



ANNA UNIVERSITY, CHENNAI

UNIVERSITY COLLEGE OF ENGINEERING, TINDIVANAM

C.No: UCET/DEAN/CIRCULAR/2025/48

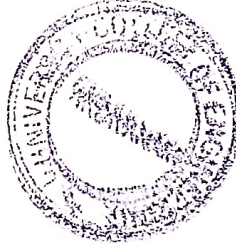
Date: 07.08.2025

Awareness and Participation in "Drug-Free Tamil Nadu" Inter-Collegiate and School Social Media Hashtag Competition

This is to bring to your kind notice the upcoming "Drug-Free Tamil Nadu" Inter-Collegiate and School Social Media Hashtag Competition organized by the Government of Tamil Nadu to promote awareness and public participation ahead of the Mass Pledge event scheduled for August 11, 2025.

All Head of the department are requested to disseminate this information promptly to all students in your departments and encourage their active participation in this important social initiative. Students are to use their **personal social media accounts** to **post awareness content** using the **official hashtags** during the campaign period from **August 5, 2025 (9:00 AM) to August 10, 2025 (6:00 PM)**.

For detailed guidelines, official hashtags, reporting formats, and competition rules, please refer to the attached official circular. Your support in motivating students to engage in this campaign and contribute towards a drug-free Tamil Nadu is highly appreciated. Kindly ensure that students are made aware of the deadline and submission requirements.



Copy to

- 1) All HODs
- 2) File

Encl: 1) Competition Guidelines and Hashtag information

[Signature]
DEAN (i/c)
UCET

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Dean i/c
University College of Engineering
Tindivanam



VILUPPURAM DISTRICT



DRUG FREE TAMILNADU CAMPUS CHALLENGE

Share the post of Anti - Drug content with the following
Hastags in twitter (X) & instagram (I)

Hastags :

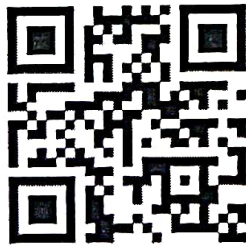
#DrugFree Tamilnadu,
#Join The Mass Pledge Event On Aug 11
Viluppuram
#College_Name / School_Name
#Enakkuvendam, #NamakkuVendam

Participants :

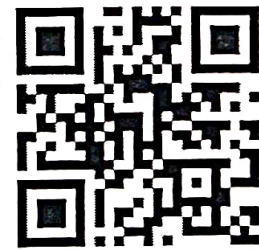
All college students and all school Anti
Drug Club coordinators/students

Time Line :

August 5th 09:00 AM -
August 10th 06:00 PM , 2025



Official Slogans

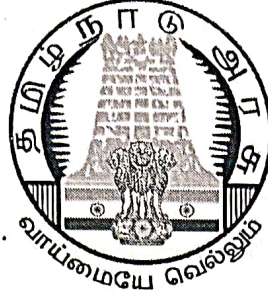


Guidelines



Win exciting district-level prizes
August 11th 2025 at the mass Pledge event.

**District Collector,
Viluppuram**



Competition Guidelines: Inter-Collegiate and School Social Media Hashtag Challenge for "Drug-Free Tamil Nadu"

1. Introduction & Background

In alignment with the Government of Tamil Nadu's flagship "Drug-Free Tamil Nadu" initiative and in anticipation of the state-wide Mass Pledge event led by the Hon'ble Chief Minister on August 11, 2025, we are launching this major public awareness campaign.

To amplify the message and engage the youth, the Mission Management Unit (MMU) for 'Drug Free Tamil Nadu' and the Enforcement Bureau CID (EBCID) are excited to announce the Inter-Collegiate and School Social Media Hashtag Competition. This challenge will leverage the digital power of college students to create a massive social media wave, building momentum towards the August 11th event and reinforcing our collective commitment to a drug-free state.

2. Objectives

- To generate widespread awareness about the "Drug-Free Tamil Nadu" initiative and the Mass Pledge event on August 11, 2025.
- To empower college students and their campus Anti-Drug Clubs as key ambassadors of the campaign.
- To create a significant and positive social media buzz across Tamil Nadu using a unified set of official hashtags and campaign materials.
- To foster a spirit of healthy competition among colleges and districts in promoting this vital social cause.

3. Competition Details

- **Competition Title:** #DrugFreeTNCampusChallenge
- **Theme:** Spreading Awareness for a Drug-Free Tamil Nadu
- **Timeline:** August 5, 2025 (9:00 AM) to August 10, 2025 (6:00 PM)
- **Participants:** All students enrolled in colleges and School ADC Coordinator/Students across Tamil Nadu. All Anti drug Club Coordinators or Students in Schools
- **Platforms:** Twitter (X), Instagram

4. How to Participate

1. Students / ADC Coordinators must use their personal social media accounts for all posts.
2. From August 1st to August 8th, participants should post the official slogans and Information, Education, and Communication (IEC) materials provided in the digital toolkit.
3. **Crucially, every single post must include the complete set of official campaign hashtags.**
4. Participants are strongly encouraged to tag their college's official social media handle in their posts.

5. Official Hashtags & Content

- **Mandatory Hashtags for Every Post:** To ensure your posts are counted, you **must** include all of the following hashtags in every post:
 1. #DrugFreeTamilnadu
 2. #JoinTheMassPledgeEventOnAug11
 3. #yourdistrictname (e.g., #Chennai, #Coimbatore, #Madurai)
 4. #yourcollegename # your School Name (e.g., #PresidencyCollege, #LoyolaCollege, #GHS-VENMANKONDAN, #GHSS LALIGAM)
 5. #Enakkuvendam
 6. #NamakkuVendam
- **Approved Content:** The Mission Management Unit (MMU) will provide a digital toolkit containing approved, impactful slogans (in Tamil and English) and a set of digital posters, images, and short video clips (IEC materials).

6. Reporting and Submission for Evaluation

To be eligible for prizes, each participating college must submit a consolidated report of their students' activities.

- **Report Format:** A single PDF document.
- **Report Content:** The PDF must contain:
 - A brief summary of the college's participation.
 - **Day-wise screenshots** of the social media posts (Tweets, Instagram posts) made by the students.
- **Submission Deadline:** The final PDF report must be submitted to the respective district's Assistant Commissioner, Excise, by **6:00 PM on August 10, 2025.**
- **Note:** Reports submitted after the deadline will not be considered for evaluation.

7. Evaluation and Judging Criteria

Winning colleges and districts will be determined based on the data provided in their submitted PDF reports. The focus is on the volume and reach of the awareness messages.

- **Primary Metric:** Total number of posts using the complete set of official hashtags, as documented in the college's submitted report.
- **Secondary Metric:** Total number of unique students participating from the college, as evidenced by the screenshots in the report.
- **Special Category:** A prize for the "**Best Performing Anti-Drug Club**" (Each School/College Consider as a "Anti Drug Club") will be awarded based on their organizational efforts and achieving the highest participation rate from their college.

8. Prizes and Recognition

- Prizes will be awarded at the district level.
- **Categories:** 1st, 2nd, and 3rd place for the colleges with the highest number of documented posts.
- A special certificates and cash prize for the "**Best Performing Anti-Drug Club.**"
- All winners will be felicitated publicly during the district-level "Drug-Free Tamil Nadu" Mass Pledge event on August 11, 2025, by the District Collector.