MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS)

VANIYAMBADI, TIRUPATTUR DT – 635 751

- Recognized u/s 2(f) & 12(B) UGC Act, 1956
- Permanently Affiliated to Thiruvalluvar University
- Reaccredited by NAAC with 'A' Grade 67th Rank in NIRF (College Category)

A+ NAAC Accredited | INSTITUTION'S INNOVATION COUNCIL

NCC, Anti Drug Club & 10 TN Battalion NCC, Vellore
Jointly organizes

NASHA MUKT BHARAT ABHIYAAN (NMBA)
नशा मुक्त भारत अभियान

NASHA MUKT BHARAT ABHIYAAN (NMBA)

Say NO to Drugs

Healthy Youth Stronger India

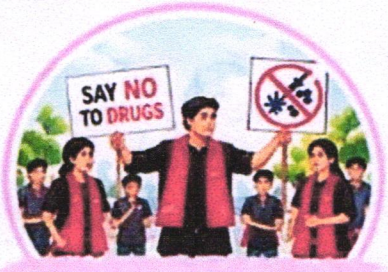
Date : 23.09.2026 (Wednesday)

Time : 11.30 AM

Venue : MKJC Premises & Chinnakallupalli Village



Drug-Free India Pledge



Awareness Street Play / Nukkad Natak



Nasha Mukt Bharat Awareness Rally

Participants

NCC Cadets, Anti Drug Club Members and the College Community

All are cordially invited to participate in the Nasha Mukt Bharat Abhiyaan and support the mission of creating a healthy, responsible and drug-free society.

PRINCIPAL
Marudhar Kesari Jain College for Women
Vaniyambadi - 635 751
Tirupattur District

Sri. V. Dilip Kumar Jain	Sri. Anand Singhvi	Dr. M. Inbavalli	Lt. Dr. M. Chanumathy	Dr. M. Usha
President	Secretary	Principal	NCC ANO	Anti Drug Coordinator

Say No to Drugs – Yes to Life!

MARUDHAR KESARI JAIN

College for Women (Autonomous), Vaniyambadi

33 Years of Educational Excellence...

Activity Report

Topic: Nasha Mukt Bharat Abhiyaan (NMBA)

Date: 23.09.2026

Organized by: National Cadet Corps (NCC), Anti Drug Club & 10 TN Battalion NCC, Vellore

Venue: Marudhar Kesari Jain College for Women (A) & Chinnakallupalli Village

Objectives (Input)

- To create extensive awareness among students and the rural public regarding the severe dangers of substance abuse.
- To instil an institutional and societal commitment toward building a completely drug-free nation.
- To mobilize the youth network to actively participate in national health and de-addiction campaigns.
- To foster grass-roots community interaction and social responsibility through public advocacy and theatrical presentations.

Methodology (Process)

The, NCC, Anti Drug Club of MKJC and 10 TN Battalion NCC, Vellore, jointly organized a comprehensive campus and community campaign under the Nasha Mukt Bharat Abhiyaan (NMBA) on 23.09.2026. The program was successfully coordinated by NCC ANO Lt. Dr. M. Charumathy, Esm. C. Rajendran, and Anti Drug Coordinator Dr. M. Usha.

The operational campaign unfolded through the following structured phases:

- Drug-Free India Pledge: The program commenced at 11:30 AM on the college premises with a mass assembly where over 304 students participating took the official Nasha Mukt Bharat e-pledge.
- Awareness Talk: Cadet V. Kavinila delivered an impactful awareness talk, detailing the physical, psychological, and social dangers of substance abuse, while emphasizing the critical role of youth in drug prevention.
- Awareness Street Play / Nukkad Natak: A live street play was performed by the cadets on the grounds, using engaging theatrical storytelling to illustrate the devastating economic and familial trauma caused by drug addiction.

- Nasha Mukt Bharat Awareness Rally: A high-visibility public rally was conducted from the college premises extending into the Chinnakallupalli village area. Cadets marched with banners, raised anti-drug slogans, and directly engaged with the local rural public to maximize community outreach.
- To ensure long-term structural impact, the event methodology was systematically aligned with key national and global development frameworks:
- SDG 3 (Good Health and Well-being), SDG 5 (Gender Equality) & SDG 16 (Peace, Justice and Strong Institutions)
- National Scheme Integration: Functioned as an active field implementation of the flagship Nasha Mukt Bharat Abhiyaan under the Ministry of Social Justice and Empowerment, Government of India.
- Viksit Bharat 2047: Contribution toward India's long-term development roadmap by actively building a healthy, highly disciplined, and drug-free youth workforce.

Output

- 304 participants successfully completed the anti-drug commitment pledge program alongside a large gathering of institutional youth.
- Delivered localized behavioural messaging through a live theatrical performance to simplify complex health warnings.
- Extended institutional outreach into local rural territories via a high-visibility pedestrian rally.
- Created direct community touchpoints to distribute helpline details and support information.

Outcomes

- Heightened Social Consciousness: Developed deep peer awareness regarding the immediate physical, psychiatric, and societal risks of illegal substances.
- Empowered Peer Leadership: Positioned NCC cadets and club members as responsible anti-drug ambassadors within their local households and communities.
- Civic Advocacy & Engagement: Improved the students' communication skills and field confidence through public street play and rally executions.
- National Vision Contribution: Actively reinforced the national vision of building a healthy, disciplined, and optimized youth workforce to drive India's socioeconomic growth.

Coordinators | **IQAC Director** | **Principal**

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Principal

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