

Report on Anti-Drug Awareness Rally and Slogan Campaign

Organised by Government College Chail Koti

Date: 20 February 2026

Organizing Unit: Anti Drug Cell and Health Department

Venue: College Campus to Koti Market Area



The poster is a rectangular banner with a decorative border. At the top, there are five logos: the Government of India emblem, the National Health Authority (NHA) logo, the Ministry of Health and Family Welfare logo, the National Institute of Mental Health and Substance Abuse (NIMHSA) logo, and the National Drug Control Authority (NDCA) logo. The main content is divided into two columns. The left column has a blue header with the slogan 'नशे से रहें दूर जिन्दगी जियें भरपूर' (Stay away from drugs, live a full life). Below it, there are four lines of text: 'ना कहें : पूरे आत्मविश्वास के साथ बात करें : परिवार और दोस्तों के साथ अपनायें : एक तनाव मुक्त जीवन मजबूती दिखाये : सहकर्मी के दबाव में ना आयें भाग लें : खेल या योगाभ्यास में'. Below this is a green box with the text 'एक स्वस्थ जीवन चुनें एक स्मार्ट फैसला करें किसी भी प्रकार के नशे को ना कहें'. The right column has a red header with the slogan 'टेली - मानस ऐप' (Tel-Mans App). Below it is a QR code and the text 'डाउनलोड करने के लिए क्यू.आर. कोड स्कैन करें' (Scan the QR code to download). Below the QR code is a circular logo for 'नशे - मानस टेली ऐप' (Tel-Mans App) with the number '1-800-891-4416'. Below this is the text 'निशुल्क मानसिक परामर्श सेवा' (Free mental counseling service). At the bottom, there is a green box with the text 'टेली मानस टोल फ्री नः- 14416 या 1800-891-4416 (24x7 उपलब्ध)' (Tel-Mans Toll Free No:- 14416 or 1800-891-4416 (24x7 available)). Below this, there are two lines of text: 'टेली मानस टोल फ्री नंबर :- 14416 या 1800-891-4416 (24x7 उपलब्ध)' and 'सौजन्य :- मुख्य चिकित्सा अधिकारी जिला शिमला राष्ट्रीय स्वास्थ्य मिशन, स्वास्थ्य एवं परिवार कल्याण विभाग, हिमाचल प्रदेश' (Courtesy :- Chief Medical Officer District Shimla National Health Mission, Health and Family Welfare Department, Himachal Pradesh).

Objective of the Activity

The Anti-Drug Awareness Rally and Slogan Campaign was organized with the following objectives:

- To create awareness among students and the local community about the harmful effects of drug abuse.
- To sensitize youth regarding the physical, psychological, social, and economic consequences of substance addiction.

- To promote a healthy, disciplined, and drug-free lifestyle among students.
- To strengthen institutional commitment towards community engagement and social responsibility.

Context

Drug abuse has emerged as a serious social issue affecting youth across the nation, including rural and semi-urban areas. Educational institutions play a crucial role in preventing substance abuse through awareness and community outreach programmes. Keeping this in view, Government College Chail Koti organized this rally to contribute actively to the national mission of building a drug-free society.

The programme commenced with an inaugural address by the Principal, who emphasized the urgent need to combat drug addiction among youth and encouraged students to become responsible ambassadors of change. Faculty members highlighted the alarming rise in substance abuse and the importance of early awareness and prevention.

More than ___ students along with teaching and non-teaching staff actively participated in the rally. The participants marched from the college campus to the main market area of Chail-Koti, carrying banners, placards, and posters displaying impactful anti-drug messages.

Students raised powerful slogans such as:

- “Say No to Drugs, Say Yes to Life”
- “Drug-Free Youth, Strong Nation”
- “Nasha Mukh Bharat, Swasth Bharat”
- “Your Future is Bright — Don’t Dim it with Drugs”

A slogan-writing activity was also conducted to encourage creativity and deeper understanding of the issue. The rally attracted the attention of local residents and shopkeepers, who appreciated the efforts of the college in spreading awareness.

Number of Participants

- Students: ___
- Faculty Members: ___
- Non-Teaching Staff: ___
- Total Participants: ___

Outcomes of the Activity

- Enhanced awareness among students regarding the dangers of drug abuse.
- Strengthened student engagement in community-oriented extension activities.
- Improved student leadership, teamwork, and communication skills.
- Positive response and appreciation from the local community.
- Reinforced institutional commitment towards social responsibility and nation-building.

Impact on Students and Community

The rally successfully sensitized students and community members about the growing threat of drug addiction. It encouraged students to adopt healthier lifestyles and inspired collective action against substance abuse. The initiative contributed to fostering civic responsibility and ethical values among youth.

Conclusion

The Anti-Drug Awareness Rally and Slogan Campaign organized on 20 February 2026 reflects Government College Chail Koti's dedication towards holistic education, character building, and community outreach. Such extension activities significantly contribute to achieving the objectives of value-based education and social transformation, aligning with NAAC quality parameters.



