

SREE AYYAPPA COLLEGE

ERAMALLIKKARA, CHENGANNUR, ALAPPUZHA DISTRICT
KERALA

(GOVT. AIDED COLLEGE AFFILIATED TO THE UNIVERSITY OF KERALA)
NAAC Accredited



SSR (CYCLE II)

CRITERION – VII
INSTITUTIONAL VALUES AND BEST
PRACTICES

SUBMITTED TO
NATIONAL ASSESSMENT AND ACCREDITATION
COUNCIL (NAAC)

JULY 2023



KEY INDICATOR 7.2

“LIBERATIO”- Liberating the Youth from Drug-abuse

Substance abuse has become a menace that kills the youth, both physically and psychologically in our society. Sree Ayyappa College has taken several measures to indulge students in various activities like sports, flash mob etc. The college has been taking steps to prevent the illicit practice of drug abuse from 2017 with the help of Vimukthi club and National Service Scheme.

2021-22

The National Service Scheme units of Sree Ayyappa College, Eramallikkara **formed a Vimukthi Club** consisting of thirty volunteers. Mr. Abin Jacob Manoj (NSS volunteer) who has participated in the training programme on Vimukthi organized by NSS, University of Kerala and Kerala Excise Department; and the volunteer secretary Mr. Prince K.A lex have been leading all the Vimukthi activities in the college so far. The **inaugural session** of Vimukthi 2022-2023 was conducted at the college Seminar Hall on **30/06/2022** at 10 a.m. The session organized in collaboration with JCI, Chengannur was an awareness session on drug addiction and its ill effects and the **awareness class was led by Mr. Arun Kumar. V, Asst. Excise Inspector, Chengannur.**

As per the instruction given from State NSS Cell to initiate first phase of Anti-Drug Campaign **“Laharimuktha Keralam”** and related programs from **6th October to 1st November 2022**, the Vimukthi Club members, and other NSS volunteers of the college have charted a list of programs to be conducted as part of this campaign. The college level inauguration of the campaign was conducted on **6th October** and the program began by the live streaming of Chief Minister’s Inaugural speech which was very informative in its fullest sense. It was followed by the college level inauguration done by Chengannur Asst. Excise Inspector, Mr. Arun Kumar. V who also highlighted the emergency situation existing in the state due to this widespread drug usage. Students took oath under the leadership of NSS Volunteer Secretary Prince K Alex.

The NSS Units of Sree Ayyappa College has conducted an **Anti-Drug Awareness Quiz competition “Bodhyam”** on **10.10.2022** in the college seminar hall. NSS Programme officers Dr. Athira Sasidharan and Ms. Lavanya. M have read out the questions to the students and the winners of the quiz competition are Ms. Samudra Prasad and Mr. Ansif. The quiz session was really informative to the students as the questions were set in such a planned manner by NSS state cell that would awaken the inquisitive minds of the students.

Owing to the fact that mothers are the most influential person in a home, all the female members of **Kudumbasree units** near the college have been invited to attend an **awareness class** that was led by a Woman Civil Excise officer Ms. Anitha Kumari who could easily struck a responsive chord with the audience. The Kudumbasree members were given proper directions to be vigilant against the drug users and their behavioral patterns. Their favorable response was itself a positive sign for the NSS units to continue with such programs that would undoubtedly help in the progress of the society. This awareness program was conducted on **18th October 2022** at 4:00 p.m at the Seminar Hall.

The college NSS Units have also actively participated in **“laharikkethire deepam theliyikkal”** (“lighting lamps against drug abuse”) on **24.10.2022** by lighting candles and diyas as a symbolic representation of fighting the darkness caused by drugs. The volunteers also created videos in groups by taking anti-drug pledge by holding the lighted candles in their hands.

As art has immense power to touch the minds of people, the NSS units of the college has unanimously decided to create an **anti-drug wall painting** at the courtyard wall so that the students and other people can enjoy the aesthetic beauty of the painting and at the same time absorb the great message that it carries. Former student of the college Mr. Akhil. S has taken the initiative of creating this beautiful painting that exhorts the students to dream high and have great goals in life. Mr. Sachin Titus, another former student has also rendered his help in forming this innovative thought and bringing it to a successful finishing. They have started painting this picture on **25th October** and finished it off on **28th October** and the painting was unveiled by Prof. V.I Johnson, Former Head of Department of Malayalam, Bishop Moore College, Mavelikkara in a formal function of “Chengannur Peruma” conducted at the seminar hall on **31st October 2022**.

On **27th October**, Sree Ayyappa College NSS Units and JCI Chengannur Town has conducted collaboratively a ***Vimukthi*** program comprising an **Anti-drug awareness Rally** and a **students' flash mob** at Chengannur town. The College Principal Prof. Dr. S Suresh has inaugurated the day's program and JCI Chengannur Town President Philip Cherian presided over the event. The volunteers carried placards with anti-drug messages and the rally was flagged off by Chengannur Asst. Excise Inspector Mr. Arun Kumar. The rally was followed by flash mob presented by the volunteers at the town that attracted a crowd to this event.

One of the **NSS programme officers** of the college, Dr. Athira Sasidharan has made an important contribution to "**Bodhapoornima**", No to Drugs campaign undertaken by State NSS Cell and Kerala Excise Department. She has taken the lead role in a **short film "Parinamam"** scripted, directed and acted by seven NSS programme officers from different educational institutions all over the state. The short film was officially released by Hon. Minister Smt. R. Bindhu at the NSS Awards function held at M.G university on 20th October. As the film is closely connected to **anti-drug campaign**, the honourable minister has again posted it online in her official Facebook page with the label of Bodhapoornima. Dr. Athira Sasidharan has also received a **Certificate of Appreciation** from the Minister Smt. R. Bindu on 27th October at the inaugural function of forming "Laharivirudha Karma Sena" at Trivandrum.

The closing ceremony of the first phase Anti-drug campaign was held on **1st November 2022** at the college courtyard. The ceremony began with a **flash mob** by volunteers and later the entire college gathered at the front of the college to form the Anti- drug **Human chain** and the day's program ended by taking an **anti-drug pledge**.

PHOTO GALLERY

INAUGURAL SESSION

Link of the video of media coverage of inaugural function

<https://www.youtube.com/watch?v=LF94FoNM>

[Klw](#)



Inaugural session of Vimukthi Club on 31-06-2022



Audience listening to Chief Minister Sri. Pinarayi Vijayan's address to the student community of Kerala

ANTI DRUG AWARENESS QUIZ



NSS Program Officers conducting *Bodhyam Quiz*

KUDUMBASREE UNIT AWARENESS CLASS



Ms. Anitha Kumari, Women Civil Excise Officer addressing the Kudumbasree member

LIGHTING THE LAMP ON ANTI-DRUG DAY

Video links

<https://www.youtube.com/shorts/O8-K2f1RjuE>

<https://www.youtube.com/shorts/toes5RZJSY>

<https://www.youtube.com/shorts/qdSh4kGZDM>

[M](#)

<https://www.youtube.com/shorts/hMo0duUC1qI>

VIMUKTHI SAY NO TO DRUGS FLASH MOB AND RALLY

Video link of the flash mob in Chengannur

<https://www.youtube.com/watch?v=PDhh2X>

[7DctM](#)

Video link of the flash mob in the Campus

<https://www.youtube.com/watch?v=5FQgYIt>

[VcY](#)

Media Coverage of the flash mob and rally in

Chengannur

<https://www.youtube.com/watch?v=Hw66wgHAq>

zs

Media Coverage



The team behind rally and flash mob





**Flag-off ceremony of Rally in Chengannur
ANTI DRUG WALL PAINTING**

Making video of Anti-Drug Wall

https://www.youtube.com/watch?v=ZJTpmcCcs_M

s_M



Anti- Drug Wall in the College



Sri. O.S. Unnikrishnan, Chairman, Kerala Folklore Academy felicitating Akhil S.S., alumnus of the college and the artist behind Anti-drug Wall

VIMUKTHI SAY NO TO DRUGS HUMAN CHAIN AND PLEDGE

Video link

<https://www.youtube.com/watch?v=-fOQLWor2Wc>



Human chain in front of the campus on November 1, 2020

TOKEN OF APPRECIATION

NSS Program Officer Dr. Athira Sasidharan played the lead role in Govt. of Kerala's #DrugFreeCampus Skit



Certificate of Appreciation from Government of Kerala Higher Education Department, NSS, Kerala Excise Department to the outstanding contribution towards the Anti Drug,Awareness campaign "ദേഹം കേൾക്കൂ ജനമേലേ" by the short film "പരമേശ്വരം" Team

മരംഗം Calicut ETI training batch 17, 2022



Dr. Athira Sasidharan receiving the Certificate of Appreciation from Dr. R. Bindu, Minister of Higher Education and Social Justice



“LAHARIKETHIRE GOAL” (GOAL AGAINST THE USE OF DRUGS)

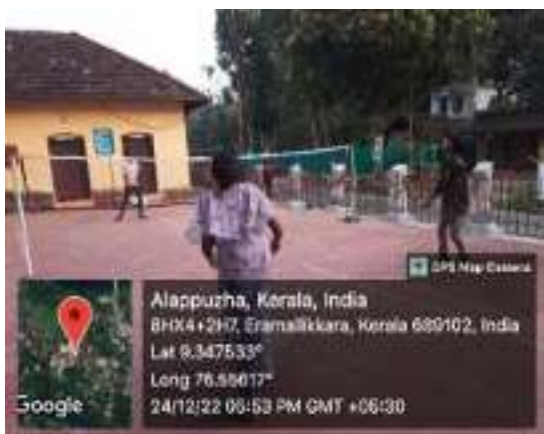
A goal post was made by NSS volunteers on December 24, 2023 as a part of *Laharikkethire Goal* project by the Govt. of Kerala.



Students were engaged in a lot of **recreational and productive activities** to divert them from using drugs.



Students making garden



Sports

FLASH MOB

A flash mob was performed on December 27, 2022 at KSGHSS, Kadapra to spread awareness against the use of drugs.



Flashmob at a school in Kadapra

2020-21

ANTIDRUG AWRENESS OATH

Antidrug oath was taken in the campus on January 4 2021. Dr. K.C Prakash read out the oath and 30 students took oath.



Anti-drug oath

2019-20

Cycle rally on Anti-drug awareness

A cycle rally was conducted by girl volunteers of our college against drug abuse.

Students were taken oath in the morning and later a rally was conducted. The flag off of the rally was done by Principal-in-charge Dr. K. C. Prakash.



Students participating in the cycle rally

ANTIDRUG AWRENESS OATH



TALK ON ANTI DRUG AWARENESS

Mr Jayakrishnan, Vimukthy Cell, Alappuzha conducted a drug awareness class. He emphasised on need of youth in society and the antidrug and antisocial activities in which youth are involved. The class was beneficial for the volunteers.



Dr. Jayakrishnan addressing the students

LIFE STYLE DISEASE DUE TO DRUGS AND ALCOHOL

In association within PHC Eramallikara NSS organised a one-day workshop on “Life style diseases” Mr Jain PHC Health inspector inaugurated the programme. In this programme an awareness was created by Mr. Saji Kumar, Excise Department regarding the use of alcohol and drug and how it becomes the reason for non-communicable lifestyle diseases.



Mr. Saji Kumar, Excise Department addressing the students

ANTI-DRUG AWARENESS SKIT AND QUIZ

An Antidrug Skit was performed by NSS volunteers at S.N College, Ala, Chengannur on anti-drug theme. An Anti- drug quiz was also conducted by NSS volunteers at the school which was led by Febin Joy, NSS volunteer. Four rounds of questions were asked and prizes were distributed for student police cadets of SN School, Ala.



NCC cadets of SN School, Ala attending a class by Dr. Ganga G., NSS Program Officer



Students performing anti-drug awareness skit at S.N College, Ala



Anti-drug quiz lead by Febin Joy

ANTI-DRUG SURVEY AT VILLAGE LEVEL

Survey on drug usage was conducted at five different villages of Alappuzha district. It was observed that all the villages the usage of drug in youth is alarmingly high.



Snapshots from the survey

ANTI DRUG AWARENESS POSTER MAKING



On September 30, 2019, a public interaction with Sri. N.S. Salimkumar, Deputy Excise Commissioner, Alappuzha was held on “Drug- abuse and the challenges faced by Women”. In the interaction, he gave solutions as to how to tackle substance abuse at home, the help-line numbers to be reached etc. The women from Thiruvandoor Panchayath participated in the interaction.



Sri. N.S. Salimkumar addressing the audience



Women clearing their doubts regarding drug-abuse

PLAY ON DRUG-ABUSE

On October 10, 2019, Excise Department, Alappuzha Division has enacted a play to propagate the theme of drug abuse and its harmful effects on the society.



SEMINAR ON ANTI-DRUG AWARENESS

As a part of NSS seven-day camp, a seminar on Anti-drug awareness was conducted in collaboration with Vimukthi, Alappuzha on December 25, 2019. Officers from the Department of Excise took awareness sessions for the students.



PLAY ON ANTI-DRUG AWARENESS

On December 25, 2019, NSS volunteers performed a play based on the theme of anti-drug awareness in their seven-day camp.



2018-19

ANTI DRUG SLOGAN MAKING COMPETITION ON MARCH 8, 2019



VIMUKTHI QUIZ

Vimukthi Club in association with NSS unit organized a quiz competition for the club members. The quiz was conducted by Mr. Sreekumar, Excise officer, Chengannur. Twenty-five students participated in the programme. Vysakh, Krishanunni and Sam of Dept. of Biochemistry and Industrial Microbiology bagged the first three places. The programme created an awareness on various aspects on drug abuse, its laws and the history behind various activities took place in India.



Mr. Sreekumar conducting quiz on Vimukthi

2017-18

ANTI-DRUG CAMPAIGN

As a part of anti-drug campaign, a seminar was conducted on November 8, 2017 in association with Vimukthi Cell. Vimukthi Coordinator Dr. N. Madhavan delivered welcome speech. Adv. Ramachandran Nair Honorable Ex. MLA Chengannur inaugurated the programme. Sri.S.Nisam Circle Inspector Dept. of Excise, Chengannur delivered a speech on “Drug Usage and Youth”. The programme was felicitated by Sri. Renjith. Ward Member, Sri. Jayaraman, PTA Vice President and Sreejith Kumar. S, Union chairman. The programme ended with vote of thanks by NSS programme officer Dr. Ganga. G.



Inaugural ceremony



Sri. S. Nisam Circle Inspector, Dept. of Excise addressing the students