



MES ASMABI COLLEGE

P. VEMBALLUR

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

Report on Anti-Drug Pledge Activity

Held in Connection with the International Day against Drug Abuse and Illicit Trafficking

Date: June 26, 2024

Venue: Department of Tourism and Hospitality Management Classrooms

Time: First Hour of the Day

In observance of the **International Day against Drug Abuse and Illicit Trafficking**, the Department of Tourism and Hospitality Management at **M.E.S Asmabi College** organized an **Anti-Drug Pledge** activity. The objective was to create awareness among students about the harmful effects of drug abuse and to promote a culture of social responsibility, especially among the future professionals of the tourism and hospitality industry.

The pledge was conducted during the **first hour of the academic day** in the department classrooms, with active participation from **second and third-year THM students**. The session was organized under the guidance of the **College Protection Group**, in collaboration with the **Thrissur Rural Police**.

To ensure deeper impact and understanding, the pledge was delivered in **Malayalam**, enabling students to connect more personally with the message. Faculty members also took part in the event, encouraging a unified stand against drug use and its societal impact.

Highlights of the Program

- Full participation from students and staff of the department.
- Emphasis on building a **drug-free society** and empowering students as **agents of change**.
- Reinforcement of values such as **self-discipline**, **awareness**, and **collective responsibility**.
- Integration of **social consciousness** into the student learning environment, aligning with the department's vision of producing responsible tourism professionals.

Conclusion

The Anti-Drug Pledge activity was a **meaningful initiative** that highlighted the department's proactive role in promoting social awareness and wellness. The Department of Tourism and Hospitality Management at M.E.S Asmabi College remains committed to nurturing responsible and conscious individuals who contribute positively to society.

This event served as a powerful reminder that a **drug-free community begins with informed and committed individuals**, and our students have taken a commendable step in that direction.

Sd/-

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PHOTOS

