pledged online to remain drug-free.

### **Conclusion**

The campaign succeeded in raising awareness about the devastating impact of drug abuse among students. The formation of the human chain served as a public demonstration of unity against drug use, encouraging others in the surrounding areas to adopt a drug-free lifestyle.

