



Letter No.:AKTU/VCO/2022/12790

Dated : 10 Nov. 2022

To

The Directors/Principals
Colleges/Institutes Affiliated/Constituent to
Dr. A.P.J. Abdul Kalam Technical University
Uttar Pradesh, Lucknow

Sub: Webinar on “EK-Prayass to SAVE the YOUTH against Tobacco Outrage” on November 14, 2022.

Dear Madam/ Sir

“Quit Tobacco today or else look at your future go in smoke.”

This is to share that the University is organizing a webinar on “EK-Prayass to SAVE the YOUTH against Tobacco Outrage”. It is scheduled on November 14, 2022 from 02:00 p.m. to 3:30 p.m. KIET Group of Institutions, Delhi-NCR, Ghaziabad is the host of this webinar.

There is strong evidence that tobacco is injurious to health. Smoking may also be a “gateway” to illegal drug use. Studies show that nicotine addiction often precedes the use of other drugs and is a risk factor for future use of drugs and alcohol. The YOUTH are the target and the biggest sufferer of Tobacco outrage.

According to WHO, Tobacco use is one of the major causes of death and disease in India and accounts for nearly 1.35 million deaths every year. India is already the leader in Oral cancers and also the second largest consumer and producer of tobacco. There are almost 267 million tobacco users in India. Among adults (age 15+), 28.6% of the population currently uses tobacco products (men 42.4%; women 14.2%). Lack of proper guidance, urge to imitate elders, peer pressure, misconceptions, easy availability of a variety of tobacco products and innovative advertisements attract children to tobacco. Addiction to tobacco products such as cigarettes, bidi, hookahs, pan masala, khaini, zarda and gutkha is one of the biggest social evils which has been affecting the youth today. Almost half of children regularly breathe air polluted by tobacco smoke in public places.

Strategic and innovative initiatives are required at the institutional level to curb the growing menace of tobacco among the youth. The objective of this workshop is to create awareness among students towards the harmful effects of tobacco products and sensitize them against this deadly disease. The students will also be motivated to become Tobacco Marshals who are the first level of influencers in the society.

So you are requested to encourage students for maximum participation in this event. Following is the link of the webinar:

<https://msteams.link/7IJO>

For any concern, feel free to contact Email: pravesh.singh@kiet.edu Mobile: 9873632623

Minute to minute schedule of the webinar is attached herewith.

(Pradeep Kumar Mishra)
Vice Chancellor

**Webinar on "EK Prayass to Save the Youth against Tobacco
Outrage" Minute to Minute 14 November, 2022 at 2:00 PM**

Timing	Description	Speaker
Inaugural Session		
02:00 pm - 02:02 pm	Welcoming the dignitaries & audience and introduction of the event	Moderator
02:02 pm - 02:12 pm	Introductory Remarks	Dr. Amik Garg, Director-KIET, Ghaziabd
02:12 pm - 02:22 pm	Mission address, Saving the youth from Tobacco Menace	Dr. Pawan Gupta, Director (HN Max Institute of Cancer Care) Founder ICanCare
02:22 pm - 2:27 pm	Ek Prayass, KIET/Introductory Video	Dr. Pravesh, Professor (ECE, KIET), Chairperson (Ek Prayass, KIET)
02:27 pm - 02:37 pm	Address by Hon'ble VC	Prof. Pradeep Kumar Mishra, Hon'ble VC, AKTU
Session by Expert Panelists		
02:37 pm - 03:00 pm	Fostering Collaboration to win over Tobacco	Dr. Pawan Gupta, Director (HN Max Institute of Cancer Care), Founder (ICanCare)]
03:00 pm - 03:10 pm	Streamline the Intervention by Education	Dr. Reena R Kumar, Academic Director ICanCare
03:10 pm - 03:20 pm	A New Threat: E-Cigarette Vaping	Mr. Rakesh Gupta, President and Director, SIPHER
03:20 pm - 03:30 pm	Tobacco Marshals Round the Corner: Empowering Teachers and Students for Advocating Tobacco Control	Ms. Sonal Bhatia, District Chairman, Inner wheel
03:30 pm - 03:35 pm	Vote of Thanks	Prof. O.P. Singh, Dean, Student Welfare, AKTU