



## **MALLA REDDY COLLEGE OF ENGINEERING**

(Approved by AICTE-New Delhi and Affiliated to JNTUH-Hyderabad)

Recognised under Section 2(f) & 12(B) of the UGC Act 1956,  
An ISO 9001:2015 Certified Institution

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500100



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## **REPORT ON**

### **ANTI TOBACCO AWARENESS**

**Date: 08 November 2025**

**ORGANIZED BY**

**National Service Scheme**

**MRCE**

# Event Report: MRCE NSS UNIT – ANIT TOBACCO AWARENESS PROGRAM

**Date:** 08 November 2025

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

## Introduction and Venue

The Tobacco Awareness program was conducted at the Malla Reddy College of Engineering (MRCE) campus. Moving away from a static seminar format, the NSS Unit opted for a dynamic mobilization strategy to maximize student engagement across the entire college premises.

The poster is for a Tobacco Awareness program organized by the National Service Scheme (NSS) of Malla Reddy College of Engineering. The top half features the college's logo and the NSS logo. The title 'National service scheme' is in a script font, followed by 'ORGANISE' in a smaller sans-serif font. Below this is a cartoon of a person smoking. The main title 'TOBACCO' is in large, bold, stylized letters, with 'AWARENESS' in bold capital letters below it. Below the title is the slogan 'DON'T LET TOBACCO TAKE YOUR BREATH AWAY' in a sans-serif font. To the left of the slogan is a date box containing '08 NOV 2025'. To the right is a venue box containing 'SEMINAR HALL'. Below the slogan is a graphic of a healthy lung on the left and a diseased, blackened lung on the right, with a skull and crossbones inside the diseased lung. Below this graphic is the slogan 'Say no to tobacco, say yes to life.' To the right of the slogan is a small illustration of a lit cigarette in an ashtray. At the bottom, the 'PRINCIPAL' and 'CO-ORDINATOR' are listed with their names, 'Dr. M. Ashok' and 'Mr. G. Ratnakumar'. Below the principal's name is the text 'Principal and NSS Chairman-MRCE' and below the coordinator's name is 'NSS Programme Officer'.

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APPROVED BY AICTE -NEW DELHI, ACCREDITED BY NBA (CSE & ECE) AFFILIATED TO INTUH - HYDERABAD  
. ISO 9001:2015 CERTIFIED INSTITUTION, RECOGNITION OF COLLEGE UNDER SECTION 2(F) & 32(B) OF THE UGC ACT, 1956

*National service scheme*

ORGANISE

**TOBACCO**

**AWARENESS**

DON'T LET TOBACCO  
TAKE YOUR BREATH AWAY

Date: 08 NOV 2025

Venue: SEMINAR HALL

Say no to tobacco,  
say yes to life.

**PRINCIPAL**  
**Dr. M. Ashok**  
Principal and NSS Chairman-MRCE

**CO-ORDINATOR**  
**Mr. G. Ratnakumar**  
NSS Programme Officer

## **Event Activities**

The campaign was executed through a series of interactive and high-visibility actions:

### **Poster Mobilization**

NSS members gathered at a central point with handcrafted and printed posters. These visual aids highlighted the dangers of smoking and the benefits of a tobacco-free life, featuring slogans such as "Don't let tobacco take your breath away" and "Say no to tobacco, say yes to life".

### **Awareness Parade**

The volunteers conducted a formal parade around the college campus. This march served as a public demonstration of the unit's commitment to health and social responsibility, catching the attention of students and faculty during transition periods.

### **Classroom Outreach**

To ensure the message reached every student, the NSS members went to each individual class. During these visits, they:

- Spread direct awareness about the physiological impact of tobacco.
- Distributed information regarding the long-term risks of addiction.
- Engaged in brief Q&A sessions to clarify misconceptions about "vaping" or alternative tobacco products.

### **Leadership and Support**

The campaign was held under the guidance of the college's leadership:

- Dr. M. Ashok (Principal and NSS Chairman-MRCE): Provided the administrative support and vision for the outreach.
- Mr. G. Ratnakumar (NSS Programme Officer): Coordinated the logistics of the parade and classroom visits.





**Impact and Conclusion** By taking the message directly to the classrooms and parading through the college, the NSS Unit ensured 100% visibility for the tobacco awareness cause. This active approach successfully fostered a culture of health and emphasized the college's stance against substance abuse.

**Principal and NSS Chairman**  
  
**MRCE**