



Report on Preventive Activities to Promote a Drug-Free Campus Environment

Name of the Activity: Preventive Awareness Programme on Drug Abuse and Promotion of a Drug-Free Campus

Organising Unit: Counselling and Wellness Cell, New Horizon College of Engineering

Duration / Period: ODD Semester 2025-26

Target Group: Undergraduate Students

Objectives of the Activity

The preventive programme was conducted with the following objectives, in alignment with institutional quality and student welfare mandates of NAAC and AICTE

1. To create awareness among students about the harmful effects of substance abuse such as smoking, alcohol, weed, and vaping.
2. To educate students on the academic, psychological, physical, and social consequences of drug use.
3. To promote a drug-free, safe, and supportive campus environment.
4. To encourage early identification and help-seeking behaviour among students.
5. To establish the Counselling Cell as a confidential, approachable, and non-judgmental support system.

Need for the Activity

Transition into college life exposes students to new freedoms, peer pressure, stress, and emotional challenges. First-semester students are particularly vulnerable to experimentation and maladaptive coping mechanisms such as substance use. Preventive awareness at this stage is crucial to:

- Protect students' mental health and academic progress
- Prevent escalation into addiction or behavioural issues
- Comply with AICTE and UGC guidelines on student wellness, safety, and substance abuse prevention.

Description of the Activity

During the month of November, the Counselling Team conducted awareness sessions for all undergraduate Students. The sessions were interactive and student-centric, ensuring emotional safety and open participation.

Awareness Content Covered

Students were sensitised about the consequences of

- Smoking and tobacco use
- Alcohol consumption
- Weed and other psychoactive substances
- Vaping and e-cigarettes

The counsellors explained how substance abuse can have a negative impact

- Academic performance and concentration
- Emotional regulation and mental health
- Decision-making and behaviour
- Physical health and long-term well-being
- Interpersonal relationships and future career goals

Simple language, relatable examples, and real-life scenarios were used to enhance understanding.

Safe and Inclusive Approach

A safe, non-threatening, and inclusive atmosphere was intentionally created during the sessions.

Students were clearly informed that:

- The counselling space is confidential and non-judgmental
- Students will not be judged, labelled, or looked down upon
- Emotional struggles and confusion are normal during college life

Students were encouraged to openly express their thought processes, doubts, and concerns related to substance use and peer pressure.

Counselling Support and Student Safety Measures

The Counselling Team emphasised that students can approach counsellors at any time if they feel overwhelmed or unable to manage a situation independently. It was highlighted that:

- Students may feel hesitant to approach parents or teachers
- Counsellors can serve as a safe first point of contact
- Seeking help early can prevent serious psychological or behavioural concerns

The institution reiterated its commitment to student safety, emotional well-being, and mental health, which remains a top priority.

Student Participation and Feedback

- Students actively participated in discussions and reflective sharing
- Many students expressed relief knowing that support systems are available on campus
- The sessions helped reduce stigma associated with counselling and mental health support

The students' response was positive, attentive, and receptive.

Outcome of the Activity

- Increased awareness about the dangers of substance abuse
- Improved understanding of coping strategies and help-seeking behaviour
- Strengthened visibility and trust in the Counselling Cell
- Contribution toward maintaining a drug-free campus culture

Future Action Plan

As part of continuous improvement programmes and drug-preventive strategy, the institution proposes to:

- Invite Dr. Tarachand, a medical professional from a rehabilitation centre, to address students
- Provide medical and recovery-oriented insights on addiction prevention
- Conduct follow-up sessions and individual counselling for at-risk students

Photographs

