



MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE, Affiliated to JNTUH)

Recognised under Section 2(f) & 12(B) of the UG Act 1956,

An ISO 9001:2015 Certified Institution.

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REPORT ON

Anti-Drug Awareness Program

Make a Drug Free Society

Date: February 19th 2025

ORGANIZED BY

National Service Scheme

MRCE

Event Report: Anti Drug Awareness Program: Make a Drug Free Society.

Date: February 19th 2025

Organized by: NSS Unit, Malla Reddy College of Engineering (MRCE)

Venue: Seminar Hall and Campus Grounds, MRCE College

Number of Participants: Over 500 students, faculty members, and police officials

Event Overview:

On February 19th 2025, the NSS Unit of Malla Reddy College of Engineering (MRCE) successfully organized an "Awareness of Drug Eradication Program" in collaboration with the Anti-Narcotics Bureau. The event aimed to educate students and faculty about the dangers of drug abuse, its impact on education and society, and ways to prevent addiction. The program included speeches, short films, presentations, poster unveiling, and a campus parade to reinforce the message of drug eradication.

The event saw active participation from over 300 students, faculty members, and police officials, making it a significant step toward promoting a drug-free environment within the college community.

Key Individuals and HODs (Heads of Departments):

The success of the program was made possible through the leadership and coordination of key individuals and Heads of Departments:

Principal: Dr. M. Ashok

NSS Program Officer: Mr. G. Ratna Kumar, Assistant Professor / ME Department

Anti-Narcotics Bureau Officials:

- SP P Sitaram Sir
- DSP Subha Rami Reddy Sir
- Inspector Srinivasa Rao Sir

Their dedication and collaborative efforts ensured the smooth execution of the program, fostering awareness and commitment to eradicating drug abuse among students.

The "Awareness of Drug Eradication Program" was meticulously planned to ensure maximum engagement and impact on the participants. Each segment of the program was designed to educate, inspire, and motivate students and faculty members to take a stand against drug abuse. Below is a detailed breakdown of each activity conducted during the event:

Welcome Address and Speech by Principal Sir Dr. M Ashok

Dr. M. Ashok began the event with a warm welcome to all attendees, including students, faculty members, and Anti-Narcotics Bureau officials. He emphasized the importance of education as a tool for personal and societal growth, urging students to focus on their studies and

extracurricular activities to build a bright future. The principal highlighted the dangers of drugs, explaining how they can derail academic progress, damage physical and mental health, and lead to anti-social behavior. He encouraged students to stay away from harmful influences and make informed decisions to protect their well-being.

His speech set the tone for the event, reinforcing the college's commitment to fostering a healthy and drug-free environment.

Speech by Anti-Narcotics Bureau SP P Sitaram (Anti-Narcotics Bureau):

SP Sitaram delivered an impactful speech that resonated deeply with the audience. He began by sharing alarming statistics about the rising prevalence of drug abuse among youth in India. He explained how drug addiction not only affects individuals but also has far-reaching consequences for families, communities, and society at large. He stressed that drug use reduces focus on education, leads to poor decision-making, and often results in criminal behavior. SP Sitaram urged everyone to work collectively to eradicate drugs, emphasizing the role of education institutions like MRCE College in spreading awareness and preventing addiction.

His speech concluded with a call to action, encouraging students to become ambassadors of change by promoting drug-free lifestyles in their communities.

Short Films Screening on Anti Drug Awareness:

Three short films were screened to create awareness about the dangers of drug abuse. These films were carefully selected to depict real-life stories of individuals who had fallen victim to drug addiction. The first film showcased the journey of a promising student whose life spiraled out of control due to drug addiction, leading to academic failure, family conflicts, and eventual rehabilitation. The second film focused on the social and psychological impact of drug abuse, highlighting how it destroys relationships, careers, and lives. SP Sitaram provided commentary after each film, explaining the key takeaways and encouraging students to reflect on the consequences of drug use.

The films served as powerful visual tools to drive home the message of the program, leaving a lasting impression on the audience.

Presentation by DSP Subha Rami Reddy:

Subha Rami Reddy conducted an interactive presentation using slides and multimedia content to explain the science behind addiction. He discussed how drugs affect the brain, altering its chemistry and leading to dependency and withdrawal symptoms. The presentation covered the physical, mental, and emotional effects of drug abuse, including impaired judgment, memory loss, depression, and increased risk of diseases. Subha Rami Reddy also shared strategies for prevention, such as avoiding peer pressure, seeking help from trusted adults, and staying engaged in positive activities like sports and academics. He answered questions from the audience, addressing concerns and clarifying misconceptions about drug use.

This session was highly informative and helped participants understand the mechanisms and consequences of addiction in greater detail.

Poster Unveiling Ceremony:

Participants: Police Officials (SP Sitaram, DSP Subha Rami Reddy, Inspector Srinivasa Rao) and Students A symbolic poster unveiling ceremony was conducted to signify the college's commitment to eradicating drugs.

The posters featured powerful slogans and visuals advocating a drug-free lifestyle, such as "Say No to Drugs" and "Education Over Addiction." The unveiling was done jointly by police officials and student representatives, symbolizing collaboration between law enforcement and educational institutions in combating drug abuse.

This moment served as a visual reminder of the program's objectives and inspired participants to actively contribute to creating a drug-free environment.

Drug Prevention Pledge:

All participants, including students, faculty members, and police officials, took a collective pledge to stay away from drugs and promote awareness in their communities.

The pledge included commitments such as:

- Refraining from consuming or distributing drugs.
- Educating peers and family members about the dangers of drug abuse.
- Supporting those struggling with addiction by encouraging them to seek professional help.

The pledge-taking ceremony fostered a sense of responsibility and unity among participants, reinforcing their resolve to combat drug abuse.

Distribution of Pamphlets:

Anti-drug awareness pamphlets were distributed to all attendees at the end of the program.

The pamphlets contained detailed information about:

- The types of drugs commonly abused and their effects.
- Warning signs of drug addiction.
- Helpline numbers and resources for seeking help.

These materials served as a handy reference guide for participants, enabling them to continue spreading awareness even after the event.

Honoring Guests:

As a token of appreciation, the guests—SP Sitaram, DSP Subha Rami Reddy, and Inspector Srinivasa Rao—were honored with shawls. The gesture acknowledged their invaluable contributions to the program and their efforts in combating drug abuse in society.

The honoring ceremony added a formal and respectful touch to the event, strengthening the bond between the college and law enforcement agencies.

Campus Rally:

The event concluded with a vibrant parade around the campus, led by students carrying handmade posters created by NSS coordinators. The posters featured creative designs and slogans advocating a drug-free lifestyle, such as "Healthy Life, Happy Future" and "Drugs Destroy Dreams." The parade spread the message of drug eradication throughout the college premises, engaging other students and staff members who were not part of the main program. This activity added an energetic and participatory element to the event, ensuring that the message reached a wider audience.

A standout moment during the event was the active involvement of the Anti-Narcotics Bureau officials, who shared valuable insights and resources to combat drug abuse. Their presence and engagement motivated students to take the issue seriously. Additionally, the creative posters designed by NSS coordinators added a visual appeal to the campaign, reinforcing the message effectively.



















డ్రగ్స్ నిర్మూలనపై అవగాహన



పోస్టర్ను ఆవిష్కరిస్తున్న పోలీసులు, విద్యార్థులు

మేడ్చల్ రూరల్: డ్రగ్స్ నిర్మూలనకు ప్రతి ఒక్కరూ కృషి చేయాలని యాంటీ నార్కోటిక్ బ్యూరో ఎస్పీ సీతారాం అన్నారు. శనివారం గుండ్లపోచంపల్లి మున్సిపాలిటీ పరిధి మైనమ్మగూడలోని ఎమ్మా ర్స్ సీఈ కళాశాలలో యాంటీ డ్రగ్స్ కార్యక్రమం నిర్వహించారు. విద్యార్థులకు డ్రగ్స్ వినియోగం వల్ల కలిగే అనర్థాలపై అవగాహన కల్పించారు. ఎస్పీ మాట్లాడుతూ.. డ్రగ్స్ వినియోగించడం వల్ల యువత మత్తుకు బానిస అవుతున్నారని, దీంతో చదువుపై శ్రద్ధ తగ్గిపోయి సంఘ వ్యతిరేక శక్తులుగా

మారతున్నారని ఆవేదన వ్యక్తం చేశారు. కళాశాల విద్య ఎంతో విలువైనదని, యువత చెడు దారిన వెళ్లకూడదని సూచించారు. కళాశాల ప్రిన్సిపాల్ అశోక్ మాట్లాడిన అనంతరం విద్యార్థులతో పోలీసులు డ్రగ్స్ నివారణ ప్రతిజ్ఞ చేయించి, పోస్టర్ను ఆవిష్కరించారు. యాంటీ నార్కోటిక్ బ్యూరో డీఎస్పీ సుబ్బరామిరెడ్డి, ఇన్స్పెక్టర్ శ్రీనివాస్రావు, కళాశాల ఎన్ఎస్ఎస్ పీఓ రత్నకుమారి, ఏవో రాజేష్, అధ్యాపకులు, ఎన్ఎస్ఎస్ కో- ఆర్డినేటర్లు, విద్యార్థులు పాల్గొన్నారు.

Conclusion:

The "Awareness of Drug Eradication Program" organized by the NSS Unit at Malla Reddy College of Engineering was a resounding success. Under the guidance of Dr. M. Ashok ,

Mr. G. Ratna Kumar , along with the support of the Anti-Narcotics Bureau officials, the program achieved its goal of educating the campus community about the dangers of drug abuse.

The event not only raised awareness but also inspired students and faculty to actively contribute to creating a drug-free society. By combining informative sessions, engaging activities, and collaborative efforts, the program left a lasting impact on the participants, encouraging them to prioritize their well-being and future.

With records
NSSPO

Principal