



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Kammavari Sangham (R) 1952

**K. S. GROUP OF INSTITUTIONS**

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Approved by AICTE, New Delhi; Affiliated to VTU, Belagavi, Karnataka; Accredited by NAAC  
#15, Near Vajarahalli, Mallasandra, off kanakapura Road, Bengaluru – 560109

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[www.kssem.edu.in](http://www.kssem.edu.in)

## **“Mission Drug Free Campus & E-Pledge Campaign”**

On

**6<sup>th</sup> February 2024**

by

**KSSEM, Bengaluru - 560109**

Association with



**NATIONAL SERVICE SCHEME (NSS)**

**K.S. School of Engineering and Management**

**Bengaluru - 560109**



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As part of spreading the awareness against the ill effects of drugs among citizens, in co-ordination with Narcotic Control Bureau (NCB), Government of India has uploaded an e-pledge titled "Say Yes to Life. No to drugs".

**K S School of Engineering and Management** has actively conducted e-pledge titled "Say Yes to Life. No to drugs" on 6<sup>th</sup> February 2024 as a part of Mission drug free campus and e-pledge campaign. All NSS coordinators have actively volunteered and make the students to take pledge "Say Yes to Life. No to drugs".

**Link to the e-pledge <https://pledge.mygov.in/fightagainstdrugabuse/>**

The usage of drugs is an increasing concern across the world. No civilization or nation may assert immunity. The globe has understood that unless we mount a calculated defense and develop successful intervention tactics, this evil will consume the entire planet. Addiction to alcohol, drugs, and cigarettes is increasing among adolescents and college-bound teenagers as a result of a number of variables that have been explored in earlier units. This implies that the threat of addiction affects even schools and colleges. As a result, society's and humanity's futures are both in risk. Addiction is consuming both youths and adults alike outside of academic campuses, in the villages and urban areas. This is something that many of us have realized, and occasionally, at least some of us have believed that something concrete ought to be done in order to stop things from continuing in this way.

Tobacco use is the leading global contributor to preventable disease and premature mortality, killing half of its users before they reach reproductive maturity. Use of tobacco increases the chance of developing diseases such as cancer, cardiovascular disease (CVD), diabetes, chronic pulmonary disease, stroke, infertility, blindness, TB, oral cavities, etc. According to the Global Youth Cigarettes Survey (GYTS), 2009, 14.6% of Indian youths between the ages of 13 and 15 use tobacco. Many health issues, such as more frequent and severe asthma episodes, respiratory infections, ear infections, sudden infant death syndrome (SIDS), coronary heart disease, stroke, lung cancer, etc., are brought on by passive smoking or second-hand smoke exposure in newborns, youths, and adults.



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In order to implement measures to reduce tobacco usage, the Government of India passed the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003) in 2004. Various laws prohibit smoking in public places, selling tobacco to and to minors, selling tobacco within 100 yards of educational institutions, and engaging in direct and indirect tobacco product advertising and promotion

### An Exemplary Pledge for Students

I pledge that I will not use tobacco products, illegal drugs, or alcohol. I will do my best to educate my friends and family and neighborhood about the dangers of using such products and how they are life killers. I will always make the right decision by refusing to take any such product and resist their consumption and sale to the people of my surroundings.

NSS Program Officer

**MANOHARKUMAR K N**

NSS Program Officer

K S School of Engineering and Management  
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Principal