IHRD-SNEHATHON: A Transformative Initiative Against Drug Abuse and Campus Violence

Kerala is witnessing a disturbing rise in drug abuse and violence among students and youth across schools and college campuses. Recognizing this as a serious societal threat, the Government of Kerala has taken a decisive step to address the issue with urgency and commitment. Under the leadership of the Department of Higher Education, the government has initiated a powerful intervention to spread the message of love, compassion, and anti-violence across educational institutions.

As the premier government institution with over 87 educational centers across the state, IHRD has been entrusted with spearheading this mission. This has led to the conceptualization of **IHRD-SNEHATHON**, a unique and large-scale marathon event aimed at fostering a drug-free and violence-free campus culture. Scheduled for **March 7, 2025**, the event will be held simultaneously across **100 different centers** in Kerala. The marathon will be symbolically driven by the slogan: **"Run Away from Drugs."**

The initiative extends beyond the marathon, with the formation of **'SNEHA MATHIL' (Wall of Love)** and **'SNEHA SANGAMAM' (Union of Love),** where students, teachers, artists, public servants, medical professionals, parent-teacher organizations, MLAs, MPs, and local self-government leaders will come together to reinforce the spirit of unity and compassion. This grand gathering aims to instill a renewed sense of responsibility and collective effort to eradicate drug abuse and violence from educational institutions.

The initiative gained significant momentum with a **detailed press conference held in Thiruvananthapuram on March 5, 2025,** led by **Hon. Minister for Higher Education and Social Justice, Dr. R. Bindu**, in the presence of **Dr. V. A. Arun Kumar, Director of IHRD**. The event, followed by the grand marathon and special gatherings, is expected to set a new benchmark in campus culture, inspiring many stakeholders to replicate the model across institutions.

IHRD continues to be a trendsetter in Kerala's higher education landscape, with pioneering initiatives such as the **Generative AI Conclave**, **Industry-on-Campus** programs, and **Skill Enhancement Centers**. The government keenly observes IHRD's leadership in such transformative efforts, setting exemplary models for other departments to follow. **IHRD-SNEHATHON is not just an event—it is a movement towards a safer, healthier, and more compassionate academic environment for the youth of Kerala.**

Dr. V. A. Arun Kumar

Director, IHRD