Report on International Anti-Drug Day Observation at MES Asmabi College, P. Vemballur

Date: 25 June 2026

Venue: MES Asmabi College, P. Vemballur

Organized by: College Protection Group

In Association with: NSS, NCC, Youth Red Cross, Research Department of English and PG Department of Physics

As part of the observance of International Anti-Drug Day, MES Asmabi College, P. Vemballur, organized a series of awareness programmes on 25 June 2026 under the leadership of the College Protection Group in association with NSS, NCC, Youth Red Cross, Research Department of English and PG Department of Physics. The programme aimed to create awareness among students and the public about the harmful effects of substance abuse and to promote a healthy, drug-free lifestyle.





The programme commenced at 10.00 a.m. with an Anti-Drug Pledge, during which students, teachers and volunteers collectively reaffirmed their commitment to staying away from drugs and contributing towards building a drug-free society. The pledge emphasized individual responsibility in combating the growing menace of substance abuse among youth.









The formal inauguration of the Anti-Drug Day observance was conducted by Sri P. Pramod, DYSP, Kodungallur, who served as the chief guest. In his inaugural address, he highlighted the increasing challenges posed by drug abuse among young people and stressed the need for continuous awareness and vigilance. He encouraged students to actively engage in artistic, cultural, sports, and community-oriented activities as positive alternatives that can help prevent addiction and promote personal growth.

The chief guest also delivered an informative awareness session on the devastating effects of smoking, alcohol consumption, and narcotic drug use on physical health, mental well-being, family relationships, and society at large. He elaborated on the social and legal consequences of drug abuse and discussed practical measures through which individuals can resist peer pressure and avoid falling into addiction. His speech served as an eye-opener for the students and motivated them to become ambassadors of anti-drug awareness in their communities.

The programme was presided over by Dr. Sameena Kalathodi, Principal, MES Asmabi College. In her presidential address, she emphasized the importance of value-based education and

responsible citizenship in preventing substance abuse. She urged students to remain focused on their academic and personal development and to contribute positively to society.

Felicitations and messages of support were offered by Sri Ajay Menon, SI, Mathilakam PS; Sri Rejeesh S., ISHO, Mathilakam PS; Dr. Sanand C. Sadananda Kumar, Vice Principal, and Dr. Jaisy David, Coordinator, College Protection Group. They highlighted the collective responsibility of educational institutions, families, law enforcement agencies and society in addressing the issue of drug abuse.









As part of the awareness campaign, a vibrant Flash Mob was organized at the College Portico at 12.30 p.m. Students enthusiastically participated in the performance, creatively conveying anti-drug messages through music, dance, and coordinated movements. The flash mob attracted considerable attention and effectively communicated the importance of leading a drug-free life.









The programme concluded with a Drug Awareness Rally at 1.30 p.m. Students carrying placards and banners marched through the campus and nearby areas, spreading messages against drug abuse and advocating healthy lifestyle choices. The rally successfully created awareness among the public and reinforced the collective commitment of the college community towards the fight against substance abuse.









The International Anti-Drug Day observance was highly successful in educating students about the dangers of drug addiction and promoting social responsibility. The active participation of students, faculty members, volunteers, and law enforcement officials made the programme

meaningful and impactful. The event reflected the institution's commitment to fostering a safe, healthy, and socially responsible campus environment.

Dr. Jaisy David
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Dr. Sameena Kalathodi
Principal
MES Asmabi College