




KALIDOSCOPE

31st May 2020
World No Tobacco Day.

An E-Poster Competition on
"Protecting youth from industry manipulation and preventing them from tobacco and nicotine use"


ORGANIZED BY
NSS CELL OF YASHWANTRAO BHONSALE COLLEGE OF PHARMACY,
SAWANTWADI, MHARASHTRA.



 31st May 2020, 'World No Tobacco Day' was observed by the students of Yashwantrao Bhonsale College of Pharmacy organized by **NSS Cell of Yashwantrao Bhonsale College of Pharmacy**. This campaign was an opportunity to raise awareness on the harmful and deadly effects of Tobacco use and second-hand smoke exposure and to discourage the use of tobacco in any form as incorporating tobacco in any form might worsen the health of the lungs and patient might get affected by COVID-19 virus easily.

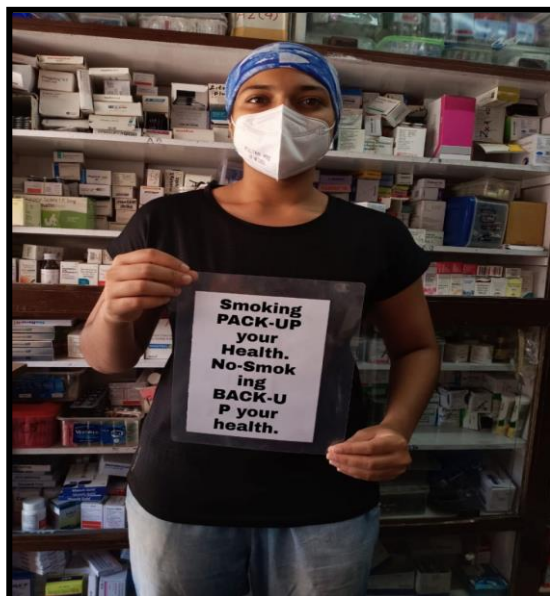
Hence NSS Cell of Yashwantrao Bhonsle College of Pharmacy, Sawantwadi had organized an e-poster competition on theme "**Protecting youth from industry manipulation and preventing them from tobacco and nicotine use**". To participate in poster competition the participants had to clear the quiz organized by NSS of YBCP on the theme of the day. Those who cleared the quiz by 80% were qualified to participate in Poster Presentation. Participants were instructed to draw and prepare the poster on chart paper and upload one picture with the poster holding in hands by the participant where the face of the participants was clearly visible. Students highlighted on the worst effects of the tobacco incorporation on life by preparing slogans of the day .

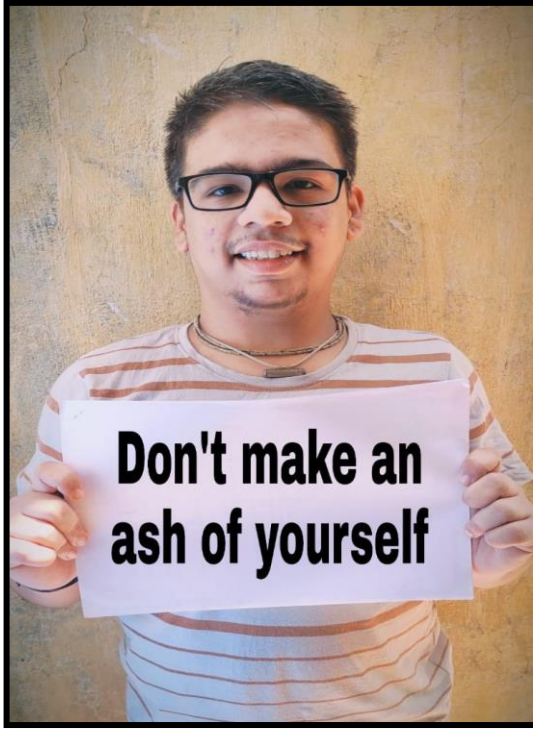
Mr. Mitesh Janvalkar, Ms Dhanashree Dhuri and Mr. Naguesh Kalshetti won the first, second and third prize respectively in the poster competition and **Ms. Mansi Sawant** won the consolation prize. E-Certificates were awarded to the winners by the NSS Cell of the YBCP College. The other participants who scored 80% got the e-certificate of participation.

 The focus of this Awareness program of World No Tobacco Day 2020 was to-

- Debunk myths and expose manipulation tactics employed by the tobacco and related industries, particularly marketing tactics targeted at youth, including through the introduction of new and novel products, flavors and other attractive features;
- Equip young people with knowledge about the tobacco and related industries' intentions and tactics to hook current and future generations on tobacco and nicotine products; and
- Empower influencers (on social media, in the home, or in the classroom) to protect and defend youth and catalyze change by engaging them in the fight against Big Tobacco.

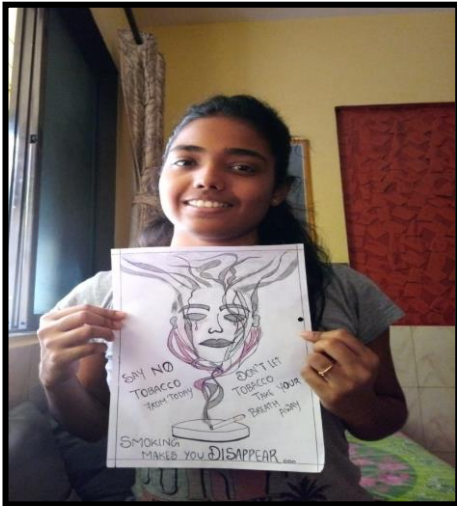
Glimpses of 31st -May - 'WORLD NO TOBACCO DAY'- slogans



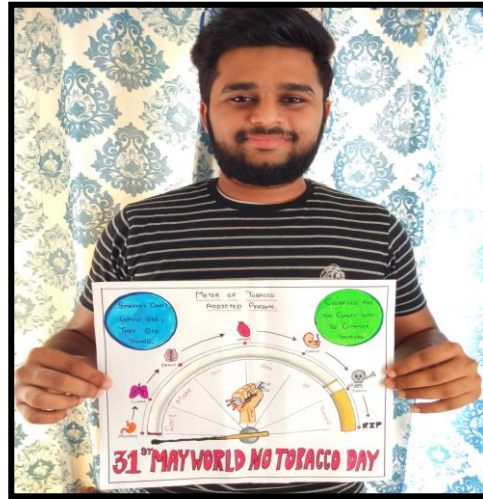


Glimpses of Poster Competition

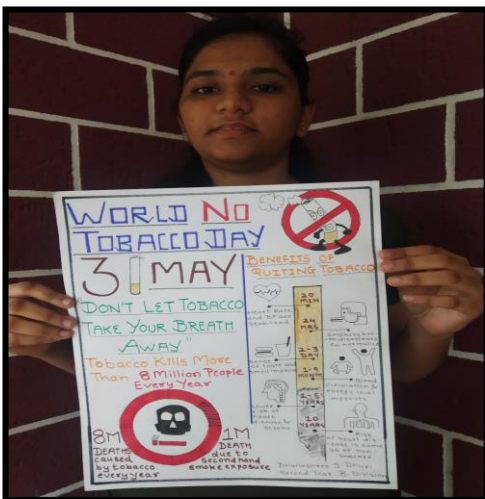
Ms. Mansi Sawant



Mr. Mitesh Janvalkar



Ms. Dhanashree Dhuri



Mr. Naguesh Kalshetti

