



NATIONAL SERVICE SCHEME (NSS) Drug Awareness Rally

Date: 10.07.2026

Venue: Amrita Vishwa Vidyapeetham, Coimbatore

Subject: Drug Awareness Rally

Introduction and Objective of the Programme

On 10th July, the National Service Scheme (NSS) Unit of Amrita Vishwa Vidyapeetham, Ettimadai Campus, organized a Drug Awareness Rally under the Nasha Mukta Bharat Abhiyaan (NMBA). The programme was conducted under the guidance of Dr. D. Venkataraman, NSS Programme Coordinator, with enthusiastic participation from NSS volunteers from various departments.

The primary objective of the programme was to create awareness about the harmful effects of drug abuse and to encourage students and the campus community to lead a healthy, responsible, and addiction-free life. The rally aimed to educate participants about the physical, psychological, social, and economic consequences of substance abuse while inspiring them to make informed decisions and promote healthy living. The programme also encouraged volunteers to become ambassadors of positive change by spreading awareness among their friends, families, and society. Through this initiative, the NSS unit reaffirmed its commitment to promoting social responsibility, community welfare, and the vision of a "Nasha Mukta Bharat – A Drug-Free India."

Assembly at Academic Block 2

Before the commencement of the awareness rally, all NSS volunteers assembled at Academic Block 2, Nataraja Statue. The volunteers gathered in an organized manner under the guidance of the NSS coordinators and faculty members.

The programme coordinators briefed the volunteers about the objectives of the awareness campaign, the rally route, and the importance of maintaining discipline throughout the event. Instructions regarding coordination, slogan chanting, formation, and interaction with the campus community were also explained before the rally began.



Many volunteers carried beautifully prepared drug awareness posters, placards, and banners displaying meaningful messages about the harmful effects of drug abuse. The posters contained eye-catching illustrations and motivational slogans encouraging people to reject drugs and embrace healthy lifestyles. The creative posters immediately attracted the attention of students, faculty members, and staff, making the awareness campaign visually impactful even before the rally officially began.

The volunteers assembled with great enthusiasm, creating an energetic atmosphere filled with determination and a shared commitment towards promoting a drug-free society.

Drug Awareness Rally

The Drug Awareness Rally officially commenced from Academic Block 2, Nataraja Statue and proceeded across the campus before concluding at Academic Block 1, Saraswati Statue. The volunteers marched together in an organized and disciplined formation while carrying banners, placards, and posters displaying strong messages against drug abuse.

Throughout the rally, volunteers proudly held colourful awareness posters containing slogans promoting healthy living and warning about the dangers of addiction. The attractive posters effectively communicated the message even to those observing the rally from a distance.



The rally attracted the attention of students, faculty members, non-teaching staff, and visitors across the campus. Many onlookers appreciated the efforts of the NSS volunteers and encouraged them as they passed through different academic blocks. The awareness campaign successfully conveyed the importance of living a healthy, addiction-free life and inspired many members of the campus community to support the vision of a Drug-Free India.

The disciplined procession from AB2 to AB1 created a vibrant atmosphere across the campus. The volunteers remained energetic throughout the march, ensuring that every participant actively contributed to spreading awareness. The rally effectively fulfilled its objective of educating the campus community about the harmful effects of drugs while promoting positive values, self-discipline, and social responsibility.

Drug Awareness Slogan Campaign

One of the most impactful aspects of the awareness rally was the energetic slogan campaign conducted throughout the march. The NSS volunteers enthusiastically raised powerful slogans against drug abuse in English, Tamil, and Malayalam, making the awareness campaign inclusive and accessible to the diverse campus community.

The multilingual slogans echoed throughout the campus as the volunteers marched together with confidence and enthusiasm. The powerful messages attracted the attention of students and faculty members, many of whom paused to observe the rally and appreciate the initiative taken by the NSS unit.



The slogans focused on promoting healthy lifestyles, responsible choices, self-discipline, and the importance of saying "No" to drugs. The repeated slogan chanting created a vibrant atmosphere while reinforcing the objectives of the Nasha Mukta Bharat Abhiyaan.

The energetic participation of the volunteers inspired many students to join in repeating the slogans, making the awareness campaign even more impactful. The slogan session effectively conveyed the importance of preventing drug abuse and encouraged everyone to contribute towards building a healthier and safer society.

Drug Awareness Talk by Dr. D. Venkataraman

After the successful completion of the awareness rally, all the NSS volunteers assembled at Academic Block 1 (AB1) for an informative and motivational Drug Awareness Talk delivered by Dr. D. Venkataraman, NSS Programme Coordinator.

The session began with Dr. Venkataraman appreciating the sincere efforts and discipline displayed by the volunteers throughout the rally. He commended their enthusiasm in spreading awareness and emphasized that every volunteer had contributed meaningfully to an important social cause.



During his address, Dr. D. Venkataraman spoke about the harmful effects of drug abuse on individuals, families, and society. He explained how addiction can negatively impact physical and mental health, academic performance, relationships, and overall well-being. He emphasized that awareness and education are essential in preventing substance abuse, especially among young people.

He encouraged the students to make responsible decisions, adopt healthy habits, and stay focused on their education and future goals. He also motivated the volunteers to continue spreading awareness about the dangers of drug abuse and to actively contribute towards building a healthy, responsible, and drug-free society. His inspiring speech encouraged everyone to support the vision of a Nasha Mukta Bharat.

Anti-Drug Pledge

Following the awareness talk, all the NSS volunteers gathered together to take the Anti-Drug Pledge, which was administered by Dr. D. Venkataraman.

Standing together with a strong sense of commitment and responsibility, the volunteers solemnly pledged that they would never consume drugs or any addictive substances. They also promised to educate others about the harmful effects of drug abuse and actively support initiatives aimed at creating awareness within society.



The volunteers pledged to lead healthy, disciplined, and responsible lives while encouraging their friends, classmates, family members, and communities to reject substance abuse. They also committed themselves to becoming responsible citizens who would contribute towards building a safe and addiction-free society.

The pledge symbolized the collective determination of every participant to support the objectives of the Nasha Mukta Bharat Abhiyaan. It served as a powerful reminder that every individual has an important role in protecting society from the dangers of addiction and promoting a healthier future for coming generations.

The pledge ceremony concluded with great enthusiasm as all the volunteers reaffirmed their commitment towards the vision of a "Nasha Mukta Bharat – A Drug-Free India."

Role of the NSS Volunteers

The NSS volunteers played a vital role in the successful planning and execution of the Drug Awareness Rally. From the initial preparation to the successful completion of the programme, they demonstrated dedication, discipline, and a strong sense of social responsibility.

The volunteers actively participated in organizing the rally, maintaining proper formation, coordinating different groups, carrying awareness banners and posters, distributing responsibilities, and ensuring that the programme proceeded smoothly without any confusion or delay.



Many volunteers carried creatively designed drug awareness posters and placards containing meaningful messages against substance abuse. These posters attracted the attention of students, faculty members, and staff members throughout the rally, increasing the effectiveness of the awareness campaign. Others enthusiastically raised awareness slogans in English, Tamil, and Malayalam, creating an energetic atmosphere across the campus.

Through this programme, the volunteers strengthened important qualities such as leadership, communication, coordination, teamwork, time management, public speaking, and community engagement. They also gained practical experience in organizing large-scale awareness programmes while realizing the importance of serving society through meaningful initiatives.

Impact of the Programme

The Drug Awareness Rally created a positive and lasting impact on both the NSS volunteers and the campus community. The programme successfully educated participants about the harmful effects of drug abuse and emphasized the importance of making healthy and responsible life choices.

The awareness rally, multilingual slogan campaign, informative talk, and Anti-Drug Pledge together created a strong message promoting the objectives of the Nasha Mukta Bharat Abhiyaan. Students, faculty members, and staff who witnessed the rally appreciated the efforts of the NSS volunteers and became more aware of the dangers associated with substance abuse.



The colourful awareness posters and meaningful placards attracted considerable attention throughout the rally. Their simple yet powerful messages encouraged many people to reflect on the importance of staying away from drugs and adopting healthier lifestyles.

Most importantly, the programme reinforced the idea that awareness is one of the strongest tools in preventing drug addiction. The volunteers realized that even small efforts such as organizing rallies, raising slogans, and educating people can create a meaningful impact within society.

Conclusion

The Drug Awareness Rally organized under the Nasha Mukta Bharat Abhiyaan on 10th July was a highly successful and meaningful initiative conducted by the National Service Scheme Unit of Amrita Vishwa Vidyapeetham, under the guidance of Dr. D. Venkataraman, NSS Programme Coordinator.

Beginning from Academic Block 2 (AB2) and concluding at Academic Block 1 (AB1), the rally effectively spread awareness about the harmful effects of drug abuse through powerful multilingual slogan campaigns, creative awareness posters, informative speeches, and the Anti-Drug Pledge.



The programme successfully inspired students and the campus community to reject substance abuse and embrace healthy, responsible lifestyles. It also highlighted the importance of awareness, education, and collective action in preventing addiction among young people.

For the NSS volunteers, the event was a valuable learning experience that strengthened their leadership qualities, communication skills, teamwork, discipline, and sense of social responsibility.

Overall, the programme achieved its objective of spreading awareness against drug abuse and promoting the vision of a "Nasha Mukta Bharat - A Drug-Free India." The event concluded with a renewed commitment from every volunteer to continue educating society and contributing towards a healthier, safer, and addiction-free future.