

About the Conference & Awards

International Conference on Integrated Research & Innovation (ICIRI) – 2026, held from February 23–26, 2026, covers diverse disciplines including Arts, Science, Engineering, Medical Sciences, Social Sciences, Languages, and Management, promoting an interdisciplinary approach to global challenges and innovation. It will also feature Educational Multidisciplinary International Awards, honoring outstanding contributions by educators, researchers, entrepreneurs, and professionals across various fields, celebrating creativity, knowledge, and impactful societal contributions. Additionally, the Indo Thai Award will recognize exceptional collaboration and innovation between Indian and Thai institutions, fostering cross cultural academic partnerships and promoting joint initiatives in research, education, and societal development. This award highlights the spirit of international cooperation and shared excellence in addressing global challenges.

About Institutions

Shinawatra University (SIU), Thailand, is a private International university dedicated to nurturing potential and shaping the future by preparing graduates for the modern world with strong skills, ethical values and social responsibility. Established in 1999 and located in Pathum Thani Province, the university aspires to be a leading global institution recognized for academic excellence, research and innovation, community engagement and cultural preservation. SIU aims to be among the top 300 universities worldwide by 2028, focusing on modern, diverse education, impactful research, community service and the promotion of Thai arts and culture. The university welcomes students from around the world into an inclusive and supportive environment that fosters collaboration, lifelong learning and meaningful contributions to society.

Kamaraj College (Autonomous), a premier autonomous institution in southern Tamil Nadu, offers quality programs in arts, science and commerce while fostering academic excellence, research and holistic student development. **SKRGC Academy**, part of the SK Research Group of Companies, empowers students, scholars, and educators through education, innovation, research and professional development initiatives. **Madurai Gandhi N.M.R. Subbaraman College for Women**, established in 2010 and Affiliated with Madurai Kamaraj University, provides quality education in arts, Science and Commerce, promoting holistic development and leadership for women. **LKP Academy**, offers diverse programs to enhance academic and career growth, research, skill development and collaboration, aiming to be a center of excellence in education and professional development. **Trueline Research**, supports Entrepreneurs, Researchers and Institutions with AI-Driven Solutions, Consulting, Research Tools, Innovation Labs and collaborative platforms. **KR Arts and Science College**, established in 2023 under KR Educational and Charitable Trust, delivers quality education in Arts, Science, Commerce and Technology with emphasis on Academic Excellence and student growth. **CAPE Arts & Science College**, Affiliated with Manonmaniam Sundaranar University, provides Undergraduate and Postgraduate programs Emphasizing Academic excellence, employability, character building and social responsibility. **Rajeswari College of Arts and Science for Women**, located in Villupuram, focuses on Arts and Science Education for women, fostering Academic Success, Personal Growth and the Development of hidden potential in a supportive environment. **RAAK Arts and Science College**, established in 2009 in Perambai, Tamil Nadu, is an Affiliated institution of Annamalai University offering a range of UG and PG programs across arts, science, commerce and professional fields.

ICIRI 2026



ISBN: 978-93-6492-032-2



VOLUME-I

International Conference on Integrated Research & Innovation

23 - 26 February, 2026

Jointly Organize



Kamaraj College (Autonomous) & SKRGC Academy

Madurai Gandhi N.M.R Subbaraman College for Women, LKP Academy,
Trueline Research, KR Arts and Science College, Cape Arts and Science College,
Rajeswari College of Arts and Science for Women, Raak Arts and Science College

Chief Editors

Julie Simon Macariola | Dr.K.Bhanumathi | Dr.K.S.Gomathi
Dr.B.Boomadevi | Dr.P.S.Senthilkumar | Dr.V.Nagaraj
Dr.N.Suthan | Dr.B.Balakumar | Dr.M.Sathish Kumar
Dr.H.Anwer Basha

International Conference on Integrated Research & Innovation ICIRI - 2026

Published by

SK Research Group of Companies

The International Journals, Conferences, Awards and Books - SKRGC Publication



142, Periyar Nagar, Madakulam,
Madurai - 625003, Tamil Nadu, India.

skrgc.publisher@gmail.com | www.skrgcpublication.org

Admin: +91 8939504237 | Founder: +91 9790120237



Scan Me

ISBN 978-93-6492-032-2



9 789364 920322





International Conference on Integrated Research & Innovation

ICIRI – 2026 (VOLUME -I)

Organized by

**SHINAWATRA UNIVERSITY
Thailand**

KAMARAJ COLLEGE (AUTONOMOUS)

CAPE ARTS AND SCIENCE COLLEGE

KR ARTS AND SCIENCE COLLEGE

TRUELINE RESEARCH, SKRGC ACADEMY & LKP ACADEMY

RAJESWARI COLLEGE OF ARTS AND SCIENCE FOR WOMEN

MADURAI GANDHI N.M.R SUBBARAMAN COLLEGE FOR WOMEN

RAAK ARTS AND SCIENCE COLLEGE

India

February 23 - 26, 2026

| | | | |
|-----|-----------|--|-----|
| 30. | ICIRI 280 | A STUDY ON VIEWERS PERSPECTIVES TOWARDS THE REPRESENTATION OF WOMEN IN ADVERTISEMENTS IN MADURAI DISTRICT <i>Shenbagam.S, Dr.P.Ruby Leela</i> | 222 |
| 31. | ICIRI 281 | A STUDY ON STUDENTS AWARENESS TOWARDS ETHICAL CONSUMERISM IN MADURAI CITY <i>Ms.U.Soundharya, Dr.P.Ruby Leela</i> | 228 |
| 32. | ICIRI 282 | A STUDY ON THE AWARENESS AND USAGE LEVEL OF SWAYAM COURSES AMONG COLLEGE STUDENTS IN MADURAI CITY <i>A.Susmitha Jen, Dr.C.Lucia Vanitha</i> | 234 |
| 33. | ICIRI 283 | A STUDY ON THE IMPACT OF ONLINE SHOPPING ON COLLEGE STUDENT IN MADURAI CITY <i>Vinothini.R, Dr.S.Maria Nisha</i> | 243 |
| 34. | ICIRI 284 | PERCEPTION OF POLICYHOLDERS TOWARDS STAR HEALTH INSURANCE SCHEMES WITH REFERENCE TO MADURAI DISTRICT <i>Ms.M.Harini, Dr.T.K.Latha Maheswari</i> | 250 |
| 35. | ICIRI 285 | IMPACT OF INTERNSHIP PROGRAMMES ON STUDENT'S PROFESSIONAL DEVELOPMENT AND WORKPLACE SKILLS: A STUDY IN MADURAI CITY <i>Jesu Antony Manisha. A, Dr. Sangeetha</i> | 260 |
| 36. | ICIRI 286 | IMPACT OF FINTECH SERVICES ON THE BANKING SECTOR: A STUDY WITH REFERENCE TO MADURAI CITY <i>Mareeswari Mariyappan, Dr.V.Suganya</i> | 269 |
| 37. | ICIRI 287 | A STUDY ON WORKLIFE BALANCE AND STRESS AMONG WOMEN PROFESSORS IN MADURAI CITY <i>Shifarahaseenm, Dr.C.Lucia Vanitha</i> | 276 |
| 38. | ICIRI 288 | CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY <i>Ms.J.Thanga Priya, Dr.S.Fatima Rosaline Mary</i> | 282 |
| 39. | ICIRI 289 | AN ANALYSIS OF HEALTH EXPENDITURE OF WOMEN IN THE CONTEXT OF MADURAI CITY <i>Dharshana.M, Dr.Mrs.P.Kalaiselvi</i> | 290 |

THE EMERGENCE OF NARCOTIC CONTROL LEGISLATION IN INDIA

ID: ICIRI 217

R.Kalaiselvi

*Assistant Professor,
Department of School of Law,
VELS Institute of Science Technology and Advanced
Studies (VISTAS),
Chennai, Tamil Nadu, India.*

Abstract

The Narcotic Drugs and Psychotropic Substances Act was enacted in India in 1985 to control the production, possession, sale, transport, and use of narcotic drugs and psychotropic substances. Before the introduction of this law, drug-related offences were regulated through different laws that were considered insufficient to deal with the increasing problem of drug abuse and illegal trafficking. The emergence of international drug trade, organized crime, and the growing number of drug users created the need for a strict and comprehensive legislation in India.

This study examines the historical development and emergence of narcotic control legislation in India with special reference to the NDPS Act. It analyses the objectives, important provisions, and enforcement mechanisms of the Act. The research also discusses the influence of international conventions and global anti-drug policies on Indian legislation. Further, the study highlights the role of law enforcement agencies and the judiciary in implementing the Act.

The research critically evaluates the effectiveness of the NDPS Act in controlling drug trafficking and substance abuse. It also examines the challenges faced in the enforcement of the law, including misuse of stringent provisions, delay in trials, and issues relating to human rights and rehabilitation of drug-dependent persons.

The study concludes that although the NDPS Act has played a significant role in strengthening narcotic control in India, there is a need for balanced reforms to ensure effective enforcement while protecting individual rights and promoting rehabilitation measures.

Keywords: Drugs, Control, Influence, Rehabilitation, Trials.