



NATIONAL SERVICE SCHEME UNIT
M.G.M DENTAL COLLEGE AND HOSPITAL,
KAMOTHE, NAVIMUMBAI.

World No Tobacco Day

Date:31/05/2017

Venue:

- MGM Dental College & Hospital, Kamothe Navi Mumbai
- Azad Maidan, Mumbai
- Inorbit Mall, Vashi

31st May marks the World No Tobacco Day (WNTD), as stated by World Health Organization, highlighting the health and additional risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption.

The theme for World No Tobacco Day 2017 is "Tobacco – a threat to development."

To create awareness, the faculty and students of MGM Dental College and Hospital (MGMDCH), Navi Mumbai, participated in an anti-tobacco rally organized by the NSS Unit of MGMDCH. The rally was conducted in the MGM University campus, Kamothe, Navi Mumbai. All the NSS volunteers, students, interns and staff members participated with full enthusiasm in this rally. Theme based posters were displayed and the participants raised anti-tobacco slogans during the rally. The rally ended with a talk on ill-effects of tobacco and methods of quitting tobacco presented by the staff members of MGM dental college & hospital, Kamothe, Navi Mumbai.

An anti-tobacco campaign was also conducted where we joined hands with the Indian Cancer Society (ICS). The ICS is India's first voluntary, non-profit, National Organization for Awareness, Detection, Cure and Survivorship of those affected with Cancer.

Goals of this campaign:

- Highlight the links between the use of tobacco products, tobacco control and sustainable development.
- Demonstrate how individuals can contribute to making a sustainable, tobacco-free world, either by committing to never taking up tobacco products, or by quitting the habit.

Activities conducted as part of the campaign:

1. The day started with a Rally organized by ICS, on the note of "Tobacco – a threat to development" from Azad Maidan to Government Dental College and Hospital (GDCH), attended by students of MGMDCH.
2. This was followed by motivating talks by Guest Lecturers – Dr. ManSingh Pawar, Dean, GDCH, and Dr. Kamlesh Desai, MDS (Oral Medicine Diagnosis and Radiology) and a tobacco quitter himself.
3. The campaign saw the advent of "DROP YOUR CIGARETTE CAMPAIGN" organized by representatives of ICS and MGMDCH. We were allotted 10 corporate offices in Mumbai and Navi Mumbai, to scout and create awareness on the ill hazards of tobacco. Through this campaign the representatives counseled habitual users and convinced them to quit the dreaded habit by dropping their tobacco products in a box. Non smokers and quitters also interacted with the representatives and emphasized the same motto.
4. The day's event concluded with a flash mob organized by the interns of MGMDCH at Inorbit Mall, Vashi. The dance was witnessed by a huge crowd in the mall. The dance was themed on creating a tobacco-free world, either by committing to never taking up tobacco products, or by quitting the habit.

To conclude the day's events, the World No Tobacco Day was organized and conducted with great spirits by faculty and students alike. The DROP YOUR CIGARETTE CAMPAIGN was a novel and thoughtful event experienced by all. Our campaign was well appreciated by the office employees as well as the commuters and passer bys who pledged to attempt quitting tobacco in all forms.







