

1. Report on International Day Against Drug Abuse and Illicit Trafficking

Event Details

- **Date:** June 26, 2024
- **Location:** MES Keveeyam College, Valanchery, Malappuram, Kerala, India
- **Organized by:** Anti Narcotic Cell in collaboration with NSS and NCC

Objectives

1. **Raise Awareness:** To educate students and the community about the dangers of drug abuse and the consequences of illicit drug trafficking.
2. **Promote Healthy Choices:** Encourage individuals, especially the youth, to make healthy lifestyle choices and stay away from drugs.
3. **Community Engagement:** Involve the student community in efforts to combat drug abuse and illicit trafficking through collaborative activities.

Activities

1. **Chart Display:** The event commenced with an inaugural ceremony for the Chart Display, graced by the presence of the Principal of MES Keveeyam College Dr. K P. Vinodkumar, Vice Principal Prof. Shajid P.P, NSS Officer Mohammed Ledid, and the Coordinator of the Anti-Narcotic Club Dr. Reji A L, along with student members, actively participated in the event. The charts, created by students, showcased the harmful effects of drug abuse and the importance of staying drug-free.
2. **Pledge Taking:** Following the chart display, students were gathered in their respective classrooms to take a solemn pledge against the use of drugs. This pledge was a commitment to lead a healthy, drug-free life and to support peers in making the same choice. The collective recitation of the pledge emphasized the unified stance of the student body against drug abuse.

The event successfully raised awareness and reinforced the commitment of the students and faculty towards creating a drug-free community. The participation of the college leadership underscored the institution's dedication to this crucial cause.



JUNE 26th 2024

INTERNATIONAL DAY AGAINST

DRUG ABUSE

& ILLICIT TRAFFICKING

* CHART DISPLAY * PLEDGE TAKING * ANTHOLOGY OF POSTERS

* AWARENESS PROGRAMMES * RUN AGAINST DRUGS

ORGANIZED BY
ANTI NARCOTIC CELL IN COLLABORATION WITH NSS AND NCC



MES KEVEEYAM COLLEGE

VALANCHERY | MALAPPURAM | KERALA | INDIA

NAAC RE-ACCREDITED WITH "A+" GRADE (3.44)

www.meskeveeyamcollege.ac.in



Photos





Anti Drug Campaign at the Class Room



Chart Display in the College Hostel

2.Report on the Kerala Piravi and Drug Awareness Programme

On November 1st, MES Keveeyam College, Valanchery, organized a special program in observance of Kerala Piravi Day and to raise awareness about the dangers of drug use. The event was conducted under the leadership of Prof. Swapna N R and Prof. Ledid, in collaboration with the NSS Units 91 and 105, the Anti-Narcotic Cell, and the Red Ribbon Club.

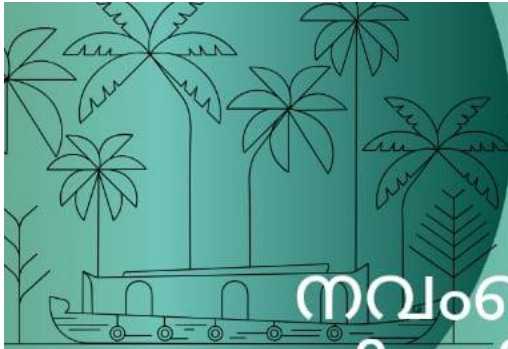
The program commenced with an inaugural address by Principal Dr. K. P. Vinod Kumar, who emphasized the cultural heritage of Kerala and the importance of community engagement in drug prevention. Vice Principal Shajid P. P. delivered a thought-provoking speech on the significance of drug awareness, urging students to stay vigilant and spread the message of a drug-free society.

Chief speaker K. Ganesan, a Vimukthi resource person from the Excise Department, shared profound insights from his own life, emphasizing the challenges he faced in dealing with substance abuse cases. He recounted stories of individuals whose lives were devastated by drugs, highlighting the importance of early intervention and awareness. His experiences underscored the need for a strong support system and community involvement in the fight against drug abuse.

Dr. Faiz, Assistant Professor of English and Dr. Reji A L, Assistant Professor & Anti Narcotic Cell Coordinator graced the event with their presence and delivered felicitation addresses, praising the college's efforts to foster awareness and protect youth from substance abuse. Their speeches highlighted the role of educators and institutions in shaping a safe and healthy future for students.

The session concluded with a vote of thanks by Swapna N. R., Assistant Professor and NSS Programme Officer, who expressed gratitude to all the attendees, the organizing team, and the resource person, K. Ganesan, who shared valuable insights during his talk as part of the 'Vimukthi' initiative from the Excise Department.

Overall, the program served as a powerful reminder of the collective responsibility to prevent drug misuse and preserve the well-being of the community.



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നവംബർ 1 കേരളപ്പിറവി ദിനത്തിൽ നമുക്ക് ലഹരിക്കെതിരെ പോരാടാം.



AV hall



Date

November 1st

Time

09.30 AM



K. Ganesan

Vimukthi Resource Person
Excise Department



**NSS UNITS 91 AND 105 IN COLLABORATION WITH
RED RIBBON CLUB AND ANTI- DRUG AWARENESS
CELL**



სონებო



മൂലം ബുദ്ധിമുട്ട് &
മൂലം മരണപ്പെടുന്നു

Report on the Anti-Drug Awareness Debate Program

On November 7 2024, MES Keveeyam College, Valanchery, held a thought-provoking debate on the influence of cinema and media in shaping perceptions of drug use. The event was inaugurated by Principal Dr. K. P. Vinod Kumar, who emphasized the significance of awareness in today's youth-oriented spaces. Vice Principal Shajid P. P. spoke on the critical role that college campuses play in promoting anti-drug awareness.

The chief guests, Anil Penukkara, Harikumar from NMBA Malappuram, and Joseph Nambimadam, shared insightful perspectives on media's role in influencing youth behaviour. The event sparked a lively debate, generating new ideas and discussions on responsible media consumption.

Organized through the collaborative efforts of NSS Units 91 and 105, the Red Ribbon Club, and the Anti-Narcotic Cell, the program was supported by Mukham Books, which graciously donated their publications to the college library. The debate was well-received, leaving participants with a deeper understanding of the impact of media on drug-related attitudes.



4. Anti Drug Rally



MES Keveeyam College NSS Units 91 & 105 and Anti Narcotic Club members, along with NSS Officers Prof. Swapna N R, Prof. Ledid and Vice Principal Prof. Shajid PP and Dr. Reji A L participated in the People's rally organized by Valanchery Municipality and Kottakkal Assembly on 27th November 2024, at Valanchery. The rally began from the front of the Valanchery Municipality and ended at Nadakkavil Hospital, Perinthalmanna Road. Solo performance, speech, pledge and various activities for Anti Drug awareness were held as part of the programme.



5. Report on Anti-Drug - Pledge Taking Ceremony

Organized by Anti-Narcotic Cell, MES Keveeyam College, Valanchery

Date: 06/03/2025

Venue: All Classrooms, MES Keveeyam College, Valanchery

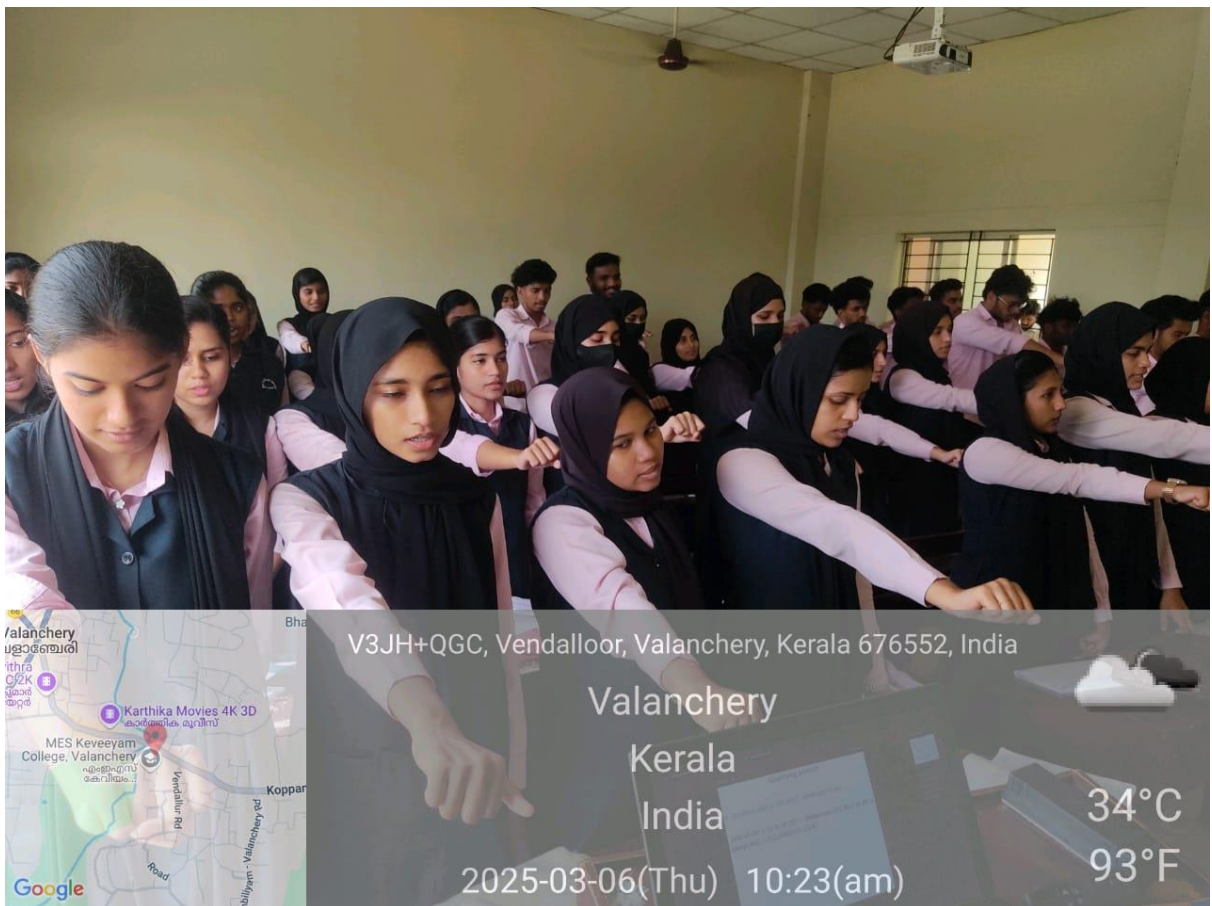
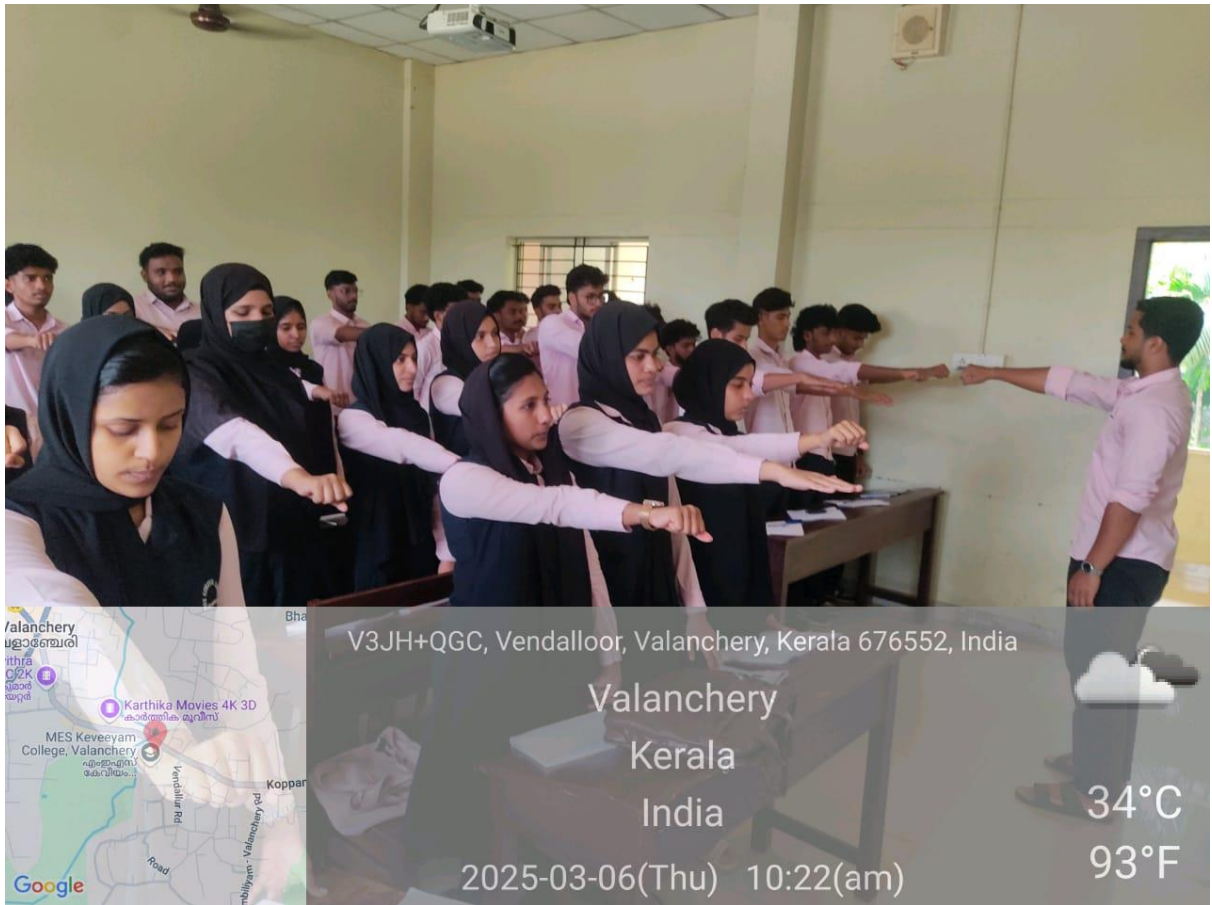
The Anti-Narcotic Cell of MES Keveeyam College, Valanchery, organized a **Pledge Taking Ceremony** on **March 6, 2025**, as part of an awareness campaign against the rising drug-related crimes and violence in Kerala. The event aimed to educate students about the devastating impact of drug abuse and encourage them to take a firm stand against it.

The pledge was administered in **all classrooms**, ensuring that every student participated in this meaningful initiative. Faculty members took the lead in guiding students through the pledge, reinforcing the importance of a drug-free life and the need for collective action in preventing substance abuse.

The campaign was especially relevant in the light of the increasing **drug-related cases and associated murders** reported across Kerala. Addressing this alarming trend, the event sought to instil a sense of responsibility and awareness among students, empowering them to make informed choices and act as advocates for a healthier society.

Teachers and students actively participated in the pledge-taking, and **geo-tagged photographs** were collected and submitted as documentation of the event.









6.Report on Orientation Programme on Anti-Drug Awareness to Tutors

The Anti-Narcotic Cell of MES Keveeyam College organized an **Orientation Programme on Anti-Drug Awareness** on **10th March 2025** at **2:30 PM** in the **AV Hall**. The session, titled **"Combating Drug Abuse Among Youth,"** was handled by **IQAC Coordinator Prof. Nisab T.**

The programme began with a warm welcome address by **Dr. Reji A L**, Coordinator of the Anti-Narcotic Cell, who also expressed gratitude to all attendees at the conclusion of the session. The session highlighted the rising concerns about drug abuse among youth and the urgent need for preventive measures. Vice Principal **Prof. Shajid P P** provided further guidance on the importance of collective efforts to tackle this issue effectively.

The session was well-received, with active participation from tutors of various **UG and PG classes**. The presentation offered valuable insights into the causes, consequences, and strategies for combating drug abuse, encouraging tutors to play a proactive role in spreading awareness among students.

The programme concluded on a positive note, reinforcing the commitment of the institution toward creating a drug-free campus environment.





7. Formation of an Anti-Drug Squad named Sakaratmak Jeevan (Positive Life) in March 2025 and about 80 students from various departments enrolled in the Squad.

8. Report on One-Day Seminar on "Say No to Drugs: Empowering Youth for a Drug-Free Future"

Date: 13th March 2025

Venue: Open Auditorium, MES Keveeyam College, Valanchery

MES Keveeyam College, Valanchery, in collaboration with the Anti-Narcotic Cell, successfully conducted a one-day seminar titled "**Say No to Drugs: Empowering Youth for a Drug-Free Future**" on 13th March 2025 at the AV Hall. The seminar aimed to raise awareness among students about the dangers of drug abuse and to empower them to make decisions for a drug-free future.

The event commenced with a warm **welcome address** by **Dr. Reji A. L.**, the Coordinator of the Anti-Narcotic Cell. This was followed by the **presidential address** delivered by **Prof. (Dr) Vinod Kumar K. P., Principal** of MES Keveeyam College, who emphasized the importance of such initiatives in guiding students towards a healthier lifestyle.

The seminar was **inaugurated** by **Jb. O.C. Salahudheen**, Treasurer of MES Kerala and Chairman of the College Management Committee. In his inaugural speech, he highlighted the alarming rise in substance abuse among youth and the need for early intervention and awareness programs.

An **introductory speech** was delivered by **Dr. P. Muhammadali**, Secretary of the College Management Committee, who stressed the collective responsibility of society, parents, and educational institutions in curbing drug abuse.

The seminar featured two insightful keynote addresses. The first was delivered by **Mr. M. S. Suni**, Associate Professor and Clinical Psychologist from MES Academy of Medical Sciences. He provided deep insights into the psychological aspects of addiction and methods to build resilience among youth. Mr. Suni also engaged the students in an interactive session where he divided them into groups and encouraged them to create posters based on the seminar's theme. This activity sparked creativity and reinforced the anti-drug message among the participants. The best posters were recognized and awarded prizes, encouraging students to actively reflect on the seminar's key message.

The second keynote address was delivered by **Ms. Thasni A. K. P.**, Assistant Professor, Department of Psychology, MES Keveeyam College. She highlighted the emotional and mental health challenges faced by youth and the role of positive reinforcement and peer support in preventing drug abuse.

The seminar concluded with a **vote of thanks** by **Ms. Rafna Kuvappalli**, Joint Coordinator of the Anti-Narcotic Cell, who expressed gratitude to the speakers, participants, and organizers for their contributions to the success of the event.

The seminar was well-attended by students, faculty, and staff, and the interactive sessions and poster activity ensured active participation and engagement. The event was a significant step toward empowering the youth and fostering a drug-free campus environment.



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One Day Seminar on

SAY NO TO DRUGS: EMPOWERING YOUTH FOR A DRUG-FREE FUTURE

Organized by Anti Narcotic Cell

INAUGURATION



Jb. O.C. SALAHUDHEEN
TREASURER, MES KERALA &
CHAIRMAN, COLLEGE MANAGEMENT COMMITTEE



Prof. (Dr) VINOD KUMAR K. P.
PRINCIPAL
MES KEVEEYAM COLLEGE



Mr. M. S. SUNI
ASSOCIATE PROFESSOR &
CLINICAL PSYCHOLOGIST
MES ACADEMY OF MEDICAL SCIENCES

RESOURCE PERSONS



Ms. THASNI A. K. P
ASSISTANT PROFESSOR
DEPARTMENT OF PSYCHOLOGY
MES KEVEEYAM COLLEGE

13th MARCH 2025, 10:30 AM @ AV HALL





Poster Making in the session held by Mr. M.S. Suni, Associate Professor & Clinical Psychologist

9. Anti Drug Awareness to Students by Tutors on 14/03/2025

An Anti-Drug awareness class for II BA students was given by Dr. Reji A L, Assistant Professor and Anti Narcotic Cell Coordinator, MES Keveeyam College



Orientation in English



Orientation in BVOC

An Anti-Drug awareness class for II BVOC students was given by Fathima Nidha, Assistant Professor, Department of BVOC Optometry.



Orientation in I BSc Physics class by Dr. Nabeel Rashin



Orientation in II BSc Physics Class by Dr. Bincy I P



Orientation in MSc I Year by Ms. Lubna



Orientation in II MSc Physics by Abdul Majeed K M



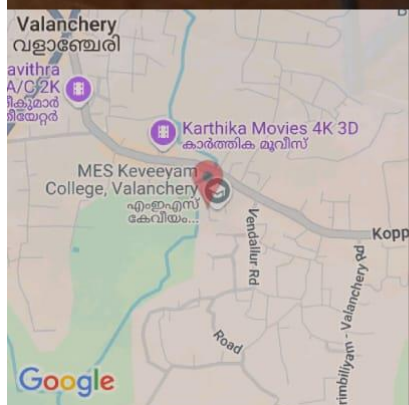
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Valancherry Kerala 676552 India

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Longitude: 76.078366421083

25/03/2025 - 10:49:19

II Semester BCom Computer Application by Ledid Bin Abdul Khader



MES Mosque, Koppam - Valanchery Rd, Vendallur, Kattipparuthi, Valanchery, Kerala 676552, India

Kattipparuthi
Kerala
India

2025-03-22(Sat) 11:13(am)



33°C
91°F

Orientation in I BSc Polymer Chemistry by Dr. Suraja P V



Orientation in II MSc Polymer Chemistry by Dr. Saifunnisa

10. News Reading for Anti-Drug Awareness in Class Rooms



News Reading in II BA Class room



News Reading in BCOM



GPS Map Camera



Valancherry, Kerala, India

Variyathupady Mankeri Vendalloor Road,

Tirur, Valancherry, Kerala 676552, India

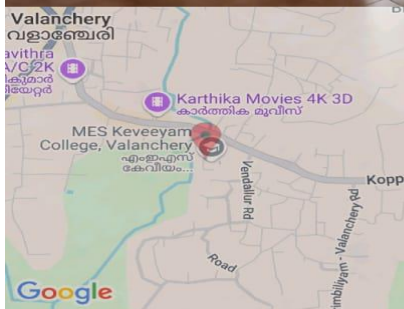
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Note : Captured by GPS Map Camera



News Reading in II MSc Polymer Chemistry



V3JH+QGC, Vendalloor, Valanchery, Kerala 676552, India

Valanchery
Kerala
India

2025-03-22(Sat) 11:16(am)

33°C
91°F

News Reading in I BSc Polymer Chemistry



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676552 India

Latitude: 10.882138020711883

Longitude: 76.07823464655758

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News Reading in II Semester BCom Computer Application