



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

TIAS NATIONAL SERVICE SCHEME (NSS) CELL

SELF-FINANCING UNIT* - I



Donate Blood
Save Life



Beti Bachao
Beti Padhao



Health
Camps



Tree
Plantation

Ref:.....

Date:.....

REPORT

NO-TOBACCO DAY- 31/ May/2018

Report on celebration of No-Tobacco Day at Tecnia Institute of Advanced Studies, Rohini on 31/05/2018 at 2:00 P.M.

Event	:	No-Tobacco Day
Topic	:	Poster Making Competition on Say No to Tobacco
Convener	:	Dr. Ajay Kaul, NSS- Nodal Officer
Date	:	31 st May, 2018
Day	:	Thursday
Time	:	11:00 AM
Event Mode	:	Offline
Platform	:	TIAS Building
Participants	:	Students of MBA/BBA/BCA/BA(JMC) Programme
No of Participants	:	20



OBJECTIVES

- To highlight the health risks associated with Tobacco use
- To highlight the health risks associated with Junk Food
- Our anti-smoking posters deliver affordable, fast, effective, prevention solutions for students.
- The side effect of Junk Food is best illustrated through Posters.
- Poster competition is a platform where students learn about the side effect of Smoking and Junk Food.

REPORT

“Say No to Tobacco & Say No to Junk Food”

The NSS Unit of Tecnia Institute of Advanced Studies, Rohini conducted a special event on 31st of May, 2018 as a part of “World No Tobacco Day”. The vital subject of the event was to focus on “Say No to Tobacco & Say No to Junk Food” were from the different courses of BBA, MBA, MCA and BA (JMC) of Tecnia Institute of Advanced Studies. The main objective of the event was to encourage the hidden talent of the students. The students showed their abilities through posters wherein they expressed their feelings in the form of Sketch, Cartoons, and through quotations etc. It has been the first event that has ever happened in Tecnia Institute of Advanced Studies and has given its best platform to all the students. All the students participated with full zeal and performed well.

Tecnia Institute of Advanced Studies, an Institute of repute engaged in management, journalism and Information technology, is committed to play an important role that will inculcate positive behavioral change in individual and groups towards smoking free campus. TIAS believes that each one of us can play a vital role in achieving the "No Tobacco & No Junk Food" by observing and implementing it in our personal life. The link between tobacco and disease is clear, as are the dangers of second-hand smoke and chewing tobacco, and young people need to hear that message early and often. Avoiding tobacco is one of the best things you can do for your health; it substantially cuts your risk for heart disease, cancer, stroke, respiratory illness, and many other diseases.”

Through the process of designing posters carrying anti-smoking messages, students learned about the dangerous chemicals in cigarettes and that smoking is addictive and associated with numerous health problems. These key messages will then be further disseminated by the winning posters when they are distributed for display in TIAS.

ACTION PLAN

The Poster Competition at Tecnia institute of Advanced Studies was celebrated with great enthusiasm and activities went in full swing. During the Poster Competition several activities were initiated on and off the institute campus. At the outset, all the faculties, administrative and supporting staff along with students have taken Pledge to make their life smoking free and then conducted drive towards this goal. Further, teams of students along with faculty member were allocated discrete responsibilities to convey this message in institute premises along with adjoining areas.

Tobacco harms the health, the treasury, and the spirit of India. Every year, more than 932600 of its people are killed by tobacco-caused disease. Still, more than 625000 children (10-14 years old) and 103614000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in India and ensures that tobacco's death toll will grow every year.

Tobacco use has predominantly negative effects on human health and concern about health effects of tobacco has a long history. Research has focused primarily on cigarette tobacco smoking. Smoking most commonly leads to diseases affecting the heart and lungs and will most commonly affect areas such as hands or feet with first signs of smoking related health issues showing up as numbness, with smoking being a major risk factor for heart attacks, chronic obstructive pulmonary disease(COPD), emphysema, and cancer, particularly lung cancer, cancers of the larynx and mouth and pancreatic cancer. Overall life expectancy is also reduced in long term smokers, with estimates ranging from 10 to 17.9 years fewer than nonsmokers. About one half of long term male smokers will die of illness due to smoking. The association of smoking with lung cancer is strongest, both in the public perception and etiologically. Among male smokers, the lifetime risk of developing lung cancer is 17.2%; among female smokers, the risk is 11.6%. This risk is significantly lower in nonsmokers: 1.3% in men and 1.4% in women. Historically, lung cancer was considered to be a rare disease prior to World War I and was perceived as something most physicians would never see during their career. With the postwar rise in popularity of cigarette smoking came a virtual epidemic of lung cancer.

A person's increased risk of contracting disease is directly proportional to the length of time that a person continues to smoke as well as the amount smoked. However, if someone stops smoking, then these chances gradually decrease as the damage to their body is repaired. A year after quitting, the risk of contracting heart disease is half that of a continuing smoker. The health risks of smoking are not uniform across all smokers. Risks vary according to the amount of tobacco smoked, with those who smoke more at greater risk. Smoking so-called "light" cigarettes does not reduce the risk.

Smoking is the cause of about 5 million deaths per year. This makes it the most common cause of preventable early death. One study found that male and female smokers lose on average of 13.2 and 14.5 years of life, respectively. Another found a loss of life of 6.8 years. Each cigarette that is smoked is estimated to shorten life by an average of 11 minutes. At least half of all lifelong smokers die earlier as a result of smoking. Smokers are three times as likely to die before the age of 60 or 70 as non-smokers.

Tobacco smoke contains more than fifty chemicals that cause cancer. Tobacco also contains nicotine, which is a highly addictive psychoactive drug. When tobacco is smoked, nicotine causes physical and psychological dependency. Cigarettes sold in underdeveloped countries tend to have higher tar content, and are less likely to be filtered, potentially increasing vulnerability to tobacco smoking related disease in these regions.

Tobacco use is the single greatest cause of preventable death globally. As many as half of people who use tobacco die from complications of tobacco use. The World Health Organization (WHO) estimates that each year tobacco causes about 6 million deaths (about 10% of all deaths) with 600,000 of these occurring in non-smokers due to second hand smoke. In the 20th century tobacco is estimated to have caused 100 million deaths. Similarly, the United States Centers for Disease Control and Prevention describes tobacco use as "the single most important preventable risk to human health in developed countries and an important cause of premature death worldwide."

Tobacco use leads most commonly to diseases affecting the heart, liver and lungs. Smoking is a major risk factor for heart attacks, strokes, chronic obstructive pulmonary disease (COPD) (including emphysema and chronic bronchitis), and several cancers (particularly lung cancer, cancers of the larynx and mouth, bladder cancer, and pancreatic cancer). It also causes peripheral arterial disease and high blood pressure. The effects depend on the number of years that a person smokes and on how much the person smokes. Starting smoking earlier in life and smoking cigarettes higher in tar increases the risk of these diseases. Also, environmental tobacco smoke, or secondhand smoke, has been shown to cause adverse health effects in people of all ages. Tobacco use is a significant factor in miscarriages among pregnant smokers, and it contributes to a number of other health problems of the fetus such as premature birth, low birth weight, and increases by 1.4 to 3 times the chance of sudden infant death syndrome (SIDS). Incidence of erectile dysfunction is approximately 85 percent higher in male smokers compared to non-smokers.

Several countries have taken measures to control the consumption of tobacco with usage and sales restrictions as well as warning messages printed on packaging. Additionally, smoke-free laws that ban smoking in public places such as workplaces, theaters, and bars and restaurants reduce exposure to

secondhand smoke and help some people who smoke to quit, without negative economic effects on restaurants or bars. Tobacco taxes that increase the price are also effective, especially in developing countries.

LEARNING OUTCOMES

This event gave a platform to the students to showcase their talent through posters and give message to the society, surroundings and impact of Junk Food. Students also showcase their talents so as to give them an identity amongst their peer group and realize their skills.

1. The drawback of Junk Food and its impact on health has been highlighted among the student.
2. Impact of Smoking and its diseases have been displayed through Posters.
3. Prepared Posters on Health and Hygiene.
4. Posters provide visual, colorful, simple ways to communicate message about effects of Junk Food and effects of Tobacco and are suitable for display in institution spaces.
5. Poster competitions can generate publicity and provide information.
6. Posters are pasted at various places in institution of 'No Tobacco and No Junk Food' to motivate and encourage students.

Both participants and coordinators have extracted their inner capability out and performed well. Poster Competition has proved the best platform to think & act out of the box and shine-up their hidden skill & acumen for the betterment of society, institution and surrounding areas.

The attractive prizes and other consolation prizes on the other hand also became the major source of attraction and motivation.

GLIMPSES OF THE PROGRAMME



Students of Tecnia Institute of Advanced Studies displayed their Posters on No Tobacco & No Junk Food in Poster Competition on 31st May, 2018



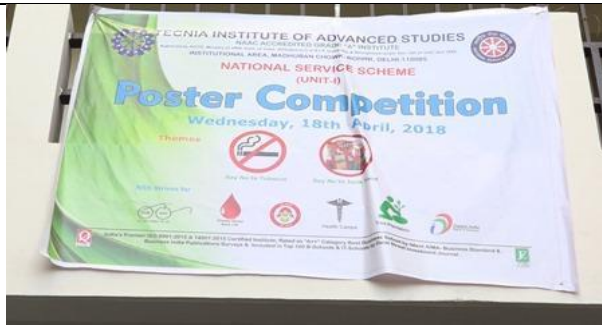
Faculty Member of Tecnia Institute of Advanced Studies attending Poster Competition on 31st May, 2018



Faculty Members of Tecnia Institute of Advanced Studies judging the displayed Posters on No Tobacco & No Junk Food in Poster Competition on 31st May, 2018



A Poster is displayed showing the impact of smoking in Poster Competition on 31st May, 2018



A Banner of the Poster Competition is displayed in Poster Competition on 31st May, 2018



Posters on No Tobacco & No Junk Food are displayed in Poster Competition on 31st May, 2018



Posters on No Tobacco & No Junk Food are displayed in Poster Competition on 31st May, 2018



Faculty Members and Prof. (Dr.) Ajay Kaul, NSS Programme Nodal Officer along with Prof. (Dr.) Ajay Kumar, Director, Tecnia Institute of Advanced Studies, New Delhi

Winners were awarded certificates and public recognition for their posters. The poster has also been published in Tecnia Times to showcase their marvelous work to convey the message of ‘No Tobacco & No Junk Food’ to the younger generation.

LIST OF BENEFECIARIES

Sr.No	Enrollment	Name	Course
1.	00117004417	ABHISHEK GUPTA	MCA
2.	00217004417	AJAY MAJI	MCA
3.	00317004417	DEEPAWALISHARMA	MCA
4.	00417004417	LASHIKAADHIKARI	MCA
5.	00517004417	MONALISHA SINGH	MCA
6.	00117004417	ABHAY GUPTA	BBA
7.	00217004417	ABHINAV ARORA	BBA
8.	00317004417	ABHINAV MITTAL	BBA
9.	00417004417	ADARSH ASHOK	BBA
10.	00517004417	ADESH GOYAL	BBA
11.	00117004417	AAKASH MALIK	MBA
12.	00217004417	ABHISHEK SHARMA	MBA
13.	00317004417	AJAY SAINI	MBA
14.	00417004417	AJAY SHARMA	MBA
15.	00517004417	AKASH GARG	MBA
16.	00117004417	AAROHI MOUDGIL	BA(J&MC)
17.	00217004417	AKANKSHA KUKREJA	BA(J&MC)
18.	00317004417	AKSHAY JOSHI	BA(J&MC)
19.	00417004417	AMAN AGGARWAL	BA(J&MC)
20.	00517004417	AMRITA	BA(J&MC)