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COLLEGE OF ENGINEERING
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"Not Me, But You - Say No to Drugs"

REPORT

26.03.2026

The National Service Scheme (NSS) Units I & II of Kings College of Engineering organized an **Anti-Drug Awareness Programme** titled "Not Me, But You - Say No to Drugs" on **23 March 2026** at **2.00 p.m.** in **Chera Hall**. The programme was conducted with the objective of creating awareness among students about the harmful effects of drug abuse and inspiring them to lead healthy, responsible, and drug-free lives.

The programme commenced with a warm welcome to the gathering. **Mr. S. Ambalatharasu, NSS Programme Officer (Unit II)**, delivered an inspiring awareness talk on the **dangers of drug abuse and the responsibility of youth in building a drug-free society**. He emphasized that substance abuse adversely affects **physical health, mental well-being, academic performance, family relationships, and the overall development of society**.

During his address, Mr. Ambalatharasu explained the significance of the NSS motto, "**Not Me, But You,**" and encouraged students to become responsible citizens by **rejecting drugs and promoting healthy lifestyles**. He urged the students to **resist peer pressure, cultivate self-discipline, engage in positive activities, and actively spread awareness about the ill effects of drugs among their friends, families, and communities**.

The session also highlighted the physical, psychological, social, and legal consequences of drug abuse. The programme concluded with a pledge by the students to remain drug-free and to motivate others to stay away from substance abuse.

Around **150 NSS volunteers** actively participated in the programme and benefited from the informative and motivational session. The programme was organized by **Dr. M. Pugazhenth, NSS Programme Officer (Unit I)**, and **Mr. S. Ambalatharasu, NSS Programme Officer (Unit II)**.

Outcome of the Programme

The programme enhanced students' **awareness of the harmful effects of drug abuse and reinforced the importance of adopting a healthy and disciplined lifestyle**. The awareness session motivated students to make responsible life choices, resist negative influences, and actively promote the message of a **drug-free society** among their peers, families, and communities. The programme strengthened the commitment of NSS volunteers towards **social responsibility and community well-being**.

GLIMPSES OF THE EVENT



Mr. S. Ambalatharasu addressing volunteers during the Anti-Drug Awareness Programme

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