



## **BEST PRACTICE – 1**

### **TITLE: NASHA MUKTI: CULTIVATING A TOBACCO AND DRUG-FREE CAMPUS**

#### **OBJECTIVES**

- \* To establish and strictly maintain the college premises as a zero-tolerance, addiction-free (Nasha Mukti) zone.
- \* To foster a healthy, disciplined, and clean academic environment by completely eradicating the use of tobacco, gutkha, paan, and cigarettes.
- \* To ensure active stakeholder participation and accountability through departmental pledges and dedicated enforcement committees.

#### **THE CONTEXT**

The consumption of tobacco, gutkha, and cigarettes poses severe health risks to young adults and staff, while also leading to campus littering and a polluted environment. Recognizing that a safe and hygienic space is foundational to academic success, the institution identified the necessity for strict regulations. This initiative aligns with the college's broader health and wellness goals, moving beyond mere awareness to strict on-ground implementation and accountability.

#### **THE PRACTICE**

The implementation of this practice relies on a combination of active commitment, visual awareness, and strict disciplinary action:

- \* **Dedicated Committee:** A specific committee has been organized to actively monitor, oversee, and enforce the Nasha Mukti guidelines across the college premises.
- \* **Departmental Oaths:** To build deep-rooted commitment, mandatory departmental oaths are organized. The Head of Department (HOD) along with all department members and students formally pledge to uphold a drug-free and healthy lifestyle.
- \* **Campus-Wide Awareness (Eco-Club Initiative):** Informational and warning banners are prominently displayed at various strategic locations throughout the college campus to

continuously remind stakeholders that the premises are a declared "Nasha Mukta Kshetra" (Addiction-Free Zone).

\* **Strict Enforcement & Punishments:** To ensure absolute compliance, a strict financial penalty (Arthdand) system is implemented for anyone caught consuming prohibited items (gutkha, tobacco, paan, cigarettes) or littering the campus:

\* Teaching and non-teaching staff are penalized with a fine of ₹500.

\* Students and external visitors are penalized with a fine of ₹250.



#### EVIDENCE OF SUCCESS

\* **Addiction-Free Campus:** The college has successfully transformed into a Nasha Mukta (Addiction-Free) institution, achieving its primary conclusion and goal.

\* **Enhanced Cleanliness:** The strict fines and active monitoring have acted as strong deterrents, resulting in a visibly cleaner campus with a drastic reduction in littering and spitting.

\* **Universal Participation:** The successful execution of departmental oaths with HODs serves as documented proof of uniform compliance and shared responsibility among all academic departments.