

Vimala College (Autonomous), Thrissur, Kerala



Nationally Reaccredited (4th cycle) 'A⁺' grade with CGPA- 3.45 & College of Potential for Excellence

NIRF 80th Rank (2024), KIRF 6th Rank (2024), DBT - STAR College

Supported under RUSA, DST - FIST and DST-CURIE

Academic Year 2025 - 2026

Report

On

Flash Mob competition

Name of the Event : Flash Mob competition

Date : 07-10-2025

Time : 9:30 AM

Venue : Vimala college auditorium

Duration : One Day

Organized by : Anti- Narcotics Cell & Department of Sociology

No. of participants:

Teaching	Non-Teaching	Students	Total
4	0	33	37

Scope

The district-level flash mob event aims to create an energetic and inclusive platform for the youth to express their talents and enthusiasm through creative performances. Organized under the leadership of the state government and the Department of Youth Affairs, this initiative seeks to bring together young people from different communities to promote unity, cultural exchange, and youth empowerment.

The programme serves as a medium to showcase artistic and cultural expressions in public spaces, encouraging youth participation in community-oriented activities. It also highlights the role of youth in spreading positive messages, building social harmony, and strengthening their engagement with developmental initiatives.

Objective

1. Raise awareness about the harmful effects of drug and substance abuse among students and the general public.
2. Use creative expression (dance/performance) to deliver an impactful social message.
3. Engage youth actively in the anti-drug campaign through participatory methods.
4. Capture public attention in a non-traditional, high-impact format that encourages discussion and reflection.
5. Educate viewers on the psychological, social, and legal consequences of drug use
6. Increase awareness of support services, such as the Vimukthi Helpline (14405), for counselling and rehabilitation.

Outcomes of the Programme

1. Increased awareness among students and the public about the dangers of drug abuse and substance addiction.
2. Improved public engagement through the use of creative, youth-led performances that made the anti-drug message more relatable and memorable.
3. Enhanced student participation in social initiatives, empowering them to take leadership roles in drug prevention campaigns.
4. Strengthened campus commitment to building a drug-free environment by encouraging the formation of Vimukthi clubs and peer support networks.
5. Wider dissemination of information about the Vimukthi campaign and available support systems, including the helpline (14405).

Brochure



Report

Department of Sociology in association with the Kerala State Excise Department and Vimukthi Mission – Thrissur Division, as part of their ongoing efforts to combat drug abuse among youth organised a flash mob competition. . It was held on October 7, 2025, at Vimala College, Thrissur, Kerala. The program aimed to raise awareness about the dangers of substance abuse, particularly among college students, and to promote the broader vision of creating a drug-free academic environment through creative and community-driven initiatives. The Department of Sociology Coordinated the activities.

Substance abuse among youth, particularly in educational institutions, has emerged as a serious social challenge in Kerala. Recognizing the urgency to combat this issue, the Kerala State Excise Department, through the Vimukthi Mission, is implementing a multi-pronged awareness and intervention strategy. As part of this campaign, a district-level flash mob awareness programme is being organized to spread awareness among college students and the general public. Flash mobs are being employed as a creative and impactful means of communication to engage youth and provoke thought about the adverse consequences of drug abuse.

Govt Arts and Science College Ollur secured first prize, St Joseph's College Irinjalakkuda and Vimala College (Autonomous), Thrissur secured second and third prize respectively.

Photos





THR ദേശാഭിമാനി

എക്സ്പ്രസ് മോഡേ: ഒല്ലൂർ ഗവ. കോളേജ് ഒന്നാമത്



ജില്ലാതല ലഹരിവിരുദ്ധ എക്സ്പ്രസ് മത്സരത്തിൽ ഒന്നാമതെത്തിയ ഒല്ലൂർ ഗവ. ആർട്സ് ആൻഡ് സയൻസ് കോളേജിന് ഡെപ്യൂട്ടി എക്സൈസ് കമ്മീഷണർ വി സുഭാഷ് സമ്മാനം നൽകുന്നു

തൃശ്ശൂർ

എക്സൈസ് വിമുക്തി മിഷൻ നേർകൂട്ടം കമ്മിറ്റി തൃശ്ശൂർ വിമല കോളേജിൽ സംഘടിപ്പിച്ച ജില്ലാതല ലഹരിവിരുദ്ധ എക്സ്പ്രസ് മോഡേ മത്സരത്തിൽ ഒല്ലൂർ ഗവ. ആർട്സ് ആൻഡ് സയൻസ് കോളേജിന് ഒന്നാം സ്ഥാനം. ഇതിനോടകം സെന്റ് ജോസഫ് കോളേജ് രണ്ടാമതും തൃശ്ശൂർ വിമല കോളേജ് മൂന്നാമതുമെത്തി. ഒന്ന്, രണ്ട്, മൂന്ന് സ്ഥാനക്കാർക്ക് 5000, 3000, 2000 രൂപയും സർട്ടിഫിക്കറ്റും ഡെപ്യൂട്ടി എക്സൈസ് കമ്മീഷണർ വി സുഭാഷ് പുരസ്കാരങ്ങൾ വിതരണം ചെയ്തു. മത്സരം അസി. എക്സൈസ് കമ്മീഷണർ എ. ആർ. നിഗിഷ് ഉദ്ഘാടനം ചെയ്തു. വിമല കോളേജ് പ്രിൻസിപ്പൽ സിസ്റ്റർ ഡോ. ബീന ജോസ് അധ്യക്ഷയായി. തൃശ്ശൂർ എക്സൈസ് സർക്കിൾ ഇൻസ്പെക്ടർ എസ്. പ്രമോദ് പദ്ധതി വിശദീകരിച്ചു.

Participation list

Flashmob competition - 2025-Oct.

Sl. No.	Name	Signature.
1	Natreesath C.J	
2	Kashifa	
3	Vineet C Vincent	
4	Devika E.S	
5	Fathima Hibap	
6	Thamanna Chali Thaufeeque	
7	Kavya mk	
8	Mirsha Abdul Samad	
9	Krishnaprasad C	
10	Kavya Amritha V.S	
11	Anshu preem	
12	Selva H	
13	Arjia . MA	
14	Mantharandor P.N	
15	Vishnu . T.R	
16	Gokul Krishna . N	
17	Sajan P.S.	
18	Ajay Krishna K.S	
19	Anshu . VM	
20	Sreesanth M.S	
21	Sreejaya P.V	
22	Sreenandha . M.V	
23	Abhishek P.K.	
24	Arjuna M.M	
25	DILYA KRISHNA . P.S	
26	Manu K.S	
27	Avani Krishna . CS	
28	Haris A.S	
29	GREERAJ RATESH	
30	Sona . P.S	
31	Sanjay . S	
32	Jishnu P.S	
33	Arjan . CP	

Student Coordinator

Amrutha , Hasna

Faculty Coordinator

Dr Binu K

Head of the Department

Dr Binu K


