

INDEX

Main characters
in this booklet

Introduction

Preface.....	7
Foreword.....	8
Introduction.....	9

01 Basic knowledge about drugs

[Cartoon] Drug abuse lurking in your familiar surroundings	10
1-1 What is drug abuse?	11
1-2 All about drugs	14
1-3 What are Dangerous drugs?.....	15
1-4 Types of drugs	16
1-5 Which drugs are abused?	25
1-6 Regulations on drug abuse in India	29

02 The effects of drug abuse on the mind and body

[Cartoon] What happens when you abuse drugs?	30
2-1 Effects on the brain	31
2-2 Effects on the body.....	32
2-3 Resistance and dependence	33
2-4 Drug flashbacks	35

03 Effects of drug abuse on society

[Cartoon] Drug abuse that involves the abuser's surroundings	36
3-1 Incidents caused by drug abuse	37
3-2 Confessions of drug abusers	38

04 How can you refuse when you're invited?

4-1 Basic Preventive Principles.....	39
4-2 What should you do if you're invited?.....	41
4-3 Tips for refusing	42
4-4 Five points for valuing and protecting yourself.....	44
4-5 Making choices	45
4-6 Common Reaction and How to Respond.....	47

05 Drug abuse in countries around the world

5-1 Worldwide circulation of illegal drugs.....	49
5-2 Drug abuse and laws in countries around the world.....	51
5-3 Awareness activities conducted in India.....	52



Mr. Y
19 years old
College student



Mr. X
16 years old
School student
who likes cricket



Mr. "No, Absolutely
No!"

06 Consultation services

6-1 Consultation services that protect privacy	53
6-2 Outline of consultation services	54

07 Anti-Drug Club (ADC)&Volunteering Programme (VP)

7-1 Introduction	57
7-2 Programme Structure	57
7-3 Nature of Activities under ADC & Volunteering Programme	58
7-4 Anti-Drug Club (ADC)&Volunteering Programme (VP) Awards	59
7-5 Criteria for Eligibility and Performance Evaluation	63
7-6 Procedure for selection of members	64
7-7 Other Guidelines/Instructions	64
7-8 Submission of Nomination and Related Matters	65
7-9 Proforma for recommending for ADC District Award	66
7-10 Proforma for recommending for ADC State Award	71
7-11 Proforma for recommending for Volunteering Programme District Award	76
7-12 Proforma for recommending for Volunteering Programme State Award	81

08 Anti - Drug Club Activities

8-1 Organizing and Participating in Seminars with Guest Speakers	87
8-2 Organizing a Poster/ Pamphlet Competition.....	90
8-3 Distributing Pamphlets in Public Places	93
8-4 Organizing and Visting De-Addiction Centres.....	97
8-5 Organizing a Visit to Local Fire Station, Police Station etc.....	100
8-6 Organizing a Walkathon to Create Awareness on Drug Abuse	103
8-7 Organizing a Cycle Rally to Create Awareness on Drug Abuse	106
8-8 Organizing an Essay Competition on the Theme of Drug Abuse	109
8-9 Organizing an Institution – Level Quiz on the Theme of Drug Abuse	112
8-10 Creating a Song on the Theme of Drug Abuse	116
8-11 Creating by organizing street play on Drug Abuse	121

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8-12 Organizing a Drawing Competition on the Theme of Drug Abuse	126
8-13 Organizing an Elocution Competition on the Theme of Drug Abuse	129

Main characters
in this booklet



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College student

09 Volunteering Programme -Online Activities

9-1 Sharing Message/ Posters	133
9-2 Organizing Webinars	136
9-3 Participation in Webinars	149
9-4 Drug Awareness Quiz.....	143
9-5 Participation in Quiz.....	146
9-6 Poster Making	149
9-7 Slogan writing	152
9-8 Posting Selfie Picture	155
9-9 “எனக்கு வேண்டாம்” #Enakkuvendam Messages in Social Media	158
9-10 Web Orientation by Experts on Drug Prevention.....	161
9-11 Familiarising “எனக்கு வேண்டாம்” #Enakkuvendam Hashtag .	165

10 Volunteering Programme -Offline Activities

10-1 Drug Awareness among friends	171
10-2 Organizing Seminars.....	175
10-3 Participation in Seminars	179
10-4 Organizing Drug Awareness/Drug Abuse Orientation by Expert.....	183
10-5 Distribution of Awareness Pamphlets	188
10-6 Organizing Human Chain	192
10-7 Organizing Walkathon and Cycle Rally	196
10-8 Mime/Street Theatre on Drug Awareness.....	201
10-9 Selfie Zone “எனக்கு வேண்டாம்” in colleges by the help of nearby Police stations	206
10-10 Sports Kabaddi Match/ Silambam/ Traditional Sports display	210



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PREFACE



I am pleased to introduce this Drug Awareness Manual as a part of Drug Free Tamil Nadu initiative. This Manual aims to shed light on the critical issue of substance abuse and its detrimental effects on individuals, families and society. Drug abuse is a growing menace that threatens the health, well-being and future of our youth and society. In Tamil Nadu, we are committed to building a drug-free State where every individual, especially our younger generation, can lead a healthy and productive life. As a vital initiative, Anti Drug Clubs and Volunteering teams have been formed in all educational institutions and this Drug Awareness Manual have been developed towards that goal.

Education and awareness play a crucial role in preventing drug abuse. By providing accurate information on the dangers of substance abuse, its impact on physical and mental health, and the legal consequences, we can empower individuals to make right Decision. This manual serves as a guide for students, parents, educators and community leaders to understand the risks and collectively work towards prevention.

The Government of Tamil Nadu has adopted a zero-tolerance policy towards drug trafficking and abuse. Through strict law enforcement, rehabilitation programs, and community engagement, we are determined to eradicate this threat from our society. However, this Mission requires the active participation of every citizen. Together, we must create an environment where our youth feel supported, guided and protected from the influence of drugs.

I urge all readers to utilize this manual effectively and spread awareness within their communities. Let us unite in our efforts to ensure a healthy, safe and prosperous Tamil Nadu-free from the clutches of drug abuse.

DHEERAJ KUMAR I.A.S.

Additional Chief Secretary to Government,
Home, Prohibition and Excise Department,
Secretariat, Chennai-09.



FOREWORD



The threat posed by narcotic drugs remain one of the most serious challenges confronting us. The rise in drug trafficking and substance abuse is not only a law enforcement concern but a social and public health issue as well. It endangers individuals, families, and communities. In Tamil Nadu, the incidence of narcotics-related activities, particularly among the youth, has prompted urgent and focused intervention by law enforcement agencies. To address this, a two-fold approach—targeting both the supply and demand sides of the drug problem—has been adopted.

On the supply side, Tamil Nadu Police has been actively registering cases under the Narcotic Drugs and Psychotropic Substances (NDPS) Act, ensuring that the offenders are identified and prosecuted. Preventive actions are being taken against known and potential offenders through increased surveillance and intelligence-based policing. In addition, financial investigations are carried out in drug-related cases to trace the money trail, freeze assets, and dismantle the economic infrastructure that supports drug networks.

On the demand side, equal importance is being given to prevention through awareness and education. The state government along with police is conducting widespread public awareness campaigns with a special focus on reaching out to school and college students. These efforts are aimed at sensitizing young minds to the dangers of drug abuse and empowering them to make informed, healthy choices. As part of this ongoing initiative, this manual is being published to serve as an educational resource and a tool for engagement with the community.

I appreciate Inspector General of Police Dr.P.K.Senthil Kumari,IPS, Superintendents of Police Tr.E.T.Samson IPS , Tr.A.Myilvaganan,IPS, Tmt.V.Shyamaladevi, Tr.G.Gopi, ADSP Tr.S.Lakshmanan, DSP Selvi. G.Ragavi of EB CID, Tamilnadu Police and the Mission Management Unit specialists Tr.Arulraj Rajappa, Tr.N.Saravana Kumar and Tr.T.Maria Jusler Kalsingh for their sincere efforts taken in making this manual. The continuous guidance of Mission Director/Joint Secretary to Government, Home, Prohibition and Excise Department Tmt. J. Anne Mary Swarna IAS in this regard is note worthy.

This manual is a reflection of our commitment to building a drug-free society. It underscores the importance of collective effort in tackling the drug menace—where Government officers, law enforcement, educators and students must work hand in hand. Together, let us strive for a future where the youth of Tamil Nadu grow up free from the influence of narcotics.

Dr.A.Amalraj IPS,

Additional Director General of Police, EBCID



Participation

Youth participation in the development of programmes is important for many reasons. Young people bring fresh ideas and solutions, and when they are given the opportunity to share their perspectives and actively contribute, their input can be highly valuable. Participation empowers youth by providing them with a sense of purpose and direction, fostering a deeper connection to the activities and mission of the program.



Peer-to-peer

Peer-to-peer initiatives can play a transformative role in the development of programs by leveraging the collective creativity, energy, and insights of young people. When youth collaborate with their peers, they engage in open dialogue, exchange diverse perspectives, and co-create solutions that are innovative and relevant to their needs. Ultimately, peer-to-peer initiatives not only enhance the effectiveness of program development but also cultivate a sense of belonging, purpose, and responsibility among youth.



Cultural sensitivity

Due to variations in local conditions, populations, and cultures across different regions of the world, it is necessary that programmes come up with unique and specific solutions for their own communities. Sometimes, drug abuse prevention messages do not respect the culture and traditions of the people they are supposed to help.

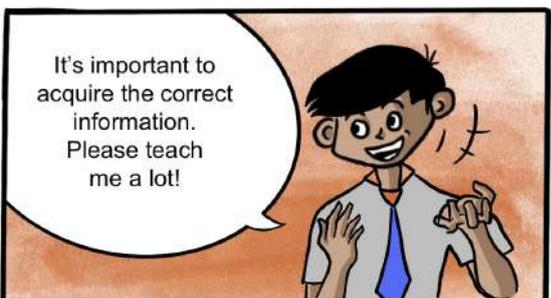
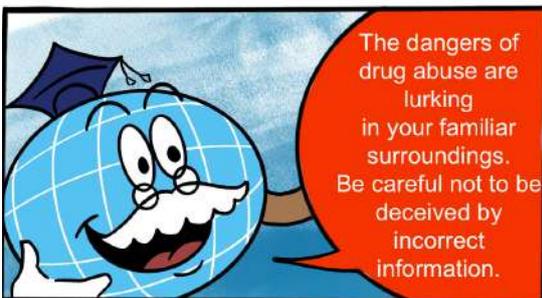
Firstly, the handbook offers general information about drugs. In particular, the handbook provides an overview on drug abuse among young people. It is our hope that this information will be useful in understanding the drug culture in your region.

Secondly, the handbook provides some methods and techniques to help you quickly assess the drug abuse situation in your own city, town, community, neighbourhood, and school. Learning about the drug culture in your community will help you to understand the prevention needs of young people.

Thirdly, the handbook will guide you through the process of analysing the information you have collected and then planning some initiatives to address drug abuse issues that may exist.

Fourthly, the handbook will provide you with a number of methods and techniques that have been effective in addressing the problem of drug abuse among youth. You may consider using some of these while developing a drug abuse prevention programme.

Drug abuse lurking in your familiar surroundings



How should this book be used?

There are three types of information provided within this book. These are:

- General information about drugs, and drug abuse;
- Existing programme approaches and their drug prevention techniques;
- Hands-on work tools such as workshops, checklists, and format grids that are intended to be used as aids for conducting the activities under ADC & VP.

1-1 What is drug abuse?



Drug abuse involves using drugs in ways and for purposes that go against societal norms and regulations. In addition, medical supplies designed for treating illnesses and injuries can also be misused and using them beyond their intended purposes constitutes abuse.

Drug abuse is harmful because it directly invades the brain, the most vital organ for human life. In addition, abusing drugs causes mental disorders and dependence on drugs. Once the brain is damaged, it can never fully return to its original state. That damage will be a concern throughout one's life. Further, the negative effects of drug abuse also widely manifest outside the brain in the internal organs. Drug abuse also causes people to commit crimes such as theft, muggings, prostitution, and even murder in order to procure the drug being abused, disrupting families, damaging public order and causing social and community breakdowns.

Drug abuse induces major losses for society, so it is important to have the awareness to say, "No, Absolutely No!" even if it's just once. In addition, drug abuse prevention activities are important for creating a social environment that strongly discourages drug abuse. These activities aim to educate people about the dangers of drug abuse, ensuring that those who are not already affected gain accurate knowledge and firmly avoid ever turning to drugs.

Major negative influence on young people

It is said that our brains develop until around the age of 20. The years spent in elementary, primary high, and high school are particularly crucial, as they mark a period of rapid mental and physical growth. During this time, studying at home and college, as well

as engaging in conversations with family, teachers and friends, plays a vital role in helping us gain knowledge, develop critical thinking skills and discover our true selves.

If people abuse drugs during this period, it can stop the growth of their brain and body, severely impacting their physical and mental development. This may lead to difficulties in controlling emotions, loss of motivation, increased irritability, and challenges in maintaining communication with family and friends. In addition, drug abuse can hinder their ability to become healthy, contributing members of society.

That is why you should say, "No, Absolutely No!" to doing drugs even once.



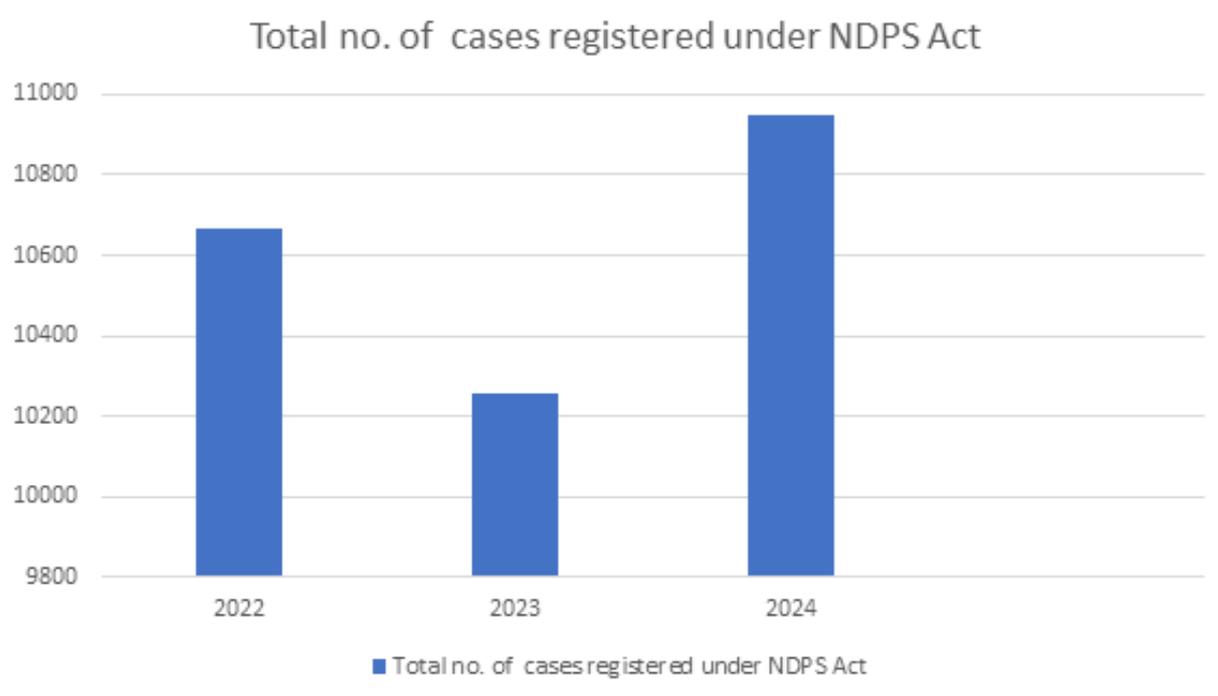
What are stimulants?

Stimulant drugs are substances that temporarily increase the activity of the central nervous system (CNS), leading to heightened alertness, energy, and physical performance.

They are typically white or cream-colored powders and colorless and transparent crystals, and abusing them stimulates the nerves, eliminates drowsiness and tiredness, and produces a condition of clear headedness. However, this is temporary, and when the effect ends, users are assailed with intense dissatisfaction, tiredness and feeling of being completely drained.

In addition, they can cause hallucinations and delusions, increase the risk of developing mental illnesses and addiction, and consuming large amounts can be fatal.

Number of cases registered in Tamil Nadu during the years 2022,2023 & 2024

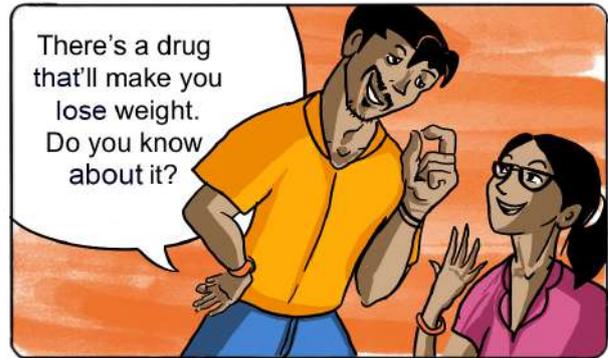


Caution is necessary against gentle tempting phrases!

Many individuals who abuse illegal drugs are influenced to do so by other people. Many claims are made about the effects of stimulants, often enticing individuals with promises such as stimulants will "make you lose weight," "give you vitality," "clear your head," and "make you forget unpleasant things."

In addition, drugs are sold using street names such as "uppers," "S," and "speed" for stimulants and "leaf" and "grass" for cannabis.

It is necessary to recognize when something is unusual, such as being offered these substances or encountering them, and to develop the judgment needed to avoid such dangers.



1-2 All about drugs

What are drugs?

This may seem like a basic question, but it's important to clarify. If we only view drugs as just the substances that cause problems or are abused by people we know, then we are likely to ignore other substances that, for various reasons, are not recognized as drugs in our communities.

A psychoactive substance is any substance people take to change either the way they feel, think, or behave. This description includes alcohol and tobacco as well as other natural and manufactured drugs. In the past, most of the drugs that were used were made from plants, such as cocaine, heroin, and cannabis (marijuana). However, in the 20th century, people discovered how to make drugs from chemicals. These are called man-made action against substance abuse.



1-3 What are dangerous drugs?

These drugs are often disguised with harmless-sounding names like "herbs," "aromas," "aroma oils," "aroma liquids," and "bath salts." They contain synthetic substances that imitate the chemical structures of drugs like stimulants and cannabis. Thus, they are neither legal nor safe.

The effects of most substances added to dangerous drugs on the body remain unknown, making them no less harmful to the brain and body than stimulants or cannabis. Among these are substances that are even more dangerous than stimulants, cannabis and other drugs, with cases of death reported among those who abused them. Also, they not only cause health damage to the people using them, but there are also many reports of cases in which they involve other people in incidents resulting in injuries and casualties and traffic accidents.

Due to legal reform, it is prohibited to possess, use, purchase, or transfer "dangerous drugs" that are designated drugs. However, these substances are still being sold on the internet and other places. It is absolutely forbidden to acquire them.



How are they sold?

They are sold on drug specialty websites on the internet under the names like "herbs," "aromas," "aroma oils," "aroma liquids," and "bath salts."

They contain completely different ingredients from regularly-sold "herbs," "aromas," "aroma oils," "aroma liquids," and "bath salts."

Selling on the internet

There are websites that sell products with names like legal herbs, legal aromas (aroma liquids), and herbal essences.



This is how
They're sold
On the internet!
Don't be fooled!

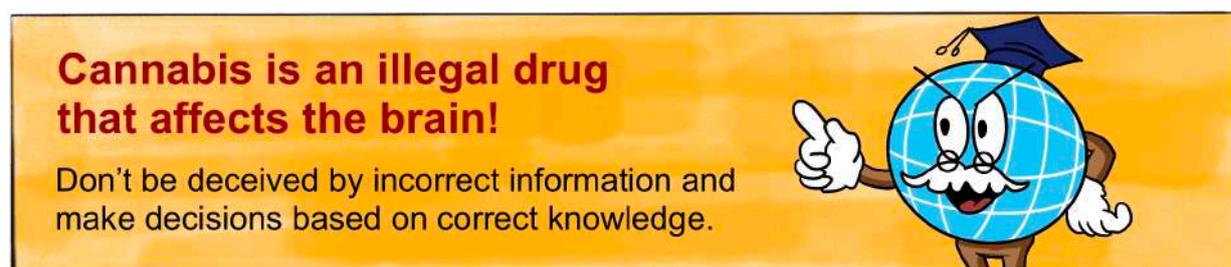
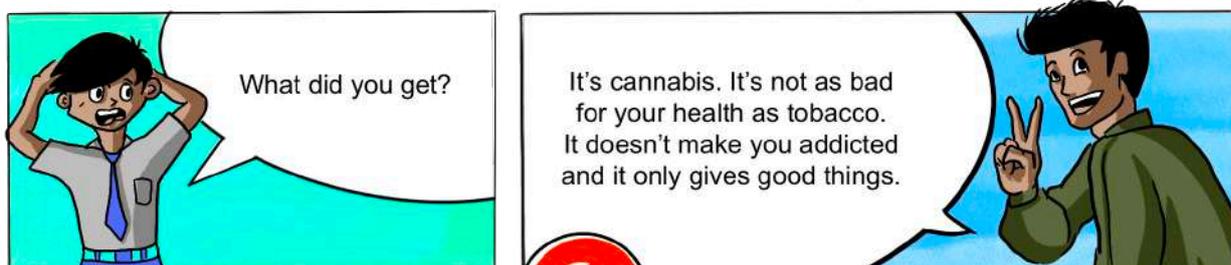
*Selling by pretending they are legal by adding instructions such as those below.

Examples of product instructions

- ◇ This product is sold as an aroma.
- ◇ Please never consume this into your body.
- ◇ Purchase by minors is strictly prohibited.
- ◇ This product does not contain regulated substances.



1-4 Types of Drugs



Cannabis ~~X~~ Safe

Cannabis(*) is usually sold as dry cannabis leaves. Recently, there has been an increase in illegal instances of people acquiring cannabis seeds to grow their own cannabis. It is sold on the internet using various street names.

There is a stream of incorrect information about cannabis that it doesn't negatively affect the body and that it doesn't cause dependence. In reality, cannabis is an **illegal drug that causes various problems, including negatively affecting the hippocampus and other body parts that control the brain's intelligence and memory functions.**

If cannabis is abused, the person's **perception changes. they lose the ability to concentrate and have emotional instability.** In addition, if the abuse is continued, it can result in a lack of motivation to do anything (disorder of diminished motivation), lowered intellectual function, cannabis-induced psychosis and ultimately making it difficult for the person to **adapt to life in society.**

(Note) There are many varieties of flax, including linen, ramie, jute, kenaf, Manila hemp, sisal hemp, and more, but these are completely different varieties from cannabis. Among these, linen and ramie are used widely in clothing and jute and kenaf are used to make jute bags, etc.



CANNABIS

What does it look like?

Marijuana is made from the dried flowering, fruiting tops and leaves of the cannabis plant. It's colour ranges from greyish-green to greenish-brown. It can look like a dried herb or coarse like tea.

Hashish is the dried, compressed resin separated from the flowering tops of the plant. It is sold in block pieces and ranges in colour from light brown to nearly black. It is stronger than marijuana.

Sometimes, the juice or resin of the hemp plant is extracted. This hash oil or cannabis oil is the strongest form of the drug and is also called honey oil or red oil. It is a dark, almost black, thick liquid and is sold in small bottles.

How is it used?

Marijuana is usually smoked in hand-rolled cigarettes and can be cooked in foods and eaten as well. Hashish is usually smoked in a pipe or cooked in foods and eaten. Cannabis oil is usually smoked with tobacco, smeared on to cigarettes or occasionally eaten.

The effects of using cannabis

Young people may have different experiences using marijuana depending on the strength of the drug and height, gender and weight of the person. Some people feel happy and they feel like they can do anything. Sometimes they babble and laugh more than usual. Marijuana can make you very hungry or give you "the munchies". increases your pulse-rate and makes your eyes red.

At a later stage, you will feel sleepy and become quiet. Cannabis smoke contains 50 percent more tar than smoke from a high-tar cigarette, so regular use of cannabis increases the risk of lung cancer and chronic bronchitis. Regular use of cannabis can make you psychologically dependent on it. Your heart rate usually increases when you use cannabis. Using cannabis also leads to some problems in our "psychomotor" functions, that is, the ability to coordinate our actions. This is especially important when you are doing things like driving, operating machinery etc.

Street names

Cannabis is also called as marijuana, blow, resin, hashish, oil, green, grass, hooch, weed, dope, gungun, ganja, hash, leaf, pot, bango, hemp, marihuana, thai-sticks, buddha-sticks, joint-sticks, kif, marie-jeanne, sinsemilla, charas, hash, khif, shit, H, hashish. Sometimes, marijuana is also used in combination with other substances like PCP or crack cocaine. In such cases, a whole new array of names comes into play like "boat", "acc", "amp", etc.



COCAINE

Cocaine is prepared from coca leaves, which are greenish-yellow in colour and vary in size and appearance. Cocaine is often called the “champagne of drugs” because of its high cost. Your heart races and the “highs” and “lows” are sudden. Crack, which is smoked, is a much stronger form of cocaine.

How does it look like?

Cocaine usually comes in a white powdered form while crack looks like hard white rocks.

How is it used?

Cocaine is usually snorted up the nose. It can also be injected or smoked. Crack is smoked.

The effects of using cocaine

A small amount of cocaine will raise your body temperature, increase your heart rate and breathing, make you feel over confident and make you more alert with extra energy. When crack is smoked, these feelings are intensified. Excessive doses may lead to convulsions, seizures, strokes, cerebral haemorrhage or heart failure. Long term use of cocaine/crack will lead to strong psychological dependence and other health problems like destroying nasal tissues, breathing problems and weight loss.

Street names

The street names of Cocaine are crack, coke, C, charlie, nose candy, toot, bazooka, big C, cake, lady, stardust, coco, flake, mister coffee, blanche, koks, snow.



HEROIN

Heroin is a drug obtained from morphine and comes from the opium poppy Plant. Heroin is a drug that slows down your body and mind. It is a very strong painkiller and can be one of the most dangerous things to mix with other drugs.

What does it look like?

Heroin usually comes in a rock or powdered form, which is generally white or pink/beige in color and could come also in dark grey/medium brown.

How is it used?

Heroin can be injected, snorted, smoked, or inhaled. This last method is often called "chasing the dragon".

The effects of using heroin

When injected, heroin provides an extremely powerful rush and a high that usually lasts between 4 to 6 hours. The effects of heroin include a feeling of well being, relief from pain, fast physical and psychological dependence, sometimes nausea and vomiting, sleepiness, loss of balance, loss of concentration and loss of appetite.

An overdose can result in death. One of the most dangerous effects of injecting heroin is the increased possibility of contracting AIDS. Since a lot of the time, people who inject heroin use each other's needles which is the main source of infection.

Street names

Hammer, horse, H, junk, nod, smack, white lady, white stuff, joy powder are some of the street names of Heroin



AMPHETAMINES

Amphetamines are stimulants and affect your system by speeding up the activity of your brain and giving energy. Ice is a strong type of amphetamine and is very similar to crack.

What do they look like?

Amphetamines are man-made drugs and relatively easy to make. Usually, they are white or light brown powder and can also come in the form of a pill. "Ice" usually comes as colourless crystals or as a colourless liquid when used for injecting.

How are they used?

Amphetamines can be swallowed, snorted, injected or smoked.

The effects of using amphetamines

Amphetamines can increase your heart rate, speed up breathing, raise blood pressure and body temperature, and cause sweating. They can also boost confidence, enhance alertness, provide extra energy, suppress appetite, disrupt sleep and make you talk more. You may also feel anxious, irritable and suffer from panic attacks. Frequent use can produce strong psychological dependence. Large doses can be lethal.

Street names

The street names of Amphetamines are Speed, ice, browns, footballs, hearts, oranges, wake ups, black beauties, crystal meth, crack meth, cat, jeff amp, dexies, rippers, bennies, browns, greenies, pep pills.



ECSTASY

Ecstasy belongs to the same group of chemicals as stimulants and is commonly used in the form of tablets at rave parties. Ecstasy is a drug that speeds up your system by increasing your physical and emotional energy. Like amphetamines, ecstasy is also a synthetic (or man-made) drug.

What does it look like?

Ecstasy is usually a small, coloured tablet. These pills can come in many different colours. Some ecstasy tablets also have pictures on them, such as doves, rabbits or champagne bottles. The colour or the "brand" of the tablet is usually unrelated to the effects of the drug.

How is it used?

Ecstasy tablets are usually swallowed.

The effects of using ecstasy

You'll probably feel happy, warm, loving and more energetic. You would feel emotionally close to others, you might say or do things that you usually would not. Feelings of depression and tiredness after stopping the drug, nausea and vomiting, rise in blood pressure and heart rate, possibly even death due to overheating of the body and dehydration or loss of water are some effects of ecstasy. Prolonged use of ecstasy could lead to brain and liver damage.

Street names

The street names of Ecstasy are adam, essence, MDM, MDMA, XTC, eve, MDE, MDEA



INHALANTS AND SOLVENTS

Inhalants and solvents are chemicals that can be inhaled, such as glue, gasoline, aerosol sprays, lighter fluid etc. These are not drugs at all and are legally available in many shops.

What do they look like?

Inhalants can look like almost anything (glue, paint thinner, gasoline, lighter fuel, cleaning fluids, etc). They usually come in tubes or bottles.

How are they used?

Often, the chemical is placed in the bottom of a cup or container and then placed over the nose and mouth. Other methods include: soaking a rag in inhalant, placing a rag in bag or sack placing the bag over the face and inhaling the vapours.

The effects of using inhalants

Inhalants may give you a high for a very brief period of time. They make you feel numb for a short period of time, dizzy, confused, and they give you progressive drowsiness. They can also cause headaches, nausea, fainting, accelerated heartbeat, disorientation and hallucinations. They can damage the lungs, kidney and liver in the long term. They can also cause suffocation, convulsions, and coma.

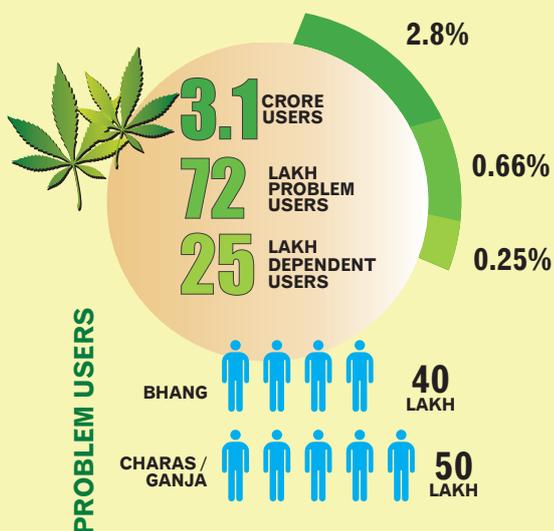


Situation of abuse of drugs in India

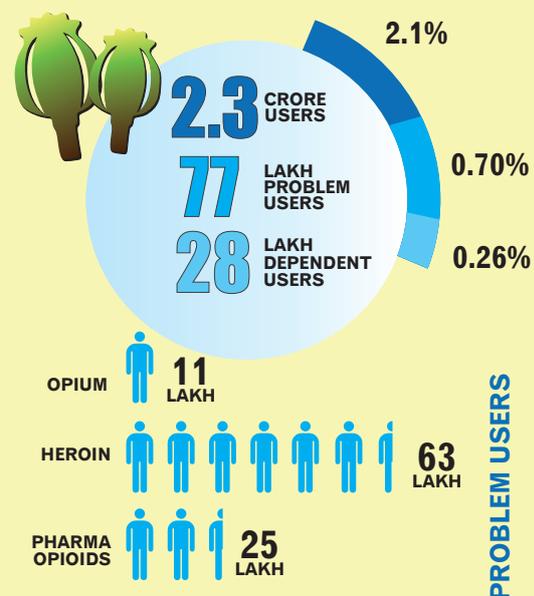
According to the Ministry of Social Justice and Empowerment's report on the **"National Survey on Extent and Pattern of Substance Use in India"** (2019), the magnitude of substance use is:

- 16.1 crore people (14.6%) between the age of 10 and 75 years are current users of alcohol, and out of them, 5.2% are alcohol dependents.
- About 3.1 crore individuals (2.8%) are cannabis users, and 72 lakh (0.66%) people suffer from cannabis problems.
- Overall 2.1% (2.3 crore) people are opioid users and nearly 0.26% (28 lakhs) are dependent users.
- 18 crore (1.08%) are current users of sedatives (non-medical use).
- 7% of children and adolescents are inhalant users as compared to adults of 0.58%. Nearly 18 lakh children need help for inhalant use.
- It is estimated that about 8.5 lakh people are injecting drugs.

Cannabis Use in India



Opioid Use in India



If you abuse cannabis

Perception changes

Sense of time and space becomes distorted



Emotional instability

Become irritated and anxious



Changes in thinking

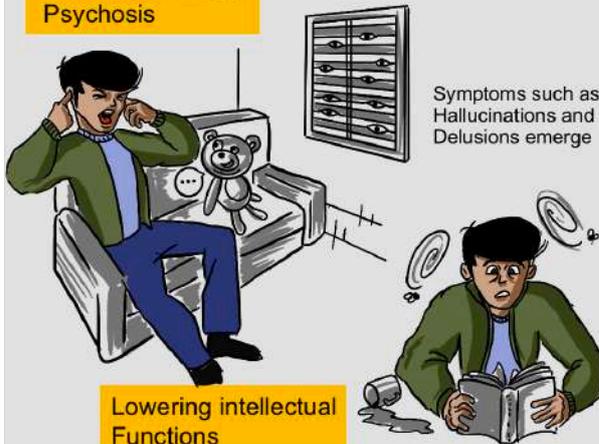
Lose ability to concentrate



If the abuse continues for A long time...

Cannabis-induced Psychosis

Symptoms such as Hallucinations and Delusions emerge



Lowering intellectual Functions

Become unable to imagine things

Disorder of diminished motivation

No motivation to do anything



Don't buy,
Dont use, and
Dont be influenced!

That was
Dangerous.

It was dangerous
And I was tricked



1-5 Which drugs are abused?

Drugs that are abused negatively affect our brains (central nerves) that are most important.

The use of drugs that are abused can be divided into the following effects on the brain.

Stimulant effect

Stimulants



Cocaine leaves



Hydrochloric acid cocaine

Hallucinogenic effect

MDMA



LSD



Magic mushrooms (hallucinogenic mushrooms)



2C-B



Inhibitory effect

Psychotropic drugs
(sleeping aids, anti-anxiety drugs, etc.)



(Note) Excluding drugs that are properly used based on a doctor's diagnosis.

Opium-type narcotics



Poppies
Poppyseeds

Organic solvents
(Thinners, toluene, glues, etc.)



Cannabis (marijuana)



Cannabis resin

Dangerous drugs



As [legal herbs]



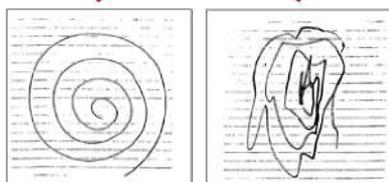
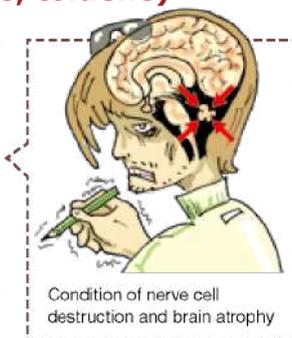
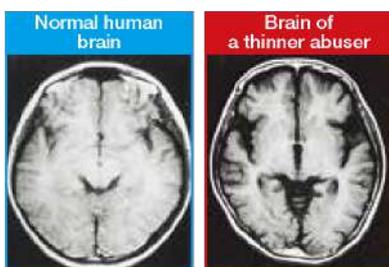
As [aroma oils]



As [bath salts]

*Psychotropic drugs have medical uses, but abusing them causes damage to the mind and body.

Organic solvents (thinners, toluene)



The abuse of thinners can have severe consequences on the brain, including hallucinations, delusions, and decreased visual and auditory acuity. They can cause numb limbs due to neurological disorders of the brain leading to crumbling teeth and withering muscles. They also harm internal organs such as the kidneys and liver, and severe poisoning can be fatal.

If abuse is continued, the healthy development of the mind and body is obstructed.



If nerve cells in the brain are destroyed by thinners, the limbs will tremble.

RISK FACTORS

Personal factors

Being young is in itself a risk factor – young people are in a constant struggle to establish their identities, and answer questions like, “Who am I? What is my role in society? What do I want to be?” Finding answers to these questions is never an easy thing and it takes some time. Often, during this period, you can start doubting yourself, your ability to achieve and to do things. It is then that you may try to “forget about the world” or “drown your sorrows by abusing different kinds of substances.

Undeveloped or underdeveloped personal skills like the inability to take decisions, to express what (s)he feels, to assert themselves, to solve problems, etc. also put an individual at greater risk of succumbing to substance abuse.

Environmental Risk Factors

The environmental factors that are likely to encourage substance abuse are:

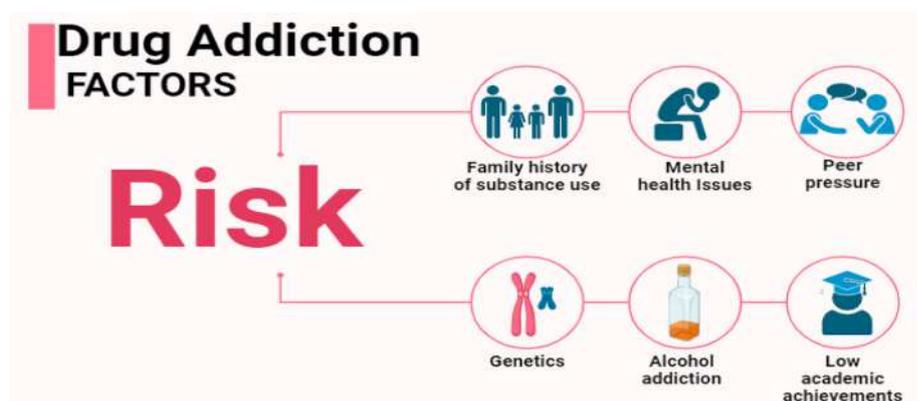
Inability of the parents to look after him/her emotionally, physically or providing the right kind of support and guidance;

The individuals lack a family; their parents, brothers or sisters engage in drug abuse, they experience mental, physical, sexual, or verbal abuse, they associate with a group that uses drugs, or they belong to a society where cultural and/or religious values either promote substance abuse or where media, advertising, and societal attitudes normalize it.

The individual is homeless, living on the streets with or without their family. There are few/no opportunities for education. There is a lot of free unstructured time without constructive, creative and challenging activities to participate in.

There are no job opportunities or even the hope of getting a fulfilling job. Healthcare services are either unavailable or not designed to be accessible and welcoming to young people.

There is widespread availability of licit and illicit substances, since laws and regulations that are supposed to discourage or prevent abuse are not stringent or are not enforced properly.



PROTECTIVE FACTORS

Personal Factors

Well-developed personal skills, such as the ability to analyze situations, make quick decisions, communicate effectively, stay calm, negotiate, and reach compromises, are essential for handling challenging situations.

Environmental Protective Factors

Good personal connections with people including family members, friends, pets and other meaningful relationships that promote care, sharing and bonding help in staying away from drugs. For example, having a supportive friend with good personal skills who can assist during tough times, or caring for a pet that relies on them. In both scenarios, individuals learn to take responsibility not only for others but also for themselves.

Adequate resources to meet a person's physical and emotional needs; for example, schools, youth-friendly healthcare services, social centres with recreational activities, sport facilities, employment opportunities etc.



THE BIG IDEA

One of the worst aspects of drug abuse is its significant impact on young people, who already face numerous challenges during the adolescence period. There are many difficult physical and emotional changes that take place when young people move from childhood to adolescence. This is generally the time when most young people begin experimenting with drugs. However, youth around the world have many different reasons for using drugs. In many cases, young people seek support from their friends who may offer drugs as a solution to their problems.

The reasons for using drugs vary from country to country and from one economic class to another, but there is a certain underlying theme. For example, one of the reasons given by youth from the developed world and from the middle classes in the developing world is BOREDOM.

Now, what a strange word that is. Think about it. What is boredom? A lack of interest in anything, a lack of willingness to do something, a lack of motivation to involve yourself in any kind of activity that makes you feel good, frustration with what you have and don't want... A little bit of thought will make you realize that boredom has less to do with a lack of fun and much more with the lack of opportunities to express oneself.

Similarly, another reason that came out during discussions with youth from the developing world and the poorer sections of society was a lack of basic rights like food, health, education and the chance to earn a living.

In both cases, the underlying factor is a lack of control or power over one's life. In the case of BOREDOM, this lack of power manifests as a sense of being unable to pursue what they truly want. Every choice that you get is a choice that you don't want, largely because somehow you know that these are not choices that you had any say in. In the case of a lack of basic rights, this lack of power is felt more immediately as an absence of things, medicines, food, shelter, and water, which are essential for life.

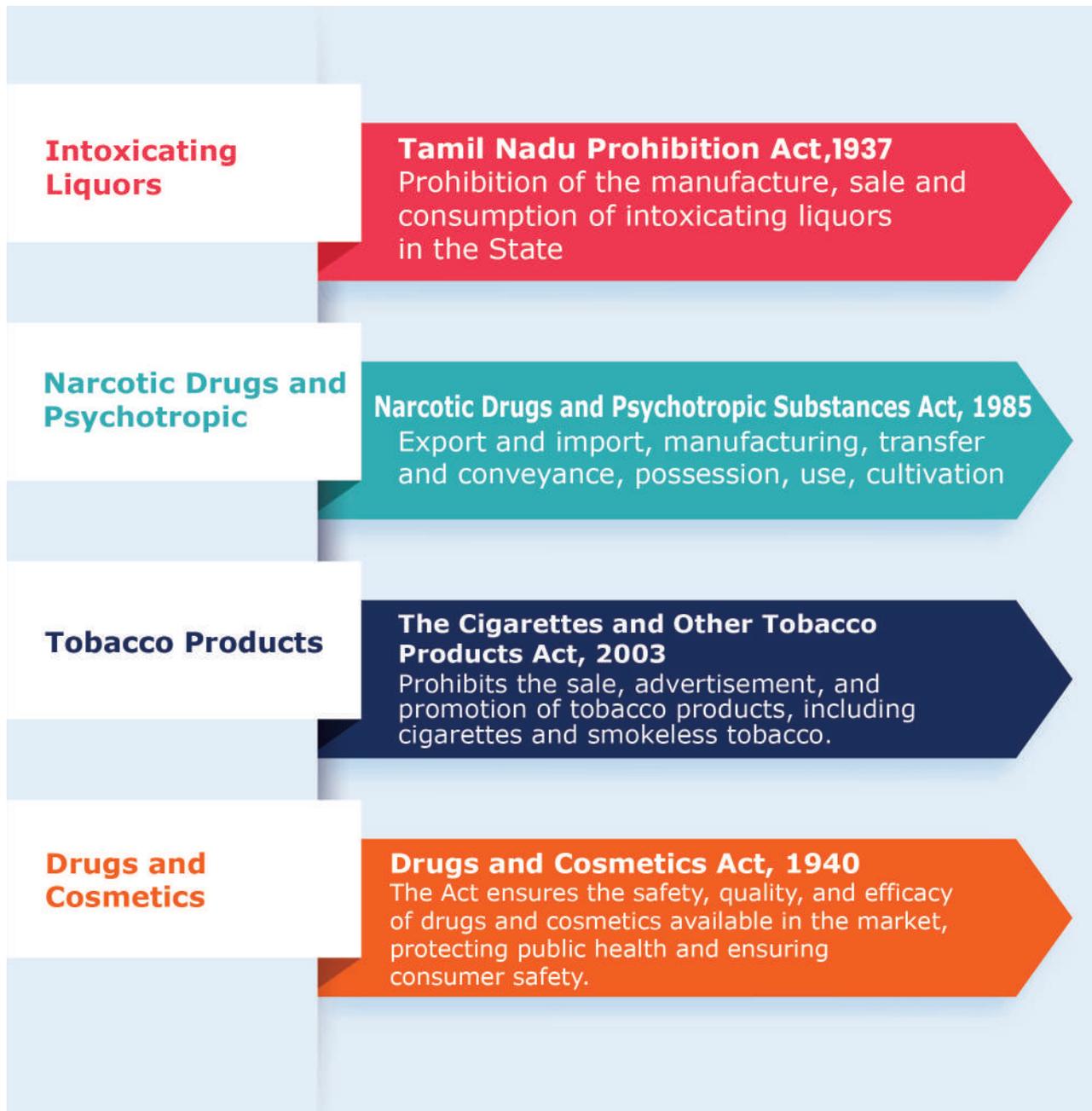
It was this sort of reasoning that led all the young people who met at the forum in Banff, Canada to TAKE CONTROL. The one thing that really tied all the youth together was a willingness to stand up for their rights, to demand their rightful place in each of their societies. The message that came out was, the "high" you get from fighting for your right to be heard and the right to make a difference to the way we live, removes the need for artificial highs.

To sum up, it is often a sense of powerlessness that drives young people to seek "freedom" in drugs. This lack of power may be felt as boredom, starvation, abuse or a lack of opportunities to earn. Since power is rarely given willingly by those who hold it, young people must learn how to empower themselves and gain control over their lives.

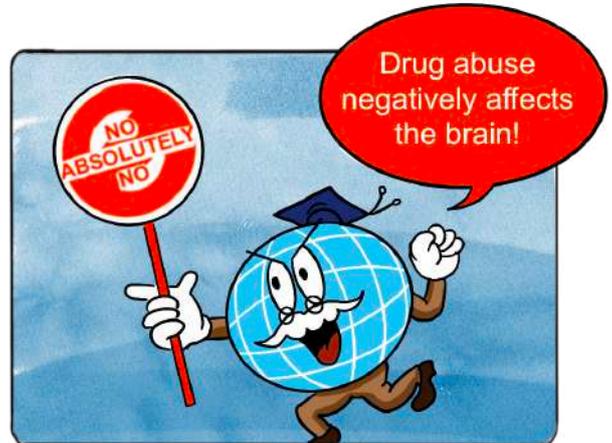
You cannot do this by fighting in the streets or rioting after football matches, but by learning how to build partnerships with those who have control over your lives, by using fresh ideas and opening your minds to find better ways of doing.

1-6 Regulations on drug abuse in India

Rather than including all penal regulations, this document gives the penal regulations regarding abuse of drugs that are generally abused and related actions.



What happens when you abuse drugs?



Your brain has many neural circuits composed of millions of neurons!

Your brain also controls your emotions and body and also operates your internal organs such as your heart!

Your brain is a super computer!

These neural circuits are destroyed when drugs come in!

↓

What happens when you do it...

Hallucinations!

Your brain can't differentiate between a memory of a disgusting bug you saw in the past and what you're seeing now...

Body control!

You can't stop the handle when driving a car and you crash into a telephone pole!

Traffic accident

You could even die!

Cardiac arrest

Labored breathing

Although it becomes such a dangerous situation, your neural circuits change and you develop a dependence that makes you unable to quit even if you want to!

Dependence Spiral

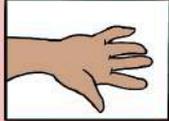
Oh!

2-1 Effects on the brain

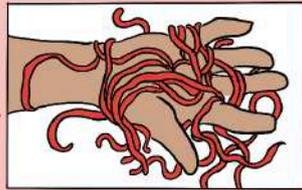
1 Hallucinations



▲ A disgusting bug
You saw in the bag



▲ Your hand now



The present and
your past
memory come
together!



Antisocial action

Murder due to
hallucinations and delusions

2 Decreasing motor functions

I have to turn
the handle
to the right or I'll
hit the car!



He couldn't
move his body
like he thought!

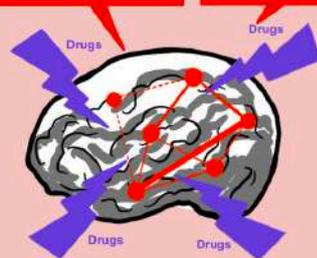


Traffic accident

3 Decreasing internal organ functions

Beat the heart!

Breathe!



Commands
aren't sent to
the internal
organs!



**Death due to
Acute poisoning**

4 Become unable to control emotions

Kind heart

Sympathy



Emotional
control is
inhibited



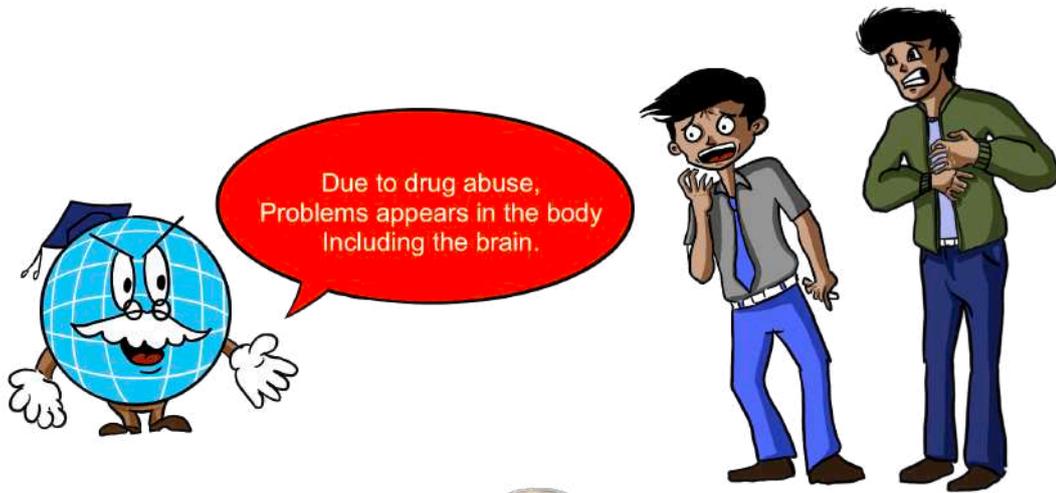
**Personal
difficulties**



**Unable to
fit into society**



2-2 Effects on the body



Brain

Brain atrophy due to the destruction of brain neurons (Decreased memory, recognition problems)

Organic solvent-induced psychosis (Hallucinations, delusions, etc.)

Normal	Abnormal

Liver

Partial cell death (Loss of appetite, jaundice, ascites)

Kidneys

Partial cell death (Protein in urine)

Bone marrow

Become unable to produce red blood cells (Anemia)

Genitals

Atrophy (Irregular menstruation, decreased reproductive ability)

Eyes

Invasion of optic nerves, occurrence of eye fundus hemorrhage (Lowered and loss of eyesight)

Teeth

Teeth crumble

Bronchial tubes

Lungs: Invasion of mucus membrane (Causes coughing)

Heart

Rise in blood pressure

Esophagus, stomach

Invasion and hemorrhaging of the stomach lining (Stomach pain, nausea, vomiting)

Normal	Abnormal

2-3 Resistance and dependence

1 Resistance

With continued drug abuse, the body develops resistance, reducing the drug's effects at the same dosage, which causes increased consumption.

Resistance is a phenomenon in which repeated drug use forces the user to increase their dosage to achieve the same effect. If drug abuse is continued, the drug's effects gradually fade and the same amount does not produce the same effect, causing the user to fall into a vicious cycle of gradually increasing the amount consumed and the frequency. As a result, dependency deepens further, causing more serious damage to the brain and body.



2 Dependence

If you abuse drugs, you fall into a state of dependence in which you cannot stop even if you want to.

All drugs that are abused affect the nervous system (A10 nerves) that are known as the brain's "reward system." The intracerebral reward system has the function of secreting the neurotransmitter dopamine (connected to joy, pleasure, motivation, and motor functions). Drugs that are abused primarily stimulate this reward system and force dopamine to be secreted. By continuously stimulating the reward system, changes occur in the neural nervous system that cannot be undone, and people lose the ability to control their drug use. Furthermore, they repeat the drug abuse in order to avoid the dreadful discomfort and pain that occur when the drug effects stop, and fall into a state of dependence in which they cannot quit even if they want to.

If you abuse drugs and then the effects are cut off, a craving bursts forth and you rush to take action to search for drugs, and then further abuse causes the state of dependence to worsen. Formation of resistance causes you to fall into a vicious cycle (dependence cycle) in which the amount and frequency of drug use increases. What is frightening about drug abuse is such dependence formation, and recovery from dependence is a life long problem. The amount of the drug consumed will increase without noticing! If drugs are used... The drugs aren't working This isn't enough The amount increases gradually because the drug's effects decrease Resistan

Experiment on mice

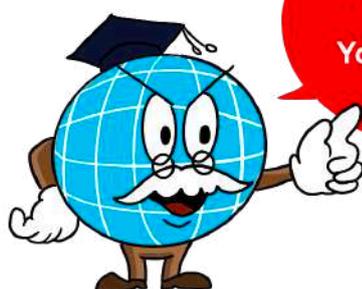
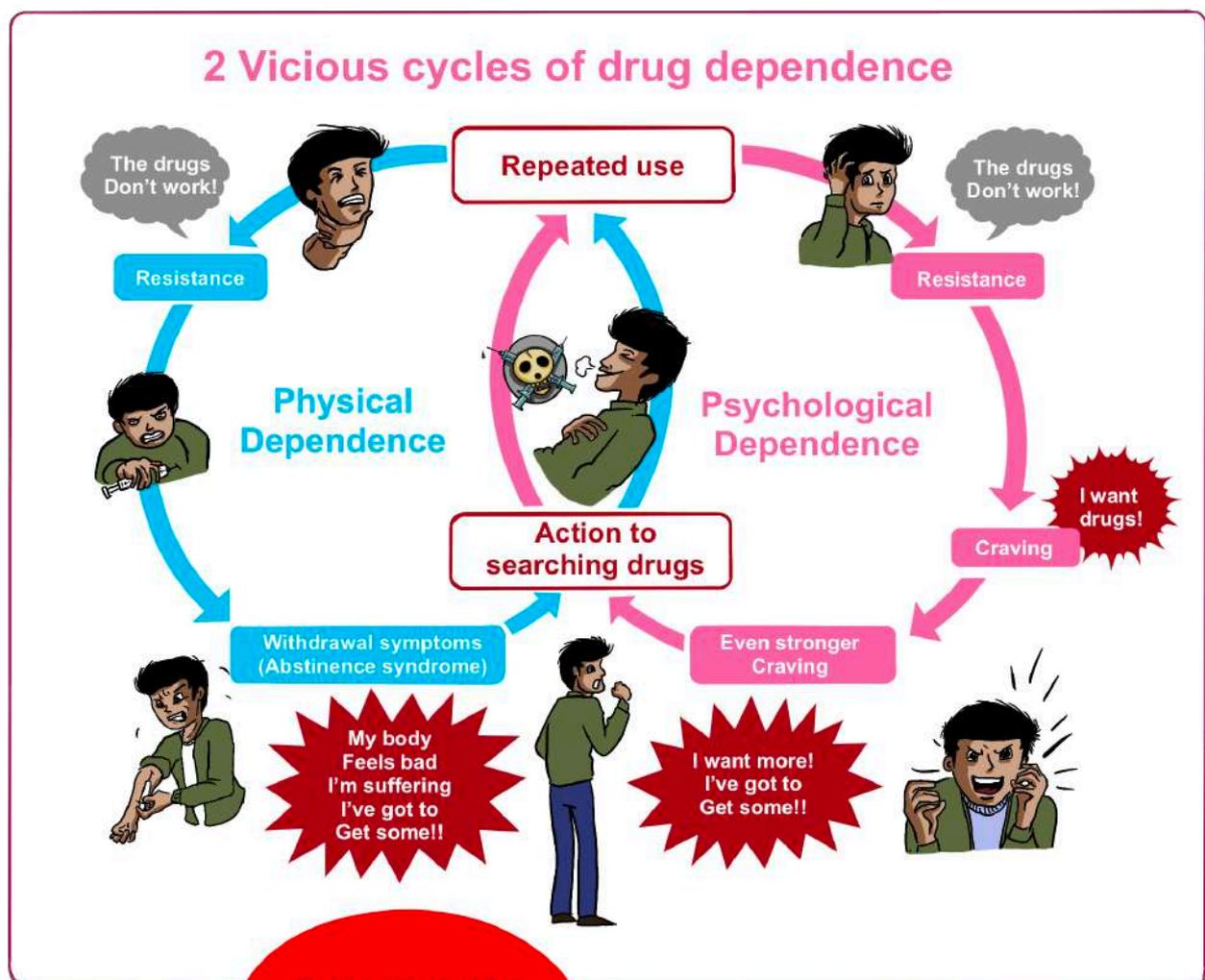
A structure was created in which an electrode directly stimulated the neural reward system of mice and dopamine (pleasure) flowed when a lever was pushed and there was electric current, which made the mice fully concentrate on pushing the lever. Some mice even pushed it over 1,000 times in one hour until they were tired out.

In this way, it is difficult for the brain to be able to forget the sensation remembered once.

Kinds of dependence

Drug abuse causes high dependence, which makes it considerably difficult to stop using one's own power. Cutting off the drug effects makes people irritated and depressed, making them want the drug again and becoming unable to control it using their own will. The desire for drugs becomes more intense, leading to forceful use (**psychological dependence**).

Drugs cause the vicious cycle of **physical dependence** to grow further and deeper. Thus, **drug dependence** is known as the state of being unable to control use of drugs with one's own will.



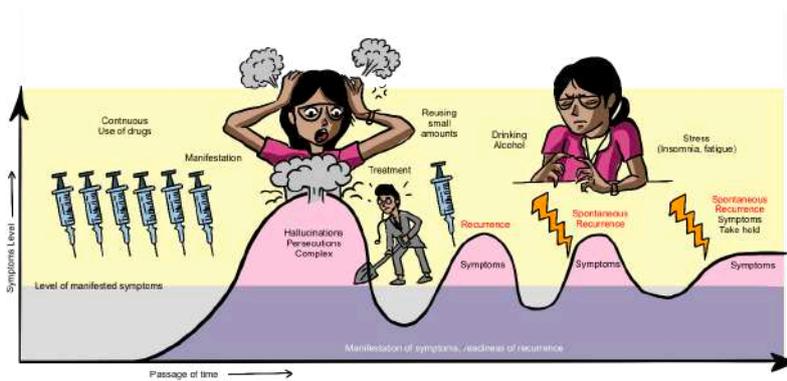
**If you start using
Drugs once,
You will be unable
To stop.**

2-4 Drug flashbacks

Brain circuits destroyed by drug use do not return to the way they were. Damage from drug abuse will continue your whole life.

If psychosis symptoms such as hallucinations and delusions occur once due to drug abuse, although on the surface treatment might seem to grant recovery, the groundwork will remain making it easy for these symptoms to recur.

Even if drug abuse is stopped and it seems the person returns to a normal life, small stresses and other matters can cause the sudden recurrence of hallucinations, delusions, and more. This is known as the **flashback (recurrence) phenomenon**. Drinking alcohol can also cause recurrence.



Although flashbacks do not always occur, it is impossible to predict at what time they might occur.

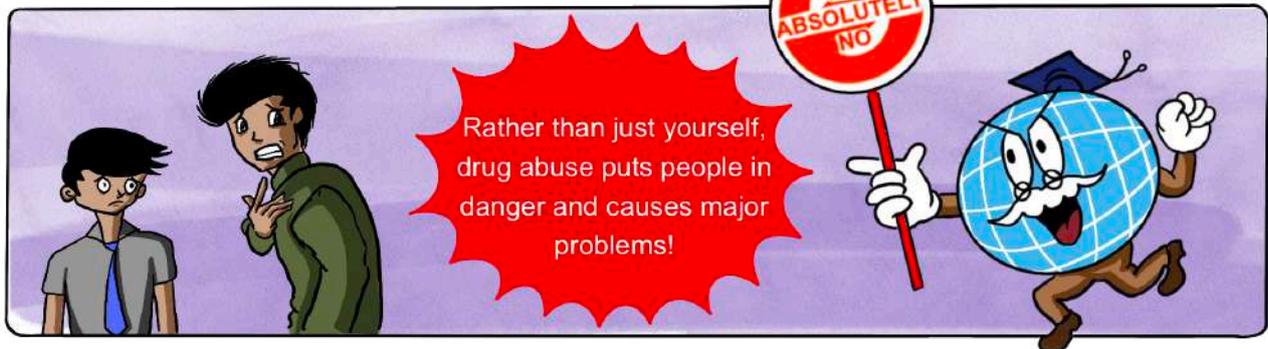
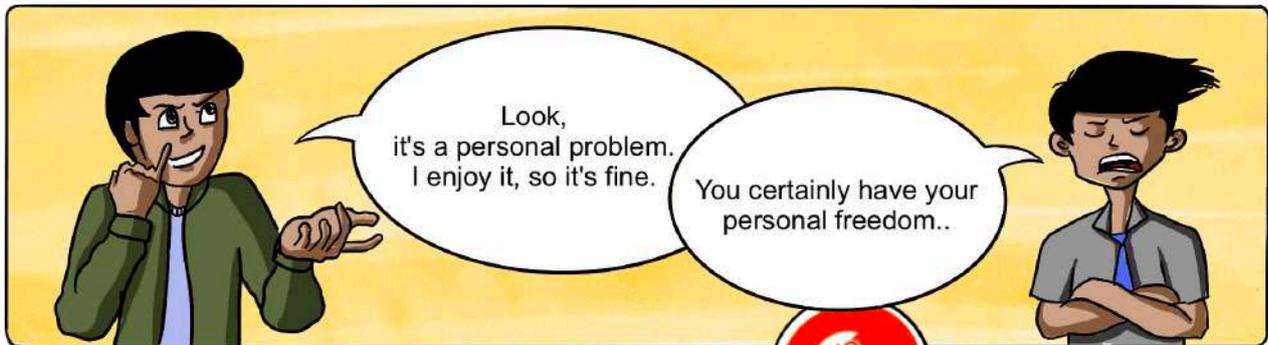


Flashback example

It was close to about 10 years ago when I was 29 and had quit stimulants. I was busy at work and had repeated sleepless nights, when suddenly my heart beat faster and I felt like all the hair stood up on my body, and my mind was a blur. I thought, "I'm having a flashback!" It was a sensation just like the sensation of when I did stimulants. Because of that, when I felt stressed or tired, I felt like I took out a syringe and injected myself and I was dumbfounded. It's completely terrible to think about when that sensation might assail me again.

*The above is one example of a flashback. In addition to this, drinking alcohol, stress, and more can trigger them, and there is a possibility of various symptoms occurring.

Drug abuse that involves the abuser's surroundings



3-1 Incidents caused due to drug abuse

Drug abuse changes the brain's functions and structure, leading to issues such as poor decision-making, distorted motor skills and the onset of hallucinations and delusions. These changes often result in a range of disruptive incidents.

The abuser used drugs and drove a car, became deluded and thought he/she was being chased, and hit a pedestrian.



The drug abuser used dangerous drugs, invaded a neighboring woman's home, cut her face, arms, and more, and injured her.



The abuser smoked a dangerous drug and drove a vehicle, successively and hit 7 people near a station, killing 1 person and injuring 6 other men and women.



The drug abuser used stimulants and drove a car, collided into a parked truck, and injured the driver.

Incidents caused to continue drug abuse

Money is, of course needed to continue using drugs. As addiction continues, your priorities in life change and the need to continue abusing drugs becomes your primary concern. This leads to loss of control and you may become willing to use any means to maintain your addiction.

For this, at first you trick your family and friends for a little money, which gradually escalates and leads to various crimes.

An unemployed person (34 years old) was injecting an illegal drug that cost Rs.10,000 each time. In order to obtain money to buy drugs, he/she shoplifted high quality alcohol at the supermarket and made money selling it to bars.



An unemployed man (42 years old) arrested for a violation (possession) of the NDPS Act successively snatched bags in order to buy stimulants.

Two sisters who were then a high school student (17 years old) and a eight standard student (14 years old) bought stimulants from a male acquaintance (22 years old), smuggled it to a friend who was a ninth standard student (15 years old), and also abused it themselves.



3-2 Confessions of drug abusers

Example 1

I began using cannabis when I was offered it by an older student who was a musician. However, my visibility in my hometown rose and I was targeted, arrested, and lost everything. The judgment was to give me a suspended sentence and I used this as an opportunity to start living a serious life and had a wife and children, but I obtained cannabis again and got divorced. After that I had a shotgun marriage with my new girlfriend, but I was arrested again for cannabis possession. If I reflect on it, at that life turning point, I realized that my life was destroyed by cannabis. I also caused major trouble for the people around me. I'm now filled with regret.

Example 2

At the time, I had graduated high school and had just begun working as a part-timer. I was feeling stressed because it was a lifestyle I was unaccustomed to, and I would unwind by drinking and hanging out with my friends.

On one of those days, I was offered grass from one of my friends. When I first used herb, I sensed the effects in my whole body and felt a shock. However, when I did it many times one time made me feel sick. Even so, I relished the good feeling I got through herb and unintentionally began spending my days using it.

After that, I learned that herb, which I was told would not get people arrested, was actually illegal. However, I couldn't imagine life without herb and was addicted to it.

Then I was finally arrested. Narcotics agents taught me that herb is an illegal substance known as a designated drug and that it is very dangerous, and I froze inside.

Example 3

Female student A, a high school student, had a good school life including excellent grades, entering a prep school for university, and joining the tennis club continuing from her activities in junior high school. However, she had trouble with an older student and quit the club.

Feeling a sense of failure in this, her studying did not progress, she repeatedly went out at night saying she needed to relieve stress, and before long she began going to clubs with her friends from junior high school, dancing through the night, and occasionally drinking alcohol.

One day, friends she knew from a club took out some stimulants and said, "If you do these, you'll feel really good and you'll lose weight." The friends around her who offered glue and stimulants did not look abnormal, so she received a stimulant injection and instantly became its captive. She stopped going to school, was eventually arrested with her friends, and had to drop out of school.

Example 4

When I used drugs, I was always agitated. I imagined that the police were tailing me when I rode the train and sometimes hit the regular office workers behind me with all my strength and ran away.

I hit a person when driving after using drugs, and I just ran away because I was afraid that my drug use would be exposed. The victim was a child.

It started when I was curious and tried marijuana (cannabis), and from there I became addicted to stimulants. It's impossible to take it back even if I repent, but I wish I had never done marijuana that first time.



4-1 Basic prevention principles

While setting up drug abuse prevention programmes, there are a few general principles that you should follow. These are not in any way meant to restrict the choices that you have but are a sort of distillation of the common wisdom of the people who have worked in the field of drug abuse prevention.

Drug abuse prevention programmes should be community based, that is, they should involve the whole community or at least the most important parts of it.

Your programme should not be too narrow in its focus. For instance, you should not just say that we are an anti-cannabis programme and ignore all the other substances that are abused in your community. Since all forms of substance abuse are usually related to each other in what causes them, you should look at the whole range of substances on a broad scale.

Since it is usually young people who are mostly at risk, they should be the main focus of your programmes. But you must take care to involve other groups which may have an influence on the living conditions and social environment of the main target group.

Whoever said that prevention is better than cure definitely got it right. It is much better to prevent young people from starting to use drugs than entering at a later stage and helping them give up drugs. This is important to keep in mind because even though some of your programmes will aim at trying to give healthy and creative alternatives to young people who are already using drugs, you must not forget that there is a whole section of your community who might start abusing drugs, and it is this section that you will also need to pay attention to.

The following basic elements should provide you with some food for thought:

Promotion of health

Health can be promoted through personal and cultural practices, which cover basic social and recreational needs. This means that you should support common practices in your community as a whole and in each of the members that promote healthy lifestyles and try to discourage those practices that damage physical and mental well-being.

Focus on people and encouragement of social interaction

Social skills are best learned in social environments. All your activities should therefore have a strong element of social interaction. Strategies that improve the social climate as a whole should be pursued. Understanding and cooperation between different generations will be improved if you organize activities in which both young and old can take part. This will help young people to communicate with their parents and other adults who influence their lives in the community.

Local involvement of young people and respect for cultural values

All your activities should closely involve young people from the particular area that you are working in. The values that you try to promote through your programmes should respect cultural traditions of the communities. For example, if you organize a song contest for both boys and girls in a community where girls are not supposed to sing and dance in front of strangers, you will probably meet a lot of resistance.

Encouragement of positive alternatives

"Positive" is a relative term which must be seen in the light of local values, with understanding of the needs of young people and what appeals to them. All your strategies should try and reinforce the desirable traditions and practices in the community rather than trying to scare people into changing their ways. Of course, this does not mean that you should not talk about the wrong things that you see, but it is better to talk about them calmly than trying to scare people into not doing them.

Gaining from research and experience

All your activities should build on existing research-based evidence regarding

- (a) How to identify substance abuse related problems;
- (b) How to find out the causes of the problems;
- (c) How to find out the possible preventive responses to the identified problems;
- (d) How to effectively implement preventive activities;
- (e) How to judge the effectiveness of your activity/programme.

Long-term perspective

Your programmes should take a long-term view of the situation. Changes in the social climate, acceptance of health-promoting values and making interactive, health-promoting activities part of the local culture are all difficult and time-consuming tasks.

Specific populations

The specific needs of vulnerable or disadvantaged youths such as street children, refugees, minority youths and in some cases young women should be identified and addressed locally.

Community development

Often, the communities that you will be working in may lack resources and provide few opportunities for young people. Prevention programmes require that there is some hope for economic and social improvement. In deprived communities, programmes should be combined with community development work, such as education, health and social services, housing, sanitation or income-generating activities. In order to do this, you may have to talk to local government authorities, your representatives in local assemblies, and the rich and influential people in the area and other powerful people. Please understand that no one expects you to change all these things on your own, you will NOT have failed if you can't make a difference in all these cases. But you will damage your chances of success if you don't even consider these problems and try and come up with innovative ways to combat them.



REMEMBER

No particular approach or strategy has been proven through rigorous scientific study to be consistently effective over the long term in reducing drug abuse. However, there is some consensus among experts, practitioners and youth themselves on what kinds of elements need to be taken into consideration when designing your prevention programmes for youth. Not all young people are the same and they are not all equally vulnerable. Strategies should be carefully tailored to clearly defined target groups;

Using different strategies all together is probably the best way to approach the drug abuse problem. Ideally, they should combine the knowledge/ attitude/behaviour approach with health promotion, self-esteem building and development of resistance skills. Your strategies should try to encourage individual strengths and those things that protect individuals in stressful situations and environments. It should try to give youth a set of specific skills for resisting peer pressure to use drugs

For example, in peer communication and relationships, it's essential to provide young people with affordable and easily accessible opportunities to gather, appreciate the arts, engage in sports, and participate in other challenging activities that develop build self-confidence.

4-2 What Should you do if you're invited?



Maybe you think that drugs are only done by entertainers and some bad people and have nothing to do with you? However, in an internet survey, about 1 in 5 people in their 20s and about 1 in 7 people in their teens answered that they know people who might be using drugs.

It's an unexpectedly familiar problem, Right?



Have you seen or heard of people around you who have used drugs in about the last three years?



Source: World Drug Report 2024

Recently stimulants can be used more easily than with syringes, and the method of warming them and smoking them, which does not leave track marks, is spreading. There is also circulation of incorrect information such as that cannabis does not cause major damage. In this way, a situation is being created in which it is easy to receive tempting introductions to drug abuse.

Tempting invitations to drug abuse

- It's fine if it's just once
- Let's mess around a little with drugs
- I have an interesting drug
- It'll make you lose weight
- Everyone's doing it (you're the only one not doing it)
- Life is about experiences
- It'll take away your sleepiness and help you study
- Just try a little
- You'll be less irritated and be refreshed
- It's just a nutrient
- You'll enjoy the best feeling
- I'll take care of you
- You can pay me next time



Plainly and clearly refuse! Then immediately get away from that place!



4-3 Tips for refusing



It's important to value yourself!



You understand what you have to refuse.

But feelings such as "Won't this cause distance with my friends?"

May be it'll make me be bullied?" will get in the way and you might feel worried.

However, abusing dangerous drugs **even once** has the potential to **destroy your future!**

Think about your family, friends, and people who are important to you...

Drugs will not only hurt you but also the people who are important to you.

Firmly refuse if you are offered drugs!



Think about this

We learned to refuse drug invitations plainly and clearly in the previous page, but what should be done in worrying cases in which familiar people who are important to us become involved? Drugs will change form and confuse you.

Think about what you would do if you were Boy A's friend in the following two cases.

Case 1

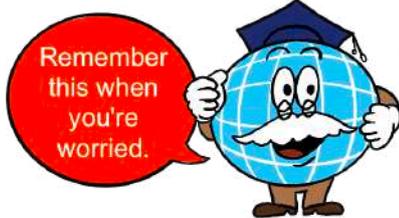
Boy A has been invited to do drugs from an older person at his part-time job. The first time he was somehow able to not receive them, but he is worried about being invited the next time they have the same shift.

What would you do if you were Boy A's friend?

Case 2

Boy A couldn't refuse and finally received drugs. The older person told him, "I'll kill you if you snitch," but he gradually became afraid of receiving the drugs and was worried about what to do.

What would you do if you were Boy A's friend?



Please remember this!



1 The power of responsible adults is necessary for resolving problems involving drugs.

Unfortunately, many drug-related problems cannot be resolved with one's power alone. There are many people who didn't want to do them but ended up doing them due to pressure from friends, threats, etc. However, doing drugs once will mess up your life. It's truly a waste. Quickly consult with an adult you can trust.

2 There are no "acts of betrayal" regarding drug problems.

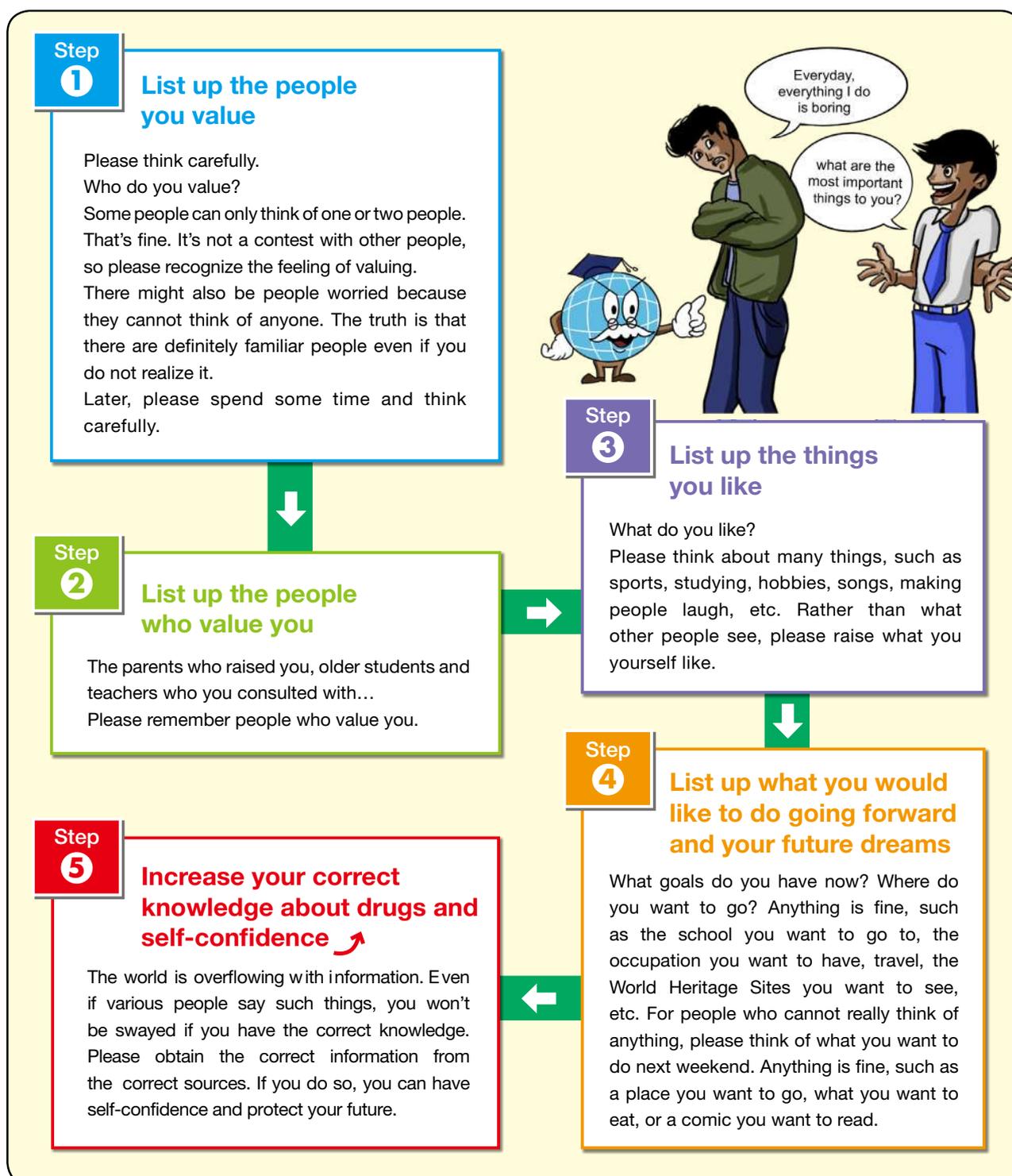
Although there might be people who think that consulting with an adult would mean betraying their friends, not talking to anyone though you know about it and not stopping someone from abusing drugs is the real "betrayal."

This is because the more time passes with drug problems, the more serious the situation becomes.

4-4 Five points for valuing and protecting yourself

You yourself have an irreplaceable, valuable presence, so if you have feelings of protecting yourself and the people you value, you'll be able to keep away negative factors. You'll not only be able to protect yourself from temptation from others but also your own negative curiosity, and you won't fail if you have strong feelings of wanting to protect your future.

Well, let's think together about the **"five points for valuing and protecting yourself!"**



4-5 MAKING CHOICES

There is no single reason why people use drugs and alcohol. Usually several things act in combination. Influences include:

- To fit in/feel part of a group
- To forget problems
- To escape reality
- To loosen up
- To be rebellious
- Out of curiosity
- Out of boredom
- To feel more sociable
- To try and have fun and feel happy
- A belief that everyone else is doing it

Although it varies from person to person, situations where you have to disagree with others or refuse something can sometimes feel awkward and difficult to handle.

Here are a few options you can take that will help you deal with situations where you may be inclined or pressured to use drugs and alcohol:

OPTION 1: AVOID SITUATIONS

OPTION 2: MAKE AN EXCUSE

OPTION 3: WALK AWAY

OPTION 4: BE ASSERTIVE

OPTION 5: BE A 'BROKEN RECORD'

OPTION 1: AVOID SITUATIONS

If you don't think you will be able to resist the offer or pressure to take drugs and alcohol then it may be best to avoid that situation or group of people altogether. Try to hang out with people who share similar interests and do not use drugs and alcohol. Good friends should respect your decision not to use drugs and alcohol. Get involved in a new activity and meet some new people.

OPTION 2: MAKE AN EXCUSE

As the title implies, this involves the person making an excuse to get out of what they don't want to do.

For example:

- "No thanks, my parents are picking me up soon"
- "Last time I had it I reacted really badly"
- "I've got to go soon"
- "I can't take any tonight, I'm on medication"
- "No thanks, I will stay sober and keep an eye out to make sure everyone else is safe"

OPTION 3: WALK AWAY

If a person offers you drugs, you can simply make your excuse and go. For example, you can leave by saying:

“I need to go to the bathroom” or

“Is that Angela over there? I need to catch up, I haven’t seen her for ages”

OPTION 4: BE ASSERTIVE

Assertive communication involves a person clearly stating their needs, wants and feelings whilst still being respectful of others. Learning to be assertive takes practice, so don’t worry if it doesn’t come naturally.

Assertive communication includes three steps:

Stating your answer

Giving your reason

Showing understanding

The following is an example of assertive communication:

Tom: Just have one pill, your parents won’t know.

Katie: No thanks, I don’t want to risk it. They probably won’t find out but if they do I’ll be grounded for life.

Showing this understanding makes it very difficult for people to keep trying to exert pressure. There will still be the odd person who will keep trying, but most people will stop.

OPTION 5: BE A ‘BROKEN RECORD’

This just involves continually saying ‘no’ in the politest possible way. You just say it over and over again and never change your tune, for example:

Sam: Come with me tonight.

Jess: No thanks, I don’t really want to go to a club.

Sam: Just this once.

Jess: No thanks, not even this once.

Sam: But you’re normally such fun.

Jess: Not tonight. No thanks.

Sam: Go on, you’re my best friend.

Jess: Yeah, but no thanks, I don’t feel like going tonight

4-6 COMMON REACTIONS AND HOW TO RESPOND

I. PANIC ATTACKS

These can happen due to the increased feelings of paranoia, anxiety, and hallucinations that drugs can bring on. These can be very frightening at the time, but it is important to know that these usually pass with time.

WHAT ARE SOME OF THE SIGNS

- Sweating and shaking.
- Chest pain and difficulty breathing.
- Increased heart rate.
- Sense of impending death.
- Dizziness, headaches, and light headedness.
- Feeling 'spaced-out'.
- Non-responsiveness.

WHAT TO DO IF SOMEONE HAS A PANIC ATTACK

- Calm them down and reassure them that the feeling will pass.
- Take them somewhere cool and quiet away from crowds and bright lights.
- Encourage them to relax and take long, slow, deep breaths.

II. OVERHEATING AND DEHYDRATION

There is a serious risk of overheating and dehydration when people take drugs and do not maintain their fluids. Stimulants such as ecstasy and methamphetamine will increase the body temperature, and this problem can be made worse if taken with alcohol as it will further dehydrate the body. Those who take stimulants should try to drink half a litre of water every hour, but make sure not to drink too much too quickly.

WHAT ARE SOME OF THE SIGNS

- Feeling hot, unwell, lethargic, faint, or dizzy.
- Inability to talk properly.
- Headache.
- Vomiting.
- Inability to urinate or urine becoming thick and dark.
- Not sweating even when dancing.
- Fainting, collapsing, or convulsing.

WHAT TO DO IF SOMEONE BECOMES OVERHEATED AND DEHYDRATED

- Take them somewhere cool and quiet such as the first aid area or 'chill-out' room.
- Get the person some cold water and get them to sip it slowly.
- Make sure someone stays with them.

III. FEELING VERY DROWSY

If someone becomes very drowsy from using drugs (including alcohol) they could fall asleep and lose consciousness. It is important to keep them awake while waiting for the ambulance.

WHAT TO DO IF SOMEONE BECOMES VERY DROWSY

- Call an ambulance, but make sure they are not left on their own.
- Keep them awake; make them walk around or make them talk to you.
- Don't give them coffee or try to shock them.
- Give them salted foods like crisps or peanuts to replace salts lost through sweating.
- Fan them to cool them down.
- If symptoms persist or get worse seek first aid immediately, call 000, or take them to the nearest emergency department.

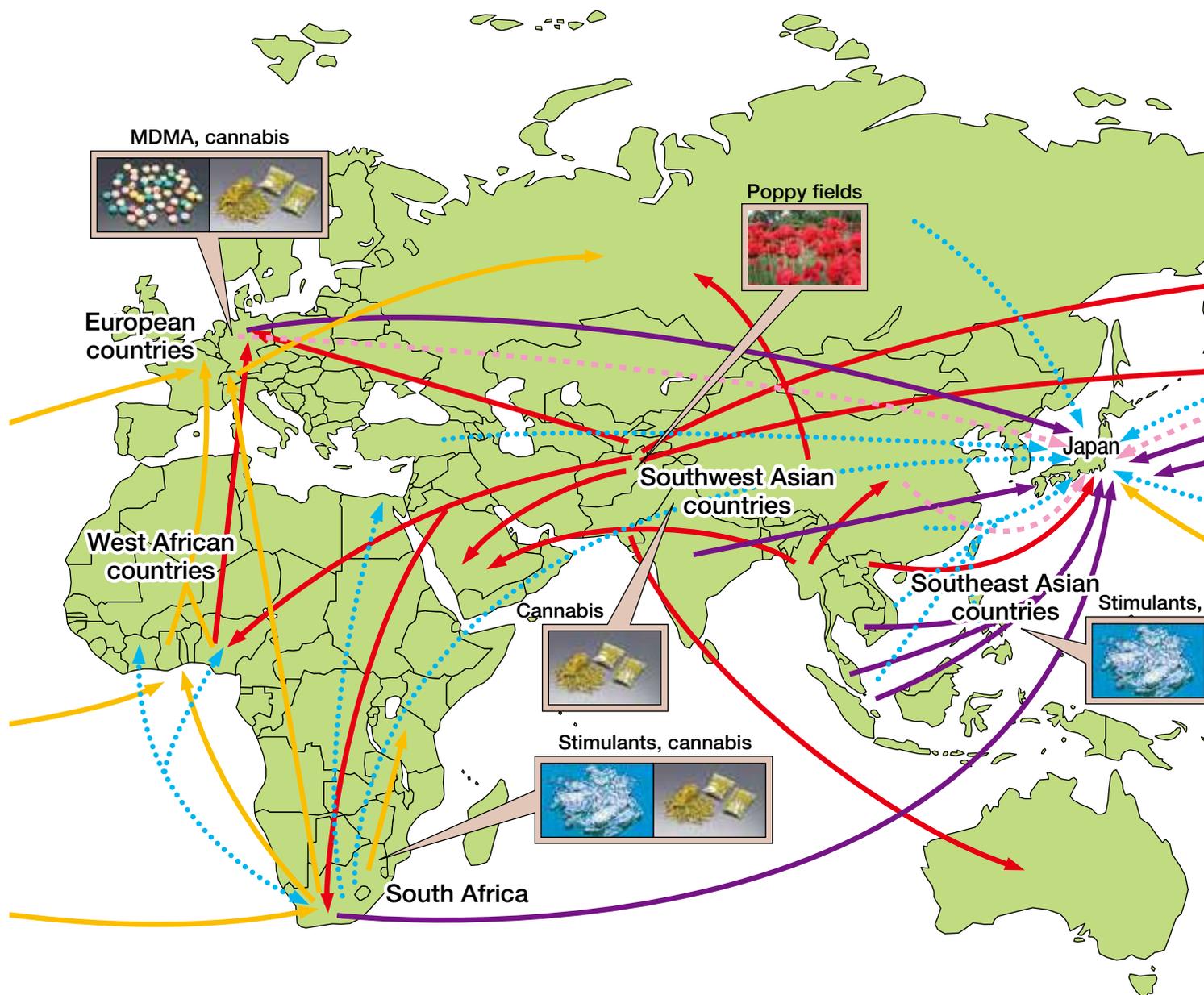
IV. FITS OR SEIZURES (CONVULSIONS)

Large amounts of alcohol and some drugs can cause convulsions, otherwise known as a fit or seizure.

WHAT TO DO IF SOMEONE STARTS CONVULSING

- Call an ambulance.
- Clear the area of any nearby harmful objects.
- Loosen any tight clothing.
- Cushion their head.
- It is important not to put anything in their mouth or to try and restrict their movement.

5-1 Worldwide circulation of illegal drugs





Drug abuse also leads to providing money to drug smuggling organizations such as crime syndicates.



5-2 Drug abuse and laws in countries around the world

Drug abuse is a crime. The penal regulations vary by country, but in all countries drug crimes are very severely punished. There are countries where the highest penalty is capital punishment. Also, not only that country's people but also foreign tourists visiting are arrested as criminals for drug abuse. What is important for preventing drug abuse is that the majority of people who do not abuse drugs create a society that absolutely does not forgive drug abuse near them. This becomes a common circle around the world.

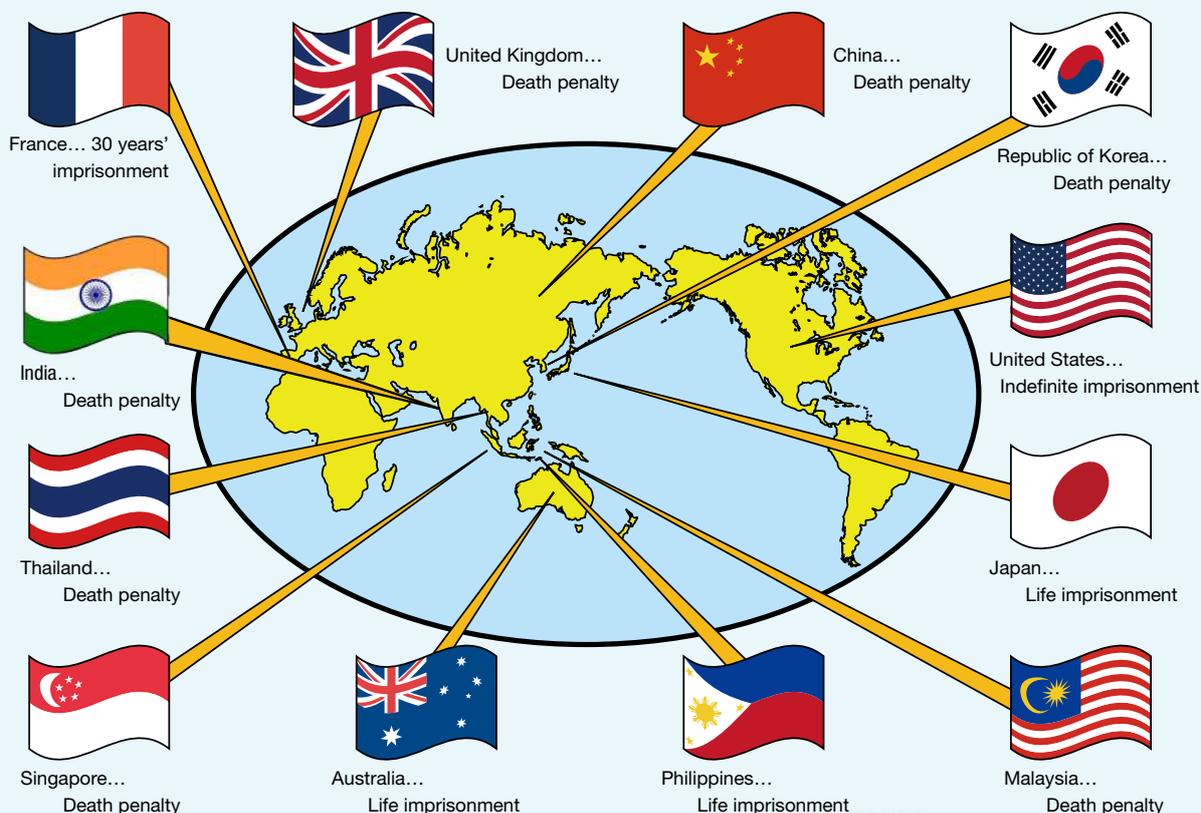
Drug abuse is an international problem with serious penalties imposed.



You will be punished if you abuse drugs.

Maximum punishment in the countries of the world

In order to prevent drug abuse in India, there are laws such as the Narcotics Drugs and Psychotropic Substances Act, 1985, the Cigarettes and other Tobacco Products Act, 2003, Drugs & Cosmetics Act, 1940 and Tamilnadu Prohibition Act etc.,



Your father and mother will be sad if you're arrested.

That's true, it's not just your own problem. It will cause major trouble to your friends and family.



5-3 Awareness activities conducted in India

(A) Drive Against Drugs (DAD)

First ever Drug Abuse Prevention Conference was organized by the Hon'ble Chief Minister on 10.08.2022, followed by a Mega Pledge for Drive Against Drugs on 11.08.2022.

Subsequently, 4 exclusive review meetings on Drive Against Drugs was conducted by the Hon'ble Chief Minister on 10.10.2022, 03.01.2023, 22.11.2023 and 16.05.2024



(B) Mission Management Unit (MMU)

'Mission Management Unit (MMU)' has been established to guide, coordinate and to monitor all the activities of the stakeholder departments to ensure 'Drug Free Tamil Nadu'. Accordingly, the Mission Management Unit has been established under the direct control of the Additional Chief Secretary to Government, Home, Prohibition and Excise Department.



It works to spread knowledge on the ill effects of narcotics, stimulants, cannabis, dangerous drugs, etc. and prevent abuse to the general population.

(C) Other awareness activities

- Institute of Mental Health, Chennai is offering mental health related services and de-addiction treatment. In addition 25 de-addiction centres has been established in Medical College Hospitals across the state.
- More than 15,000 'Anti-Drug Clubs' have been formed in educational institutions by making students as stakeholders.
- All educational institutions have been given display boards with Drug free Tamil Nadu logo and toll-free helpline numbers 10581 and 94984 10581.

(D) NCORD Meeting

State Level Narco Co-ordination (NCORD) committee meetings are being conducted by the Chief Secretary to Government with the participation of representatives from various Central and State Government departments once in three months to review the activities to curb drug trafficking and abuse.

The District Level NCORD meeting is being conducted under the chairmanship of District Collector every month to formulate strategies for prevention, enforcement and rehabilitation.

The District Superintendent of Police is the Member Convener. NCORD meetings have representatives from Schools, Colleges, Social Welfare, Health, Food Safety & Drug Administration Departments and Local Bodies.

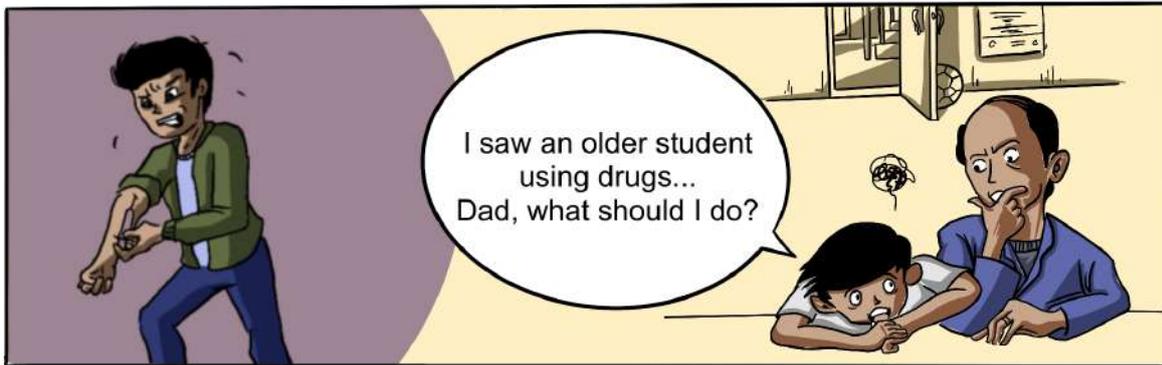
(E) Nasha Mukt Bharat Abhiyan

Nasha Mukt Abhiyan (which translates to "Drug-Free Campaign") is an initiative launched by the Government of India to combat substance abuse and promote a drug-free society. The campaign primarily focuses on raising awareness about the harmful effects of drug and alcohol abuse, providing treatment and rehabilitation for those addicted, and fostering community involvement in the prevention of drug-related issues.

6-1 Consultation services that protect privacy

A consultation service is a professional service provided by experts or specialists in a particular field, where they offer advice, guidance, and expertise to individuals, organizations, or businesses seeking help or solutions to specific problems or challenges.

If you feel worried or have doubts about drugs, please consult with a near by responsible adult you can trust. Please consult an expert in case you are not familiar with such a person.



If you are facing such things, please consult with someone before it's too late. Services have been established across India's prefectures to provide confidential consultations that protect privacy.

6-2 Outline of consultation services

State Police Control Room	100
Women and Child Welfare.....	1091
Child Line Helpline.....	1098
Drug Enforcement helpline	10581
Cyber Crime Helpline	1930
Women Helpline	181
National Toll-Free Helpline	1800-11-0031
National Drug Dependence Treatment Centre Helpline	011-2610-5385
NIMHANS Helpline.....	080-2699-5000
AIIMS Helpline.....	011-2658-8500
National Tobacco Quit Line Services (NTQLS) Helpline	1800-11-2356

ONLINE RESOURCES

1. National Institute of Mental Health and Neurosciences (NIMHANS) website
2. All India Institute of Medical Science (AIIMS) website
3. Narcotics Anonymous (NA) India website
4. Alcoholics Anonymous (AA) India website
5. Drug Abuse Information Rehabilitation and Research Centre (DAIRRC) website

MOBILE APPS

1. "Drug Free Tamil Nadu" app
2. NDDTC's "Drug Abuse Helpline" app
3. NIMHANS's "Mental Health" app



Anti-Drug Club (ADC) & Volunteering Programme

7. Anti–Drug Club (ADC) & Volunteering Programme (VP)



7.1. Introduction

Anti-Drug Club (ADC) was launched in the year 2022, with the primary objective to create awareness among students regarding the ill effects of drug abuse. The motto of the ADC is "DRUG FREE TAMIL NADU" (போதைப்பொருட்கள் இல்லாத தமிழ்நாடு).

7.2. Programme Structure

Based on the motto of sustaining Anti-Drug Awareness and involve students as stakeholders in this effort, two programmes have been constituted.

- ❖ NSS/NCC/RRC/YRC volunteers - 30 hours volunteering programme.
- ❖ Anti-Drug Clubs in all Educational Institutions.

7.2.1. Anti-Drug Club in all Educational Institutions: The Anti-Drug Clubs have been formed in schools and colleges. The design of the Anti-Drug Club envisages that each educational institution covered under the scheme has at least one ADC unit comprising five volunteers, led by a faculty designated as Programme Officer (PO).

7.2.2. Volunteering programme: The team size may be maximum 100 members. The Drug Awareness activities should be approved by the NSS/NCC/YRC/RRC programme officer in academic institutions. The volunteers are required to devote at least 30 hours for conducting both online and offline drug awareness related activities. Each volunteer/unit is required to fulfill the following activities.

- **Online Activities:** Each unit volunteers (NSS/NCC/RRC/YRC) are required to put in a maximum of 30 hours of social media awareness throughout the volunteer period.

- **Offline Activities:** Each unit volunteers (NSS/NCC/RRC/YRC) are required to put in a maximum of 30 hours of offline drug awareness throughout the volunteer period.

- **Hybrid Mode:** Each unit volunteers (NSS/NCC/RRC/YRC) are required to put in a maximum of 15 hours of social media awareness and 15 hours of offline drug awareness throughout the volunteer period.

7.3. Nature of Activities Under Anti-Drug Club and Volunteering

Programme: G.O. (MS) 52, Home, Prohibition and Excise Department dated 14.10.2024 briefly outlines the Volunteering programme stating that the Anti-Drug Club volunteers will work on issues associated with the ill effects of drugs in the community level through online and offline modes.

7.3.1. Anti-Drug Club:

Objectives

- ❖ To create awareness amongst students regarding ill effects of drug abuse. Though most students know that drugs are illegal, there is no counter narrative amongst their social and peer group that insists that drug abuse is wrong in every ethical, moral and legal sense.
- ❖ To protect students from the ever-increasing threat of drug addiction by involving them as stakeholders. By making it a responsibility of the students to ensure that their campus is drug free, they would take larger responsibility for their school and surrounding society.
- ❖ To make the students have a sense of participation in the campaign. Today's youngsters are falling prey to the menace of drug abuse because of to fit in/seem 'cool', as a result of depression and because they feel they may not get caught.
- ❖ To organize Anti-drug awareness programmes to motivate the institutions to declare themselves drug free.
- ❖ To generate a sense of confidence amongst the parents of students
- ❖ To create a healthy and fit next generation.

Activities for the Anti-Drug Club:

- ❖ These activities are preferred to be completed by the end of an academic year for each club for all its members or associative clubs.
- ❖ Organizing and participating in seminars with Guest speakers
 - **Local Medical officer**
 - **Local Police Personnel**
 - **Local Administration Personnel**
 - **Other Experts**
- ❖ Organizing poster/pamphlet competition and making the students create pamphlets with catchy slogans and phrases to be judged by prescribed institution committee and winners to be appropriately recognized.
- ❖ Distribution of pamphlets in public places under the supervision of faculty in charge of the club.
- ❖ Organizing and visiting De-addiction centers under the supervision of faculty in charge the club.

- ❖ Organizing a visit to local Fire Station, Police Station etc., and the members should learn to draft a complaint to police in case of any untoward incident.
- ❖ Organizing walkathon to create awareness on drug abuse under the supervision of teachers.
- ❖ Organizing Cycle Rally to create awareness on drug abuse under the supervision of teachers.
- ❖ Organizing an Essay Competition within the institution on the theme of "Drug Abuse" to be judged by Institution Committee and to be sent to District Level Committee/DEO.
- ❖ Organizing institution level quiz on the theme of drug abuse.
- ❖ Creating a song on the theme of drug abuse.
- ❖ Creating a street play to create awareness on drug abuse and organizing such plays in the campus and other areas.
- ❖ Any other innovative method to create awareness

7.3.2. Volunteering Programme:

Objective:

- ❖ To create mass awareness
- ❖ To involve NCC and NSS Volunteers on regular basis.
- ❖ To ensure regular and sustainable campaign against drug abuse
- ❖ Active involvement of students though the campaign is directly targeting students but indirectly it will create awareness in the whole society.
- ❖ To create a volunteer force against drug abuse.
- ❖ To make it an annual and regular affair
- ❖ To get the attention of the media and add further traction to the campaign

Based on the objective, G.O. (MS) 52, Home, Prohibition and Excise Department dated 14.10.2024 described 30 hours volunteer programme activities for online and offline mode in below:

Online Mode Activities:

Activities	Maximum Hours
Sharing messages/posters on social media	Two Hours
Organizing webinars	Five Hours
Participating in webinars	Three Hours
Creating Drug Awareness Quiz	Five Hours
Participation in Drug Awareness Quiz	Two Hours
Poster Making	Two Hours
Activities	Maximum Hours
Slogan Writing	Two Hours
Posting a Selfie Picture	Two Hours
Content on Ennaku Vendam in social media	Two Hours
Participation in web orientation with experts	Three Hours
Familiarizing Ennaku Vendam # Tag	Two Hours

Offline Mode Activities:

Activities	Maximum Hours
Drug Awareness among friends	Three Hours
Organizing seminars	Five Hours
Participation in seminars	Two Hours
Organizing Drug Awareness/Drug Abuse Orientation with expert	Three Hours
Distribution of awareness pamphlets	Three Hours
Organizing Human Chain activity	Three Hours
Organizing walkathons and cycle rallies	Three Hours
Walkathons – 3 km & Cycle rally – 5 km	Three Hours
Song/Mime/street play on drug awareness	Three Hours
Selfie Zone “Ennaku Vendam” in college with the help of the nearby Police Station	Two Hours
To conduct sports event	Three Hours

7.4 ANTI-DRUG CLUB (ADC) & VOLUNTEERING PROGRAMME AWARDS

7.4.1. The Objective of the Awards:

The objective of the Awards is to recognize and reward outstanding contributions towards voluntary service made by the Volunteer programme volunteers and Anti-Drug Club volunteers with a view to further promoting volunteer programme and Anti-Drug Club, by adopting the best practices.

7.4.2. Nature of Awards:

The following awards are conferred every year:

7.4.3. District Level:

Category	No. of Awards	Value of Award
Best Volunteering Unit & Anti Drug Club	3 for volunteering unit and 3 for Anti Drug Club	First Prize: Rs. 15,000/- for Volunteer Programme & ADC programme development, with a certificate
		Second Prize: Rs. 10,000/- for Volunteer Programme & ADC programme development, with a certificate
		Third Prize: Rs. 5,000/- for Volunteer Programme & ADC programme development, with a certificate

The above fund shall be provided by District Collectors for the Volunteer programme and Anti-Drug Club.



7.4.4. State Level:

Category	No. of Awards	Value of Award
Best Volunteering Unit & Anti Drug Club	3 for volunteering unit and 3 for Anti Drug Club	First Prize: Rs. 1,00,000/- for Volunteer Programme & ADC programme development, with a certificate and a rolling trophy
		Second Prize: Rs. 75,000/- for Volunteer Programme & ADC programme development, with a certificate and a rolling trophy
		Third Prize: Rs. 50,000/- for Volunteer Programme & ADC programme development, with a certificate and a rolling trophy

The above fund shall be provided by EB-CID, Tamil Nadu for volunteer programme and Anti-Drug Club.

In addition to the above, a certificate of Appreciation may be given to a very limited number of nominees as recommended by the committee at the District and State level.

7.5. Criteria for Eligibility and Performance Evaluation:

Eligibility Conditions: The following conditions should be fulfilled to be eligible for consideration for the award

- ❖ The volunteer strength of the Volunteer Programme Club (NSS/NCC/ YRC/RRC) and Anti-Drug Club (ADC) should be attached.
- ❖ The Programme Officer should have been trained at a Mission Management Unit (MMU).
- ❖ If more than one unit functions in the same institution, each unit (NSS/NCC/ YRC/RRC) should submit the separate award proposal.
- ❖ The Programme Officer and volunteer should not have been convicted by a court of law and there should not be any case/investigation pending against him/her.
- ❖ Volunteer programme volunteers should have completed a minimum of 20 hours of volunteership and Anti-Drug Club volunteers should have completed 60 percent of activities.
- ❖ All volunteers should have completed the orientation programme.

- ❖ All volunteers should not be more than 25 years of age.

7.6. Procedure for selection of members:

7.6.1. Selection Committees: The Selection shall be done through a multi-stage objective selection process, starting with the higher secondary/college level and going up to the state level. The composition of the Selection Committee at various levels shall be as follows:

7.6.2. At the College/School Level: The committee shall comprise the following: Principal of the college/school (Chairperson), the Programme officer (Convenor), and an eminent person. (Eminent persons should not be from the same Institution/University)

7.6.3. At the University/School Zone (or) Regional Level: The committee shall comprise the Vice-Chancellor or Registrar/ Chief Education Officer (Chairperson), Nodal Officer (Convenor), Dean of Student Welfare/District Education Officer, and 2 eminent persons. (Eminent persons should not be from the same Institution/University)

7.6.4. At the District Level: The committee shall comprise the District Collector (Chairman), Superintendent of Police, Chief Education Officer, Regional Joint Director, Collegiate Education, District Nodal NSS Programme officer/District Nodal Officer RRC/YRC/NCC (Members) the members should be nominated by the District Collector and Additional Superintendent of Police/ Deputy Superintendent of Police of EB-CID (Member Secretary).

7.6.5. At the State Level: The committee shall comprise the Additional Director General of Police (Chairman), Commissioner/Director of Collegiate Education, Commissioner/Director of School Education, & Deputy Director, NCC (Members) and Mission Director, MMU Drug-Free Tamil Nadu (Member Secretary)

7.7. Other Guidelines/Instructions:

Some other guidelines/instructions in this regard are as follows:

- ❖ The recommendations should be arranged in the order of merit. The names up to the stipulated number of participants in the list would be considered and the rest would be rejected as excess.
- ❖ Check List (as applicable) should be filled up in the prescribed proforma and attached with the proposal
- ❖ The selection of awardees is normally done on the basis of proposal papers/documents received from districts. However, in case of

apparent inconsistencies in the contents of the proposal papers, the Additional Director General of Police, (EB-CID), Tamil Nadu Police may seek clarification from the districts concerned or get the facts physically verified by deputing officials.

- ❖ The responsibility of verifying any information furnished in the proposal by the applicant would lie with the District concerned. The Government of Tamil Nadu would not be held accountable in whatsoever manner for any false information furnished by the applicant in the proposal. In case any information furnished in the proposal is found to be incorrect at any stage of the selection process, the nomination of such awardees will be cancelled.
- ❖ All the facts indicated in the proposal (including the checklist and the enclosed proforma) are to be supported by necessary proof/documentary evidence. In the absence of any such proof, the information indicated in that particular category would not be evaluated and would be awarded Zero marks
- ❖ The maximum number of awards that can be conferred from any single school or college will be limited to 2 awards sent to the district level. The district, in turn, will be limited to sending only 1 award to the state level.

7.8. Submission of Nominations and Related Matters:

- ❖ The nomination for the Award shall be furnished to the Department in the enclosed prescribed Proforma.
- ❖ The application for Volunteer programme & Anti-Drug Club Awards should contain no more than 75 pages. More than 75 pages or voluminous documents attached to the application will not be entertained and will be rejected outright.
- ❖ Pasting of cutting of Newspapers and Photographs should be avoided in the application. Only relevant documents/certificates should be attached. Each page of the application should be numbered.
- ❖ Incomplete application shall be rejected and no correspondence will be entertained in this regard.
- ❖ The selected Volunteer programme and Anti-Drug Club shall be invited to the Awards Ceremony.

7.9 Proforma for recommending for Anti-Drug Club District Award

**Affix Passport
Size Photo of
Programme
Officer
(Also attach
2 photos)**

1	Name of the Taluk/Block	
2	Name of College/School with address and contact details (E-mail and Phone)	
3	Name of the University/Board	
4	Name of the Principal of the college/school with contact details (E-mail and Phone)	
5	Name of the Programme Officer (in Capital) and contact details (E-mail and Phone)	
6	Name of the Programme Officer (in Tamil)	
7	Gender	
8	Name of ADC which is being recommended for Award and date from which the ADC is in existence	
9	Period of Service as Programme Officer of the ADC unit	From: To:
10	Whether the Programme Officer is trained at MMU? <i>If yes, then attach a certificate</i>	

11	Please indicate the allocation of ADC Volunteers under ADC and actual enrolment during the year.	
12	Whether the Programme Officer has been convicted by a court of law or is any case/investigation pending against him/her? <i>[Certificate from the competent authority of the College/School to be attached]</i>	Yes [] No [] <i>(Attach the certificate and mention page no)</i>
13	Other Remarks, if any	

Eligibility Criteria:

S. No.	Parameter	Factual Position
1	Whether the ADC have been formed in 2024?	Yes/No
2	Whether the strength of the ADC is as per the guidelines?	Yes/No
3	Whether the Programme Officer has completed minimum one year as Programme Officer of the ADC?	Yes/No
4	Whether the Programme Officer has been trained by MMU/District Master Trainers?	Yes/No
5	Whether the Programme Officer has been convicted by a Court of Law or any case/ investigation is pending against him/her?	Yes/No

Performance/Achievements

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
1	Seminars:		
	a. No. of seminars organised b. No. of seminars participated (Attach the proofs of 1a, & b and mention the page no.....)		
2	Competition:		
	a. No. of poster/pamphlet competitions organized		
	b. No. of students participated in the poster/pamphlet competitions.		
	c. No. of slogan writing competition organized		
	d. No. of students participated in the slogan writing competition		
	e. No. of essay competitions organized		
	f. No. of students participated in the essay competition		
	g. No. of quiz competition organised at institutional level		
h. No. of students participated in the quiz competition (Attach the proofs of 2a, b, c, d, e, f, g & h and mention the page No.....)			

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
3.	Distribution: a. No. of pamphlets distributed in public places		
	b. No. of pamphlet distribution camps organised (Attach the proofs of 3a, & b and mention the page No.....)		
4	Visits: a. No. of visits to the De-addiction Centre		
	b. No. of visits to the Fire Station		
	c. No. of visits to the Police Station		
	d. No. of visits to any other related institution, please specify (Attach the proofs of 4a, b, c, & d and mention the page No.....)		
5	Walkathon/Cycle Rally a. No. of walkathons organised		
	b. No. of cycle rallies organised (Attach the proofs of 5a, & b and mention the page No.....)		
6	a. No. of street plays created in the theme of drug abuse		
	b. No. of street plays played within the campus in front of the students		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
	c. No. of street plays played in areas in front of the public		
	d. No. of mime events organized in the theme of drug abuse		
	e. No. of mime events played within the campus in front of the students		
	f. No. of mime events played in areas in front of the public (Attach the proofs of 6a, b, c, d, e, & f and mention the page No.....)		
7	Any other innovative method (Attach the proofs and mention the page No.....)		

Note: The details mentioned above should tally with those given in the proposal. In case of deviation, the proposal will be liable to rejection.

The above information furnished by the applicant is checked and found correct.

**Signature of the
Programme Officer**

**Signature of the
Head of the Institution
with seal**

7.10 Proforma for recommending for Anti-Drug Club State Award

**Affix Passport
Size Photo of
Programme
Officer
(Also attach
2 photos)**

1	Name of the District	
2	Name of the College/School with address and contact details (E-mail and Phone)	
3	Name of the University/Board	
4	Name of the Principal of the college/school with contact details (E-mail and Phone)	
5	Name of the Programme Officer (in Capital) and contact details (E-mail and Phone)	
6	Name of the Programme Officer (in Tamil)	
7	Gender	
8	Name of ADC which is being recommended for Award and date from which the ADC is in existence	
9	Period of Service as Programme Officer of the ADC unit	From: To:

10	Whether the Programme Officer is trained at MMU? <i>If yes, then attach a certificate</i>	
11	Please indicate the allocation of ADC Volunteers under ADC and actual enrolment during the year.	
12	Whether the Programme Officer has been convicted by a court of law or is any case/investigation is pending against him/her? <i>[Certificate from the competent authority of the College/School to be attached]</i>	Yes [] No [] <i>(Attach the certificate and mention page no)</i>
13	Other Remarks, if any	

Eligibility Criteria:

S. No.	Parameter	Factual Position
1	Whether the ADC have been formed in 2024?	Yes/No
2	Whether the strength of the ADC is as per the guidelines?	Yes/No
3	Whether the Programme Officer has completed minimum one year as Programme Officer of the ADC?	Yes/No
4	Whether the Programme Officer has been trained by MMU/District Master Trainers?	Yes/No
5	Whether the Programme Officer has been convicted by a Court of Law or is any case/ investigation is pending against him/her?	Yes/No

Performance/Achievements

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
1	Seminars:		
	a. No. of seminars organised		
	b. No. of seminars participated		
	(Attach the proofs of 1a, & b and mention the page no.....)		
2	Competition:		
	a. No. of poster/pamphlet competitions organized		
	b. No. of students participated in the poster/pamphlet competitions		
	c. No. of slogan writing competitions organized		
	d. No. of students participated in the slogan writing competitions		
	e. No. of essay competitions organized		
	f. No. of students participated in the essay competitions		
	g. No. of quiz competitions organized at institutional level		
	h. No. of students participated in the quiz competitions		
		(Attach the proofs of 2a, b, c, d, e, f, g & h and mention the page No.....)	

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
3.	Distribution: a. No. of pamphlets distributed in public places		
	b. No. of pamphlet distribution camps organized (Attach the proofs of 3a, & b and mention the page No.....)		
4	Visits: a. No. of visits to the De-addiction Centre		
	b. No. of visits to the Fire Station		
	c. No. of visits to the Police Station		
	d. No. of visits to any other related institution, please specify (Attach the proofs of 4a, b, c, & d and mention the page No.....)		
5	Walkathon/Cycle Rally a. No. of walkathons organized		
	b. No. of cycle rallies organized (Attach the proofs of 5a, & b and mention the page No.....)		
6	a. No. of street plays created in the theme of drug abuse		
	b. No. of street plays played within the campus in front of the students		
	c. No. of street plays played in areas in front of the public		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
6	d. No. of mime events organized in the theme of drug abuse		
	e. No. of mime events played within the campus in front of the students		
	f. No. of mime events played in areas in front of the public <i>(Attach the proofs of 6a, b, c, d, e, & f and mention the page No.....)</i>		
7	Any other innovative methods <i>(Attach the proofs and mention the page No.....)</i>		

Note: The details mentioned above should tally with those given in the proposal. In case of deviation, the proposal will be liable to rejection.

The above information furnished by the applicant is checked and found correct.

**Signature of the
Programme Officer**

**Signature of the
Head of the Institution with seal**

**Signature of the
District Collector with seal**

**Signature of the
Superintendent of Police with
seal**

7.11 Proforma for recommending for Volunteering Programme District Award

Affix Passport Size Photo of Programme Officer (Also attach 2 photos)

1	Name of the Taluk/Block	
2	Name of the College/School with address and contact details (E-mail and Phone)	
3	Name of the University/Board	
4	Name of the Principal of the college/school with contact details (E-mail and Phone)	
5	Name of the Programme Officer (in Capital) and contact details (E-mail and Phone)	
6	Name of the Programme Officer (in Tamil)	
7	Gender	
9	Period of Service as Programme Officer of the ADC unit	From: To:

10	Whether the Programme Officer is trained at MMU? <i>If yes, then attach a certificate</i>	
11	Please indicate the allocation of Volunteers under ADC and actual enrolment during the year.	
12	Whether the Programme Officer has been convicted by a court of law or is any case/investigation is pending against him/her? <i>[Certificate from the competent authority of the College/School to be attached]</i>	Yes [] No [] <i>(Attach the certificate and mention page no)</i>
13	Other Remarks, if any	

Eligibility Criteria:

S. No.	Parameter	Factual Position
1	Whether the strength of the volunteer programme volunteers is as per the guidelines?	Yes/No
2	Whether the Programme Officer has been trained by MMU/District Master Trainers??	Yes/No
3	Whether the Programme Officer has been convicted by a Court of Law or is any case/investigation is pending against him/her?	Yes/No

Performance/Achievements

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
1	Online/Social Media Awareness No. of drug abuse awareness messages/posters shared in the social media		
2	No. of drug abuse related webinars organized in the online		
3	No. of drug abuse related webinars participated in the online		
4	No. of drug abuse related awareness quiz organised in the online/social media		
5	No. of drug abuse related awareness quiz participated in the online/social media		
6	No. of drug abuse related poster posted in the online/social media		
7	No. of drug abuse related slogan written in the online/social media		
8	No. of drug abuse related selfie picture posted in the online/social media		
9	No. of "EnnakuVendam" drug abuse related messages shared in the social media		
10	No. of web orientation programmes participated with experts in the theme of drug abuse (Attach the proofs of 1,2,3,4,5,6,7,8,9, & 10 and mention the page No.....)		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
11	Offline Activities No. of drug abuse awareness shared among friends		
12	No. of drug abuse related seminars organized		
13	No. of drug abuse related seminars participated		
14	No. of drug abuse/drug awareness programme organized with experts		
15	No. of drug abuse-based awareness pamphlets distributed		
16	No. of drug abuse based human chain organized		
17	No. of walkathons organized in the theme of drug abuse		
18	No. of cycle rallies organized in the theme of drug abuse		
19	No. of mime events played within the campus in front of students/in area in front of the public		
20	No. of street plays played within the campus in front of students/in areas in front of the public		
21	No. of selfie zone events conducted in the theme of “Ennaku vendam” with help of nearby police station		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
22	No. of sports activities conducted in the theme of drug abuse (Attach the proofs of 11, 12,13,14,15,16,17,18,19,20,21, & 22 and mention the page No.....)		

Note: The details mentioned above should tally with those given in the proposal. In case of deviation, the proposal will be liable to rejection.

The above information furnished by the applicant is checked and found correct.

**Signature of the
Programme Officer**

**Signature of the
Head of the Institution with seal**

7.12 Proforma for recommending for Volunteering Programme State Award

**Affix Passport
Size Photo of
Programme
Officer
(Also attach
2 photos)**

1	Name of the District	
2	Name of the College/School with address and contact details (E-mail and Phone)	
3	Name of the University/Board	
4	Name of the Principal of the college/school with contact details (E-mail and Phone)	
5	Name of the Programme Officer (in Capital) and contact details (E-mail and Phone)	
6	Name of the Programme Officer (in Tamil)	
7	Gender	
9	Period of Service as Programme Officer of the ADC unit	From: To:
10	Whether the Programme Officer is trained at MMU? <i>If yes, then attach a certificate</i>	

11	Please indicate the allocation of Volunteers under ADC and actual enrolment during the year.	
12	Whether the Programme Officer has been convicted by a court of law or is any case/investigation is pending against him/her? <i>[Certificate from the competent authority of the College/School to be attached]</i>	Yes [] No [] <i>(Attach the certificate and mention page no)</i>
13	Other Remarks, if any	

Eligibility Criteria:

S. No.	Parameter	Factual Position
1	Whether the strength of the volunteer programme volunteers is as per the guidelines?	Yes/No
2	Whether the Programme Officer has been trained by MMU/District Master Trainers?	Yes/No
3	Whether the Programme Officer has been convicted by a Court of Law or any case/investigation is pending against him/her?	Yes/No

Performance/Achievements

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
1	Online/Social Media Awareness No. of drug abuse awareness messages/posters shared in the social media		
2	No. of drug abuse related webinars organized in the online		
3	No. of drug abuse related webinars participated in the online		
4	No. of drug abuse related awareness quiz organized in the online/social media		
5	No. of drug abuse related awareness quiz participated in the online/social media		
6	No. of drug abuse related poster posted in the online/social media		
7	No. of drug abuse related slogan written in the online/social media		
8	No. of drug abuse related selfie pictures posted in the online/social media		
9	No. of “Ennaku Vendam” drug abuse related messages shared in the social media		
10	No. of web orientation programme with experts participated in the theme of drug abuse (Attach the proofs of 1,2,3,4,5,6,7,8,9, & 10 and mention the page No.....)		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
	Offline Activities		
11	No. of drug abuse awareness shared among friends		
12	No. of drug abuse related seminars organized		
13	No. of drug abuse related seminars participated		
14	No. of drug abuse/drug awareness programmes organized with experts		
15	No. of drug abuse-based awareness pamphlets distributed		
16	No. of drug abuse based human chain organized		
17	No. of walkathons organized in the theme of drug abuse		
18	No. of cycle rallies organized in the theme of drug abuse		
19	No. mime events played within the campus in front of students/in area in front of the public		
20	No. street plays played within the campus in front of students/in areas in front of the public		
21	No. of selfie zone events conducted in the theme of “Ennaku vendam” with help of nearby police station		

S. No.	Parameter	Factual Position	
		June – Oct	Nov – Mar
22	No. of sports activities conducted in the theme of drug abuse (Attach the proofs of 11, 12,13,14,15,16,17,18,19,20,21, & 22 and mention the page No.....)		

Note: The details mentioned above should tally with those given in the proposal. In case of deviation, the proposal will be liable to rejection.

The above information furnished by the applicant is checked and found correct.

**Signature of the
Programme Officer**

**Signature of the
Head of the Institution with seal**

**Signature of the
District Collector with seal**

**Signature of the
Superintendent of Police with
seal**



Anti-Drug Club Activities

01 ORGANIZING AND PARTICIPATING IN SEMINARS WITH GUEST SPEAKERS



Objective:

To educate and create awareness about drug abuse prevention through expert-led seminars, fostering a deeper understanding of the issue and its solutions

How to Do It:

1. Plan the Seminar:

- **Identify Guest Speakers:**
Invite professionals such as:
 - Local Medical Officer
 - Local Police Personnel
 - Local Administration Personnel
 - Other Experts (e.g., psychologists, social workers or rehabilitation specialists).
- **Set the Agenda:**
 - Topics may include:
 - Health impacts of drug abuse.
 - Legal consequences of drug use and trafficking.
 - Community support systems for prevention and rehabilitation.
 - Personal stories or case studies to inspire change.

2. Promote the Event:

- Use posters, social media and school announcements to inform students and staff.
- Share the seminar schedule and speaker profiles to generate interest.

3. Engage the Audience:

- Encourage interactive sessions with Q&A opportunities.
- Distribute pamphlets or handouts summarizing key points from the seminar.

4. Post-Seminar Activities:

- Conduct a feedback session to assess the impact of the seminar.
- Share key takeaways on social media or school noticeboards.

Antidrug Club Members Participation Guidelines:**1. Roles for Antidrug Club Members:**

- Event Coordination: Manage logistics, seating and speaker arrangements.
- Promotion: Design and distribute promotional materials.
- Documentation: Record the seminar (video/audio) and take notes for future reference.
- Engagement: Facilitate Q&A sessions and collect feedback.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members per seminar.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Seminars Held	Total number of seminars organized during the academic year.	Minimum of 2 seminars per academic year.
Audience Participation	Total number of attendees per seminar.	Minimum of 50 attendees per seminar.
Speaker Engagement	Number of guest speakers invited and their feedback on the event.	Minimum of 2 speakers per seminar.
Post-Seminar Feedback	Feedback collected from attendees on the seminar's effectiveness.	Minimum of 80% positive feedback.
Awareness Materials	Number of pamphlets or handouts distributed during the seminar.	Minimum of 100 materials were distributed per seminar.
Social Media Reach	Number of posts, likes, shares and comments related to the seminar.	Minimum of 200 people reached per seminar.

Scoring Matrix for Seminar Activity:

Category	Criteria	Maximum Points
Number of Seminars Held	1 point per seminar organized.	2 points
Audience Participation	1 point for every 50 attendees.	3 points
Speaker Engagement	1 point per guest speaker invited (up to 2 points).	2 points
Post-Seminar Feedback	1 point for every 20 positive feedback responses.	3 points
Awareness Materials	1 point for every 50 materials distributed.	3 points
Social Media Reach	1 point for every 100 people reached through posts, likes and shares.	3 points
Volunteer Participation	1 point for every 5 Antidrug Club Members actively involved (up to 4 points).	4 points

Total Maximum Points: 20

The following topics are suggested

- i. Basic knowledge about drugs.
- ii. Harmful effects of drugs on the mind and body.
- iii. Impact/Effects of drug abuse on society.
- iv. Drug overdose deaths: Facts and figures.
- v. Misuse of prescription drugs and punishments under law.
- vi. Financial, emotional and related problems of drug abuse.
- vii. Harmful effects of using tobacco products.
- viii. Effects of drug abuse on students.
- ix. Alcohol use and addiction disorder.
- x. Substance use prevention in schools.
- xi. How to cope with emotional distress; a cause for drug abuse.
- xii. Parental involvement to prevent drug abuse in children.
- xiii. Healthy balanced life to combat drug abuse evil.
- xiv. Overcoming the drug abuse addiction.
- xv. Drug misuse and its effects on children.
- xvi. Drug abuse and current generation.
- xvii. Community support to deal with emotional conflicts.
- xviii. Addressing underlying factors of drug abuse.
- xix. Need for personal and social responsibility to fight drug abuse in community.
- xx. Laws on drug abuse.
- xxi. Consequences of drug dependence.

02 ORGANIZING A POSTER/PAMPHLET COMPETITION



Objective:

To encourage creativity and spread awareness about drug abuse prevention through impactful posters and pamphlets, while recognizing and rewarding participants for their efforts.

1. How to Do It:

1. Planning the Competition:

- **Theme:**
 - Focus on drug abuse prevention, rehabilitation and the importance of a drug-free life.
- **Categories:**
 - Posters (hand-drawn or digital).
 - Pamphlets (informative and visually appealing).
- **Judging Criteria:**
 - Creativity and originality.
 - Relevance to the theme.
 - Clarity of message.
 - Visual appeal.

2. Promoting the Competition:

- Announce the competition through school/college noticeboards, social media and class announcements.
- Share the competition rules, deadlines and judging criteria.

3. Conducting the Competition:

- **Submission Process:**
 - Set a deadline for submissions.
 - Collect entries in both physical and digital formats.

- **Judging Panel:**
 - Include faculty members, guest experts and student representatives.
- **Recognition:**
 - Award certificates, trophies, or prizes to winners.
 - Display winning entries in prominent areas like noticeboards, libraries or social media.

4. Post-Competition Activities:

- Distribute the best pamphlets in public places or during awareness campaigns.
- Share winning posters on social media to amplify the message.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:** Spread awareness about the competition through posters, social media, and word of mouth.
- **Logistics:** Collect and organize submissions and set up the venue for judging.
- **Judging Assistance:** Help the panel with scoring and feedback.
- **Recognition:** Organize the award ceremony and display winning entries.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members to manage the competition.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the competition.	Minimum of 50 participants.
Number of Entries	Total number of posters and pamphlets submitted.	Minimum of 50 entries.
Judging Panel Feedback	Feedback from judges on the quality and creativity of submissions.	Minimum of 80% positive feedback.
Recognition of Winners	Number of winners recognized and rewarded.	Minimum of 3 winners (1st, 2nd, 3rd place).
Awareness Materials	Number of pamphlets distributed or posters displayed post-competition.	Minimum of 100 materials were distributed/displayed.
Social Media Reach	Number of posts, likes, shares and comments related to the competition.	Minimum of 200 people reached.

Scoring Matrix for Poster/Pamphlet Competition:

Category	Criteria	Maximum Points
Number of Participants	1 point for every 10 participants.	3 points
Number of Entries	1 point for every 10 entries submitted.	3 points
Judging Panel Feedback	1 point for every 20% positive feedback from judges.	3 points
Recognition of Winners	1 point for every winner recognized (up to 3 points).	3 points
Awareness Materials	1 point for every 50 materials distributed/ displayed.	3 points
Social Media Reach	1 point for every 100 people reached through posts, likes and shares.	3 points
Volunteer Participation	1 point for every 5 Antidrug Club Members actively involved (up to 2 points).	2 points

Total Maximum Points: 20

03

DISTRIBUTING PAMPHLETS IN PUBLIC PLACES



Objective:

To raise awareness about drug abuse prevention by distributing informative pamphlets in public places, ensuring the message reaches a wider audience.

1. How to Do It:

1. Preparation:

- **Design the Pamphlets:**
 - Include key information such as:
 - Harmful effects of drug abuse.
 - Helpline numbers and support resources.
 - Motivational slogans (e.g., "Say No to Drugs, Yes to Life").
 - Use bold colors, clear fonts and visuals to make the pamphlets engaging.
- **Print the Pamphlets:**
 - Ensure that a sufficient number of pamphlets are printed (minimum of 200 per event).

2. Identify Public Places:

- Choose high-visibility locations such as:
 - Parks.

- Bus stops.
- Markets.
- Schools/colleges.
- Community centers.

3. Organize the Distribution:

- Form small teams of Antidrug Club Members supervised by faculty members.
- Assign specific locations to each team to ensure wide coverage.
- Ensure that Antidrug Club Members are briefed on how to approach people politely and explain the purpose of the pamphlet.

4. Engage the Public:

- Encourage conversations with individuals while distributing pamphlets.
- Answer basic questions about drug abuse prevention and direct people to resources for more information.

5. Post-Distribution Activities:

- Collect feedback from Antidrug Club Members and faculty about the effectiveness of the activity.
- Share photos and highlights of the event on social media to amplify the message.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Pamphlet Distribution:** Hand out pamphlets and engage with the public.
- **Logistics:** Manage the transportation and storage of pamphlets.
- **Documentation:** Take photos and record the number of pamphlets distributed.

1. Participation Targets:

- Minimum of 10 Antidrug Club Members per event.
- Each volunteer must distribute at least 20 pamphlets.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Pamphlets Distributed	Total number of pamphlets handed out during the activity.	Minimum of 200 pamphlets per event.
Number of Antidrug Club Members	Total number of Antidrug Club Members participating in the activity.	Minimum of 10 Antidrug Club Members .
Public Engagement	Number of people engaged in conversations during the distribution.	Minimum of 50 people engaged.
Faculty Supervision	Faculty members supervising the activity.	Minimum of 1 faculty member per team.
Social Media Reach	Number of posts, likes, shares and comments related to the activity.	Minimum of 200 people reached.
Feedback Collection	Feedback from Antidrug Club Members and faculty on the effectiveness of the activity.	Minimum of 80% positive feedback.

Scoring Matrix for Pamphlet Distribution Activity:

Category	Criteria	Maximum Points
Number of Pamphlets Distributed	1 point for every 50 pamphlets distributed.	4 points
Number of Antidrug Club Members	1 point for every 5 Antidrug Club Members actively participating (up to 3 points).	3 points
Public Engagement	1 point for every 20 people engaged in conversations.	5 points
Faculty Supervision	1 point for every faculty member supervising (up to 2 points).	2 points
Social Media Reach	1 point for every 100 people reached through posts, likes and shares.	3 points
Feedback Collection	1 point for every 20% positive feedback from Antidrug Club Members and faculty.	3 points

Total Maximum Points: 20

Ideas for Catchy Slogans for Anti-Drug Pamphlets:

1. Short & Impactful Slogans:

- "Your Life is Priceless, Don't Waste It on Drugs."
- "Stay Strong, Stay Drug-Free."
- "Drugs Steal Your Future, Stay Clean."
- "Say No to Drugs, Say Yes to Life."
- "Real Power is in Saying No to Drugs."
- "Be a Warrior, Not a Victim."
- "Drugs Destroy Dreams, Stay Awake to Life."

2. Thought-Provoking Slogans:

- "Every Moment You Choose to Live is a Victory Over Drugs."
- "Don't Let Drugs Define You You Define Yourself."
- "The Only High You Need is the High of Achieving Your Dreams."
- "Choose Freedom Over Addiction."
- "Drugs Make You Lose Control Take Control of Your Life."

3. Motivational & Inspirational Slogans:

- "Be the Best Version of You Without Drugs."
- "Strength is in Saying No to Drugs."
- "Your Mind, Your Body, Your Future Protect It from Drugs."
- "Stay Clean, Stay Real."
- "Break the Chains of Addiction Create Your Own Path."

4. Fun & Playful (for Younger Audiences):

- "Drugs are Lame, Stay in the Game!"
- "Kick Drugs to the Curb, Stay in Control."
- "You Don't Need Drugs to Be Cool!"
- "Real Heroes Don't Do Drugs."
- "Life is Better Without Drugs Live it Up "

5. For Community & Peer Support:

- "Together, We Can Break the Chains of Addiction."
- "It's Cool to Be Clean Support Your Friends."
- "One Step at a Time, Say No to Drugs."

04 ORGANIZING AND VISITING DE-ADDICTION CENTRES



Objective:

To provide students with firsthand knowledge about the challenges of addiction and the rehabilitation process, fostering empathy and awareness about drug abuse prevention.

How to Do It:

1. Planning the Visit:

- **Identify De-addiction Centres:**
 - Collaborate with local de-addiction or rehabilitation centers.
 - Ensure that the center is open to educational visits and aligns with the club's objectives.
- **Obtain Permissions:**
 - Seek approval from the institution and the de-addiction center.
 - Obtain consent from parents/guardians for student participation.

2. Pre-Visit Preparation:

- **Briefing Session:**
 - Conduct a session to educate students about the purpose of the visit.
 - Discuss the importance of confidentiality and respectful behavior during the visit.

- **Prepare Questions:**
 - Encourage students to prepare questions for the centre staff or patients (if allowed).
 - Focus on topics like the rehabilitation process, challenges faced by patients and preventive measures.

3. During the Visit:

- **Guided Tour:**
 - Allow students to observe the facilities and understand the services provided by the centre.
- **Interactive Session:**
 - Arrange a session with the centre staff (e.g., counselors, doctors or social workers) to discuss:
 - Causes and effects of addiction.
 - Success stories of recovery.
 - Role of community and family in rehabilitation.
- **Engagement with Patients (if permitted):**
 - Facilitate respectful interactions with recovering patients to understand their experiences.

4. Post-Visit Activities:

- **Reflection Session:**
 - Conduct a discussion or essay-writing activity to reflect on the visit.
- **Awareness Campaign:**
 - Use insights from the visit to create posters, pamphlets or social media posts to spread awareness.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Coordination:** Manage communication with the de-addiction centre and arrange logistics.
- **Documentation:** Take notes, photos (if permitted), and record key takeaways from the visit.
- **Engagement:** Facilitate discussions and ensure active participation during the visit.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members per visit.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Visits	Total number of visits organized to de-addiction centers.	Minimum of 2 visits per academic year.
Number of Participants	Total number of students participating in the visits.	Minimum of 20 participants per visit.
Interactive Sessions	Number of sessions conducted with centre staff or patients.	Minimum of 1 session per visit.
Post-Visit Activities	Number of awareness materials created or campaigns conducted post-visit.	Minimum of 2 activities (e.g., posters, essays or social media posts).
Feedback Collection	Feedback from students and faculty on the effectiveness of the visit.	Minimum of 80% positive feedback.
Volunteer Participation	Number of Antidrug Club Members actively involved in organizing and conducting the visit.	Minimum of 10 Antidrug Club Members .

Scoring Matrix for De-addiction Centre Visits:

Category	Criteria	Maximum Points
Number of Visits	1 point for every visit organized (up to 3 points).	3 points
Number of Participants	1 point for every 10 participants (up to 4 points).	4 points
Interactive Sessions	1 point for every session conducted (up to 4 points).	4 points
Post-Visit Activities	1 point for every awareness activity conducted (up to 4 points).	4 points
Feedback Collection	1 point for every 20% positive feedback from participants.	3 points
Volunteer Participation	1 point for every 5 Antidrug Club Members actively involved (up to 2 points).	2 points

Total Maximum Points: 20

05 ORGANIZING A VISIT TO LOCAL FIRE STATION, POLICE STATION, ETC.



Objective:

To educate students about the roles and responsibilities of emergency services and law enforcement agencies, and to equip them with the knowledge to draft a formal complaint to the police in case of any untoward incident.

1. How to Do It:

1. Planning the Visit:

- **Identify Locations:**
 - Collaborate with local Fire Stations, Police Stations or other relevant institutions.
 - Ensure that the authorities are open to hosting educational visits.
- **Obtain Permissions:**
 - Seek approval from the institution and the respective authorities.
 - Obtain consent from parents/guardians for student participation.

2. Pre-Visit Preparation:

- **Briefing Session:**
 - Educate students about the purpose of the visit and the importance of understanding emergency services.

- Discuss the basics of drafting a police complaint, including structure and key details to include.
- **Prepare Questions:**
 - Encourage students to prepare questions for the officials, such as:
 - How to report emergencies effectively.
 - Steps taken by the police/fire department during emergencies.
 - Common mistakes to avoid while filing a complaint.
- 3. During the Visit:**
 - **Guided Tour:**
 - Allow students to observe the facilities and understand the operations of the Fire Station or Police Station.
 - **Interactive Session:**
 - Arrange a session with officials to discuss:
 - The role of the department in ensuring public safety.
 - Procedures for reporting emergencies or crimes.
 - Real-life examples of how complaints are handled.
 - **Complaint Drafting Workshop:**
 - Conduct a hands-on session where students learn to draft a formal police complaint.
 - Include key elements such as:
 - Date and time of the incident.
 - Details of the incident (what, where, when and how).
 - Names and contact details of the complainant and witnesses (if any).
- 4. Post-Visit Activities:**
 - **Reflection Session:**
 - Conduct a discussion or essay-writing activity to reflect on the visit.
 - **Practical Application:**
 - Organize a mock activity where students draft a complaint based on a hypothetical scenario.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Coordination:** Manage communication with the authorities and arrange logistics.
- **Documentation:** Take notes, photos (if permitted) and record key takeaways from the visit.
- **Engagement:** Facilitate discussions and ensure active participation during the visit.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members per visit.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

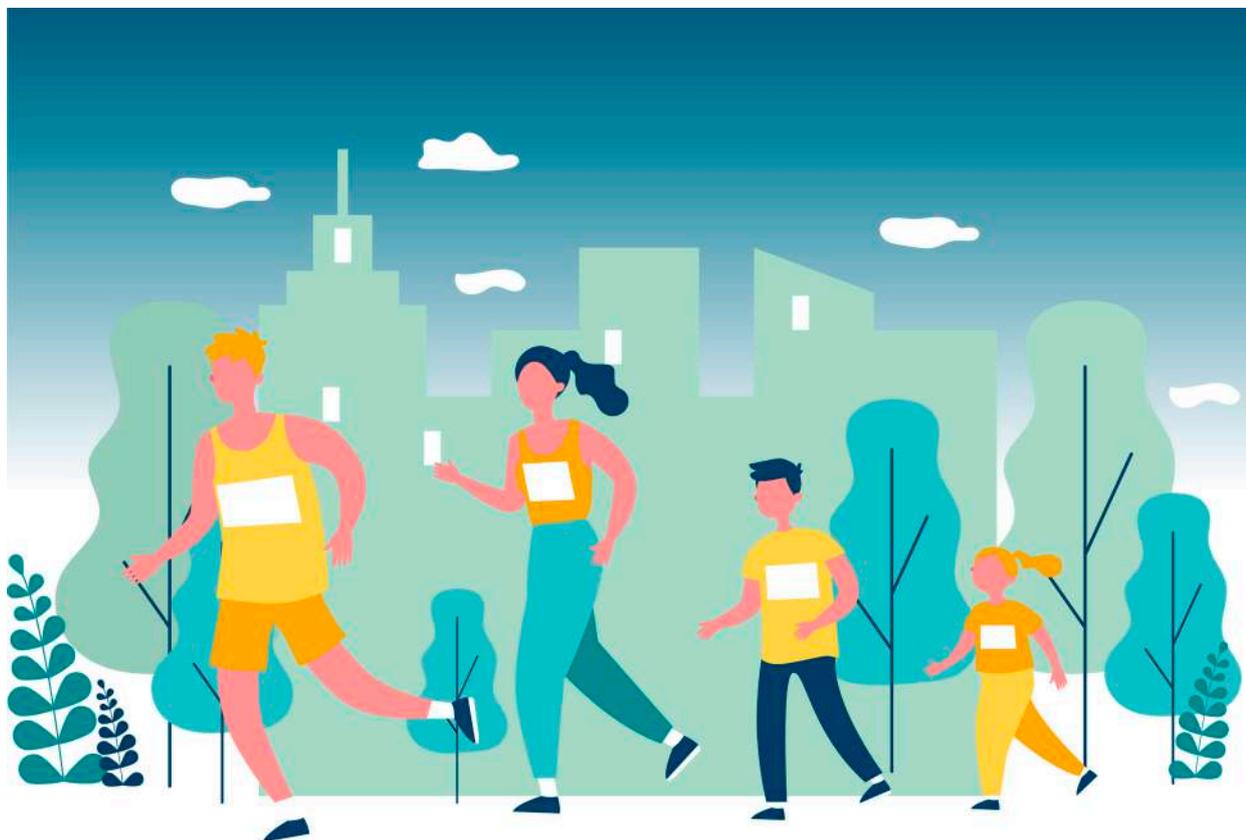
KPI	Description	Target/Measurement
Number of Visits	Total number of visits organized to Fire Stations, Police Stations, etc.	Minimum of 2 visits per academic year.
Number of Participants	Total number of students participating in the visits.	Minimum of 20 participants per visit.
Interactive Sessions	Number of sessions conducted with officials.	Minimum of 1 session per visit.
Complaint Drafting Skills	Number of students successfully drafting a formal complaint post-visit.	Minimum of 80% of participants.
Post-Visit Activities	Number of follow-up activities conducted (e.g., mock complaint drafting).	Minimum of 1 activity per visit.
Feedback Collection	Feedback from students and faculty on the effectiveness of the visit.	Minimum of 80% positive feedback.

Scoring Matrix for Visits to Fire/Police Stations:

Category	Criteria	Maximum Points
Number of Visits	1 point for every visit organized (up to 3 points).	3 points
Number of Participants	1 point for every 10 participants (up to 5 points).	5 points
Interactive Sessions	1 point for every session conducted (up to 3 points).	2 points
Complaint Drafting Skills	1 point for every 20% of participants successfully drafting a complaint.	4 points
Post-Visit Activities	1 point for every follow-up activity conducted (up to 3 points).	3 points
Feedback Collection	1 point for every 20% positive feedback from participants.	3 points

Total Maximum Points: 20

06 ORGANIZING A WALKATHON TO CREATE AWARENESS ON DRUG ABUSE



Objective:

To raise awareness about the dangers of drug abuse through a community-focused walkathon, encouraging active participation and spreading the message of a drug-free life.

1. How to Do It:

1. Planning the Walkathon:

- **Define the Theme:**
 - Focus on drug abuse prevention with slogans like:
 - "Say No to Drugs, Yes to Life!"
 - "Be Drug-Free, Be Strong!"
- **Route Selection:**
 - Choose a safe and accessible route (e.g., parks, main streets, or school/college premises).
 - Ensure the route is approved by local authorities if required.
- **Set the Date and Time:**
 - Choose a convenient day and time to maximize participation.

2. Promoting the Event:

- **Awareness Campaign:**
 - Use posters, social media, and announcements to promote the walkathon.
 - Share the event details, including the theme, route and purpose.
- **Invite Participants:**
 - Encourage students, teachers, parents and community members to join.

3. Organizing the Walkathon:

- **Preparation:**
 - Create banners, placards and pamphlets with catchy slogans and facts about drug abuse.
 - Arrange for water stations and first aid along the route.
- **Supervision:**
 - Assign teachers and Antidrug Club Members to supervise participants and ensure safety.
- **Execution:**
 - Begin the walkathon with a short speech or pledge against drug abuse.
 - Distribute pamphlets to bystanders during the walk to spread awareness.

4. Post-Walkathon Activities:

- **Reflection Session:**
 - Conduct a discussion or feedback session to evaluate the impact of the event.
- **Social Media Campaign:**
 - Share photos, videos and highlights of the walkathon on social media to amplify the message.

Volunteer Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:** Spread awareness about the walkathon through posters, social media and word of mouth.
- **Logistics:** Manage banners, placards, water stations and first aid kits.
- **Supervision:** Ensure participants follow the route and maintain discipline.
- **Engagement:** Distribute pamphlets and interact with bystanders during the walk.

2. Participation Targets:

- Minimum of 15 Antidrug Club Members to manage the event.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students, teachers and community members participating.	Minimum of 50 participants.
Route Coverage	Total distance covered during the walkathon.	Minimum of 2 kilometers.
Awareness Materials Distributed	Number of pamphlets or banners used during the walkathon.	Minimum of 200 pamphlets distributed.
Community Engagement	Number of bystanders engaged during the walkathon.	Minimum of 50 people engaged.
Social Media Reach	Number of posts, likes, shares and comments related to the walkathon.	Minimum of 300 people were reached.
Feedback Collection	Feedback from participants and teachers on the effectiveness of the walkathon.	Minimum of 80% positive feedback.

Scoring Matrix for Walkathon Activity:

Category	Criteria	Maximum Points
Number of Participants	1 point for every 20 participants (up to 3 points).	5 points
Route Coverage	1 point for every kilometer covered (up to 2 points).	3 points
Awareness Materials Distributed	1 point for every 50 pamphlets distributed (up to 3 points).	3 points
Community Engagement	1 point for every 20 bystanders engaged (up to 3 points).	3 points
Social Media Reach	1 point for every 100 people reached through posts, likes, and shares.	3 points
Feedback Collection	1 point for every 20% positive feedback from participants.	3 points

Total Maximum Points: 20

07 ORGANIZING A CYCLE RALLY TO CREATE AWARENESS ON DRUG ABUSE



Objective:

To promote a healthy, drug-free lifestyle and raise awareness about the dangers of drug abuse through an eco-friendly and engaging cycle rally.

How to Do It:

1. Planning the Cycle Rally:

- **Define the Theme:**
 - Focus on drug abuse prevention with slogans like:
 - “Pedal for a Drug-Free Life!”
 - “Say No to Drugs, Yes to Health!”
- **Route Selection:**
 - Choose a safe and accessible route (e.g., main streets, parks or school/college premises).
 - Ensure the route is approved by local authorities if required.
- **Set the Date and Time:**
 - Choose a convenient day and time to maximize participation.

2. Promoting the Event:

- **Awareness Campaign:**
 - Use posters, social media, and announcements to promote the rally.
 - Share the event details, including the theme, route, and purpose.
- **Invite Participants:**
 - Encourage students, teachers, parents, and community members to join.

3. Organizing the Cycle Rally:

- **Preparation:**
 - Create banners, placards, and pamphlets with catchy slogans and facts about drug abuse.
 - Arrange for water stations and first aid along the route.
 - Ensure that all participants have helmets and their cycles are in good condition.
- **Supervision:**
 - Assign teachers and Antidrug Club Members to supervise participants and ensure safety.
- **Execution:**
 - Begin the rally with a short speech or pledge against drug abuse.
 - Distribute pamphlets to bystanders during the rally to spread awareness.

4. Post-Rally Activities:

- **Reflection Session:**
 - Conduct a discussion or feedback session to evaluate the impact of the event.
- **Social Media Campaign:**
 - Share photos, videos and highlights of the rally on social media to amplify the message.

Volunteer Participation Guidelines:**1. Roles for Antidrug Club Members:**

- **Promotion:** Spread awareness about the rally through posters, social media and word of mouth.
- **Logistics:** Manage banners, placards, water stations and first aid kits.
- **Supervision:** Ensure that participants follow the route and maintain discipline.
- **Engagement:** Distribute pamphlets and interact with bystanders during the rally.

1. Participation Targets:

- Minimum of 15 Antidrug Club Members to manage the event.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students, teachers, and community members participating.	Minimum of 50 participants.
Route Coverage	Total distance covered during the rally.	Minimum of 5 kilometers.
Awareness Materials Distributed	Number of pamphlets or banners used during the rally.	Minimum of 200 pamphlets distributed.
Community Engagement	Number of bystanders engaged during the rally.	Minimum of 50 people engaged.
Social Media Reach	Number of posts, likes, shares, and comments related to the rally.	Minimum of 300 people were reached.
Feedback Collection	Feedback from participants and teachers on the effectiveness of the rally.	Minimum of 80% positive feedback.

Scoring Matrix for Cycle Rally Activity:

Category	Criteria	Maximum Points
Number of Participants	1 point for every 20 participants (up to 5 points).	5 points
Route Coverage	1 point for every 2 kilometers covered (up to 3 points).	3 points
Awareness Materials Distributed	1 point for every 50 pamphlets distributed (up to 3 points).	3 points
Community Engagement	1 point for every 20 bystanders engaged (up to 3 points).	3 points
Social Media Reach	1 point for every 100 people reached through posts, likes, and shares.	3 points
Feedback Collection	1 point for every 20% positive feedback from participants.	3 points

Total Maximum Points: 20

08 ORGANIZING AN ESSAY COMPETITION ON THE THEME OF DRUG ABUSE



Objective:

To encourage students to express their thoughts, ideas, and solutions on drug abuse prevention through a structured essay competition, fostering awareness and critical thinking.

How to Do It:

1. Planning the Competition:

- **Theme:**
 - Focus on drug abuse prevention, its impact on individuals and society and solutions to combat it.
 - Example topics:
 - "The Role of Youth in Preventing Drug Abuse."
 - "How Drug Abuse Affects Families and Communities."
 - "A Drug-Free Life: My Vision for the Future."
- **Categories:**
 - Divide participants into categories based on age or grade level (if applicable).
- **Word Limit:**
 - Set a word limit for essays (e.g., 500–800 words).

2. Promoting the Competition:

- Announce the competition through school/college noticeboards, social media and class announcements.
- Share the competition rules, deadlines and judging criteria.

3. Conducting the Competition:

○ **Submission Process:**

- Set a deadline for essay submissions.
- Collect essays in both physical and digital formats.

○ **Judging Panel:**

- Form an institution-level committee comprising teachers, faculty members and subject experts.

○ **Judging Criteria:**

- Relevance to the theme (3 marks).
- Creativity and originality (2 marks).
- Clarity and coherence of ideas (2 marks).
- Grammar, spelling and presentation (2 marks).
- Adherence to word limit (1 mark).

4. Post-Competition Activities:

○ **Recognition:**

- Award certificates, trophies or prizes to the top 3 winners.
- Display winning essays on noticeboards or publish them in the institution's newsletter or website.

○ **Submission to District Level Committee/DEO:**

- Send the top essays to the District Level Committee or DEO for further evaluation.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:** Spread awareness about the competition through posters, social media and word of mouth.
- **Logistics:** Collect and organize essay submissions.
- **Judging Assistance:** Help the panel with scoring and feedback.
- **Recognition:** Organize the award ceremony and display winning essays.

2. Participation Targets:

- Minimum of 5 Antidrug Club Members to manage the competition.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the competition.	Minimum of 30 participants.
Quality of Essays	Percentage of essays meeting the judging criteria.	Minimum of 80% of essays meeting the criteria.
Recognition of Winners	Number of winners recognized and rewarded.	Minimum of 3 winners (1st, 2nd, 3rd place).
Submission to DEO	Number of essays sent to the District Level Committee/DEO.	Minimum of 3 essays submitted.
Feedback Collection	Feedback from participants and faculty on the effectiveness of the competition.	Minimum of 80% positive feedback.

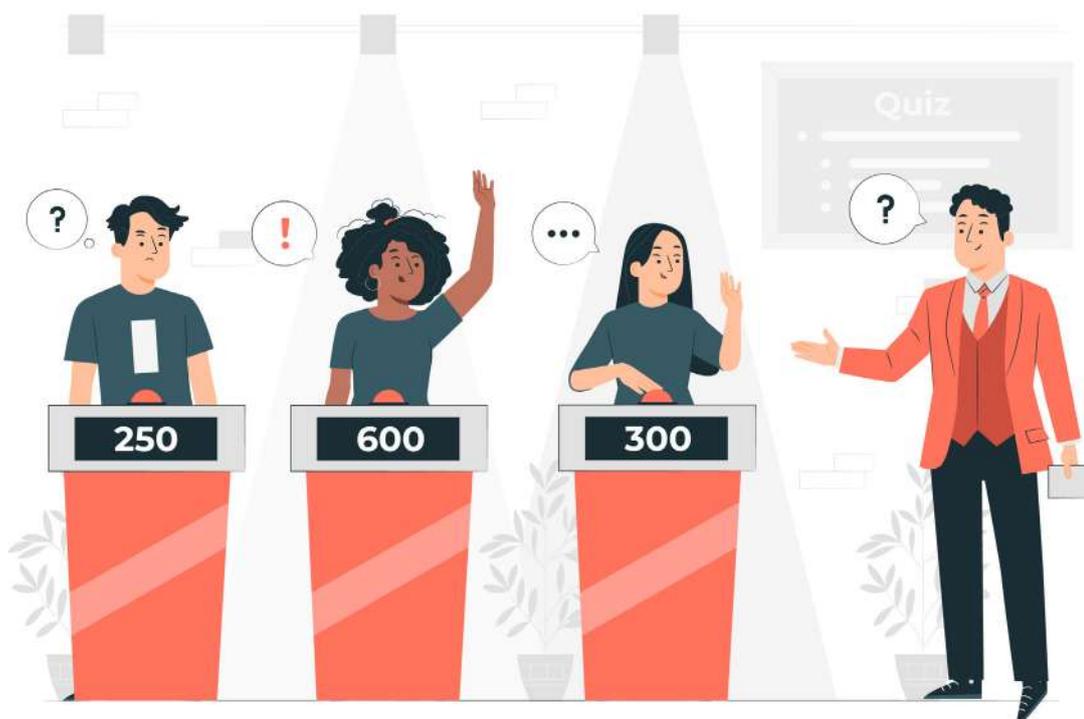
Scoring Matrix for Essay Competition:

Category	Criteria	Maximum Points
Relevance to Theme	How well the essay addresses the theme of drug abuse prevention.	3 Points
Creativity and Originality	Unique ideas and innovative approaches to the topic.	2 Points
Clarity and Coherence	Logical flow of ideas and clarity of expression.	2 Points
Grammar and Presentation	Correct grammar, spelling and overall presentation.	2 Points
Adherence to Word Limit	Staying within the prescribed word limit.	1 Points

Total Maximum Point: 10**Here are some more essay competition topics focusing on drug abuse prevention:**

1. "The Role of Education in Preventing Drug Abuse Among Youth"
2. "How Peer Pressure Influences Drug Abuse and Ways to Overcome It"
3. "The Impact of Drug Abuse on Families and Communities"
4. "The Importance of Mental Health Awareness in Combating Drug Addiction"
5. "Social Media's Role in Promoting or Preventing Drug Abuse"
6. "The Power of Youth in Leading Drug-Free Campaigns"
7. "How Sports and Extracurricular Activities Can Prevent Drug Abuse"
8. "The Role of Parents in Preventing Drug Abuse Among Teenagers"
9. "The Connection Between Stress, Anxiety, and Drug Abuse: Prevention Strategies"
10. "The Role of Government Policies in Reducing Drug Abuse"
11. "How Community Support Can Help Prevent Drug Addiction"
12. "The Dangers of Drug Misuse and How to Prevent It"
13. "The Role of Rehabilitation Centers in Combating Drug Addiction"
14. "How Media Campaigns Can Raise Awareness About Drug Abuse Prevention"
15. "The Role of Schools in Educating Students About the Risks of Drug Abuse"
16. "Breaking the Stigma: Encouraging Open Conversations About Drug Abuse"
17. "The Role of Technology in Monitoring and Preventing Drug Abuse"
18. "How Cultural and Traditional Values Can Help Prevent Drug Abuse"
19. "The Long-Term Effects of Drug Abuse on Society and How to Mitigate Them"
20. "Youth Leadership in the Fight Against Drug Abuse"

09 ORGANIZING AN INSTITUTION-LEVEL QUIZ ON THE THEME OF DRUG ABUSE



Objective:

To enhance awareness and knowledge about drug abuse, its effects and prevention strategies through an engaging and educational quiz competition.

1. How to Do It:

1. Planning the Quiz:

- **Theme:**
 - Focus on drug abuse prevention, its impact and related topics such as:
 - Types of drugs and their harmful effects.
 - Laws and penalties related to drug abuse.
 - Rehabilitation and support systems.
 - Global and national statistics on drug abuse.
- **Format:**
 - Decide on the format of the quiz:
 - Individual or team-based (e.g., 2–3 members per team).
 - Number of rounds (e.g., Preliminary, Semi-Final, Final).
 - Types of questions (e.g., multiple-choice, true/false, rapid-fire, audio-visual).

- **Duration:**
 - Allocate a specific time for each round (e.g., 1 hour for the entire quiz).
- 2. Promoting the Quiz:**
 - Announce the quiz through school/college noticeboards, social media and class announcements.
 - Share the competition rules, registration process and deadlines.
- 3. Conducting the Quiz:**
 - **Preparation:**
 - Prepare a question bank with 50–100 questions on the theme of drug abuse.
 - Include a mix of easy, moderate, and difficult questions.
 - Use reliable sources for facts and statistics.
 - **Judging Panel:**
 - Appoint a panel of judges or quizmasters (teachers or subject experts).
 - **Rounds:**
 - **Preliminary Round:** Written or online test to shortlist participants/teams.
 - **Main Quiz:** Conducted in multiple rounds, such as:
 - General Awareness Round.
 - Rapid-Fire Round.
 - Audio-Visual Round (e.g., identify slogans, images or videos related to drug abuse).
 - **Scoring System:**
 - Award points for correct answers and deduct points for incorrect answers (if negative marking is included).
- 4. Post-Quiz Activities:**
 - **Recognition:**
 - Award certificates, trophies or prizes to the top 3 winners/teams.
 - Display the winners' names on noticeboards or social media.
 - **Awareness Campaign:**
 - Share key facts and takeaways from the quiz with the institution.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:** Spread awareness about the quiz through posters, social media and word of mouth.
- **Logistics:** Arrange the venue, seating and quiz materials (e.g., buzzers, projectors).
- **Question Preparation:** Assist in creating and verifying the question bank.
- **Scoring and Documentation:** Keep track of scores and document the event.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members to manage the event.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the quiz.	Minimum of 30 participants or 10 teams.
Quality of Questions	Percentage of questions that are relevant, accurate and engaging.	Minimum of 90% of questions meeting the criteria.
Rounds Conducted	Total number of quiz rounds successfully conducted.	Minimum of 3 rounds (e.g., Preliminary, Semi-Final, Final).
Recognition of Winners	Number of winners/teams recognized and rewarded.	Minimum of 3 winners/teams (1st, 2nd, 3rd place).
Feedback Collection	Feedback from participants and faculty on the effectiveness of the quiz.	Minimum of 80% positive feedback.

Scoring Matrix for Quiz Competition:

Category	Criteria	Maximum Points
Number of Participants	1 point for every 10 participants (up to 3 points).	3 points
Quality of Questions	1 point for every 20% of questions meeting relevance and accuracy criteria.	3 points
Rounds Conducted	1 point for every round successfully conducted (up to 3 points).	3 points
Recognition of Winners	1 point for every winner/team recognized (up to 3 points).	3 points
Feedback Collection	1 point for every 20% positive feedback from participants.	3 points

Total Maximum Points: 15

Here are some 15 example questions (a mix of multiple-choice, Yes/No, and True/False) designed on the topic of drug abuse prevention:

Multiple-Choice Questions

- What is the most effective way to prevent drug abuse?
 - Avoiding peer pressure
 - Staying informed about the dangers of drugs
 - Engaging in healthy activities like sports
 - All of the above

Answer: d) All of the above
- Which of the following is a common reason for teenagers to start using drugs?
 - Curiosity
 - Peer pressure
 - Stress or anxiety
 - All of the above

Answer: d) All of the above
- What is the legal age for alcohol consumption in Tamil Nadu?
 - 16 years
 - 18 years
 - 21 years
 - No legal age

Answer: c) 21 years

4. Which of these is NOT a healthy way to cope with stress?

- a) Talking to a trusted adult
- b) Exercising regularly
- c) Using drugs to escape problems
- d) Practicing mindfulness

Answer: c) Using drugs to escape problems

5. What is the primary organ affected by drug abuse?

- a) Heart
- b) Brain
- c) Liver
- d) Lungs

Answer: b) Brain

6. Which of the following is a sign that someone might be abusing drugs?

- a) Sudden changes in behavior
- b) Loss of interest in hobbies
- c) Decline in school performance
- d) All of the above

Answer: d) All of the above

7. What should you do if a friend offers you drugs?

- a) Politely say no and walk away
- b) Accept it to avoid conflict
- c) Report it to a trusted adult
- d) Both a and c

Answer: d) Both a and c

8. Which of these is a long-term effect of drug abuse?

- a) Improved memory
- b) Addiction
- c) Better physical health
- d) Increased energy

Answer: b) Addiction

Yes/No Questions

9. Can drug abuse lead to mental health problems like depression and anxiety?

Answer: Yes

10. Is it possible to recover from drug addiction with the right help and support?

Answer: Yes

11. Are all drugs harmful if used in moderation?

Answer: No (Some drugs, like prescription medications are safe when used as directed by a doctor.)

12. Can peer pressure be a major factor in drug abuse among teenagers?

Answer: Yes

True/False Questions

13. Drug abuse affects only the person using drugs, not their family or community.

Answer: False

14. Using drugs just once cannot lead to addiction.

Answer: False

15. Educating yourself about the dangers of drugs can help you make better decisions.

Answer: True

10 CREATING A SONG ON THE THEME OF DRUG ABUSE



Objective:

To creatively express the dangers of drug abuse, its impact on individuals and society and the importance of a drug-free life through a song. This activity encourages students to use music as a medium to spread awareness and inspire others.

How to Do It:

1. Planning the Song Creation Activity:

- **Theme:**
 - Focus on drug abuse prevention, its harmful effects and the benefits of a drug-free life.
 - Example themes:
 - "Say No to Drugs, Yes to Life."
 - "Break Free from Addiction."
 - "A Better Tomorrow Without Drugs."
- **Song Format:**
 - Decide the format of the song:
 - Solo, duet or group performance.
 - Genre: Rap, pop, folk or any other style.

- **Duration:**
 - Set a time limit for the song (e.g., 3–5 minutes).
- 2. Promoting the Activity:**
 - Announce the song creation activity through school/college noticeboards, social media and class announcements.
 - Share the competition rules, deadlines and judging criteria.
- 3. Conducting the Activity:**
 - **Preparation:**
 - Encourage participants to write original lyrics and compose their own music.
 - Provide guidance on incorporating key messages about drug abuse prevention.
 - **Submission Process:**
 - Set a deadline for song submissions.
 - Collect songs in audio or video format or conduct live performances.
 - **Judging Panel:**
 - Form a panel of judges comprising music teachers, faculty members and subject experts.
 - **Judging Criteria:**
 - Relevance to the theme (3 marks).
 - Creativity and originality (3 marks).
 - Musical quality and performance (2 marks).
 - Clarity of message (2 marks).
- 4. Post-Activity Recognition:**
 - **Recognition:**
 - Award certificates, trophies or prizes to the top 3 performers.
 - Share the winning songs on the institution's social media platforms or during events.
 - **Awareness Campaign:**
 - Use the songs as part of awareness campaigns or events on drug abuse prevention.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:** Spread awareness about the activity through posters, social media and word of mouth.
- **Logistics:** Arrange the venue, sound system and recording equipment (if needed).
- **Judging Assistance:** Help the panel with scoring and feedback.
- **Recognition:** Organize the award ceremony and share the winning songs.

2. Participation Targets:

- Minimum of 5 Antidrug Club Members to manage the activity.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the activity.	Minimum of 10 participants or groups.
Quality of Songs	Percentage of songs meeting the judging criteria.	Minimum of 80% of songs meeting the criteria.
Recognition of Winners	Number of winners recognized and rewarded.	Minimum of 3 winners (1st, 2nd, 3rd place).
Awareness Impact	Number of people reached through the songs (live or online).	Minimum of 100 people reached.
Feedback Collection	Feedback from participants and faculty on the effectiveness of the activity.	Minimum of 80% positive feedback.

Scoring Matrix for Song Creation Activity:

Category	Criteria	Maximum Points
Relevance to Theme	How well the song addresses the theme of drug abuse prevention.	3 Points
Creativity and Originality	Unique lyrics, composition and innovative approach to the theme.	3 Points
Musical Quality and Performance	Quality of music, rhythm and overall performance.	2 Points
Clarity of Message	How clearly the song conveys the message of drug abuse prevention.	2 Points

Total Maximum Points: 10

Example:

பாடல் 1

பல்லவி

படிக்கும் மாணவர்களே இந்தப்பாட்ட கேளுங்க
 தேவையில்லாம அல்பாயுசுல போயிடாதீங்க
 கூல்லிப்போடா... தீங்க ஒங்கபடிப்ப பாருங்க
 ஹான்ஸ்போடா... தீங்க பெத்ததாய பாருங்க
 படிக்கும் மாணவர்களே... மாணவர்களே...
 இந்தப்பாட்ட கேளுங்க தேவையில்லாம அல்பாயுசுல போயிடாதீங்க
 கூல்லிப்போடா... தீங்க ஒங்கபடிப்ப பாருங்க
 ஹான்ஸ்போடா... தீங்க பெத்ததாய பாருங்க
 பீடி சிகரெட் கஞ்சாபோதை
 இது எல்லாத்தையும் விட்டுவிடு நண்பனுக்கு சொல்லிக்கொடு
 மாணவர்களே இந்தப்பாட்ட கேளுங்க
 தேவையில்லாம அல்பாயுசுல போயிடாதீங்க...ஆமாபோயிடாதீங்க...

சரணம்

சிகரெட்ட வல்ச்சினா கேன்சரு வந்துரும்
 ஹான்ஸ்கூல்லிப் போட்டனா கை காலு உளுந்துடும்
 வாழற ஒரு வாழ்க்கை சிறப்பா வாழணும்
 வாழற ஒரு வாழ்க்கை சிறப்பா வாழணும்
 உன்னபெத்த அப்பா அம்மாக்கு பேரு புகழ் சேக்கணும்

உன்னுக்குள்ள திறம் இருக்கு முன்னேறிநீங்க ஓடுங்க
கெட்டபழக்கத்த நீங்க கத்துகினாகேடுங்க
உன்னுக்குள்ள திறம் இருக்கு முன்னேறிநீங்க ஓடுங்க

இந்தபாட்ட கேட்டு திருந்திக்கோ
இந்தபாட்ட கேட்டு திருந்திக்கோ
இல்ல ஐஸ் பாக்ஸ்ல படுத்துக்கோ

மாணவர்களே இந்தபாட்ட கேளுங்க
தேவயில்லாம அல்பாயுசல போயிடாதீங்க
ஆமாபோயிடாதீங்க

சரணம்

படிக்கும் பள்ளியில் ஹான்ஸ் போடகூடாது
இனிமேலும் பண்ணைக்கன்னா காவல் துறை உடாது
இனிமேலும் பண்ணைக்கன்னா காவல் துறை உடாது
எங்கன்னா தப்பு நடந்தா வீடியோ எடுத்து ஷேர் பண்ண
10581 நம்பருக்குகால் பண்ணிண
10581 நம்பருக்குகால் பண்ண

ஹான்ஸ்ல்லாம் விக்காதீங்கன்னு
எல்லா இடத்துலபேண் பண்ணிட்டோம்
கூல்லிப்ப போடாதீங்கன்னு
நிறையதடவ வாரன் பண்ணிட்டோம்

ஹான்ஸ்ல்லாம் விக்காதீங்கன்னு
எல்லா இடத்துலபேண் பண்ணிட்டோம்
கூல்லிப்பபோடாதீங்கன்னு
நிறையதடவவாரன் பண்ணிட்டோம்...

மாணவர்களே
கெட்டபழக்கம் எல்லாம் வேணாங்க
நம்ம நல்வழியில் போலாங்க
மாணவர்களே இந்தபாட்ட கேளுங்க...

பாடல் 2

பல்லவி

பல போதையால அழிஞ்சிபோன மனிதனே
நல்ல விழிப்புணர்வுக்கு பாட்ட நானும் எழுதுனேன்

குடியினால குடும்பத்த நீ மறக்குற
அந்த போதையில் சுயநினைவ இழக்குற

நீ குடிக்கும் போது உனக்கு இருக்கும் தேனா
இந்தகுடியினாலே வாழ்க்கை போகும் வீணா

நினைக்குறன்டா திருந்திவாழ
அப்படி திருந்தலனா ரோஜாமால(2)

கீழ் பல்லவி

பலபோதையால அழிஞ்சிபோன மனிதனே
நல்லவிழிப்புணர்வுக்கு பாட்டநானும் எழுதுனேன்
குடியினால குடும்பத்த நீ மறக்குற
அந்தபோதையில் சுயநினைவ இழக்குற

சரணம்

குடியால் குடும்பம் தெருவுல நிக்குது
சின்ன பசங்களும் கஞ்சா அடிக்குது

டென்த் கிளாஸ் கூட தாண்டல
படிக்கிற வயசுல கூல்லிப்ப போடுற
சென்னா கேளு வேணாதம்பி

பேரன்ஸ் இருக்குறாங்க உங்களநம்பி

கூல்லிப்பு போட்டா பல்லு உடைஞ்சிக்கும்
கொஞ்சநாள் போனாநரம்பு வலிச்சிக்கும்

நான் சொல்றதகேளு வேணா கெட்டபழக்கம்
கொஞ்சநாளு போனபோன உன் உடம்பு உருக்கும்

அழிக்கனும்டாபோதைபொருள்
இதுஎங்கபோயி முடியும் தெரியல (2)

சரணம்

சரக்கு கஞ்சா போதை மாத்திரை
நீ நரம்ப பார்த்தி ஊசி ஏத்துற

கஷ்டப்பட்டு காச கறைக்கிற
நீ பெத்த தாய போட்டு அடிக்கிற

வாயிபுல்லா ஆன்ஸ் மாவ
வாயில ஓட்டை ஆனா அட்மிட் ஆவான்

நோ ஸ்மோகிங் போடமாட்டிவைச்சான்
அதையும் பார்த்துட்டு புகையில புடிச்சான்

நான் சொல்றத கேளு வேணா கெட்டபழக்கம்
கொஞ்ச நாளு போன போன உன் உடம்பு உருக்கும்

அழிக்கனும்டா போதைபொருள்
இது எங்க போயி முடியும் தெரியல

அழிக்கனும்டா போதைபொருள்
இது எங்க போயி முடியும் தெரியல

11

CREATING & ORGANIZING A STREET PLAY AWARENESS



Objective:

To use the power of drama and storytelling to raise awareness about the dangers of drug abuse, its impact on individuals and society and the importance of prevention. Street plays are an engaging and impactful way to reach a wide audience, both within the institution and in public areas.

1. How to Do It:

1. Planning the Street Play:

- **Theme:**

- Focus on drug abuse prevention, its harmful effects and solutions.
- Example themes:
 - "Say No to Drugs, Yes to Life."
 - "The Trap of Addiction: Break Free."
 - "Together for a Drug-Free Society."

- **Script Development:**

- Write a short, impactful script (10–15 minutes) that highlights:
 - The causes of drug abuse (peer pressure, stress, etc.).
 - The consequences (health issues, family problems, legal troubles).
 - The solutions (rehabilitation, support systems, awareness).

- Include emotional, humorous and thought-provoking elements to engage the audience.
- **Team Formation:**
 - Form a team of 8–12 participants, including actors, narrators and coordinators.
- **Rehearsals:**
 - Conduct regular rehearsals to ensure smooth execution and coordination.

2. Organizing Street Play:

- **Venue Selection:**
 - Choose locations with high foot traffic, such as:
 - Institution campus (courtyards, auditoriums).
 - Public areas (parks, markets, bus stops).
- **Promotion:**
 - Announce the event through posters, social media and word of mouth.
 - Use slogans like:
 - “Watch, Learn, Act: Say No to Drugs!”
 - “Join Us for a Drug-Free Future!”
- **Logistics:**
 - Arrange for basic props, costumes and a portable sound system (if needed).
 - Ensure that permissions are obtained for public performances.
- **Execution:**
 - Perform the play at multiple locations to maximize reach.
 - Engage the audience by involving them in the performance (e.g., asking questions or inviting them to share their thoughts).

3. Post-Play Activities:

- **Discussion and Interaction:**
 - After the play, hold a short discussion with the audience to reinforce the message.
 - Distribute pamphlets or brochures with information on drug abuse prevention and helpline numbers.
- **Feedback Collection:**
 - Gather feedback from the audience to assess the impact of the play.

Participation Guidelines:

1. Roles for Antidrug Club Members :

- **Scriptwriting:** Help in drafting and refining the script.
- **Promotion:** Spread awareness about the play through posters, social media and announcements.
- **Logistics:** Arrange props, costumes and permissions for public performances.
- **Audience Engagement:** Distribute pamphlets and interact with the audience after the play.

2. Participation Targets:

- Minimum of 10 Antidrug Club Members to manage the activity.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Performances	Total number of street plays performed.	Minimum of 3 performances (campus and public areas).
Audience Reach	Total number of people who watched the play.	Minimum of 100 people per performance.
Quality of Script	Percentage of audience members who found the script engaging and impactful.	Minimum of 80% positive feedback.
Audience Engagement	Number of people who interacted during or after the play.	Minimum of 20 people per performance.
Awareness Materials Distributed	Number of pamphlets or brochures distributed after the play.	Minimum of 200 materials distributed.
Feedback Collection	Feedback from participants and audience on the effectiveness of the play.	Minimum of 80% positive feedback.

Scoring Matrix for Street Play Activity:

Category	Criteria	Maximum Points
Relevance to Theme	How well the play addresses the theme of drug abuse prevention.	5 Points
Script and Performance Quality	Creativity, clarity and impact of the script and acting.	5 Points
Audience Engagement	Level of audience interaction and participation during/after the play.	3 Points
Awareness Materials Distributed	Number of pamphlets or brochures distributed to the audience.	1 Points
Feedback Collection	Positive feedback from the audience and participants.	1 Points

Total Maximum Points: 15

Sample Structure of the Street Play:

1. Introduction (2 minutes):

- Narrator introduces the theme and sets the context.
- Example: A young person succumbing to peer pressure and trying drugs for the first time.

2. Conflict (5 minutes):

- Show the consequences of drug abuse (health issues, family problems, legal troubles).
- Use emotional and impactful dialogues to highlight the struggles of addiction.

3. Resolution (3 minutes):

- Present solutions such as seeking help, rehabilitation and the importance of support systems.
- End with a strong message or slogan (e.g., "Say No to Drugs, Yes to Life!").

4. Audience Interaction (5 minutes):

- Engage the audience with questions or invite them to share their thoughts.
- Distribute awareness materials and provide helpline numbers.

'கனவுகள் மெய்பட' - போதை எதிர்ப்பு

ஆனந்த் ஒரு சிறிய கிராமத்தில் வசிக்கும் வாலிபன். அவனது மனதில் ஒரு மிகப்பெரிய கனவு இருந்தது. அமெரிக்கா சென்று ஒரு சிறந்த இன்ஜினியராக வளர வேண்டும். அவனது வாழ்க்கை, குடும்பத்தின் சிரமங்களை துரிதமாகத் தாண்டி முன்னேறச் செய்ய வேண்டும் என்ற எண்ணத்துடன் இருப்பவன்.

காட்சி 1: கனவுகள் மற்றும் தீர்மானம்

(ஒரு கிராமக் காட்சி. ஆனந்த் தனது குடும்பத்துடன் பேசுகிறான்.)

- ஆனந்தின் தந்தை அவரது மகன் சென்னையில் உள்ள பிரபலமான கல்லூரியில் சேர்ந்ததைப்பற்றி பெருமையாக பேசுகிறார்.
- ஆனந்த், ஒரு நல்ல இன்ஜினியராக ஆக வேண்டும் என்று தனது கனவையும் குடும்பத்தை துன்பத்திலிருந்து மீட்க வேண்டும் என்ற தனது உறுதியையும் பகிர்கிறான்.

தந்தை: 'என் மகன் ஒரு நாள் நம் கிராமத்தின் பெருமையாக மாறுவான். அவன்தான் நம் குடும்பத்தின் எதிர்காலம்.'

ஆனந்த்: 'நான் முழு மனதையும் படிப்பில் செலுத்துவேன், அப்பா. நம் கனவுகள் நிறைவேறும்.'
(ஆனந்தின் குடும்பம் ஆனந்தை மிகவும் சோகமாக கல்லூரிக்கு அனுப்பி வைக்கிறார்கள்.)

காட்சி 2: புதிய உலகம்

(ஆனந்த் கல்லூரியில் சேர்ந்ததும், படிப்பிலும் நண்பர்களிடமும் முதன்மை பெறுகிறான். நல்ல நண்பர்கள் அறிமுகம் ஆகிறார்கள் மீராவும் அறிமுகம் ஆகிறாள்.)

மீரா புத்திசாலித்தனம் மற்றும் நேர்மையான, உறுதியான மனநிலையில் பிரச்சனைகளுக்கு உகந்த தீர்வுகளை பரிந்துரைக்கும் திறன் மற்றும் ஆழமான சமூக பொறுப்புணர்வுள்ளவள்.)

போட்டியாலும் மனஅழுத்தத்தாலும் ஆனந்த் பாதிக்கப்படுகிறான்.)

நண்பர் 1: 'ஆனந்த், நீ எப்போதும் படிப்பிலேயே மூழ்கியிருக்கிறாய்! கொஞ்சம் Relax ஆகிக்க!'

ஆனந்த்: 'நான் கவனம் செலுத்த வேண்டிய நிர்பந்தத்தில் இருக்கிறேன். வேற எதையும் யோசிக்கிற நிலையில் இல்லை.'

(ஒரு நண்பன், அர்ஜுன், போதைப்பொருள் கலாச்சாரத்தை அறிமுகப்படுத்துகிறான்.)

அர்ஜுன்: 'இது உன்னுடைய மனஅழுத்தத்தை முற்றிலும் மறக்க வைக்கும்! ஒருமுறை முயற்சி செய்து பாரு.'

ஆனந்த் ஒருமுறை தானே.. என்ன ஆகிட போகிறது என்று போதை பொருள் உட்கொள்வது.
(ஆனந்த் முதலில் தயங்கினாலும் போதைக்கு அடிமையாகிறான். காட்சி மங்குகிறது.)

காட்சி 3: வீழ்ச்சி

(ஆனந்த் பின் படிப்பிலும், வாழ்க்கையிலும் தடுமாறுகிறான்.)

பேராசிரியர்: 'ஆனந்த், இது நீ இல்லை. வகுப்புகளையும் விட்டுவிட்டாய், திட்டங்களைச்

சரியாகச் செய்யவில்லை. என்ன பிரச்சனை?’

ஆனந்த்: ‘எல்லாம் சரியாகவே இருக்கிறது. சார்.

(என்று கூறி கல்லூரியிலிருந்து ஆனந்த் வேகமாக வெளியே செல்வது. மீரா அவன் நிலையை கவனிக்கிறாள். அவனை பின் தொடர்ந்து சென்று

மீரா: ‘ஆனந்த், நீ ரொம்ப மாறிட்டே, இது நீ இல்ல. என்ன நடக்குது?’

ஆனந்த்: ‘மீரா, என் விஷயத்தை விட்டுவிடு. என்னாலயும் சரி. உன்னாலயும் சரி எதுவும் மாறாது.’
(அவனது தனி உலகம் முழுவதும் உடைந்துவிடுகிறது. போதை மிகுதியால் அவன் சரிந்து விழுகிறான்.)

காட்சி 4: தேடல்

ஆனந்த் அருகில் மீரா தவித்து நிற்கிறாள். பதட்டத்துடன் போன் செய்கிறாள். மீராவின் தோழி அவளை தேடி வருகிறாள். ஆனந்தின் நிலை அறிந்து, போதை மறுவாழ்வு மையத்தின் நோக்கம் மற்றும் தேவைகளை எடுத்து கூறுகிறாள். ஆனந்தை போதை மறுவாழ்வு மையத்தில் சேர்க்கும் மாறு கூறி செல்வது.

காட்சி 5: விழிப்பு உணர்வு

(ஆனந்த் போதை மறுவாழ்வு மையத்தில் கண் விழிக்கிறான். மீரா அவன் அருகில் இருக்கிறாள்.)

மீரா: ‘ஆனந்த், நீ உன்ன மட்டுமில்ல. உன் லட்சியம். குடும்பம் எல்லாத்தையும் சேர்த்து தான் அழித்திருக்கிறாய் உனது கனவுகள் எல்லாம் பொய்யாக ஆகிவிட்டன.’

(ஆனந்த் எதுவும் சொல்லாமல் அழுகிறான்.)

மீரா: ‘இன்னும் நேரம் உள்ளது. உன்னால் திரும்பி வர முடியும். அதுக்கு உதவதான் இந்த போதை மறுவாழ்வு மையமும் உள்ளது. நானும் உனக்கு உதவியா இருப்பேன்.

காட்சி 6: மீயு

(காலம் செல்லும் போது, ஆனந்த் மீண்டும் கல்வியிலும் வாழ்க்கையிலும் வளர தொடங்குகிறான்.)

ஆனந்த்: ‘நான் எல்லோருக்கும் இதைச் சொல்ல விரும்புகிறேன்.

வாழ்க்கையில் சவால்கள் வரும். சில நேரங்களில் தாங்க முடியாத துயரங்களை நீங்கள் சந்திக்கலாம் ஆனால் போதைப்பொருள் எந்த நேரமும் தீர்வாக இருக்க முடியாது. அது உங்கள் கனவுகளையும் வாழ்க்கையையும் திருடி விடும். போதைப்பொருள் தற்காலிக நிவாரணத்தை மட்டுமே தரும், ஆனால் நிரந்தர பாதிப்புகளை ஏற்படுத்தும் உதவி தேடுவதற்கு தயங்காதீர்கள். உதவியும் வழியும் எப்போதும் இருக்கிறது. போதைக்கு NO‘ என்று சொல்லுங்கள், வாழ்க்கைக்கு YES‘ என்று சொல்லுங்கள்.’

மீரா: ‘உங்கள் கனவுகள் முக்கியம் போதைப்பொருளால் அதை அழிக்க வேண்டாம்.’

(அவனது உரை முடிந்ததும் அனைத்து மாணவர்களும் கைகொட்டுகிறார்கள்.)

(காட்சி முடிவில் மேடையில் சிறந்த வாசகங்கள் ஒளிர்கிறது: ‘கனவுகளை நிலைநாட்டுங்கள், போதை விலக்குங்கள்!’

12 ORGANIZING A DRAWING COMPETITION ON THE THEME OF DRUG ABUSE



Objective:

To encourage students to creatively express their thoughts, emotions and solutions on drug abuse prevention through art, fostering awareness and visual storytelling.

1. How to Do It:

1. Planning the Competition:

- **Theme:**

- Focus on drug abuse prevention, its impact on individuals and society and solutions to combat it.

- **Sample topics:**

- "Say No to Drugs, Yes to Life."
- "A Drug-Free World: My Vision."
- "The Impact of Drug Abuse on Families and Communities."
- "Youth as Champions of a Drug-Free Society."

- **Categories:**

- Divide participants into categories based on age or grade level (if applicable).

- **Medium and Size:**

- Specify the medium (e.g., pencil, crayons, watercolors, digital art) and size of the artwork (e.g., A3 or A4 paper).

- **Time Limit (if applicable):**

- If conducted as a live event, set a time limit (e.g., 2–3 hours).

2. Promoting the Competition:

- Announce the competition through school/college noticeboards, social media and class announcements.
- Share the competition rules, deadlines and judging criteria.
- Use posters and banners to promote the event.

3. Conducting the Competition:

- **Submission Process:**

- Set a deadline for artwork submissions.
- Collect drawings in both physical and digital formats (if applicable).

- **Judging Panel:**

- Form an institution-level committee comprising art teachers, faculty members and subject experts.

- **Judging Criteria:**

- Relevance to the theme (3 marks).
- Creativity and originality (3 marks).
- Artistic skill and technique (2 marks).
- Presentation and visual impact (2 marks).

4. Post-Competition Activities:

- **Recognition:**

- Award certificates, trophies or prizes to the top 3 winners.
- Display winning drawings on noticeboards, in school exhibitions or on the institution's website.

- **Submission to District Level Committee/DEO:**

- Send the top drawings to the District Level Committee or DEO for further evaluation.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:**

- Spread awareness about the competition through posters, social media and word of mouth.

- **Logistics:**

- Collect and organize drawing submissions.

- **Judging Assistance:**

- Help the panel with scoring and feedback.

- **Recognition:**

- Organize the award ceremony and display winning drawings.

2. Participation Targets:

- Minimum of 5 Antidrug Club Members to manage the competition.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the competition.	Minimum of 30 participants.
Quality of Drawings	Percentage of drawings meeting the judging criteria.	Minimum of 80% of drawings meeting criteria.
Recognition of Winners	Number of winners recognized and rewarded.	Minimum of 3 winners (1st, 2nd, 3rd place).
Submission to DEO	Number of drawings sent to the District Level Committee/DEO.	Minimum of 3 drawings submitted.
Feedback Collection	Feedback from participants and faculty on the competition.	Minimum of 80% positive feedback.

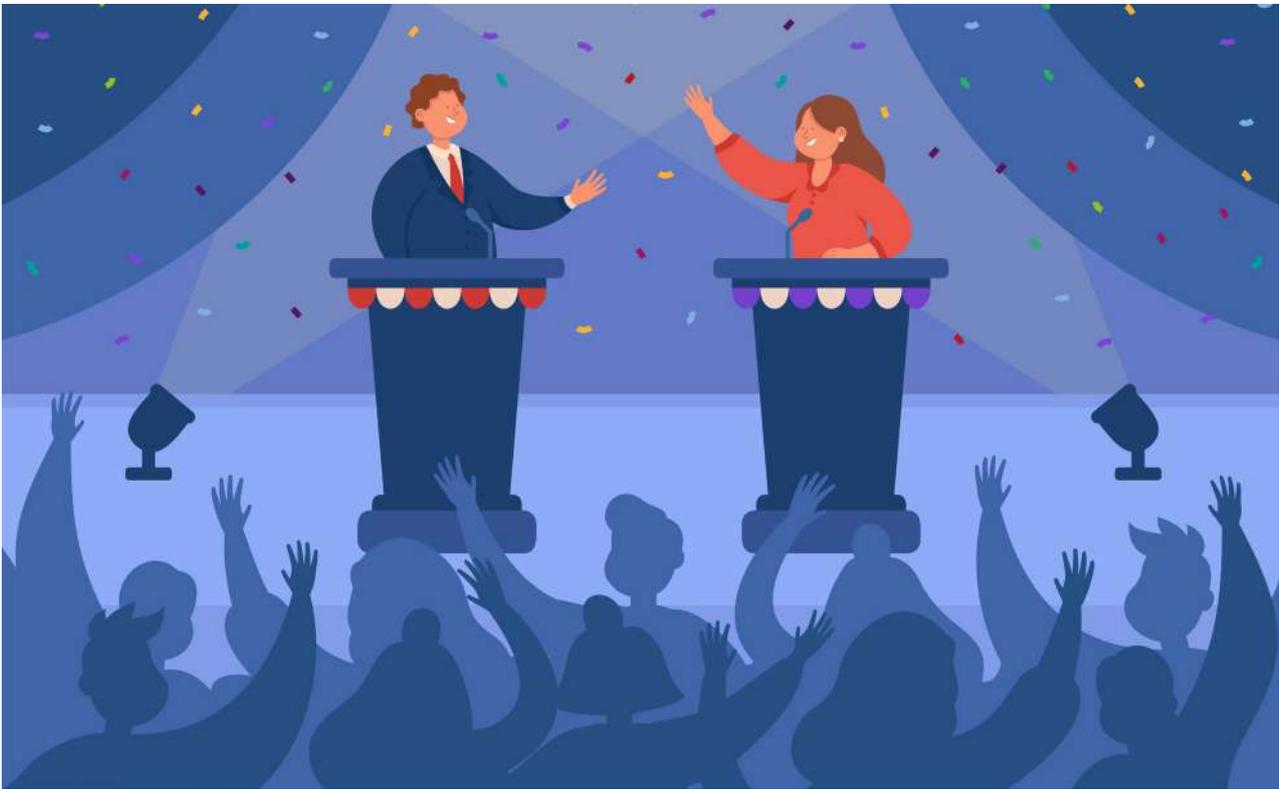
Scoring Matrix for Drawing Competition:

Category	Criteria	Maximum Points
Relevance to Theme	How well the drawing addresses the theme of drug abuse prevention.	3 Points
Creativity and Originality	Unique ideas and innovative representation of the theme.	3 Points
Artistic Skill and Technique	Proficiency in the chosen medium and overall artistic skill.	2 Points
Presentation and Visual Impact	Overall presentation and the ability to create a strong visual impression.	2 Points

Total Maximum Points: 10**Example Topics for Drawing Competition:**

1. "Say No to Drugs, Yes to Life."
2. "A Drug-Free World: My Vision."
3. "The Impact of Drug Abuse on Families and Communities."
4. "Youth as Champions of a Drug-Free Society."
5. "The Role of Education in Preventing Drug Abuse."
6. "Breaking the Chains of Addiction."
7. "The Power of Awareness in Combating Drug Abuse."
8. "A Healthy Mind in a Drug-Free Body."
9. "The Role of Parents in Preventing Drug Abuse."
10. "The Ripple Effect of Drug Abuse on Society."
11. "How Sports and Hobbies Can Keep Us Drug-Free."
12. "The Role of Media in Spreading Awareness About Drug Abuse."
13. "A Future Without Drugs: My Dream."
14. "The Role of Youth in Leading a Drug-Free Campaign."
15. "The Dangers of Prescription Drug Misuse."
16. "The Importance of Mental Health in Preventing Drug Abuse."
17. "How Peer Pressure Can Lead to Drug Abuse and Ways to Overcome It."
18. "The Role of Community Support in Combating Drug Addiction."
19. "The Long-Term Effects of Drug Abuse on Society."
20. "Breaking the Stigma Around Drug Addiction."

13 ORGANIZING AN ELOCUTION COMPETITION ON THE THEME OF DRUG ABUSE



Objective:

To encourage students to articulate their thoughts, ideas and solutions on drug abuse prevention through public speaking, fostering awareness, confidence and critical thinking.

1. How to Do It:

1. Planning the Competition:

- **Theme:**
 - Focus on drug abuse prevention, its impact on individuals and society and solutions to combat it.
 - **Sample topics:**
 - "The Role of Youth in Preventing Drug Abuse."
 - "How Drug Abuse Affects Families and Communities."
 - "A Drug-Free Life: My Vision for the Future."
 - "The Importance of Mental Health in Combating Drug Addiction."
- **Categories:**
 - Divide participants into categories based on age or grade level (if applicable).

- **Time Limit:**
 - Set a time limit for speeches (e.g., 3–5 minutes).
- **Language:**
 - Allow participants to choose between English, the local language or both, depending on the institution's preference.

2. Promoting the Competition:

- Announce the competition through school/college noticeboards, social media and class announcements.
- Share the competition rules, deadlines and judging criteria.
- Use posters, banners, and word of mouth to promote the event.

3. Conducting the Competition:

- **Submission Process:**
 - Ask participants to register in advance and submit their speech topics for approval (if required).
- **Judging Panel:**
 - Form an institution-level committee comprising language teachers, faculty members and subject experts.
- **Judging Criteria:**
 - Content and relevance to the theme (3 marks).
 - Clarity, fluency, and pronunciation (3 marks).
 - Expression and voice modulation (2 marks).
 - Confidence and stage presence (2 marks).

4. Post-Competition Activities:

- **Recognition:**
 - Award certificates, trophies or prizes to the top 3 winners.
 - Share videos or transcripts of the best speeches on the institution's website or social media.
- **Submission to District Level Committee/DEO:**
 - Send the top speeches to the District Level Committee or DEO for further evaluation.

Participation Guidelines:

1. Roles for Antidrug Club Members:

- **Promotion:**
 - Spread awareness about the competition through posters, social media and word of mouth.
- **Logistics:**
 - Organize the registration process and ensure smooth conduct of the event.
- **Judging Assistance:**
 - Help the panel with scoring and feedback.
- **Recognition:**
 - Organize the award ceremony and share the best speeches with the community.

2. Participation Targets:

- Minimum of 5 Antidrug Club Members to manage the competition.
- Each volunteer must contribute to at least one role.

Key Performance Indicators (KPIs):

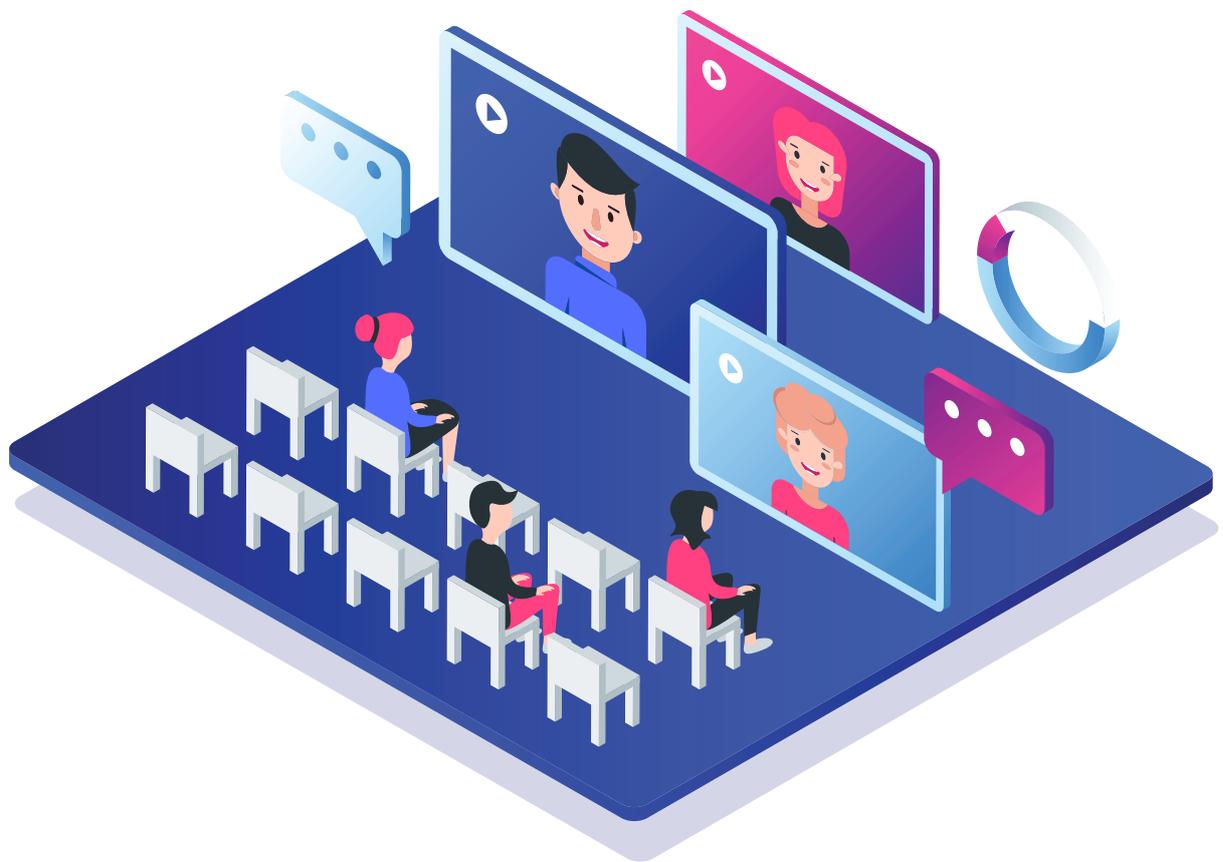
KPI	Description	Target/Measurement
Number of Participants	Total number of students participating in the competition.	Minimum of 20 participants.
Quality of Speeches	Percentage of speeches meeting the judging criteria.	Minimum of 80% of speeches meeting criteria.
Recognition of Winners	Number of winners recognized and rewarded.	Minimum of 3 winners (1st, 2nd, 3rd place).
Submission to DEO	Number of speeches sent to the District Level Committee/DEO.	Minimum of 3 speeches submitted.
Feedback Collection	Feedback from participants and faculty on the competition.	Minimum of 80% positive feedback.

Scoring Matrix for Elocution Competition:

Category	Criteria	Maximum Points
Content and Relevance	How well the speech addresses the theme of drug abuse prevention.	3 Points
Clarity and Fluency	Pronunciation, fluency and clarity of speech.	3 Points
Expression and Modulation	Use of voice modulation, tone, and emotional connection.	2 Points
Confidence and Stage Presence	Confidence, body language and ability to engage the audience.	2 Points

Total Maximum Points: 10**Example Topics for Elocution Competition:**

1. "The Role of Youth in Preventing Drug Abuse."
2. "How Drug Abuse Affects Families and Communities."
3. "A Drug-Free Life: My Vision for the Future."
4. "The Importance of Mental Health in Combating Drug Addiction."
5. "The Role of Education in Preventing Drug Abuse Among Youth."
6. "How Peer Pressure Influences Drug Abuse and Ways to Overcome It."
7. "The Power of Awareness in Combating Drug Abuse."
8. "The Role of Parents in Preventing Drug Abuse Among Teenagers."
9. "Breaking the Stigma: Encouraging Open Conversations About Drug Abuse."
10. "The Role of Schools in Educating Students About the Risks of Drug Abuse."
11. "How Media Campaigns Can Raise Awareness About Drug Abuse Prevention."
12. Coping Stress and Preventing Drug Abuse
13. "The Role of Government Policies in Reducing Drug Abuse."
14. "How Community Support Can Help Prevent Drug Addiction."
15. "The Dangers of Prescription Drug Misuse and How to Prevent It."



Volunteering Programme **Online Activities**

01 SHARING MESSAGES/POSTERS (2 HOURS)

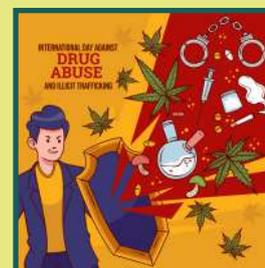
Objective:

To spread awareness about the dangers of drug abuse through visually engaging and impactful content.

How to do it:

1. Create Informative Posters:

- Design posters that are visually appealing and easy to understand.
- Include:
 - **Facts:** Highlight the harmful effects of drug abuse on health, relationships and career.
 - **Statistics:** Use credible data to emphasize the severity of the issue.
 - **Slogans:** Add catchy and motivational phrases to grab attention.



2. Share through various platforms (Examples):

- **Social Media Platforms:** Share the content on Instagram, Facebook, Twitter and other platforms to engage a larger audience.
- **School Notice boards:** Display printed posters in high-visibility areas like noticeboards, and common rooms.



3. Encourage Peer Participation:

- Motivate students to create their own posters or messages.
- Share these student-created materials within their personal networks to amplify the message.



Participation Guidelines:

1. Sharing Targets:

- Each School must share a **minimum of 120 messages/posters** during the programme.
- Sharing time is estimated per **message/poster per minute**.

2. Engagement Metrics:

- **Likes and shares** on social media platforms will be accounted for and converted into marks or points to encourage active participation and engagement.

Examples of Messages:

- **"Drugs ruin lives, Enakku Vendam!"**
(Translation: I don't want it!)
- **"Your future is worth more than any addiction."**
- **"Say no to drugs, say yes to life!"**
- **"Be stronger than your strongest excuse. Stay drug-free."**

Tips for Effective Posters:

- Use **bold colors** and **clear fonts** to make the message stand out.
- Add **relevant images or graphics** to make the content visually engaging.
- Keep the message **short and impactful** for better retention.

Key Points to Remember:

- Ensure the content is **positive and motivational**, avoiding fear-based message.
- Use **credible sources** for facts and statistics to maintain authenticity.
- Promote a **supportive and non-judgmental tone** to encourage open conversations about drug abuse prevention

KPI	Description	Target/Measurement
Number of Volunteers	Total number of participants in the Programme.	Maximum of 100 volunteers per School.
Messages/Posters Shared	Total number of messages/posters shared by all teams/individuals.	Minimum of 120 messages/posters per team/individual.
Social Media Engagement	Total likes and shares, received on shared content.	Engagement metrics to be tracked and converted into marks/points.
Reach of Messages/Posters	Number of people reached through shared messages/posters.	Measured by the number of views, shares and group members in WhatsApp/social media.
Completion Rate	Percentage of teams/individuals meeting the target of 120 messages/posters.	Target: 100% of teams/individuals completing the task.

Scoring Matrix for Sharing Messages/Posters on Drug Abuse Prevention

Category	Criteria	Points	Maximum Points
1. Number of Messages/Posters Shared	- Total number of messages/posters shared by the team/individual.	1 point per 40 message/posters shared.	3 points
2. Social Media Engagement	- Total number of likes & shares gained by the team/individual.	Likes on shared content: 1-50 likes: 1 point. 51-100 likes: 2 points. 101+ likes: 3 points.	3 points
		Shares on shared content: 1-20 shares: 1 point. 21-50 shares: 2 points. 51+ shares: 3 points	3 points
3. Reach of Messages/Posters	- Number of people reached through views, shares and group members.	1 point for every 50 people reached.	6 points
4. Peer Participation	- Number of peers involved in creating or sharing posters/messages.	1 point per peer involved (up to 5 points).	5 points

Total Maximum Points: 20

02 ORGANIZING WEBINARS (5 HOURS)

Objective:

To provide in-depth information on the harmful effects of drugs, peer pressure, and strategies for prevention through interactive and engaging webinars.

How to organize the Webinar:



Online Webinar

1. Planning the Webinar:

- Form a team of 8 volunteers in every school to handle planning and execution.
- Assign specific roles to team members, such as:
 - **Coordinator:** Oversees the entire process.
 - **Speaker Liaison:** Contacts and coordinates with resource persons.
 - **Technical Support:** Manages the webinar platform and tools.
 - **Promotion Lead:** Promotes the webinar through posters, social media, and WhatsApp groups.
 - **Engagement Lead:** Prepares interactive tools like polls, Q&A, and feedback forms.

2. Selecting Topics:

- Choose relevant and impactful topics such as (Examples):
 - **Understanding Addiction – A Psychological Perspective.**
 - **How Drugs Affect Career and Relationships.**
 - **Empowering Yourself to Say No to Peer Pressure.**

3. Inviting Resource Persons:

- Identify and invite experts such as:
 - **Psychologists:** To explain the psychological aspects of addiction.
 - **Doctors:** To discuss the physical and mental health impacts of drug abuse.
 - **Former Addicts:** To share real-life experiences and inspire participants.
 - **Police Officials and ADC experts:** To explain scientific and field based explanation of Drug issues and causes of Drug abuse.

4. Webinar Format:

- **Duration:** Allocate 5 hours for organizing and hosting the webinar.
- **Structure:**
 - **Introduction (10-15 minutes):** Welcome participants and introduce the speakers.
 - **Speaker Sessions (30-45 minutes each):** Resource persons present their topics.
 - **Interactive Activities (10-15 minutes each):** Use tools like:
 - **Polls:** To gauge participants' opinions or knowledge.
 - **Q&A Sessions:** Allow participants to ask questions and clarify doubts.
 - **Conclusion (10 minutes):** Summarize key points and share resources for further learning.

5. Promotion and Registration:

- Promote the webinar through:
 - **Social Media:** Share posters and event details on platforms like Instagram, Facebook and WhatsApp.
 - **School Noticeboards:** Display posters in high-visibility areas.
- Use online tools like Google Forms or event platforms for **registration**.



6. Post-Webinar Activities:

- Collect **feedback** from participants using forms or surveys.
- Share **recordings** or key takeaways with participants who missed the live session.
- Evaluate the success of the webinar based on engagement and feedback.





Key Performance Indicators (KPIs) for the Webinar

KPI	Description	Target/Measurement
Number of Participants	Total number of attendees in the webinar.	Target: Minimum of 50 participants.
Promotion Reach	Number of people were reached through promotional activities.	Measured by social media shares, poster views, and registrations.
Participant Feedback	Feedback on the quality and impact of the webinar.	Target: 80% positive feedback from participants.
Awareness Impact	Participants' understanding of drug abuse prevention topics.	Measured through post-webinar surveys or quizzes.

Tips for Success:

- Ensure the webinar is **well-promoted** to maximize attendance.
- Choose speakers who are **engaging and relatable** to the target audience.
- Use **interactive tools** to keep participants involved and attentive.
- Collect **feedback** to improve future webinars and measure the impact of the session.

Scoring Matrix for Organizing Webinars on Drug Abuse Prevention

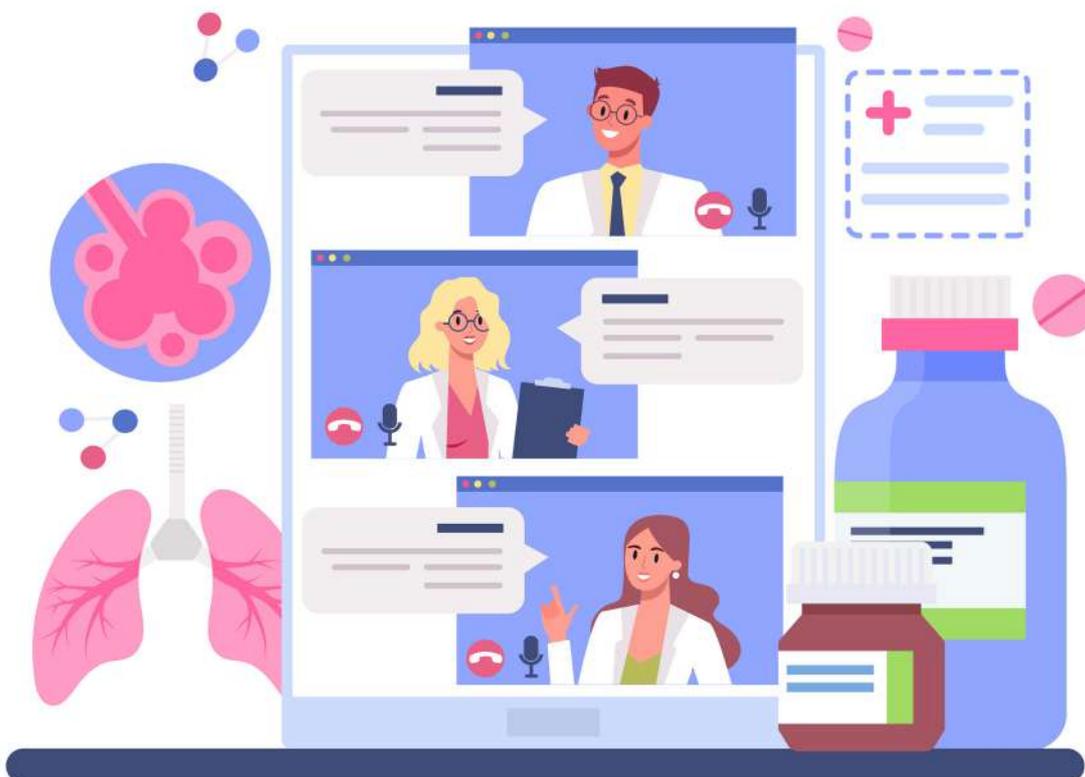
Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of attendees in the webinar.	5 marks for achieving the target of 50 participants. 1 additional mark for every 10 participants above 50 (up to 2 marks).	7 marks
2. Promotion Reach	- Effectiveness of promotional activities (measured by registrations, social media shares, and poster views).	3 marks for reaching the target audience effectively (e.g., 100+ registrations). 1 additional mark for exceptional reach (e.g., 200+ registrations).	4 marks
3. Participant Feedback	- Quality and impact of the webinar based on participant feedback.	3 marks for achieving 80% positive feedback. 1 additional mark for exceeding 90% positive feedback.	4 marks
4. Awareness Impact	- Participants' understanding of drug abuse prevention topics (measured through post-webinar surveys or quizzes).	3 marks for achieving a significant improvement in awareness (e.g., 70%+ correct answers in surveys). 1 additional mark for exceptional improvement (e.g., 90%+ correct answers).	4 marks
5. Interactive Activities	- Use of interactive tools like polls, Q&A, and feedback forms to engage participants.	1 mark for any interactive activity conducted (e.g., polls, Q&A, feedback forms).	1 mark

Total Maximum Marks: 20

03 PARTICIPATION IN WEBINARS (3 HOURS)

Objective:

To encourage active learning and engagement among students on drug prevention topics through interactive webinars.



1. Encourage Participation

- Actively invite more students to join the seminar.
- Spread awareness about the importance of the topic and how their involvement can make a difference.
- Use class announcements, social media or peer-to-peer communication to motivate others to attend.

2. Ensure Active Involvement

- Be attentive and engaged throughout the seminar.
- Take notes on key points discussed by the speakers.
- Participate in group discussions or activities, if any, during the session.

3. Share Opinions on Drug-Related Issues

- Be prepared to share students' thoughts, experiences, or perspectives on drug-related issues during the seminar.
- Respectfully express students opinions and listen to others' viewpoints to foster a constructive dialogue.

4. Ask Questions to Speakers

- Prepare thoughtful and relevant questions for the speakers based on the seminar's theme.
- Use the Q&A session as an opportunity to clarify doubts or gain deeper insights into the topic.
- Ensure students questions are concise and respectful.

5. Submit Feedback or Key Takeaways

- After the seminar, each participant should submit a short feedback form or a summary of their key takeaway from the session.
- Highlight what they learned, how the seminar impacted their understanding of drug-related issues, and any suggestions for future events.
- Feedback can be submitted in written form or through an online platform, as instructed by the organizers.

Key Performance Indicators (KPIs):

KPI	Discussion	Target
Number of Students Attending	Tracks the total number of students who registered and attended the seminar.	Achieve at least 80% of the expected attendance.
Diversity of Participants	Measures representation from different classes.	Ensure representation from at least 3-5 different groups or classes.
Number of Questions Asked	Counts the number of questions students ask during the Q&A session.	Ensure more questions from students.
Student Contributions	Tracks how many students actively share opinions or participate in discussions.	At least 30% of attendees actively participate in discussions.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback or key takeaways.	At least 90% of attendees submit feedback.
Actionable Outcomes	Tracks how many students express interest in future initiatives or activities.	20% of participants express interest in future initiatives.
Timeliness of Activities	Ensures all seminar activities are conducted within the planned schedule.	100% adherence to the planned schedule.

KPI	Discussion	Target
Satisfaction Rate	Measures overall satisfaction with the webinar through feedback forms.	85% of participants rate the webinar as "Good" or "Excellent."

Scoring Matrix for Participation in Webinars on Drug Abuse Prevention

Category	Criteria	Marks Allocation	Maximum Marks
1. Attendance	- Number of students who registered and attended the seminar.	- 3 marks for achieving 80% of the expected attendance. - 1 additional mark for exceeding 90% attendance.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Questions Asked	- Number of thoughtful and relevant questions asked during the Q&A session.	- 1 mark for every 3 questions asked by students (up to 3 marks).	3 marks
4. Student Contributions	- Number of students actively sharing opinions or participating in discussions.	- 2 marks for achieving 30% active participation. - 1 additional mark for exceeding 50% active participation.	3 marks
5. Feedback Submission Rate	- Percentage of participants who submit feedback or key takeaways.	- 3 marks for achieving 90% feedback submission. - 1 additional mark for achieving 100% feedback submission.	4 marks
6. Actionable Outcomes	- Number of students expressing interest in future initiatives or activities.	- 2 marks for achieving 20% interest. - 1 additional mark for exceeding 30% interest.	3 marks

Total Maximum Marks: 20

04 DRUG AWARENESS QUIZ (5 HOURS)

The primary objective of the Drug Awareness Quiz is to:

- Educate students about the harmful effects of drug use and abuse.
- Promote awareness of drug prevention strategies, laws, and myths.
- Encourage active participation and engagement in drug awareness initiatives.
- Foster a sense of responsibility among students to make informed decisions and spread awareness in their communities.

1. Quiz Format and Structure

- The quiz will consist of multiple-choice questions (MCQs), true/false questions, and short-answer questions.
- Questions will cover topics such as the effects of drugs, prevention strategies, laws, and myths about drug use.

2. Participant Eligibility

- Open to all students who are interested in learning about drug awareness.
- Ensure participants register in advance to manage logistics effectively.

3. Duration and Rounds

- The total programme duration is **5 hours**, which includes the quiz and related activities.
- The quiz itself will be time-bound, with a total duration of **30-45 minutes**.
- If applicable, divide the quiz into multiple rounds (e.g., preliminary, semi-final, and final).

4. Programme Schedule (5 Hours)

- **Introduction and Welcome (30 minutes):** Brief introduction to the Programme, objectives, and importance of drug awareness.
- **Awareness Session (1 hour):** A short seminar or presentation by experts on drug-related issues, prevention strategies, and laws.
- **Quiz (45 minutes):** Conduct the quiz with all registered participants.
- **Break (15 minutes):** A short break for



refreshments.

- **Discussion and Q&A (1 hour):** Open discussion and Q&A session with experts to clarify doubts and share insights.
- **Feedback and Closing (30 minutes):** Collect feedback from participants, announce quiz winners, and distribute prizes and awareness materials.

5. Scoring and Evaluation

- Each correct answer should carry a specific score, and no negative marking should be applied to encourage participation.
- Use automated tools for online quizzes or a manual scoring system for offline quizzes.

6. Prizes and Recognition

- Offer certificates, prizes, or incentives to top performers to encourage participation.
- Recognize all participants with participation certificates to promote inclusivity.



7. Feedback Collection

- Collect feedback from participants after the quiz to understand their experience and identify areas for improvement.
- Include questions about the relevance of the quiz content and its impact on their awareness.

8. Awareness Material Distribution

- Share educational materials (e.g., pamphlets, videos, or links) with participants after the quiz to reinforce learning.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of students who registered and participated in the quiz.	Achieve at least 80% of the expected registrations.
Diversity of Participants	Measures representation from different classes.	Ensure participation from at least 3-5 different groups or classes.
Average Score	Measures the average score of participants to assess their understanding of drug awareness.	Achieve an average score of at least 70%.

KPI	Discussion	Target
Top Performer Recognition	Tracks the number of participants who score above a certain threshold (e.g., 80%).	At least 10% of participants score above 80%.
Satisfaction Rate	Measures overall satisfaction with the quiz through feedback forms.	85% of participants rate the quiz as "Good" or "Excellent."

Scoring Matrix for Drug Awareness Quiz

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of students who registered and participated in the quiz.	- 3 marks for achieving 80% of the expected registrations. - 1 additional mark for exceeding 90% participation.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Average Score	- Average score of participants in the quiz.	- 3 marks for achieving an average score of 70%. - 1 additional mark for achieving an average score of 80% or higher.	4 marks
4. Top Performer Recognition	- Percentage of participants scoring above 80%.	- 2 marks for achieving 10% of participants scoring above 80%. - 1 additional mark for exceeding 20%.	3 marks
5. Satisfaction Rate	- Overall satisfaction with the quiz based on feedback forms.	- 3 marks for achieving 85% positive feedback. - 1 additional mark for achieving 90% or higher positive feedback.	4 marks
6. Awareness Material Distribution	- Sharing of educational materials with participants after the quiz.	- 2 marks for distributing awareness materials to all participants.	2 marks

Total Maximum Marks: 20

05

PARTICIPATION IN QUIZ (2 HOURS)



1. Encourage More Students to Participate

- Promotion and Outreach:
- Use posters, social media, and announcements in classrooms to promote the quiz.
- Highlight the importance of drug awareness and how the quiz can help students make informed decisions.
- Collaborate with student leaders, clubs, and organizations to spread the word and encourage their peers to join.

2. Ensure Student Involvement

- **Pre-Quiz Awareness Session:**
 - Organize a short awareness session or presentation before the quiz to provide students with foundational knowledge about drug-related issues.
- **Encourage Active Participation:**
 - Motivate students to ask questions, share their thoughts, and discuss answers during the quiz or related activities.
 - Use interactive tools (e.g., live polls or quizzes) if the event is conducted online.

3. Enhance Knowledge Through Participation

- **Post-Quiz Discussion:**
 - Conduct a discussion session after the quiz to clarify answers, provide additional insights, and address any misconceptions.

- **Feedback and Reflection:**

- Collect feedback from participants to understand their learning experience and key takeaways.
- Encourage students to reflect on how the quiz has impacted their understanding of drug-related issues.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of students who registered and participated in the quiz.	Achieve at least 80% of the expected registrations.
Diversity of Participants	Measures representation from different classes, departments, or backgrounds.	Ensure participation from at least 3-5 different groups or departments.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the quiz.	At least 85% of participants submit feedback.
Satisfaction Rate	Measures overall satisfaction with the quiz through feedback forms.	85% of participants rate the quiz as "Good" or "Excellent."
Top Performer Recognition	Tracks the number of participants / Teams who score above a certain threshold (e.g., 80%).	At least 10% of participants/ Team score above 80%.



Scoring Matrix for Drug Awareness Quiz Participation

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of students who registered and participated in the quiz.	- 3 marks for achieving 80% of the expected registrations. - 1 additional mark for exceeding 90% participation.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Feedback Submission Rate	- Percentage of participants who submit feedback after the quiz.	- 3 marks for achieving 85% feedback submission. - 1 additional mark for achieving 100% feedback submission.	4 marks
4. Satisfaction Rate	- Overall satisfaction with the quiz based on feedback forms.	- 3 marks for achieving 85% positive feedback. - 1 additional mark for achieving 90% or higher positive feedback.	4 marks
5. Top Performer Recognition	- Percentage of participants/teams scoring above 80%.	- 2 marks for achieving 10% of participants/teams scoring above 80%. - 1 additional mark for exceeding 20%.	3 marks
6. Post-Quiz Discussion and Reflection	- Conducting a discussion session and collecting reflections from participants.	- 2 marks for conducting a meaningful post-quiz discussion.	2 marks

Total Maximum Marks: 20

06 POSTER MAKING (2 HOURS)

1. Objective of the Activity

- To create visually impactful posters that raise awareness about the harmful effects of drugs, prevention strategies, and the importance of a drug-free lifestyle.
- To encourage students to express their creativity and understanding of drug-related issues through art.

2. Duration

- The total duration of the activity is **2 hours**, which includes time for brainstorming, designing, and finalizing the posters.

3. Participation Guidelines

- The activity is open to all students, regardless of their artistic skills.
- Students can participate individually or in teams (if team participation is allowed).
- Ensure participants register in advance to manage logistics effectively.

4. Theme and Content

- Provide a clear theme for the posters, such as:
 - "Say No to Drugs"
 - "Drug-Free is the Way to Be"
 - "Awareness is the First Step to Prevention"
- Encourage participants to include facts, slogans, or visuals that align with the theme.
- Ensure the content is original and does not promote any negative or harmful messages.

5. Materials and Resources

- Allow students to bring their own materials
- For digital posters, ensure participants have access to the necessary tools or software.

6. Judging Criteria

- Posters will be evaluated based on the following criteria:
 - Creativity and originality
 - Relevance to the theme



- Clarity of the message
- Visual appeal and presentation
- Appoint a panel of judges, including faculty members or experts, to evaluate the posters.

1. Recognition and Display

- Display the best posters in prominent areas of the campus or on social media platforms to spread awareness.
- Offer certificates or prizes to top performers to encourage participation.
- Recognize all participants with participation certificates to promote inclusivity.

2. Feedback and Reflection

- Collect feedback from participants to understand their experience and suggestions for improvement.
- Encourage participants to share their key takeaways from the activity.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of students who registered and participated in the activity.	Achieve at least 80% of the expected registrations.
Diversity of Participants	Measures representation from different classes.	Ensure participation from at least 3-5 different groups or classes.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the activity.	At least 85% of participants submit feedback.
Recognition and Display	Tracks the number of posters displayed on campus or shared on social media.	At least 10 posters are displayed or shared publicly.
Satisfaction Rate	Measures overall satisfaction with the activity through feedback forms.	85% of participants rate the activity as "Good" or "Excellent."

Programme Schedule (2 Hours)

Time	Activity
0:00 - 0:15	Introduction and briefing about the activity, theme, and judging criteria.
0:15 - 1:45	Poster making by participants (individual or team-based).
1:45 - 2:00	Submission of posters and short presentations (optional).

Scoring Matrix for Poster Making Activity

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of students who registered and participated in the activity.	- 3 marks for achieving 80% of the expected registrations. - 1 additional mark for exceeding 90% participation.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Creativity and Originality	- Posters demonstrate unique and creative ideas.	- 1-5 marks based on the creativity and originality of the poster (evaluated by judges).	5 marks
4. Relevance to Theme	- Posters align with the given theme and effectively convey the message.	- 1-3 marks based on how well the poster reflects the theme.	3 marks
5. Visual Appeal and Presentation	- Posters are visually engaging, well-organized, and aesthetically pleasing.	- 1-3 marks based on the overall visual appeal and presentation.	3 marks
6. Feedback Submission Rate	- Percentage of participants who submit feedback after the activity.	- 2 marks for achieving 85% feedback submission.	2 marks

Total Maximum Marks: 20

07

SLOGAN WRITING (2 HOURS)

1. Objective of the Activity

- To create short, impactful slogans that raise awareness about the harmful effects of drugs and promote a drug-free lifestyle.
- To encourage students to think critically and creatively about drug-related issues.

2. Duration

- The total duration of the activity is **2 hours**, which includes brainstorming, creating, and finalizing the slogans.

3. Participation Guidelines

- The activity is open to all students, regardless of their writing skills.
- Students can participate individually or in teams (if team participation is allowed).
- Ensure participants register in advance to manage logistics effectively.

4. Theme and Content

- Provide a clear theme for the slogans, such as:
 - “Say No to Drugs”
 - “Choose Life, Not Drugs”
 - “Be Strong, Stay Drug-Free”
- Encourage participants to create original slogans that are concise, impactful, and relevant to the theme.
- Ensure the slogans are free from offensive or inappropriate language.

5. Materials and Resources

- Provide participants with paper, markers, or other materials for writing their slogans.
- Allow participants to use digital tools if they prefer to create their slogans electronically.

6. Judging Criteria

- Slogans will be evaluated based on the following criteria:
 - Creativity and originality
 - Relevance to the theme
 - Clarity and impact of the message
 - Brevity (short and concise slogans are preferred)



- Appoint a panel of judges, including faculty members or experts, to evaluate the slogans.

7. Recognition and Display

- Display the best slogans in prominent areas of the campus or on social media platforms to spread awareness.
- Offer certificates or prizes to top performers to encourage participation.
- Recognize all participants with participation certificates to promote inclusivity.



8. Feedback and Reflection

- Collect feedback from participants to understand their experience and suggestions for improvement.
- Encourage participants to share their key takeaways from the activity.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of students who registered and participated in the activity.	Achieve at least 80% of the expected registrations.
Diversity of Participants	Measures representation from different classes.	Ensure participation from at least 3-5 different groups or classes.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the activity.	At least 85% of participants submit feedback.
Recognition and Display	Tracks the number of slogans displayed on campus or shared on social media.	At least 10 slogans are displayed or shared publicly.
Satisfaction Rate	Measures overall satisfaction with the activity through feedback forms.	85% of participants rate the activity as "Good" or "Excellent."

Programme Schedule (2 Hours)

Time	Activity
0:00 - 0:15	Introduction and briefing about the activity, theme, and judging criteria.
0:15 - 1:45	Slogan creation by participants (individual or team-based).
1:45 - 2:00	Submission of slogans and short presentations (optional).

Scoring Matrix for Slogan Making Activity

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of students who registered and participated in the activity.	- 3 marks for achieving 80% of the expected registrations. - 1 additional mark for exceeding 90% participation.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Creativity and Originality	- Slogans demonstrate unique and creative ideas.	- 1-5 marks based on the creativity and originality of the slogan (evaluated by judges).	5 marks
4. Relevance to Theme	- Slogans align with the given theme and effectively convey the message.	- 1-3 marks based on how well the slogan reflects the theme.	3 marks
5. Clarity and Impact	- Slogans are concise, clear, and impactful.	- 1-3 marks based on the clarity and impact of the slogan.	3 marks
6. Feedback Submission Rate	- Percentage of participants who submit feedback after the activity.	- 2 marks for achieving 85% feedback submission.	2 marks

Total Maximum Marks: 20

08 POSTING A SELFIE PICTURE (2 HOURS)

1. Objective of the Activity

- To promote drug awareness through a creative and interactive activity.
- To encourage students to share positive messages about staying drug-free on social media or designated platforms.
- To amplify the reach of the campaign by leveraging social media engagement.

2. Duration

- The total duration of the activity is **2 hours**, which includes taking selfies, writing captions, and posting them.

3. Participation Guidelines

- The activity is open to all students.
- Participants can take selfies individually or in groups.
- Ensure participants register in advance to manage logistics effectively.
- Participants must adhere to the theme and guidelines for posting.

4. Theme and Content

- Provide a clear theme for the selfies, such as:
 - “Say No to Drugs”
 - “Proud to Be Drug-Free”
 - “Together for a Drug-Free Future”
- Encourage participants to include a meaningful caption or message related to the theme.
- Ensure the content is positive, respectful, and free from offensive or inappropriate language.

5. Posting Guidelines

- Participants can post their selfies on social media platforms (e.g., Instagram, Facebook, Twitter) using a designated hashtag (e.g., #DrugFreeSelfie or #SayNoToDrugs).
- Ensure participants tag the event organizers or institution’s official social media accounts, if applicable.

6. Judging Criteria (Optional)

- If the activity includes a competition, selfies can be judged based on:
 - Creativity and originality
 - Relevance to the theme



- Impact of the caption or message
- Engagement (e.g., likes, shares, or comments on social media)
- Appoint a panel of judges or use social media metrics to evaluate the entries.

7. Recognition and Display

- Highlight the best selfies on campus notice boards, social media pages, or during the event.
- Offer certificates, prizes, or recognition to participants with the most impactful selfies.
- Recognize all participants with participation certificates to promote inclusivity.

8. Feedback and Reflection

- Collect feedback from participants to understand their experience and suggestions for improvement.
- Encourage participants to share their key takeaways from the activity.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of students who registered and participated in the activity.	Achieve at least 80% of the expected registrations.
Diversity of Participants	Measures representation from different classes.	Ensure participation from at least 3-5 different groups or classes.
Social Media Engagement	Tracks the number of likes, shares, or comments on selfies posted on social media.	Achieve at least 100 engagements (likes, shares, or comments) collectively.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the activity.	At least 85% of participants submit feedback.
Recognition and Display	Tracks the number of selfies highlighted on campus or shared on official platforms.	At least 10 selfies are displayed or shared publicly.
Satisfaction Rate	Measures overall satisfaction with the activity through feedback forms.	85% of participants rate the activity as "Good" or "Excellent."

Programme Schedule (2 Hours)

Time	Activity
0:00 - 0:15	Introduction and briefing about the activity, theme, and posting guidelines.
0:15 - 1:30	Participants take selfies, write captions, and post them on social media or submit them.
1:30 - 2:00	Review of submissions, optional judging, and recognition of participants.

Scoring Matrix for Selfie Posting Activity

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of students who registered and participated in the activity.	- 3 marks for achieving 80% of the expected registrations. - 1 additional mark for exceeding 90% participation.	4 marks
2. Diversity of Participants	- Representation from different classes, departments, or backgrounds.	- 2 marks for representation from 3 groups. - 1 additional mark for representation from 5 or more groups.	3 marks
3. Creativity and Originality	- Selfies and captions demonstrate unique and creative ideas.	- 1-5 marks based on the creativity and originality of the selfie and caption (evaluated by judges).	5 marks
4. Relevance to Theme	- Selfies and captions align with the given theme and effectively convey the message.	- 1-3 marks based on how well the selfie and caption reflect the theme.	3 marks
5. Social Media Engagement	- Total number of likes, shares, or comments on selfies posted on social media.	- 2 marks for achieving 100 engagements collectively. - 1 additional mark for exceeding 150 engagements.	3 marks
6. Feedback Submission Rate	- Percentage of participants who submit feedback after the activity.	- 2 marks for achieving 85% feedback submission.	2 marks

Total Maximum Marks: 20

09 “எனக்கு வேண்டாம்” (ENAKKUVENDAM) MESSAGES IN SOCIAL MEDIA (2 HOURS)

Objective:

To spread awareness about the dangers of drug abuse through visually engaging and impactful content of “எனக்கு வேண்டாம்” Messages

How to Do It:

4. Create Informative Posters:

- Design posters that are visually appealing and easy to understand.
- Include:
 - **Facts:** Highlight the harmful effects of drug abuse on health, relationships, and career.
 - **Statistics:** Use credible data to emphasize the severity of the issue.
 - **Slogans:** Add catchy and motivational phrases to grab attention.

5. Share Through Various Platforms (Examples):

- **Social Media Platforms:** Share the content on Instagram, Facebook, Twitter, and other platforms to engage a larger audience.
- **School Noticeboards:** Display printed posters in high-visibility areas like noticeboards, and common rooms.

6. Encourage Peer Participation:

- Motivate students to create their own posters or messages.
- Share these student-created materials within their personal networks to amplify the message.

Participation Guidelines:

3. Sharing Targets:

- Each School must share a **minimum of 120 messages/posters** during the programme.
- Sharing time is estimated at **1 message/poster per minute**.

4. Engagement Metrics:

- **Likes and shares** on social media platforms will be accounted for and converted into marks or points to encourage active participation and engagement.



Tips for Effective Posters:

- Use **bold colors** and **clear fonts** to make the message stand out.
- Add **relevant images or graphics** to make the content visually engaging.
- Keep the message **short and impactful** for better retention.

Key Points to Remember:

- Ensure the content is **positive and motivational**, avoiding fear-based messaging.
- Use **credible sources** for facts and statistics to maintain authenticity.
- Promote a **supportive and non-judgmental tone** to encourage open conversations about drug abuse prevention.

KPI	Description	Target/Measurement
Number of Volunteers	Total number of participants in the programme.	Maximum of 100 volunteers per School.
Messages/Posters Shared	Total number of messages/posters shared by all teams/individuals.	Minimum of 120 messages/posters per team/individual.
Social Media Engagement	Total likes, received on shared content.	Engagement metrics to be tracked and converted into marks/points.
	Total shares, received on shared content.	
Reach of Messages/Posters	A number of people reached through shared messages/posters.	Measured by the number of views, shares, and group members in WhatsApp/social media.
Completion Rate	Percentage of teams/individuals meeting the target of 120 messages/posters.	Target: 100% of teams/individuals completing the task.

Scoring Matrix for “எனக்கு வேண்டாம்” Messages Activity

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Messages/Posters Shared	- Total number of messages/posters shared by the team/individual.	- 3 marks for achieving the target of 120 messages/posters. - 1 additional mark for exceeding 150 messages/posters.	4 marks
2. Social Media Engagement	- Total likes and shares received on shared content.	- 2 marks for achieving 100+ likes and shares collectively. - 1 additional mark for exceeding 200 likes and shares.	3 marks
3. Reach of Messages/Posters	- Number of people reached through views, shares, and group members.	- 1 mark for reaching 500+ people. - 1 additional mark for reaching 1,000+ people.	2 marks
4. Completion Rate	- Percentage of teams/individuals meeting the target of 120 messages/posters.	- 1 mark for 100% of teams/individuals completing the target.	1 mark

Total Maximum Marks: 10

10 WEB ORIENTATION BY EXPERTS ON DRUG PREVENTION (2 HOURS)

1. Objective of the Orientation

- To raise awareness about the harmful effects of drug abuse.
- To educate participants on prevention strategies and available support systems.
- To inspire participants to adopt and promote a drug-free lifestyle.
- To provide a platform for participants to interact with experts and ask questions.

2. Duration

- The session should last **1.5 to 2 hours**, including time for expert presentations, Q&A, and feedback.

3. Selection of Experts

- Invite experts such as:
 - Medical professionals (e.g., addiction specialists, psychologists).
 - Law enforcement officials (e.g., narcotics officers).
 - Social workers or counsellors specializing in drug prevention.
 - Individuals with lived experiences (e.g., recovering addicts or advocates).
- Ensure the expert has experience in public speaking and engaging with diverse audiences.

4. Pre-Session Preparation

- Share the session agenda, objectives, and participant profiles with the expert in advance.
- Provide the expert with access to the platform (e.g., Zoom, Microsoft Teams) and conduct a technical check.
- Prepare a list of key topics to be covered, such as:
 - Types of drugs and their effects.
 - Warning signs of drug abuse.
 - Prevention strategies and coping mechanisms.
 - Support systems and resources for help.



5. Participant Guidelines

- Encourage participants to register in advance to manage logistics.
- Share session details (e.g., date, time, platform link) and any pre-reading materials.
- Request participants to prepare questions or topics they would like the expert to address.
- Ensure participants maintain professional etiquette during the session (e.g., muting microphones when not speaking).

6. Session Structure

- **Introduction (10-15 minutes):** Welcome participants, introduce the expert, and outline the session objectives.
- **Expert Presentation (45-60 minutes):** The expert delivers their presentation, including real-world examples, case studies, and prevention strategies.
- **Q&A Session (20-30 minutes):** Participants ask questions, and the expert provides answers or clarifications.
- **Feedback and Closing (10-15 minutes):** Collect feedback from participants and summarize key takeaways.

7. Engagement Strategies

- Use interactive tools like polls, quizzes, or breakout rooms to keep participants engaged.
- Encourage participants to share their thoughts or experiences via chat or live audio.
- Include real-life case studies or success stories to make the session relatable.



8. Post-Session Follow-Up

- Share session recordings, presentation slides, or additional resources with participants.
- Provide a summary of key points discussed during the session.
- Share contact information for support services (e.g., helplines, counseling centers).
- Collect feedback from participants and the expert to improve future sessions.

9. Recognition

- Acknowledge the expert's contribution with a certificate or token of appreciation.
- Recognize active participants with certificates or shoutouts during the session.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Participants	Tracks the total number of participants who registered and attended the session.	Achieve at least 80% attendance of registered participants.
Participant Satisfaction	Measures overall satisfaction with the session through feedback forms.	85% of participants rate the session as "Good" or "Excellent."
Q&A Participation Rate	Measures the percentage of participants who ask questions or interact during the Q&A session.	At least 50% of participants ask questions or interact.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the session.	At least 70% of participants submit feedback.
Expert Feedback	Measures the expert's satisfaction with the session organization and participant engagement.	90% of experts rate the session organization as "Good" or "Excellent."

Programme Schedule (2 Hours)

Time	Activity
0:00 - 0:10	Welcome, introduction of the expert, and briefing on session objectives.
0:10 - 1:00	Expert presentation with interactive elements (e.g., polls, case studies).
1:00 - 1:30	Q&A session where participants ask questions and the expert provides answers.
1:30 - 1:45	Feedback collection and closing remarks.
1:45 - 2:00	Optional networking or informal discussion (if time permits).

Suggested Topics for Drug Prevention Web Orientation

- 1. Understanding Drug Abuse:** Types of drugs, their effects, and the risks involved.
- 2. Warning Signs:** How to identify drug abuse in oneself or others.
- 3. Prevention Strategies:** Coping mechanisms, peer pressure management, and healthy alternatives.
- 4. Support Systems:** Helplines, counseling services, and rehabilitation programmes.
- 5. Legal Consequences:** Laws and penalties related to drug use and trafficking.
- 6. Success Stories:** Real-life examples of individuals who overcame addiction.

Scoring Matrix for Web Orientation by Experts on Drug Prevention

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Participants	- Total number of participants who registered and attended the session.	- 3 marks for achieving 80% attendance of registered participants. - 1 additional mark for exceeding 90% attendance.	4 marks
2. Participant Satisfaction	- Overall satisfaction with the session based on feedback forms.	- 3 marks for achieving 85% positive feedback. - 1 additional mark for achieving 90% or higher positive feedback.	4 marks
3. Q&A Participation Rate	- Percentage of participants who ask questions or interact during the Q&A session.	- 2 marks for achieving 50% participation. - 1 additional mark for exceeding 70% participation.	3 marks
4. Feedback Submission Rate	- Percentage of participants who submit feedback after the session.	- 2 marks for achieving 70% feedback submission. - 1 additional mark for achieving 90% feedback submission.	3 marks
5. Expert Feedback	- Expert's satisfaction with the session organization and participant engagement.	- 2 marks for achieving 90% positive feedback from the expert. - 1 additional mark for exceeding 95%.	3 marks
6. Engagement Strategies	- Use of interactive tools (e.g., polls, quizzes) and participant engagement during the session.	- 1-2 marks based on the quality and effectiveness of engagement strategies used.	3 marks

Total Maximum Marks: 20

11 FAMILIARIZING #எனக்கு வேண்டாம் #ENAKKUVENDAM HASHTAG

The **#EnakkuVendam** hashtag campaign (translated as “I Don’t Want It”) is a creative and impactful way to promote drug prevention and raise awareness about the dangers of drug abuse. Familiarizing participants with the hashtag ensures that the campaign gains traction reaches a wider audience, and effectively communicates its message.

1. Objective of the Campaign

- To promote the **#Enakkuvendam** hashtag as a symbol of drug prevention and awareness.
- To encourage participants to use the hashtag in their social media posts, spreading the message of a drug-free lifestyle.
- To create a sense of community and collective action against drug abuse.

2. Target Audience

- Students, youth, educators, parents, and the general public.
- Social media users across platforms like Instagram, Facebook, Twitter, and YouTube.

3. Campaign Launch and Awareness

- **Introduction:** Begin by explaining the meaning and purpose of the hashtag during events, seminars, or online sessions.
- **Visual Branding:** Create posters, banners, and digital content (e.g., infographics, videos) featuring the hashtag.
- **Social Media Posts:** Share posts from official accounts using the hashtag and encourage participants to do the same.
- **Influencer/Expert Involvement:** Collaborate with influencers, educators, or experts to promote the hashtag and its message.

4. Participant Guidelines

- Encourage participants to create and share posts using the hashtag **#Enakkuvendam** on their social media accounts.
- Posts can include:
 - Selfies or group photos with anti-drug messages.
 - Creative content like posters, slogans, or short videos.
 - Personal pledges or stories about staying drug-free.
- Ensure posts are respectful, positive, and align with the campaign’s objectives.
- Tag the official campaign account (if applicable) and use other related hashtags (e.g., #SayNoToDrugs, #DrugFreeLife).

5. Content Creation and Sharing

- Provide participants with templates, slogans, or ideas to help them create impactful posts.
- Organize contests or challenges to encourage creativity and participation (e.g., “Best #EnakkuVendam Post”).
- Share the most impactful posts on official accounts to motivate others.

6. Engagement Strategies

- Encourage participants to comment, like, and share posts using the hashtag to amplify its reach.
- Create a sense of community by responding to posts and acknowledging participants’ efforts.

7. Recognition and Rewards

- Recognize participants with the most creative or impactful posts by featuring them on official pages or awarding certificates.
- Offer small prizes or shoutouts to participants who generate significant engagement (e.g., most likes, shares, or comments).

8. Feedback and Reflection

- Collect feedback from participants to understand their experience and suggestions for improvement.
- Reflect on the campaign’s impact and share the results with participants to encourage continued involvement.

Key Performance Indicators (KPIs)

KPI	Discussion	Target
Number of Posts	Tracks the total number of social media posts using the hashtag #EnakkuVendam .	At least 100 posts created by participants.
Hashtag Reach	Measures the total number of people who see posts with the hashtag.	Reach at least 10,000 people across platforms.
Engagement Rate	Tracks the number of likes, shares, and comments on posts using the hashtag.	Achieve an average engagement rate of 10-15%.
Participant Involvement	Measures the number of participants who actively create and share posts.	At least 80% of registered participants create posts.
Influencer/Expert Posts	Tracks the number of posts shared by influencers or experts promoting the hashtag.	At least 5 posts from influencers or experts.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback on the campaign.	At least 70% of participants submit feedback.
Sustained Engagement	Tracks the number of posts using the hashtag after the campaign ends.	At least 20 posts within 1 month post-campaign.

Programme Schedule for Familiarizing the Hashtag

Time	Activity
0:00 - 0:10	Introduction to the hashtag and its purpose.
0:10 - 0:30	Sharing examples of posts using the hashtag and explaining posting guidelines.
0:30 - 1:00	Interactive session: Participants brainstorm ideas for posts.
1:00 - 1:30	Participants create and share their posts using the hashtag.
1:30 - 1:45	Recognition of impactful posts and feedback collection.
1:45 - 2:00	Closing remarks and encouragement for continued use of the hashtag.

Suggested Content for the #EnakkuVendam Campaign

1. Post Ideas:

- Selfies with anti-drug slogans (e.g., "I Choose Life, #EnakkuVendam").
- Short videos explaining why participants say no to drugs.
- Creative posters or artwork promoting a drug-free lifestyle.
- Personal pledges or commitments to stay drug-free.

2. Hashtag Variations:

- Combine **#EnakkuVendam** with other hashtags like:
 - #SayNoToDrugs
 - #DrugFreeLife
 - #HealthyChoices
 - #TogetherWeCan

3. Visual Content:

- Provide participants with pre-designed templates or graphics featuring the hashtag.
- Share motivational quotes or statistics about the benefits of staying drug-free.

Scoring Matrix for #EnakkuVendam Hashtag Campaign

Category	Criteria	Marks Allocation	Maximum Marks
1. Number of Posts	- Total number of social media posts using the hashtag #EnakkuVendam.	- 2 marks for achieving 100 posts. - 1 additional mark for exceeding 150 posts.	3 marks
2. Hashtag Reach	- Total number of people who see posts with the hashtag.	- 2 marks for reaching 10,000 people. - 1 additional mark for exceeding 15,000 people.	3 marks
3. Engagement Rate	- Number of likes, shares, and comments on posts using the hashtag.	- 1 mark for achieving an average engagement rate of 10%. - 1 additional mark for exceeding 15%.	2 marks
4. Participant Involvement	- Percentage of registered participants who actively create and share posts.	- 1 mark for achieving 80% participant involvement.	1 mark
5. Feedback Submission Rate	- Percentage of participants who submit feedback on the campaign.	- 1 mark for achieving 70% feedback submission.	1 mark

Total Maximum Marks: 10



Volunteering Programme Offline Activities

01 DRUG AWARENESS AMONG FRIENDS (3 HOURS)



Objective:

To create a safe and interactive environment where friends can discuss the harmful effects of drug abuse, share knowledge and encourage each other to adopt a drug-free lifestyle.

1. How to Conduct the Activity:

1. Preparation Phase (30 Minutes)

- **Form Groups:**
 - Divide participants into small groups of 5-10 friends.
 - Ensure diversity in groups to encourage different perspectives.
- **Choose a Comfortable Venue:**
 - Select a quiet and informal setting such as a classroom, common room, or outdoor space.
- **Prepare Materials:**
 - Pamphlets, posters or fact sheets on drug abuse prevention.
 - Role-play scripts or scenarios for interactive activities.
 - A whiteboard or flip chart for brainstorming sessions.
- **Assign a Facilitator:**
 - Nominate a group leader or facilitator to guide the discussion and ensure active participation.

2. Activity Execution (2 Hours)

Step 1: Icebreaker and Introduction (15 Minutes)

- Start with a fun icebreaker activity to make participants comfortable.
- Introduce the purpose of the session:
 - Discuss the importance of drug awareness.
 - Highlight the role of peer support in preventing drug abuse.



Step 2: Group Discussion (45 Minutes)

- **Topics to Discuss:**
 - The harmful effects of drug abuse on health, relationships and career.
 - How to identify and resist peer pressure.
 - The importance of a drug-free lifestyle.
 - **Coping strategies:** Group members can share their strategies they adopt to stay free from consuming substances
- **Interactive Techniques:**
 - **Story Sharing:** Encourage participants to share personal stories or experiences related to drug prevention.
 - **Brainstorming:** Ask participants to list reasons why people start using drugs and ways to avoid them.
 - **Role-Playing:** Practice scenarios where participants learn to say “no” to drugs in a confident and respectful manner.

Step 3: Awareness Activities (45 Minutes)

- **Quiz or Trivia:**
 - Conduct a short quiz on drug-related facts to test and improve knowledge.
- **Poster Creation:**
 - Ask participants to create posters with anti-drug slogans and messages.
- **Pledge Activity:**
 - Make participants write personal pledges to stay drug-free and share them with the group.

Step 4: Open Forum and Q&A (15 Minutes)

- Allow participants to ask questions or share their thoughts.
- Discuss available resources for drug prevention and support (e.g., helplines, counselling centres).

3. Feedback and Closing (30 Minutes)

- **Feedback Collection:**
 - Distribute feedback forms to participants to gather their thoughts on the session.
- **Key Takeaways:**
 - Summarize the main points discussed during the activity.
- **Recognition:**
 - Acknowledge active participants with small tokens of appreciation (e.g., certificates or badges).
- **Group Photo:**
 - Take a group photo to commemorate the event and promote the activity.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of friends involved in the activity.	At least 10 participants per group.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the activity.	At least 85% of participants submit feedback.
Awareness Impact	Assesses participants' understanding of drug abuse prevention topics.	70% of participants demonstrate improved awareness through quizzes or discussions.
Number of Groups Formed	Tracks the number of peer groups created for the activity.	Minimum of 3 groups formed.
Resources Distributed	Tracks the number of pamphlets, posters or materials shared during the activity.	At least 20 resources distributed per group.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Preparation: Group formation, venue setup and material distribution.
0:30 - 0:45	Icebreaker and introduction to the activity.
0:45 - 1:30	Group discussion on drug awareness topics.
1:30 - 2:15	Awareness activities (quiz, poster creation or pledge writing).
2:15 - 2:30	Open forum for Q&A and sharing of thoughts.
2:30 - 3:00	Feedback collection, key takeaways and closing remarks.

Tips for Success:

1. Create a Safe Space:

- Ensure the environment is non-judgmental and supportive to encourage open discussions.

2. Use Visual Aids:

- Incorporate posters, videos or infographics to make the session more engaging.

3. Encourage Peer Leadership:

- Allow participants to take turns leading discussions or activities to build confidence.

4. Promote Follow-Up:

- Encourage participants to continue discussions and share what they learned with others.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Participation	Number of participants per group.	10 participants per group: 5 points 8-9 participants per group: 3 points 7 participants: 1 point	5
Engagement	Percentage of participants submitting feedback.	85% feedback submission: 5 points 71-84% feedback submission: 3 points 70% feedback submission: 1 point	5
Awareness Impact	Percentage of participants demonstrating improved awareness (via quiz or discussion).	70% participants show improved awareness: 5 points 51-69% participants: 3 points 50% participants: 1 point	5
Resources Distributed	Number of resources (pamphlets, posters, etc.) distributed per group.	20 resources per group: 5 points 16-19 resources per group: 3 points 15 resources per group: 1 point	5

Total Maximum Points: 20

02 ORGANIZING SEMINARS (5 HOURS)



Objective:

To educate participants about the harmful effects of drug abuse, prevention strategies, and the importance of a drug-free lifestyle through expert-led seminars.

1. How to Organize the Seminar:

1. Planning Phase (1 Hour)

- **Form a Team:**

- Assign roles to a maximum of 8 volunteers:
 - **Coordinator:** Oversees the entire process.
 - **Speaker Liaison:** Contacts and coordinates with resource persons.
 - **Logistics Manager:** Manages venue, seating and equipment such as audio-visual aids
 - **Promotion Lead:** Promotes the seminar through Circular, posters, social media, and announcements.
 - **Engagement Lead:** Prepares interactive tools like polls, Q&A and feedback forms.

- **Select a Topic:**

- Choose relevant and impactful topics such as:
 - The harmful effects of drug abuse on health, relationships, and career.
 - Strategies to resist peer pressure.
 - Support systems and resources for drug prevention (Help line, websites).

- **Invite Experts:**

- Identify and invite resource persons such as:
 - Psychologists to discuss the psychological effects of drug abuse.
 - Doctors to explain the physical health impacts.
 - Former addicts to share real-life experiences and inspire participants.
 - Police Personal or lawyer to get an insight on the enforcement.

2. Promotion and Registration (1 Hour)

- **Promote the Seminar:**

- Use posters, social media and WhatsApp groups to invite participants.
- Display posters in high-visibility areas like noticeboards, cafeterias/lunch hall and common rooms.

- **Registration:**

- Use online tools like Google Forms or offline sign-up sheets to manage registrations.
- Ensure that participants receive reminders about the seminar date, time and venue.

3. Seminar Execution (2.5 Hours)

- **Structure:**

- **Introduction (10-15 Minutes):**
 - Welcome participants and introduce the speakers.
 - Outline the objectives of the seminar.
- **Expert Presentations (30-45 Minutes Each):**
 - Resource persons present their topics with real-life examples and case studies.
 - Use visual aids like slides, videos or infographics to make the session engaging.
- **Interactive Activities (10-15 Minutes Each):**
 - Conduct live polls, quizzes or brainstorming sessions to engage participants.
 - Allow participants to share their thoughts or experiences.
- **Q&A Session (15-20 Minutes):**
 - Encourage participants to ask questions and clarify doubts.

4. Feedback and Closing (30 Minutes)

- **Feedback Collection:**
 - Distribute feedback forms or use online tools to gather participants' opinions.
 - Ask participants to share their key takeaways and suggestions for improvement.
- **Closing Remarks:**
 - Summarize the key points discussed during the seminar.
 - Thank the speakers and participants for their involvement.
- **Recognition:**
 - Provide certificates of participation to attendees and volunteers.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of attendees.	Minimum of 50 participants.
Diversity of Participants	Measures representation from different groups or departments.	Ensure participation from at least 3-5 different groups or departments.
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	50% of attendees actively participate in discussions or Q&A.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the seminar.	At least 85% of participants submit feedback.
Awareness Impact	Assesses participants' understanding of drug abuse prevention topics.	70% of participants demonstrate improved awareness through feedback or surveys.

Program Schedule (5 Hours)

Time	Activity
0:00 - 1:00	Planning and preparation (team formation, topic selection and promotion).
1:00 - 1:30	Registration and participant onboarding.
1:30 - 1:45	Introduction and welcome speech.
1:45 - 3:15	Expert presentations (30-45 minutes per speaker).
3:15 - 3:30	Break and informal networking.
3:30 - 4:00	Interactive activities (polls, quizzes or brainstorming).
4:00 - 4:30	Q&A session with the speakers.
4:30 - 5:00	Feedback collection, closing remarks and certificate distribution.

Tips for Success:

1. Choose Engaging Speakers:

- Select speakers who are relatable and can connect with the audience.

2. Use Visual Aids:

- Incorporate slides, videos or infographics to make the session more engaging.

3. Encourage Interaction:

- Use tools like live polls or quizzes to keep participants involved.

4. Promote Follow-Up:

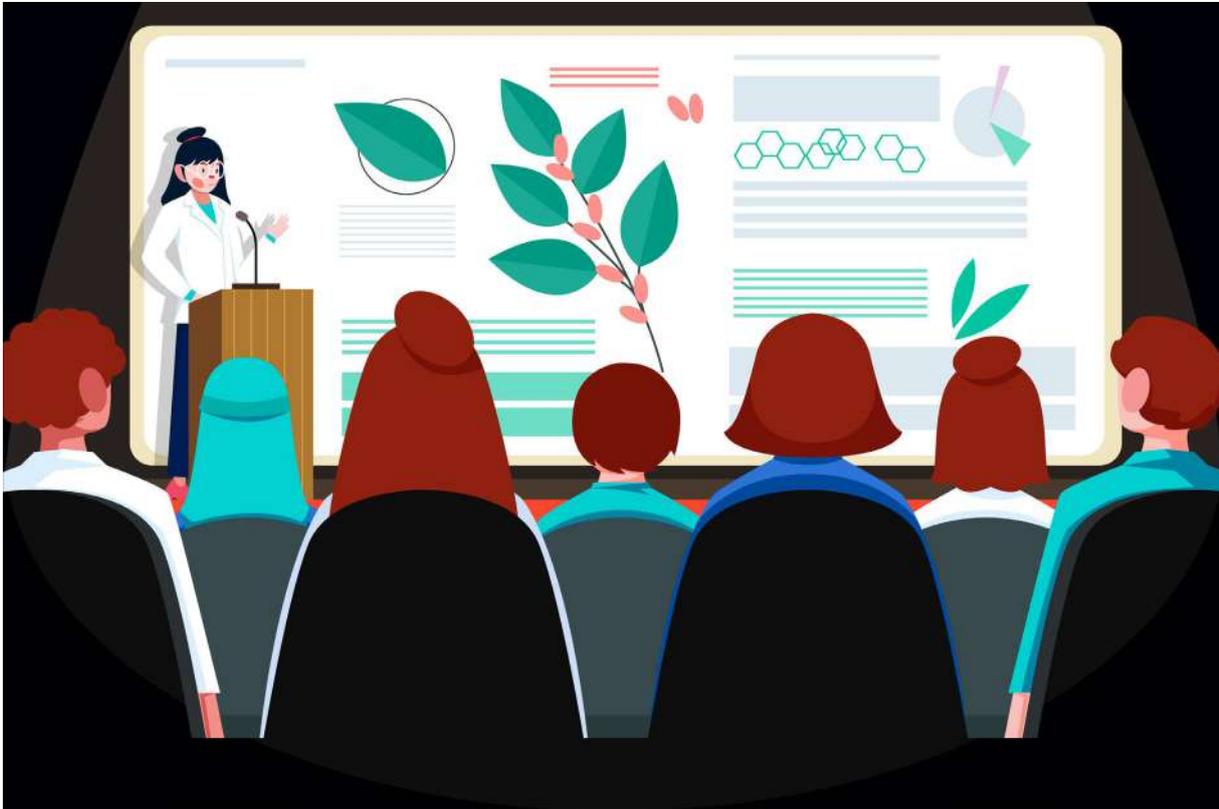
- Share seminar recordings, slides or additional resources with participants after the event.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Participants	Tracks the total number of attendees.	50 participants: 5 points 41-49 participants: 3 points 40 participants: 1 point	5
Diversity of Participants	Measures representation from different groups or Classes.	5 groups/Classes represented: 5 points 4 groups: 3 points 3 groups: 1 point	5
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	50% attendees actively participate: 5 points 31-49% participation: 3 points 30% participation: 1 point	5
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the seminar.	85% feedback submission: 5 points 71-84% feedback submission: 3 points 70% feedback submission: 1 point	5

Total Maximum Points: 20

03 PARTICIPATION IN SEMINARS (2 HOURS)



Objective:

To encourage active learning and engagement among students on drug prevention topics through participation in expert-led seminars.

1. How to Participate Effectively:

1. Pre-Seminar Preparation (15 Minutes)

- **Understand the Seminar Theme:**
 - Review the seminar topic and objectives shared by the organizers.
 - Familiarize yourself with basic concepts of drug abuse prevention to actively engage during the session.
- **Prepare Questions:**
 - Think of relevant questions or topics you would like the speaker to address.
- **Set Up for the Seminar:**
 - Arrive at the venue or log in to the online platform on time.
 - Ensure that you have a notebook or device for taking notes.

2. During the Seminar (1 Hour 30 Minutes)

Step 1: Be Attentive and Engaged

- **Listen Actively:**
 - Focus on the speaker's presentation and key points.
 - Take notes on important facts, strategies and resources shared.
- **Engage in Discussions:**
 - Participate in any group discussions or activities organized during the seminar.

Step 2: Ask Questions

- **Use the Q&A Session:**
 - Ask thoughtful and relevant questions to clarify doubts or gain deeper insights.
 - Ensure that your questions are concise and respectful.

Step 3: Share Opinions

- **Contribute to the Dialogue:**
 - Share your thoughts, experiences or perspectives on drug-related issues if invited.
 - Respect others' viewpoints to foster a constructive discussion.

3. Post-Seminar Activities (15 Minutes)

- **Submit Feedback:**
 - Fill out the feedback form provided by the organizers.
 - Highlight what you learned, how the seminar impacted your understanding and any suggestions for improvement.
 - Reflect on Key Takeaways:
 - Summarize the main points you learned and how you can apply them in your life or share them with others.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of students who registered and attended the seminar.	Achieve at least 80% of the expected attendance.
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	At least 50% of attendees actively participate in discussions or Q&A.
Diversity of Participants	Ensures representation from different groups or departments.	Participation from at least 3-5 different groups or departments.

KPI	Description	Target/Measurement
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the seminar.	At least 90% of attendees submit feedback.
Awareness Impact	Assesses participants' understanding of drug abuse prevention topics.	70% of participants demonstrate improved awareness through feedback or surveys.
Number of Questions Asked	Tracks the number of questions asked by participants during the Q&A session.	At least 10 questions were asked during the session.

Program Schedule (2 Hours)

Time	Activity
0:00 - 0:15	Pre-seminar preparation: Review the topic, prepare questions and set up.
0:15 - 1:45	Seminar session: Active listening, note-taking and participation in Q&A.
1:45 - 2:00	Post-seminar activities: Feedback submission and reflection on key takeaways.

Tips for Success:

1. Be Punctual:

- Arrive on time to avoid missing important parts of the seminar.

2. Stay Focused:

- Avoid distractions and actively engage with the content.

3. Ask Thoughtful Questions:

- Prepare questions in advance to make the most of the Q&A session.

4. Share Learnings:

- Discuss what you learned with peers to reinforce your understanding and spread awareness.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Attendance	Tracks the total number of students who registered and attended the seminar.	80% attendance: 5 points 61-79% attendance: 3 points 60% attendance: 1 point	5
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	50% attendees actively participate: 5 points 31-49% participation: 3 points 30% participation: 1 point	5
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the seminar.	90% feedback submission: 5 points 71-89% feedback submission: 3 points 70% feedback submission: 1 point	5
Number of Questions Asked	Tracks the number of questions asked by participants during the Q&A session.	10 questions asked: 5 points 6-9 questions asked: 3 points 5 questions asked: 1 point	5

Total Maximum Points: 20

04 ORGANIZING DRUG AWARENESS/ DRUG ABUSE ORIENTATION BY EXPERT (3 HOURS)



Objective:

To provide in-depth knowledge about drug abuse, its harmful effects, prevention strategies and available support systems through an expert-led orientation session.

1. How to Organize the Orientation:

1. Planning Phase (30 Minutes)

- **Form a Team:**

- Assign roles to a maximum of 8 volunteers:
 - **Coordinator:** Oversees the entire process.
 - **Speaker Liaison:** Contacts and coordinates with the expert.
 - **Logistics Manager:** Manages venue, seating and equipment.
 - **Promotion Lead:** Promotes the event through posters, social media and announcements.
 - **Engagement Lead:** Prepares interactive tools like Q&A, polls and feedback forms.

- **Select a Topic:**

- Choose relevant and impactful topics such as:
 - The psychological and physical effects of drug abuse.
 - Strategies to resist peer pressure.
 - Support systems and resources for drug prevention.

- **Invite an Expert:**

- Identify and invite a qualified expert such as:
 - A psychologist to discuss the mental health effects of drug abuse.
 - A doctor to explain the physical health impacts.
 - A social worker or counsellor to provide prevention strategies.
 - A former addict to share real-life experiences and inspire participants.

2. Promotion and Registration (30 Minutes)

- **Promote the Orientation:**

- Use posters, social media and WhatsApp groups to invite participants.
- Display posters in high-visibility areas like noticeboards, cafeterias and common rooms.

- **Registration:**

- Use online tools like Google Forms or offline sign-up sheets to manage registrations.
- Ensure that participants receive reminders about the orientation date, time and venue.

3. Orientation Execution (2 Hours)

Step 1: Introduction (10-15 Minutes)

- Welcome participants and introduce the expert.
- Outline the objectives of the session and the topics to be covered.

Step 2: Expert Presentation (45-60 Minutes)

- **Content:**

- Types of drugs and their effects on the body and mind.
- Warning signs of drug abuse.
- Strategies to resist peer pressure and avoid drug use.
- Available support systems and resources for help.

- **Interactive Elements:**

- Use visual aids like slides, videos or infographics to make the session engaging.

- Include real-life case studies or success stories to make the content relatable.

Step 3: Q&A Session (20-30 Minutes)

- Allow participants to ask questions and clarify doubts.
- Encourage open dialogue and respectful discussions.

4. Feedback and Closing (30 Minutes)

- **Feedback Collection:**
 - Distribute feedback forms or use online tools to gather participants’ opinions.
 - Ask participants to share their key takeaways and suggestions for improvement.
- **Closing Remarks:**
 - Summarize the key points discussed during the orientation.
 - Thank the expert and participants for their involvement.
- **Recognition:**
 - Provide certificates of participation to attendees and volunteers.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of attendees.	Minimum of 30 participants.
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	At least 50% of attendees actively participate in discussions or Q&A.
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the orientation.	At least 85% of participants submit feedback.
Expert Satisfaction Rate	Tracks the expert’s satisfaction with the event organization and engagement.	90% of experts rate the event as “Good” or “Excellent.”
Awareness Impact	Assesses participants’ understanding of drug abuse prevention topics.	70% of participants demonstrate improved awareness through feedback or surveys.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning and preparation (team formation, topic selection and promotion).
0:30 - 0:45	Registration and participant onboarding.
0:45 - 1:00	Introduction and welcome speech.
1:00 - 2:00	Expert presentation with interactive elements (e.g., case studies, videos).
2:00 - 2:30	Q&A session with the expert.
2:30 - 3:00	Feedback collection, closing remarks and certificate distribution.

Tips for Success:

1. Choose an Engaging Expert:

- Select an expert who can connect with the audience and deliver relatable content.

2. Use Visual Aids:

- Incorporate slides, videos or infographics to make the session more engaging.

3. Encourage Interaction:

- Use tools like live polls or quizzes to keep participants involved.

4. Promote Follow-Up:

- Share session recordings, slides or additional resources with participants after the event.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Participants	Tracks the total number of attendees.	30 participants: 5 points 21-29 participants: 3 points 20 participants: 1 point	5
Engagement Rate	Measures the level of active participation in discussions and Q&A sessions.	50% attendees actively participate: 5 points 31-49% participation: 3 points 30% participation: 1 point	5
Feedback Submission Rate	Tracks the percentage of participants who submit feedback after the orientation.	85% feedback submission: 5 points 71-84% feedback submission: 3 points 70% feedback submission: 1 point	5
Expert Satisfaction Rate	Tracks the expert's satisfaction with the event organization and engagement.	90% expert satisfaction: 5 points 71-89% satisfaction: 3 points 70% satisfaction: 1 point	5

Total Maximum Points: 20

05 DISTRIBUTION OF AWARENESS PAMPHLETS (3 HOURS)



Objective:

To spread awareness about drug abuse prevention by distributing informative pamphlets in high-visibility areas and engaging with the community to explain key messages.

1. How to Conduct the Activity:

1. Planning Phase (30 Minutes)

- **Form a Team:**
 - Assign roles to volunteers (maximum 8):
 - **Coordinator:** Oversees the activity and ensures smooth execution.
 - **Distribution Leads:** Responsible for handing out pamphlets and engaging with recipients.
 - **Logistics Manager:** Manages the pamphlets and ensures they are distributed evenly.
- **Design the Pamphlets:**
 - Include the following:
 - Facts and statistics about drug abuse.
 - Harmful effects of drugs on health, relationships and career.
 - Prevention strategies and helpline numbers.
 - Motivational slogans like "Say No to Drugs" or "Choose Life, Not Drugs."
 - Use bold colors, clear fonts and visuals to make the pamphlets attractive and easy to read.

- **Identify Target Locations:**
 - Select high-visibility areas such as:
 - School campuses.
 - Cafeterias or common rooms.
 - Public parks or bus stops.
 - Nearby markets or community centers.

2. Execution Phase (2 Hours)

Step 1: Set Up Distribution Points

- Choose strategic spots where there is high foot traffic.
- Set up a small table or banner to attract attention, if possible.

Step 2: Distribute Pamphlets

- Approach individuals politely and give them a pamphlet.
- Briefly explain the key message of the pamphlet (e.g., "This pamphlet contains important information about drug abuse prevention. Please take a moment to read it.").
- Encourage recipients to share the pamphlet with others.

Step 3: Engage with the Audience

- Answer any questions they may have about the content.
- Share additional resources, such as helpline numbers or websites for more information.
- Use motivational phrases to inspire action, such as "Together, we can create a drug-free community."

3. Feedback and Closing (30 Minutes)

- **Collect Feedback:**
 - Ask recipients for their thoughts on the pamphlet and its content.
 - Use a simple survey or verbal feedback to assess the impact.
- **Debrief with Volunteers:**
 - Discuss what went well and areas for improvement.
 - Record the number of pamphlets distributed and any notable interactions.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Pamphlets Distributed	Tracks the total number of pamphlets handed out.	At least 200 pamphlets were distributed.
Engagement Rate	Measures the number of people who engaged in discussions about the pamphlet.	50% of recipients engage in brief discussions.
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 8 volunteers actively participate.
Feedback Collection Rate	Tracks the percentage of recipients who provide feedback.	At least 30% of recipients provide feedback.
Awareness Impact	Assesses the effectiveness of the pamphlet in raising awareness.	70% of recipients report improved understanding of drug abuse prevention topics.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning: Team formation, pamphlet preparation and location selection.
0:30 - 2:30	Distribution: Handing out pamphlets and engaging with the audience.
2:30 - 3:00	Feedback collection and debriefing with volunteers.

Tips for Success:

1. Be Approachable:

- Smile and maintain a friendly demeanor while interacting with people.

2. Use Visual Aids:

- Carry a banner or wear T-shirts with anti-drug slogans to attract attention.

3. Track Distribution:

- Keep a count of the pamphlets distributed to measure the reach of the activity.

4. Follow Up:

- Encourage recipients to share the pamphlet with friends and family to amplify the message.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Pamphlets Distributed	Tracks the total number of pamphlets handed out.	200 pamphlets distributed: 5 points 151-199 pamphlets: 3 points 150 pamphlets: 1 point	5
Engagement Rate	Measures the number of people who engaged in discussions about the pamphlet.	50% recipients engaged: 5 points 31-49% recipients engaged: 3 points 30% recipients engaged: 1 point	5
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 8 volunteers actively participated: 5 points 7 volunteers participated: 3 points 6 volunteers participated: 1 point	5
Feedback Collection Rate	Tracks the percentage of recipients who provide feedback.	30% recipients provided feedback: 5 points 21-29% feedback: 3 points 20% feedback: 1 point	5

Total Maximum Points: 20

06 ORGANIZING HUMAN CHAIN (3 HOURS)



Objective:

To raise awareness about drug abuse [specific cause, e.g., drug abuse prevention, environmental conservation, etc.] by organizing a human chain in a high-visibility area, symbolizing unity and collective action for the cause.

1. How to Conduct the Activity

1. Planning Phase (30 Minutes)

Form a Team:

- **Assign roles to volunteers (maximum 10):**
 - **Coordinator:** Oversees the activity and ensures smooth execution.
 - **Line Managers:** Responsible for organizing participants in the human chain and maintaining order.
 - **Awareness Leads:** Engage with onlookers, explain the purpose of the activity and distribute flyers or pamphlets.
 - **Logistics Manager:** Manages materials such as banners, placards and refreshments.

Prepare Materials:

- **Banners and Placards:**
 - Create banners with impactful slogans related to the cause (e.g., “United Against Drugs” or “Protect Our Planet”).
 - Use bold colors, clear fonts, and visuals to make them eye-catching.
- **Flyers or Pamphlets:**
 - Prepare handouts with key information about the cause, including facts, statistics and actionable steps.
- **T-Shirts or Badges (Optional):**
 - Provide participants with T-shirts or badges featuring the campaign slogan to create a unified look.

Identify Target Location:

- Select a high-visibility area with significant foot traffic, such as:
 - School campuses.
 - Public parks or squares.
 - Busy streets or intersections.
 - Community centers or marketplaces.

Obtain Permissions:

- Secure any necessary permissions from local authorities or property managers to conduct the activity.

2. Execution Phase (2 Hours)**Step 1: Assemble Participants**

- Gather all participants at the designated location.
- Brief them on the purpose of the activity, their roles and the key messages to convey.
- Distribute banners, placards and any other materials.

Step 2: Form the Human Chain

- Organize participants in a straight line or a specific shape (e.g., a circle or heart) depending on the space available.
- Ensure that participants maintain a safe distance from roads or other hazards.
- Use a megaphone or microphone to announce the purpose of the activity to onlookers.

Step 3: Engage with the Public

- Assign Awareness Leads to interact with onlookers:
 - Explain the purpose of the human chain and its significance.
 - Distribute flyers or pamphlets with additional information.
 - Answer any questions and encourage people to join the cause.

- Use motivational phrases to inspire action, such as “Together, we can make a difference!”

Step 4: Capture the Moment

- Take photos or videos of the human chain to document the activity.
- Encourage participants to share the event on social media with a campaign hashtag (e.g., #UnitedForChange).

3. Feedback and Closing (30 Minutes)

Collect Feedback:

- Ask participants and onlookers for their thoughts on the activity.
- Use a simple survey or verbal feedback to assess the impact.

Debrief with Volunteers:

- Discuss what went well and areas for improvement.
- Record the number of participants, onlookers engaged and any notable interactions.

Wrap-Up:

- Thank all participants and volunteers for their efforts.
- Share the results of the activity (e.g., number of people reached) with the team.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of people who joined the human chain.	At least 50 participants.
Public Engagement Rate	Measures the number of onlookers who interacted with Awareness Leads.	50% of onlookers engage in brief discussions.
Flyer Distribution	Tracks the number of flyers or pamphlets handed out.	At least 200 flyers were distributed.
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 10 volunteers actively participate.
Social Media Reach	Assesses the online impact of the activity through posts and shares.	At least 20 posts using the campaign hashtag.
Awareness Impact	Evaluates the effectiveness of the activity in raising awareness.	70% of participants report improved understanding of the cause.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning: Team formation, material preparation and location setup.
0:30 - 2:30	Execution: Forming the human chain, engaging with the public and documenting the event.
2:30 - 3:00	Feedback collection and debriefing with volunteers.

Tips for Success

1. Be Organized:

- Ensure all participants know their roles and responsibilities.

2. Be Approachable:

- Smile and maintain a friendly demeanor while interacting with onlookers.

3. Use Visual Aids:

- Make banners and placards as eye-catching as possible to draw attention.

4. Promote on Social Media:

- Share live updates and photos during the activity to amplify its reach.

5. Track Participation:

- Keep a count of participants and onlookers engaged to measure the impact.

6. Follow Up:

- Encourage participants to continue spreading the message after the event.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Participants	Tracks the total number of people who joined the human chain.	50 participants: 5 points 41-49 participants: 3 points 40 participants: 1 point	5
Public Engagement Rate	Measures the number of onlookers who interacted with Awareness Leads.	50% onlookers engaged: 5 points 31-49% onlookers engaged: 3 points 30% onlookers engaged: 1 point	5
Flyer Distribution	Tracks the number of flyers or pamphlets handed out.	200 flyers distributed: 5 points 151-199 flyers: 3 points 150 flyers: 1 point	5
Social Media Reach	Assesses the online impact of the activity through posts and shares.	20 posts using the campaign hashtag: 5 points 11-19 posts: 3 points 10 posts: 1 point	5

Total Maximum Points: 20

07 ORGANIZING WALKATHON AND CYCLE RALLY (3 HOURS)



Objective:

To promote awareness about specific cause, drug abuse prevention, by organizing a walkathon (3 km) and cycle rally (5 km), encouraging community participation and spreading the message through active engagement.

1. How to Conduct the Activity

1. Planning Phase (30 Minutes)

Form a Team:

- Assign roles to volunteers (maximum 12):
 - **Event Coordinator:** Oversees the entire event and ensures smooth execution.
 - **Route Managers:** Responsible for marking the route and ensuring participants stay on track.
 - **Safety Officers:** Ensure the safety of participants, manage traffic and handle emergencies.
 - **Registration Leads:** Manage participant registration and distribute materials (e.g., T-shirts, badges).
 - **Awareness Leads:** Engage with participants and onlookers to explain the purpose of the event.

Plan the Route:

- **Walkathon Route:** 3 km route in a safe, accessible area (e.g., parks, city streets, or campuses).
- **Cycle Rally Route:** 5 km route with minimal traffic and clear signage.
- Obtain necessary permissions from local authorities for road use and traffic management.

Prepare Materials:

- **Banners and Placards:**
 - Create banners with slogans related to the cause (e.g., "Walk for a Better Future" or "Pedal for Change").
- **T-Shirts or Badges (Optional):**
 - Provide participants with T-shirts or badges featuring the campaign slogan.
- **Water Stations:**
 - Set up water stations at regular intervals along the route.
- **First Aid Kits:**
 - Ensure that first aid kits are available at the starting point, along the route and at the finish line.

Promote the Event:

- Use social media, posters and word-of-mouth to invite participants.
- Encourage participants to pre-register to estimate turnout.

2. Execution Phase (2 Hours)**Step 1: Registration and Briefing (30 Minutes)**

- Set up a registration desk at the starting point.
- Distribute materials (e.g., T-shirts, badges or placards).
- Brief participants on:
 - The purpose of the event.
 - The route and safety guidelines.
 - The importance of the cause.

Step 2: Start the Walkathon and Cycle Rally (1 Hour 30 Minutes)

- **Flag-Off Ceremony:**
 - Begin the event with a short speech by the Event Coordinator or a guest speaker.
 - Use a flag or whistle to signal the start.

- **Walkathon (3 km):**
 - Participants walk along the designated route, holding placards or banners.
 - Volunteers guide participants and ensure they stay on track.
- **Cycle Rally (5 km):**
 - Cyclists follow the designated route, maintaining a safe speed.
 - Route Managers ensure smooth flow and manage traffic at intersections.

Step 3: Engage with the Public

- Assign Awareness Leads to interact with onlookers along the route:
 - Explain the purpose of the event.
 - Distribute flyers or pamphlets with additional information about the cause.
 - Encourage onlookers to join future events or support the cause.

Step 4: Finish Line Activities

- Welcome participants at the finish line with refreshments (e.g., water, fruits).
- Take group photos to document the event.
- Distribute certificates of participation (optional).

3. Feedback and Closing (30 Minutes)

Collect Feedback:

- Ask participants for their thoughts on the event and its organization.
- Use a simple survey or verbal feedback to assess the impact.

Debrief with Volunteers:

- Discuss what went well and areas for improvement.
- Record the number of participants, onlookers engaged and any notable interactions.

Wrap-Up:

- Thank all participants and volunteers for their efforts.
- Share the results of the event (e.g., number of participants, funds raised or awareness impact) with the team.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of people who joined the walkathon and cycle rally.	At least 100 participants (combined).
Public Engagement Rate	Measures the number of onlookers who interacted with Awareness Leads.	50% of onlookers engage in brief discussions.

KPI	Description	Target/Measurement
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 12 volunteers actively participate.
Social Media Reach	Assesses the online impact of the event through posts and shares.	At least 30 posts using the campaign hashtag.
Awareness Impact	Evaluates the effectiveness of the event in raising awareness.	70% of participants report improved understanding of the cause.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning: Registration, participant briefing and route setup.
0:30 - 2:00	Execution: Walkathon (3 km) and Cycle Rally (5 km).
2:00 - 2:30	Feedback collection, debriefing and closing activities.

Tips for Success

1. Ensure Safety:

- Have Safety Officers stationed along the route to manage traffic and handle emergencies.

2. Be Approachable:

- Volunteers should maintain a friendly demeanor while interacting with participants and onlookers.

3. Use Visual Aids:

- Make banners and placards as eye-catching as possible to draw attention.

4. Promote on Social Media:

- Share live updates and photos during the event to amplify its reach.

5. Track Participation:

- Keep a count of participants and onlookers engaged to measure the impact.

6. Follow Up:

- Encourage participants to continue supporting the cause after the event.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Participants	Tracks the total number of people who joined the walkathon and cycle rally.	100 participants: 5 points 81-99 participants: 3 points 80 participants: 1 point	5
Public Engagement Rate	Measures the number of onlookers who interacted with Awareness Leads.	50% onlookers engaged: 5 points 31-49% onlookers engaged: 3 points 30% onlookers engaged: 1 point	5
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 12 volunteers actively participated: 5 points 11 volunteers: 3 points 10 volunteers: 1 point	5
Social Media Reach	Assesses the online impact of the event through posts and shares.	30 posts using the campaign hashtag: 5 points 21-29 posts: 3 points 20 posts: 1 point	5

Total Maximum Points: 20

08 MIME/STREET THEATRE ON DRUG AWARENESS (3 HOURS)



Objective:

To raise awareness about drug abuse prevention through an engaging and impactful mime or street theatre performance in high-visibility areas, delivering key messages in a creative and memorable way.

1. How to Conduct the Activity

1. Planning Phase (30 Minutes)

Form a Team:

- Assign roles to volunteers (maximum 10-12):
 - **Director/Coordinator:** Oversees the performance, ensures smooth execution, and manages the team.
 - **Performers:** Act in the mime or street theatre, conveying the message through expressions, gestures and actions.
 - **Awareness Leads:** Engage with the audience before and after the performance to explain the purpose and distribute informational materials.
 - **Logistics Manager:** Manages props, costumes and other materials.
 - **Sound Manager (if applicable):** Handles music or sound effects to enhance the performance.

Develop the Script:

- Create a short, impactful storyline (5-10 minutes) that highlights:
 - The dangers of drug abuse (e.g., health, relationships, career).
 - The importance of prevention and seeking help.
 - Positive alternatives to drug use (e.g., hobbies, sports or community support).
- Use simple, relatable scenarios to connect with the audience.
- End with a strong, motivational message like “Say No to Drugs” or “Choose Life, Not Drugs.”

Prepare Materials:

- Costumes and Props:
 - Use simple costumes (e.g., black/white outfits for mime) and props to enhance the performance.
- **Pamphlets or Flyers:**
 - Prepare handouts with facts, helpline numbers and prevention strategies to distribute to the audience.
- **Banners or Posters:**
 - Display banners with slogans to attract attention and reinforce the message.

Identify Target Locations:

- Select high-visibility areas with significant foot traffic, such as:
 - School campuses/ District Play Ground
 - Public parks or squares.
 - Bus stops or marketplaces.
 - Community centers.

Obtain Permissions:

- Secure necessary permissions from local authorities or property managers to perform in public spaces.

2. Execution Phase (2 Hours)**Step 1: Set Up the Performance Area (15 Minutes)**

- Choose a spot with good visibility and space for the audience to gather.
- Set up banners or posters to attract attention.
- Arrange props and costumes for the performers.

Step 2: Attract the Audience (15 Minutes)

- Use volunteers to invite passersby to watch the performance.
- Play light background music (if allowed) or use a megaphone to announce the start of the performance.

Step 3: Perform the Mime/Street Theatre (30 Minutes)

- Deliver the performance with energy and emotion to captivate the audience.
- Use exaggerated expressions, gestures and body language to convey the message clearly.
- Incorporate moments of silence or impactful sound effects to emphasize key points.
- End with a strong call to action, such as encouraging the audience to share the message or seek help if needed.

Step 4: Engage with the Audience (30 Minutes)

- After the performance, Awareness Leads should:
 - Explain the key messages of the performance.
 - Distribute pamphlets or flyers with additional information.
 - Answer any questions and provide helpline numbers or resources for support.
 - Use motivational phrases like "Together, we can create a drug-free community."

Step 5: Repeat the Performance (Optional)

- If the location has a steady flow of people, repeat the performance for a new audience.

3. Feedback and Closing (30 Minutes)**Collect Feedback:**

- Ask the audience for their thoughts on the performance and its message.
- Use a simple survey or verbal feedback to assess the impact.

Debrief with Volunteers:

- Discuss what went well and areas for improvement.
- Record the number of people who watched the performance and engaged with the team.

Wrap-Up:

- Thank the performers, volunteers, and audience for their participation.
- Share the results of the activity (e.g., number of people reached) with the team.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Audience Size	Tracks the total number of people who watched the performance.	At least 100 people across all performances.
Engagement Rate	Measures the number of audience members who interacted with Awareness Leads.	50% of the audience engage in discussions.
Flyer Distribution	Tracks the number of flyers or pamphlets handed out.	At least 150 flyers were distributed.
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 10-12 volunteers actively participate.
Awareness Impact	Evaluates the effectiveness of the performance in raising awareness.	70% of the audience report improved understanding of drug abuse prevention.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning: Team formation, script preparation and location setup.
0:30 - 2:30	Execution: Perform the mime/street theatre and engage with the audience.
2:30 - 3:00	Feedback collection and debriefing with volunteers.

Tips for Success

1. Be Expressive:

- Performers should use exaggerated expressions and gestures to ensure that message is clear, even without words.

2. Be Approachable:

- Volunteers should maintain a friendly demeanor while interacting with the audience.

3. Use Visual Aids:

- Props, banners and costumes should be simple yet impactful to draw attention.

4. Promote on Social Media:

- Share live updates, photos and videos of the performance to amplify its reach.

5. Track Participation:

- Keep a count of audience members and onlookers engaged to measure the impact.

6. Follow Up:

- Encourage the audience to share the message with friends and family to amplify the impact.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Student Participation	Tracks the total number of people who watched the performance.	100 audience members: 5 points 81-99 audience members: 3 points 80 audience members: 1 point	5
Pledge Signatures	Measures the number of audience members who interacted with Awareness Leads.	50% audience engaged: 5 points 31-49% audience engaged: 3 points 30% audience engaged: 1 point	5
Social Media Reach	Tracks the number of flyers or pamphlets handed out.	150 flyers distributed: 5 points 101-149 flyers: 3 points 100 flyers: 1 point	5
Police Collaboration	Tracks the involvement of volunteers in the activity.	All 11-12 volunteers actively participated: 5 points 9-10 volunteers: 3 points 8 volunteers: 1 point	5

Total Maximum Points: 20

09 SELFIE ZONE "எனக்கு வேண்டாம்" IN SCHOOLS & COLLEGES BY HELP OF NEARBY POLICE STATION (2 HOURS)



Objective:

To create awareness about drug abuse prevention among School students by setting up an engaging and interactive **Selfie Zone** with the slogan "எனக்கு வேண்டாம்" (I Don't Want It), in collaboration with nearby police stations. The activity aims to encourage students to pledge against drug use and share the message on social media for wider impact.

1. How to Conduct the Activity

1. Planning Phase (30 Minutes)

Form a Team:

- Assign roles to volunteers (maximum 6-8):
 - **Coordinator:** Oversees the activity and ensures smooth execution.
 - **Setup Team:** Responsible for designing and setting up the selfie zone.
 - **Engagement Leads:** Interact with students, explain the purpose of the activity and encourage participation.
 - **Police Representatives:** Collaborate with nearby police stations to provide support and credibility to the campaign.

Design the Selfie Zone:

- Create an attractive and interactive selfie zone with the slogan “எனக்கு வேண்டாம்” prominently displayed.
- Include:
 - A large banner or backdrop with the slogan and anti-drug messages.
 - Props like placards with motivational phrases (e.g., “Say No to Drugs,” “Choose Life, Not Drugs”).
 - A pledge board where students can sign their names as a commitment to staying drug-free.

Coordinate with Police Stations:

- Collaborate with nearby police stations to:
 - Have police officers present at the event to interact with students and share insights about the dangers of drug abuse.
 - Provide additional resources like pamphlets or helpline numbers.

Promote the Event:

- Use posters, School notice boards and social media to inform students about the activity.
- Highlight the opportunity to take selfies and share them on social media with hashtags like **#SayNoToDrugs** or **#எனக்கு வேண்டாம்**.

2. Execution Phase (1 Hour)**Step 1: Set Up the Selfie Zone (15 Minutes)**

- Choose a high-visibility area on campus, such as:
 - The main entrance.
 - Cafeteria or common areas.
 - Near the library or auditorium.
- Set up the banner, props and pledge board.
- Ensure the area is clean, organized and visually appealing.

Step 2: Engage with Students (30 Minutes)

- Invite students to visit the selfie zone and participate in the activity.
- Encourage them to:
 - Take selfies with the banner or props.
 - Sign the pledge board as a commitment to staying drug-free.
 - Share their selfies on social media with the campaign hashtag.

- Police representatives can:
 - Briefly address students about the dangers of drug abuse.
 - Share helpline numbers and resources for support.

Step 3: Distribute Awareness Materials (15 Minutes)

- Hand out pamphlets or flyers with:
 - Facts about drug abuse.
 - Prevention strategies.
 - Helpline numbers and resources for counseling or support.
- Use motivational phrases like **“Together, we can create a drug-free campus.”**

3. Feedback and Closing (30 Minutes)

Collect Feedback:

- Ask students for their thoughts on the activity and its impact.
- Use a simple survey or verbal feedback to assess the effectiveness of the selfie zone.

Debrief with Volunteers and Police Representatives:

- Discuss what went well and areas for improvement.
- Record the number of students who participated, signed the pledge and shared selfies.

Wrap-Up:

- Thank the students, volunteers and police representatives for their participation.
- Share the results of the activity (e.g., number of participants, social media reach) with the team.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Student Participation	Tracks the total number of students who visited the selfie zone.	At least 100 students participate.
Pledge Signatures	Measures the number of students who signed the pledge board.	At least 70% of participants sign the pledge.
Social Media Reach	Assesses the online impact of the activity through shared selfies and hashtags.	At least 50 social media posts using hashtags.
Police Collaboration	Tracks the involvement of police representatives in the activity.	At least 2 police officers participate.
Awareness Impact	Evaluates the effectiveness of the activity in raising awareness.	80% of participants report improved understanding of drug abuse prevention.

Program Schedule (2 Hours)

Time	Activity
0:00 - 0:30	Planning: Team formation, setup of the selfie zone, and coordination with police.
0:30 - 1:30	Execution: Student engagement, pledge signing and selfie-taking.
1:30 - 2:00	Feedback collection, debriefing and closing activities.

Tips for Success

1. Make It Interactive:

- Use creative props and an eye-catching design to attract students to the selfie zone.

2. Be Approachable:

- Volunteers and police representatives should maintain a friendly demeanor while interacting with students.

3. Promote Social Media Sharing:

- Encourage students to share their selfies with campaign hashtags to amplify the message.

4. Track Participation:

- Keep a count of students who visit the selfie zone, sign the pledge and share selfies.

5. Follow Up:

- Share the results of the activity with the School and police station to encourage future collaborations.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Student Participation	Tracks the total number of students who visited the selfie zone.	100 students participated: 5 points 81-99 students: 3 points 80 students: 1 point	5
Pledge Signatures	Measures the number of students who signed the pledge board.	70% of participants signed the pledge: 5 points 51-69% signed: 3 points 50% signed: 1 point	5
Social Media Reach	Assesses the online impact of the activity through shared selfies and hashtags.	50 social media posts: 5 points 31-49 posts: 3 points 30 posts: 1 point	5
Police Collaboration	Tracks the involvement of police representatives in the activity.	2 police officers participated: 5 points 1 police officer: 3 points No police officers: 1 point	5

Total Maximum Points: 20

10 SPORTS: KABADDI MATCH / SILAMBAM / TRADITIONAL SPORTS DISPLAY (3 HOURS)



Objective:

To promote awareness about a specific cause [e.g., drug abuse prevention, cultural heritage, health and fitness] through a traditional sports event featuring **Kabaddi**, **Silambam** or other traditional sports, fostering community engagement and appreciation for cultural heritage.

1. How to Conduct the Activity

1. Planning Phase (30 Minutes)

Form a Team:

- Assign roles to volunteers (maximum 10-12):
 - **Event Coordinator:** Oversees the event and ensures smooth execution.
 - **Sports Coordinator:** Manages the sports activities, including rules, teams and equipment.
 - **Logistics Manager:** Arranges the venue, sports equipment and refreshments.
 - **Awareness Leads:** Engage with the audience to explain the purpose of the event and distribute informational materials.
 - **Referees/Judges:** Ensure fair play and adherence to rules during the matches or displays.

Select the Activity:

- Choose one or more traditional sports based on the interest and availability of participants:
 - **Kabaddi Match:** A team-based sport requiring minimal equipment.
 - **Silambam Display:** A traditional martial art showcasing skill and discipline.
 - **Other Traditional Sports:** Tug-of-war, bullock cart racing (if feasible), or other local games.

Prepare the Venue:

- Select a suitable location, such as:
 - School grounds.
 - Community sports fields.
 - Open spaces with enough room for participants and spectators.
- Ensure the venue is safe, clean and accessible.

Promote the Event:

- Use posters, social media and word-of-mouth to invite participants and spectators.
- Highlight the cultural and awareness aspects of the event.

Prepare Materials:

- **Sports Equipment:**
 - Kabaddi: Mark the field and ensure proper boundary lines.
 - Silambam: Arrange sticks and safety gear for performers.
 - Other sports: Gather necessary equipment (e.g., ropes for tug-of-war).
- **Banners and Posters:**
 - Display banners with slogans related to the cause (e.g., "Stay Fit, Stay Drug-Free" or "Celebrate Our Culture").
- **Pamphlets or Flyers:**
 - Prepare handouts with information about the cause and distribute them to the audience.

2. Execution Phase (2 Hours)**Step 1: Opening Ceremony (15 Minutes)**

- Begin the event with a short speech by the Event Coordinator or a guest speaker (e.g., a local sports personality or cultural expert).
- Highlight the purpose of the event, such as promoting cultural heritage, fitness or awareness about the cause.
- Introduce the teams or performers and explain the schedule of activities.

Step 2: Conduct the Sports Activities (1 Hour 30 Minutes)

Option 1: Kabaddi Match

- Organize a friendly Kabaddi match between two teams (7 players per team).
- If time permits, conduct multiple matches or a mini-tournament.
- Ensure referees/judges enforce the rules and maintain fair play.

Option 2: Silambam Display

- Arrange a live demonstration of Silambam by trained performers.
- Include a brief explanation of the history and significance of Silambam as a traditional martial art.
- Allow audience members to try basic moves under supervision (optional).

Option 3: Traditional Sports Display

- Organize other traditional games, such as:
 - **Tug-of-War:** A fun and engaging team-based activity.
 - **Uriyadi (Pot Breaking):** A traditional game where participants try to break a pot blindfolded.
 - **Kho-Kho or (if feasible):** Showcase other local sports.

Step 3: Engage with the Audience (15 Minutes)

- Assign Awareness Leads to interact with the audience:
 - Explain the purpose of the event and its connection to the cause.
 - Distribute pamphlets or flyers with additional information.
 - Use motivational phrases like "Stay Active, Stay Healthy" or "Our Culture, Our Strength."

3. Feedback and Closing (30 Minutes)

Collect Feedback:

- Ask participants and spectators for their thoughts on the event and its impact.
- Use a simple survey or verbal feedback to assess the effectiveness of the activity.

Debrief with Volunteers:

- Discuss what went well and areas for improvement.
- Record the number of participants, audience size and any notable interactions.

Closing Ceremony:

- Thank the participants, volunteers and audience for their involvement.
- Distribute certificates, medals or small prizes to participants (optional).
- Take group photos to document the event.

Key Performance Indicators (KPIs)

KPI	Description	Target/Measurement
Number of Participants	Tracks the total number of players/performers involved in the event.	At least 20 participants.
Audience Size	Measures the number of spectators who attended the event.	At least 100 spectators.
Engagement Rate	Tracks the number of audience members who interacted with Awareness Leads.	50% of the audience engage in discussions.
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 10-12 volunteers actively participate.
Awareness Impact	Evaluates the effectiveness of the event in raising awareness about the cause.	70% of participants report improved understanding of the cause.

Program Schedule (3 Hours)

Time	Activity
0:00 - 0:30	Planning: Team formation, venue setup and participant registration.
0:30 - 2:00	Execution: Sports activities (Kabaddi match, Silambam display or other traditional games).
2:00 - 2:30	Feedback collection, debriefing and closing ceremony.

Tips for Success

1. Ensure Safety:

- Have Ambulance facility with dedicated medical team, in liaison with district health authority to ensure the venue is safe for all activities.

2. Be Inclusive:

- Encourage participation from all age groups and skill levels.

3. Promote Cultural Significance:

- Highlight the importance of traditional sports in preserving cultural heritage.

4. Use Visual Aids:

- Display banners and posters to reinforce the message of the event.

5. Track Participation:

- Keep a count of participants and audience members to measure the impact.

6. Follow Up:

- Share photos and videos of the event on social media to amplify its reach.

Scoring Matrix

Category	Criteria	Points	Maximum Points
Number of Participants	Tracks the total number of players/performers involved in the event.	20 participants: 5 points 16-19 participants: 3 points 15 participants: 1 point	5
Audience Size	Measures the number of spectators who attended the event.	100 spectators: 5 points 81-99 spectators: 3 points 80 spectators: 1 point	5
Engagement Rate	Tracks the number of audience members who interacted with Awareness Leads.	50% of the audience engaged: 5 points 31-49% engaged: 3 points 30% engaged: 1 point	5
Volunteer Participation	Tracks the involvement of volunteers in the activity.	All 11-12 volunteers actively participated: 5 points 9-10 volunteers: 3 points 8 volunteers: 1 point	5

Total Maximum Points: 20

Drug Free TN Mobile Application



Home, Prohibition and Excise Department
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