

**AWARENESS PROGRAMME ON DRUG ABUSE AND ILLICIT
TRAFFICKING
ORGANIZED BY
OFFICE OF THE DISTRICT MAGISTRATE, COOCH BEHAR
PARTICIPANTS
NSS VOLUNTEERS OF UNIVERSITY B.T.& EVENING COLLEGE
COOCH BEHAR**

To mark the observance against drug abuse and illicit trafficking, the Office of the District Magistrate, Cooch Behar organized a district-level awareness programme. The objective was to spread awareness among youth and the public about the harmful effects of drugs and the need to prevent illicit trafficking in the district.



INTRODUCTION

Welcome Address by a district official highlighting the purpose of the day.

Speeches by District Magistrate, ADM, SP of Cooch Behar district and dignitaries including representatives from the District Administration on the legal provisions, health hazards, and social impact of drug abuse and trafficking. Participation of NSS Volunteers who took a pledge to stay away from drugs and to sensitize their peers and community.

Cultural presentations by students on the theme of drug-free society.

Vote of Thanks expressing gratitude to all participants and organizers.



Drug abuse and illicit trafficking have become serious concerns affecting youth, families, and communities. To spread awareness and promote a drug-free society, [College Name] organized an awareness rally on. The rally aimed to educate students and the public about the dangers of substance abuse and the illegal drug trade, and to encourage collective action against it.



OBJECTIVE OF THE RALLY

Create Awareness, educate students and citizens about the physical, mental, and social harms of drug abuse. Prevent Illicit Trafficking: Highlight how drug trafficking impacts society, crime rates, and youth safety. Promote Healthy Lifestyle: Encourage students to choose sports, studies, and community activities over drugs. Community Engagement: Involve students, faculty, and local residents in the movement against drugs.

SAY NO TO DRUG



Awareness March: Students marched with banners and slogans through busy areas to reach maximum people. **Street Play / Natak:** A short drama was performed at depicting how peer pressure leads to drug abuse.

Pledge Taking : All participants took a pledge to stay away from drugs and to report any suspicious trafficking activity.

Information Distribution : Leaflets with helpline numbers and facts about rehabilitation centers were distributed.



OUTCOME AND IMPACT

The “**Drug Abuse and Illicit Trafficking Awareness Rally**” was a successful initiative by university B.T.& Evening College, Cooch Behar. It reinforced the college’s commitment to building a safe, healthy, and responsible student community. Such programs play a vital role in shaping informed youth who can lead the fight against drugs in society.

The college plans to continue these efforts through workshops, counseling sessions, and collaboration with anti-narcotics departments.

Increased awareness among students about the legal consequences of drug use and trafficking. Encouraged open discussion about peer pressure and mental health. Strengthened coordination between the college and local authorities for future anti-drug programs. The rally received positive feedback from residents and local media.



CONCLUSION

The observance organized by the District Magistrate, Cooch Behar was impactful and well-received. The involvement of NSS volunteers made the campaign more vibrant and youth-centric. It is expected that such initiatives will continue to motivate young people to lead a healthy, drug-free life and to act as ambassadors of change in society.

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