

**THE QUAIDE MILLETH COLLEGE FOR MEN, MEDAVAKKAM**

**UNNAT BHARAT ABHIYAN**

**ANTI – DRUG & ILLITERACY AWARENESS PROGRAMME**

Unnat Bharat Abhiyan (UBA) team successfully conducted an Anti-Drug and Illiteracy Awareness Programme at Madurapakkam Village on 02.01.2025. The event aimed to educate the community on the dangers of drug abuse and the importance of literacy. During the programme Mr. M. Velmurugan, President and Mrs. Amutha Velmurugan, Union Councillor Madurapakkam village emphasized community engagement, education and combating addiction. To illustrate these themes, performance such as Silambam, Thappattam, Mime and Gana Song by NCC cadets and UBA members highlighted the harmful effects of drugs and the transformative power of education. The programme was concluded with an Awareness rally through the village streets. Over 107 villagers actively participated contributing to the programme's success.

**Objectives of the Programme**

1. **To Raise Awareness on the Dangers of Drug Abuse:**
  - Educate the community about the harmful effects of drug addiction on physical and mental health, and the broader social impact.
2. **To Promote the Importance of Literacy:**
  - Stress the role of education in personal growth, community development, and the fight against social vices like addiction.
3. **To Foster Active Participation in Social Causes:**
  - Mobilize local villagers, especially youth, to take an active stand against addiction and illiteracy through awareness and participation in community-driven solutions.

**Outcome of the Programme**

1. **Increased Awareness Among the Community:**
  - Through interactive sessions, performances, and discussions, the programme succeeded in raising awareness about the dangers of drug abuse and the critical need for education.
2. **Community Engagement:**
  - Over 107 villagers participated actively in the event, showing strong engagement with the objectives of the programme. The awareness rally that followed the event was a clear indication of the community's commitment to combating addiction and promoting literacy.
3. **Successful Awareness Rally:**
  - The programme concluded with an **Awareness Rally** that took place through the streets of Madurapakkam village, with participants holding banners and chanting slogans about anti-drug measures and the importance of education. The rally was instrumental in spreading the message beyond the event and into the wider community.
4. **Positive Reception:**
  - The event was well-received by the villagers, with many expressing a renewed commitment to fighting drug abuse and focusing on literacy as a means of self-improvement and community advancement.

  
M. A. Muthu

PRINCIPAL

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