

From
Dr.G.Arivoli,
Director of School Education,
Directorate of School Education,
Perasiriyar Anbazhagan Kalvi Valagam,
Chennai – 06.

To
All Chief Education Officers ,
All Districts

R.C.No 037289/ M/S1/2024, Dated 24.06.2024

- Sub :** School Education – To create awareness among the Students in Schools – Creation of Anti-drug Clubs and Volunteering Teams in School - reg
- Ref:** 1. Home, Prohibition and Excise Department, Secretariat, Chennai- 9, D.O.Letter No. 15438/P&E.XVI(2)/2022-2, Dated 06.06.2024.
2. School Education Department, Secretariat, Chennai – 9, Letter No. 13185/SE5(1)/2022-20, Dated 15.06.2024.

We all know that the Anti- drug clubs in schools has been functioning with goal of creating awareness among students about the various aspects as usage of drugs. Vide reference cited (1) the details of formation, Objectives, guidelines and monitoring, Composition of the district level committee and state level committee with Time Line of Events has been given. It is proposed to select the district level and state level awards to the best 3 Anti drug Clubs in schools during the year 2023-24. Hence, district level proposals that was selected for first prize to be sent for consideration to the state level awards by 01.07.2024.

Hence, it is directed that necessary instruction to schools to create awareness on drug abuse and about the volunteering programmes in all schools in the district to be issued,, immediately, so as to motivate students for volunteering programme. The volunteering programme includes awareness creation on drugs among peer/public, conducting competitions in schools, distribution of pamphlets and posters, organising cultural programmes. It is also informed that the International Day against Drug abuse and Illicit Trafficking or World Drug Day falls on 26th June this year, issue necessary instructions to observe the 'World Drug Day'. The theme for this year is "The evidence is clear; invest in Prevention". The details of the events conduct with details like No. Of schools, No. Of events and No. Of Participants to be sent to the Email Id – msectndse@gmail.com. The copies of the references cited above is enclosed herewith. All Chief Educational Officers are instructed to send the action taken report by next mail.


Director
24.6.24

Copy to

1. Principal Secretary to Government,
Home, Prohibition and Excise Department, Secretariat, Chennai- 9
2. Secretary to Government,
School Education Department, Secretariat, Chennai- 9
3. State Project Director, Samagra Shiksha, DPI Campus, Chennai-6.
4. Member Secretary, Modal School, DPI Campus, Chennai-6.

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School Education Department,
Secretariat, Chennai – 9.

Letter No.13185/SE5(1)/2022-20,Dated.15.06.2024.

From
Thiru.V Subramanianl, B.A.,
Deputy Secretary to Government

To
✓ The Director of School Education,
Chennai – 06.

Respected Sir,

Sub : To create awareness among the Students in Schools,
Colleges and other Educational Institutions – Creation of
Anti-Drug Clubs and Volunteering Teams in School,
Colleges and other Educational Institutions – Reg.
Ref : From the Principal Secretary to Government Home,
Prohibition and Excise Department D.O.Lr.
No.15438/P&E/XVI(2)/2022-2, Dated.06.06.2024.



I am directed to invite your attention to the reference cited wherein the Home, Prohibition and Excise Department has to create awareness among the Students in Schools, Colleges and other Educational Institutions – Creation of Anti-Drug Clubs and Volunteering Teams in School, Colleges and other Educational Institutions.

2. A revised proposal formation activities and monitoring of Anti-Drug Clubs and the Volunteering Programme for NSS/NCC/YRC/RRC volunteers, etc., under Drive Against Drugs to sustain anti-drug awareness amongst students.

3. For formation, objectives, guidelines and monitoring for both the Anti-Drug Clubs and Volunteering programme and composition of the District Level Committee and State Level Committee with Time Line of Events in the Annexure to this letter. It is proposed to distribute the District Level and State Level Awards to the best 3 Anti-Drug Clubs in Schools / Colleges and other Educational Institutions for their performance during the academic year 2023-24 and to fix the following time-line for distributing awards to the best Anti-Drug Clubs for the year 2023-24 as a special case. The Timelines are as given below:

- a) District Level proposals to be sent for State Level Awards before 15.07.2024.

b) The State Level Committee will meet and finalise State Awards before 31.7.2024.

c) The awards will be given away by the Hon'ble Chief Minister during the Anti - Drug Awareness Pledge Day in August, 2024.

4. I am therefore to request you to issue necessary instruction to create awareness about the Volunteering Programmes in all Schools in the State, immediately, so as to motivate students for Volunteering programme which will include awareness creation on drugs among peer / public, conducting competitions in Schools, distributions of pamphlets and posters, organising cultural programmes, etc. and send your remarks on the modified proposal of the Home, Prohibition and Excise Department of Government immediately.

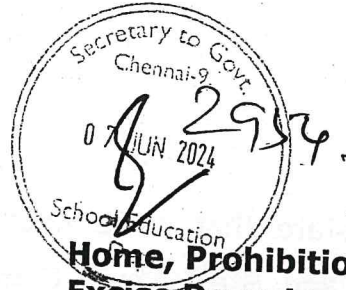
Yours faithfully,



for Deputy Secretary to Government.



P. AMUDHA, I.A.S.,
Principal Secretary to
Government



Home, Prohibition and
Excise Department,
Secretariat, Chennai-9

D.O.Letter No.15438/P&E.XVI(2)/2022-2, Dated 06.06.2024

Dear Thiru Kumaragurubaran,

Sub: PROHIBITION AND EXCISE - To create awareness among the Students in Schools, Colleges and other Educational Institutions - Creation of Anti-Drug Clubs and Volunteering Teams in Schools, Colleges and other Educational Institutions - Reg.)

- Ref:
1. Government Letter No.15438/H,P&E-XVI/2022-2, Home, Prohibition and Excise Department, dated 11.10.2022.
 2. Your Letter No.13185/SE5(1)/2022-4, School Education Department, dated 24.11.2022.

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I invite your attention to the reference first cited, wherein it has been requested to offer the remarks on the proposal of the Additional Director General of Police (EB), Chennai seeking orders for formation activities and monitoring of Anti-Drug Clubs and the Volunteering Programme for NSS/NCC/YRC/RRC volunteers, etc. under Drive Against Drugs to sustain anti-drug awareness amongst students.

2. In the reference second cited, it has been informed to this Department that the above said proposal is agreed to by your Department and accordingly instructions were issued to the concerned officials of your Department. Based on this, the Anti-Drug Clubs have been formed in all the Schools in the State and the same is functioning at present.

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we can
get the
comments
of DSE

3. I state that while finalising the members for the District Level Committee and State Level Committee for both the Anti-Drug Club and Volunteering Programme for selection of best Clubs/Teams in the District Level as well as State Level, it requires further modifications in the Members of the Committees and it also requires some other modifications in the Time-Line of Events.

4. I enclose a revised proposal for formation, objectives, guidelines and monitoring for both the Anti-Drug Clubs and Volunteering programme and composition of the District Level Committee and State Level Committee with Time Line of Events in the Annexure to this letter.

5. I also state that the academic year 2023-24 is already over. It is proposed to distribute the District Level and State Level Awards to the best 3 Anti-Drug Clubs in Schools / Colleges and other Educational Institutions for their performance during the academic year 2023-24 and to fix the following time-line for distributing awards to the best Anti-Drug Clubs for the year 2023-24 as a special case. The Timelines are as given below:

- a) District Level proposals to be sent for State Level Awards before 15.07.2024.
- b) The State Level Committee will meet and finalise State Awards before 31.7.2024.
- c) The awards will be given away by the Hon'ble Chief Minister during the Anti-Drug Awareness Pledge Day in August, 2024.

6. I also state that in respect of Volunteering programme, the guidelines and programme details have not been finalised and communicated to Educational Institutions so far. I am, therefore, to request you to issue necessary instructions to the HODs under your control to create awareness about the Volunteering Programmes in all Schools in the State, immediately, so as to motivate students for Volunteering programme which

- The Volunteers are required to devote at least 30 hours to conducting both online and offline Drug Awareness related activities.
- The parent organization (O/o the Additional Director General of Police (EB-CID), Tamil Nadu) may be approached for further assistance and help.

IV. REPORTING:

- The Volunteers are advised to submit the 30 hours of drug awareness activities report with appropriate photographs one activity one photo (Photo should be Maximum 20 MB in JPEG or BMP formats) along with brief activities report in A4 size paper ; font size -12 Times New Roman and maximum 30 pages. Same shall be verified and countersigned by faculty in charge of the unit.
- Faculty shall prepare a consolidated report in the following format:

College / Institution Name with full address :

Names of the Volunteers	Age/Date of birth	Email ID	Mobile	Remarks

V. LIST OF SUGGESTIVE INFORMATION, EDUCATION AND COMMUNICATION (IEC) ACTIVITIES BY INDIVIDUAL / GROUPS:

a) Online / Social media awareness - Maximum 30 Hours :

- o Sharing messages / posters- 2 Hours
- o Organizing webinars – 5 hours (Max 8 Volunteers)
- o Participation in webinars- 2 hours
- o Drug awareness quiz – 5 hours (Max 8 Volunteers)
- o Participation in quiz- 2 hours
- o Poster making -2 hours
- o Slogan writing -2 hours
- o Posting a selfie picture – 1 Hour
- o "எனக்குவேண்டாம்"(Ennaku Vendam) message in social media- 2 hours.
- o Familiarizing #எனக்கு வேண்டாம்" #Ennaku Vendam hashtags – 2 hours.

ANNEXURE

FUNCTIONS OF THE VOLUNTEERING PROGRAMME

VOLUNTEERING PROGRAMME FOR NSS/NCC/YRC/RRC VOLUNTEERS:

A volunteering program has been planned to involve National Service Scheme volunteers, National Cadet Corps cadets and volunteers of other such organizations in regular awareness activities against drug abuse on regular basis.

I. OBJECTIVES :

- To create mass awareness.
- To involve NCC and NSS Volunteers on a 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.

II. DURATION:

- Volunteers have to devote atleast 30 hours on activities to spread awareness against drug abuse.
- Youth enrolled in NSS/NCC/YRC/RRC etc., in the Higher Secondary Schools /Colleges and Universities in Tamil Nadu can apply for the volunteering program as a team. (The limit for team members - Maximum 100).

III. Volunteering process:

- Youth can enroll through these youth organizations.
- Volunteers may participate in teams. The team size may be maximum 100 members.
- The Drug Awareness activities should be approved by the NSS/NCC/YRC/RRC In charge officers at the academic institutions.

will include awareness creation on drugs among peer / public, conducting competitions in Schools, distributions of pamphlets and posters, organising cultural programmes, etc.

7. The best performing Volunteers / Volunteering teams will be selected by the Educational Institutions and report sent to District Level Committee and State Level Committee. The awards for Volunteering programme will be given from the Academic year 2024-25 onwards by following the Time-Line of Events as mentioned in the Annexure to the Volunteers / Volunteering Teams.

8. I therefore, to request you to send your remarks on the above said modified proposal of this Department within a week's time, so as to proceed further.

Best wishes,

Yours sincerely,

P. Amudha
6/6/24
(P. AMUDHA)

To

Thiru J.Kumaragurubaran, IAS.,
Secretary to Government,
School Education Department,
Secretariat, Chennai-600 009. (We.)

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b) Offline Activities - Maximum 30 Hours :

- o Drug awareness among friends- 3Hours
- o Organizing seminars- 5 Hours (Max 8 Volunteers)
- o Participation in Seminars-2 hours
- o Organizing Drug Awareness /Drug Abuse orientation by expert-3 Hours(Max 8 Volunteers)
- o Participation in orientation - 2 Hours
- o Distribution of awareness pamphlets -3 Hours
- o Organizing human chain - 3 Hours
- o Organizing walkathons and cycle rally - 3 Hours
- o Walkathons- 3 km & cycle rally for 5km
- o Mime /street theatre on drug awareness -3 Hours
- o Selfie Zone "எனக்கு வேண்டாம்" in Colleges by the help of nearby Police Stations-2 hours
- o Sports Kabbadi match / Silambam /traditional sports display- 3 Hours.

c) Hybrid Mode - Maximum30 Hours (15 hours each in online and offline)

- o *Both online and offline activities*

VI. REPORT SUBMISSION:

- The Units are advised to submit the report duly countersigned by the Officer in-charge of the NSS/NCC/YRC/RRC in PDF file to the following email ID: nibcidcyber@gmail.com

*The last date for submission of report March 15th

VII. REWARDS

- All participants will be given a certificate on successful completion of 30 hours of drug awareness volunteering program by the District Collector.
- The best volunteering teams will be recognized at District level.

VIII. THE DISTRICT LEVEL AWARDS:

First Prize	:	Rs.15,000 Cash award along with certificate.
Second Prize	:	Rs.10,000 Cash award along with certificate.
Third Prize	:	Rs.5,000 Cash award along with certificate.

*The above fund will be provided by District Collectors.

IX. THE SELECTION COMMITTEE AT DISTRICT LEVEL:

CHAIRMAN	:	District Collector
MEMBERS	:	District Superintendent of Police.
	:	District Nodal NSS Programme Officer (District Collector to nominate)
	:	District Nodal RRC/ YRC Officer (District Collector to nominate)
	:	District Nodal NCC Officer (District Collector to nominate)
MEMBER SECRETARY	:	ADSP/ DSP in Charge of EB-CID

The District Level Committee shall select the Top 3 Best Schools / Colleges / Polytechnics at District Level and forwarding the one best School / College / Polytechnic category to the State Level Committee with all relevant records for considering the Team for State Level Awards.

X. THE SELECTION COMMITTEE AT STATE LEVEL :

CHAIRMAN	:	Addl. Director General of Police, (EB-CID), Chennai.
MEMBERS	:	Commissioner, Collegiate Education.
	:	Commissioner, School Education
	:	Regional Director, NSS (GOI).
	:	State NSS Co-ordinator (DCE)
	:	Deputy Director, NCC, O/o the Director of NCC
MEMBER SECRETARY	:	Mission Director-Drug Free Tamil Nadu

- The Mission Director, Drug Free Tamil Nadu act as the Member Secretary and convene the meeting to deliberate upon the activities of the Volunteer Teams as well as specific meeting to select the top 3 Volunteer Teams at the State Level for Schools and Colleges based on the reports sent by District Level Committee.

XI. THE STATE LEVEL AWARDS:

First Prize	:	Rolling Trophy, Cash Prize Rs. 1,00,000/- and Certificates
Second Prize	:	Rolling Trophy, Cash Prize Rs.75,000/- and Certificates
Third Prize	:	Rolling Trophy, Cash Prize Rs.50,000/- and Certificates

*The above fund will be provided by Enforcement Bureau, Tamil Nadu.

XII. TIME LINE OF EVENTS:

- NSS/NCC Volunteers to carry out various anti-drug awareness programme throughout academic year.
- Selection of Top 3 Best Schools / Colleges / Polytechnics at District Level by the District Level Committee and forwarding the one best Best School / College / Polytechnic category to the State Level Committee by 30th April.

Submission Report last date	:	15 th March
Finalisation of District Level Awards and forwarding One best entries for State Level Awards.	:	30 th April
State Level Awards Selection	:	30 th May
State Level Function	:	To be decided as per convenience of the Hon'ble Chief Minister.

P.AMUDHA
Principal Secretary to Government

//True Copy//

9/6/2019
Section Officer
06/06/2019

ANNEXURE

FUNCTION OF THE ANTI DRUG CLUBS

Anti-Drug Clubs are required to be set up in every educational institution for creating awareness against drug abuse.

I. OBJECTIVES :

- 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 the students from the ever increasing threat of drug addiction by involving them as stakeholders. By making it a responsibility that students have to ensure that their campus is drug free, they would take larger responsibility for their school and surrounding society.
- Students would have a sense of participation in the campaign. Today's youngsters are falling prey to the menace of drug abuse because of lack of any other outlet for their energies, lack of confidence and urge to fit in / seem 'cool', as a result of depression and because they feel they may not get caught.
- Anti-drug awareness to motivate the institutions to declare themselves drugs free.
- Generate a sense of confidence amongst parents of students.
- A healthy and fit next generation.

II. LOGO:

Every educational institution having Anti-Drug Club shall put a board regarding the formation of Club like being done for NSS, NCC, etc., The board shall display 'Ennaku Vendam' logo and toll free number of helpline 10581 and 9498410581.



**எனக்கு
வேண்டாம்**

III. ACTIVITIES:

- These activities are preferred to be completed by the end of an academic year for each Club for all its Members or associative Clubs.
- Organising and participating in seminars with Guest Speakers
 - Local Medical Officer
 - Local Police Personnel
 - Local Administration Personnel
 - Other Experts
- Organising a poster / pamphlet competition and creating pamphlets with catchy slogans and phrases to be judged by prescribed institution committee and winners to be appropriately recognised.
- Distributing pamphlets in public places under the supervision of faculty in charge of club.
- Organising and visiting De-addiction Centres under supervision of faculty in charge of Club.
- Organising a visit to local Fire Station, Police Station, etc., Members should learn to draft a complaint to Police in case of any untoward incident.
- Organising walkathon to create awareness on drug abuse under supervision of Teachers.
- Organising Cycle Rally to create awareness on drug abuse under supervision of Teachers.
- Organising 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.
- Organising 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 organising such plays in campus and other areas.
- Any other innovative method to create awareness.

IV. COMPOSITION OF THE CLUBS, FUNCTIONING and REPORTS:

- Every Educational Institution will have an Anti-Drug Club.
- Membership into the Club will be purely voluntary for all students from Class 9 onwards in Schools and all students in Polytechnic or Colleges.
- Minimum of 5 Members of the Club per institution will be Office Bearers / Representatives.
 - If Head of the Institution is of the opinion that more representatives are needed to conduct the Club activities then suitable numbers may be increased and intimated to District and State Level Committees.
 - Procedure of electing / selecting Office Bearers :
 - Preferably the members of the Club may elect/select the 5 representatives. Once finalised, the list of representatives along with their address and contact number will be sent to DEO for onward transmission to State Committee.
- The Anti-Drug Club will undertake the activities that are stipulated but not limited to those listed out by the State and District Committees. So long as the activities are in line with the greater objectives of the 'Drive Against Drugs' Campaign and within the confines of the existing laws enforced in the State, such activities may be undertaken.
- It is encouraged that activities are showcased in Social Media and the concerned accounts of 'Drive Against Drugs' may be tagged so as to take note of the activities and the traction it has generated. Suitable hash-tags will be conveyed which can be used for each post from the Club.
- An annual report will be prepared by the representative and vetted by the faculty in-charge of the Club and the Head of the Institution and 2 copies will be sent to the CEO, one copy will be forwarded by the CEO to the State Committee.
 - The annual report will contain gist of all the activities that the Club has undertaken in the academic year.
 - The annual report will be sent as stipulated at the end of the academic year as stipulated.

V. DISTRICT AND STATE LEVEL COMMITTEES:

DISTRICT LEVEL COMMITTEE :

a) District level committee will comprise of

CHAIRMAN	:	District Collector
MEMBERS	:	Superintendent of Police
	:	ADSP / DSP in-charge of Enforcement Bureau.
		Designated Officer, Food Safety Department.
	:	Joint Director / Dean of Government Medical College / Deputy Director of Public Health and Preventive Medicine. (District Collector to nominate any one of the member from the above)
MEMBER SECRETARY	:	Chief Education Officer

- The responsibility of the District Level Committee is to select the top 3 Clubs at the School and College each based on their annual report of all activities conducted during the academic year.
- The Chief Education Officer will act as the Member Secretary and to convene the meeting.
- The District Level Committee will request for quarterly and half yearly performance from the Clubs and motivate / facilitate the activities of the Clubs in whatever ways possible. The District performance of the Clubs will be conveyed to the State Level Committee in the same quarterly and half yearly fashion.
- The District Level Committee will select Top 3 Best Schools / Colleges / Polytechnics at District Level and forwarding the one best Club in School / College / Polytechnic category to the State Level Committee for selecting the top 3 Clubs in the State Level.

b) DISTRICT LEVEL AWARDS :

First Prize	:	Rs. 15,000 Cash award along with certificate.
Second Prize	:	Rs. 10,000 Cash award along with certificate.
Third Prize	:	Rs. 5,000 Cash award along with certificate.

*The above fund will be provided by District Collectors.

VI. STATE LEVEL COMMITTEE :

a) The State Level Committee will be comprised of

CHAIRPERSON	:	Addl. Director General of Police, (EB-CID)
MEMBERS	:	Commissioner, Collegiate Education
	:	Commissioner, School Education
MEMBER SECRETARY	:	Mission Director, Drug Free Tamil Nadu

- The Mission Director, Drug Free Tamil Nadu act as the Member Secretary and convene the meeting to deliberate upon the activities of the Club as well as specific meeting to select the top 3 Clubs at the State Level for schools and colleges based on the reports sent by District Level Committee as well as impact assessed from the outreach programmes of each Club.

VII. THE STATE LEVEL AWARDS:

First Prize	:	Rolling Trophy, Cash Prize Rs.1,00,000/- and certificates
Second Prize	:	Rolling Trophy, Cash Prize Rs.75,000/- and certificates
Third Prize	:	Rolling Trophy, Cash Prize Rs.50,000/- and certificates

*The above fund will be provided by Additional Director General of Police (Enforcement Bureau), Tamil Nadu.

VIII. TIMELINE:

- Educational Institutions may take up the list of activities as per their convenience through the academic year.
- It is recommended that all activities must be undertaken by the institution. (The timeline for submitting the Annual Activity report would be prior to the board exams in March each year).
- Submission of Annual Activity Report to CEO of every district from Educational Institutions by 15th February.
- Selection of Top 3 Best Schools / Colleges / Polytechnics at District Level by District Level Committee and forwarding the one best Club in School / College / Polytechnic category to the State Level Committee by 20th April.
- Selection of Best 3 Clubs of Schools and Colleges / Polytechnics at State Level by State Level Committee by 15th May.
- Presentation of awards to TOP 3 Schools and Colleges by Hon'ble Chief Minister. (At the convenience of Hon'ble Chief Minister)

P.AMUDHA
Principal Secretary to Government

//True Copy//

J. G. J.
06/05/2024
Section Officer