



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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Proceedings of the Chief Executive Officer, TNSRLM

Present: Tmt. Shreya P Singh, I.A.S.,

Roc. No.TNCDW/275/2025-PC1

Dated: 16.04.2025

Sub: TNCDW – TNSRLM – Partnership & Convergence –
Announcement made by the Hon'ble Minister of Youth
Welfare and Sports Development on the floor of the
Legislative Assembly on 28.03.2025 – Awareness to School
& College students on Drug Abuse, Alcoholism and Mental
Health at a cost of Rs. 2.50 Crore – E.O. issued - Reg.

Ref: 1. Annual Action Plan 2025-26
2. Announcement No.13 made by the Hon'ble Minister of
Youth and Sports Development on the Floor of the
Legislative Assembly on 28.03.2025

Order:

Tamil Nadu State Rural Livelihoods Mission is taking systematic efforts to create awareness on Mental health issues as women are facing lot of these during and Post COVID-19. The Mental health issues like Depression, suicide thoughts, Anxiety, Obsessive Compulsive Disorder, Psychosis, Schizophrenia, Bi-polar Disorder, Seizure / Epilepsy Disorder, Intellectual Disability, Autism, Behaviour Problems, Elderly Mental Health, Addiction, etc., are given exposure to the SHG A&R in 388 Blocks. The Women / Elderly with Mental Health issues are referred to the District Mental Health Programme through the PHCs concerned. Training manual and guidebooks have been prepared with the support of Schizophrenia Research Foundation (SCARF) and Institute of Mental Health, titled '**Mana Nalam**' and disseminated to the Resource Persons at State, District, Block and Panchayat level, CBOs and other functionaries at various levels are distributed with the Manual in addition to creation of awareness.

The Drug Abuse and Alcoholism is widely prevalent among the youth in Tamil Nadu. Most of them use drugs or alcohol to compensate for

anxiety, depression or a lack of positive social skills. The regular users of drugs and alcohol are suffered with depression, personal conduct problems, personality disorders, suicidal thoughts, attempted suicide, etc. Drug Addiction among the adolescent also result in poor grades in Studies / Exams, lower self-esteem, memory loss, attention deficits, etc.

Youth are using drugs because they want to be accepted by friends or peers who are taking drugs and to feel good for their personal feelings as abused drugs can produce feelings of pleasure and joy. The following factors cause drug abuse among youth are

- Family history
- Personal choice
- For stress relief
- Facing traumatic experience
- Mental health issues / condition
- Accessibility to Drugs
- Environmental and social factors

As approved in Annual Action Plan 2025-26, Mental Health Programme with special focus on 'Drug Free Tamil Nadu' creating Awareness on Drug Abuse and Alcoholism will be implemented in 388 Blocks across the State with the support of schizophrenia Research Foundation (SCARF) and Institute of Mental Health (IMH) to create awareness about various mental health issues, early identification of stress, anxiety and timely cure.

In the reference 2nd cited, Hon'ble Deputy Chief Minister / Honb'le Minister of Youth and Sports Development has announced on the Floor of the Tamil Nadu Legislative Assembly as "13. வலிமையான இளைஞர்களை உருவாக்கி வளமான தமிழகம் படைத்திட, சுய உதவிக் குழு உறுப்பினர்களின் குடும்பங்களில் உள்ள பள்ளி மற்றும் கல்லூரிகளில் பயிலும் மாணவ,

மாணவியருக்கு மனநலம் காத்தல், மது மற்றும் போதை ஒழிப்பு குறித்த விழிப்புணர்வு பயிற்சி 2.50 கோடி ரூபாய் மதிப்பீட்டில் வழங்கப்படும். சுய உதவிக்குழு உறுப்பினர்களின் குடும்பங்களில் உள்ள பள்ளி மற்றும் கல்லூரிகளில் பயிலும் மாணவ, மாணவியருக்கு மது மற்றும் போதை பொருட்கள் பயன்பாடு ஒழிப்பு உள்ளிட்ட, மனநலம் குறித்த விழிப்புணர்வு பயிற்சி 2.50 கோடி ரூபாய் மதிப்பீட்டில் வழங்கப்படும்..."

The Hon'ble Chief Minister of Tamil Nadu has started a campaign on 'Drug Free Tamil Nadu' in order to protect the younger generation from the ill effects of drug abuse and Alcoholism and has created 'Mission Management Unit' exclusively for Drug Free Tamil Nadu under the Home department and lot of awareness programmes are being conducted by multiple departments, including Police, Health, Child Welfare, School Education / Higher Education department, Child Welfare, etc., and developed Anti-Drug Clubs in Schools and Colleges across Tamil Nadu.

- Live Free, Live Drug Free – promotes Freedom from drug dependence.
- "Your health is your wealth", "Say NO to Drugs"

A Mobile App is also developed by Government of Tamil Nadu for 'Drug Free Tamil Nadu' in February 2025. This social menace of Drug Abuse has to be completely erased out of the minds of the youth and adolescent boys / girls as they are the "Future of Tamil Nadu".

With the objective of freeing youth especially to protect the households of SHGs, and to bring a stronger, vibrant Tamil Nadu, the TNCDW also joined hands with the campaign on 'Drug Free Tamil Nadu' to create massive Awareness programme for school children and College boys / girls during the year 2025-26 in a Mission mode and the Community Based Organisations will be continuing with the efforts of Government of Tamil Nadu and strengthen 'Anti-Drug Movement' with the active participation of SHG households and their wards.

In order to address the growing trend of Drug Abuse and Alcoholism among the adolescent and youth aged between 15 to 25 years, it is proposed in the references 1st cited that 20,000 sessions should be conducted in all Schools covering a minimum of 100 boys and girls in a batch by the trained Block Resource Persons at a total cost of Rs. 2.00 Crore. Likewise, 5,000 sessions will be conducted in all Colleges covering 150 boys and girls in a batch by the trained District Resource Persons at a total cost of Rs. 50 lakhs. The sessions shall be conducted in Private / Aided schools and Self Financing, Aided Colleges including Polytechnics, ITIs and Engineering Colleges apart from Government Schools and Colleges. During this year, it is proposed to create awareness among 20 lakh students across the State on 18 issues of Mental Health and Drug Abuse and Alcoholism with a total outlay of Rs. 2.50 crore.

The Project Directors are instructed to follow the guidelines given below regarding conduct of Awareness sessions on Mental Health, Drug Abuse and Alcoholism in Colleges and Schools.

Guidelines for conducting sessions in Colleges:

- The Schedule for the conduct of sessions should be prepared by the APO (P&C) in coordination with the District Resource Person.
- The schedule should be uploaded in the Mathikalam' and monitored on a regular basis by the BCs and BMMs concerned.
- The Zonal APOs should monitor and ensure attendance and quality of the sessions.
- Weekly report on the number of sessions conducted and number of students attended in each session should be sent to HO.
- Request for payment of honorarium to DRPs towards conduct of sessions in colleges should be sent to TNVRC duly certified by the Project Director concerned.
- Documentation should be done for each session with feedback from students along with photographs.

Guidelines for conducting sessions in Schools:

- The Schedule for the conduct of sessions should be prepared by the APO (P&C) in coordination with the District Resource Person and Block Resource Persons.
- The schedule should be uploaded in the Mathikalam' and monitored on a regular basis by the BCs and BMMs concerned.
- The Zonal APOs should monitor and ensure attendance and quality of the sessions.
- Weekly report on the number of sessions conducted and number of students attended in each session should be sent to HO.
- Honorarium to Block Resource Persons should be paid by the DMMU concerned on completion of the sessions in Schools.
- Documentation should be done for each session with feedback from students along with photographs.

Therefore, the Project Directors are hereby directed to get approval from the District Collectors for conduct of the programme and to instruct the Assistant Project Officer (P&C) along with the District Resource Person to draw schedule which shall be duly entered in the 'Mathikalam portal' and complete the awareness training on Mental Health, Drug Abuse and Alcoholism at all levels as per the timeline given by MD, TNCDW. The Project Directors are also directed to instruct the Nodal Assistant Project Officers and Block Mission Management Units to monitor and ensure the quality and timely completion of the training and submit report to H.O. on a weekly basis on the number of students attended in each session. During the course of the training, the following subjects shall be focussed.

- Impact of Drug Abuse and Alcoholism at young age
- Impact of health and wealth
- Societal Impact and loss of reputation

The expenditure of the same shall be booked under AAP 2025-26 B2.9.5 under Mental Health Programme, towards conducting 20,000

sessions on Mental Health and Drug Abuse to adolescent boys and Girls in schools across Tamil Nadu in all Blocks in rural areas by BRPs shall be booked under B2.9.5.6 and towards conducting 5,000 sessions on Mental Health and Drug Abuse to adolescent boys and Girls in colleges in rural areas by DRPs shall be booked under B2.9.5.7 of AAP 2025-26.

Sd/-
Chief Executive Officer
TNSRLM

//Forwarded by Order//


Addl. Chief Executive Officer (SISD)
TNSRLM

To
The Project Director
District Mission Management Units,
TNSRLM, All Districts

