

Anti-Tobacco Campaign for Students under National Tobacco Control Program organised by Raidighi College NSS & NCC in collaboration with Diamond Harbour Health District, Dept. of Health and Family Welfare, Government of West Bengal

Date: 8th December 2025

Venue: Gallery Room

Time: 12 noon to 1:30 pm

Resource Person: Shri Sindhu Bera, Diamond Harbour Health District.

Introduction:

Tobacco use remains one of the leading causes of preventable deaths worldwide. Students, especially adolescents, are highly vulnerable to peer pressure, media influence, and curiosity, making them a key target group for tobacco companies. An anti-tobacco campaign in educational institutions aims to prevent the initiation of tobacco use, promote healthy lifestyles, and create a tobacco-free generation.

Raidigh College organised an Anti- Tobacco Campaign program on 8th December 2025 for students to generate awareness on the topic. The program was inaugurated by Raidighi College Academic Council Secretary, Dr Sisir Chatterjee and Teachers' Council Secretary, Dr Sudhin Sinha.

Prof Hamidur Rahaman Molla and Dr Arvinda Shaw welcomed the resource person, Shri Sindhu Bera.

Objectives of Anti-Tobacco Campaign:

1. Prevent initiation of smoking and smokeless tobacco among students.
2. Educate students on the health hazards of tobacco use (cancer, respiratory diseases, heart problems, addiction).
3. Promote tobacco-free campuses in alignment with national laws such as COTPA (Cigarettes and Other Tobacco Products Act).
4. Develop life skills such as decision-making and resisting peer pressure.
5. Encourage students to become ambassadors of a tobacco-free society.

Key Activities in an Anti-Tobacco Campaign for Students:

1. Awareness Sessions and Workshops:

Expert talks by doctors, NGOs, or health educators.

Demonstrations showing harmful chemicals in cigarettes and gutkha.

2. Poster-Making, Slogan Competitions & Street Plays:

Creative activities help students express anti-tobacco messages powerfully.

Street plays (Nukkad Natak) attract crowds and spread awareness effectively.

3. Rally or March Against Tobacco:

Students carry placards with messages like “No Tobacco – Yes to Life” and spread awareness in the community.

4. Screening of Short Films and Documentaries:

Visual stories help students understand real consequences.

5. Tobacco-Free Campus Declaration:

Displaying boards such as “No Smoking Zone – 100 meters tobacco-free area”.

Strict monitoring on campus.

6. Counseling & Support for Students Who Use Tobacco:

Providing help to quit through counselors, helplines, and peer support groups.

Shri Sindhu Bera from Diamond Harbour Health District Dept of Health and Family Welfare Government of West Bengal presented a nice detailed Power point presentation at Raidighi College, highlighting the increasing incidence of negative health effects arising from tobacco consumption.

He discussed the ways for staying mindful and not getting into any peer pressure.

He encouraged students to eat healthy, practice meditation, do regular exercise and stay away from any kind of addictions.

A student should concentrate on his / her studies and engage in skill development, sports, art and music. “Life is precious so we have to take good care of our mind, body and soul”.

Health Hazards of Tobacco Use (For Students’ Understanding):

*Cancer (oral, lung, throat)

*Chronic cough and breathing problems

- *Heart disease and stroke

- *Addiction due to nicotine

- *Poor academic performance due to reduced concentration

- *Financial burden and mental stress

Mr Sindhu Bera discussed the health hazards of tobacco consumption through his presentation.

Role of Youth in Anti-Tobacco Campaign:

Youth have the power to influence peers, families, and society. Their involvement ensures long-term success of tobacco-free initiatives.

1. Youth as Change-Makers:

Youth can lead campaigns, organize awareness drives, and become ambassadors for a tobacco-free society.

2. Peer Educators:

Students listen to fellow students more than adults.

Peer educators can guide others about risks and support them to quit.

3. Creativity & Innovation:

Youth can design impactful posters, reels, videos, social-media content with strong anti-tobacco messages.

4. Advocacy:

- *Youth can advocate for stricter enforcement of laws like:

- *No sale of tobacco near schools

- *Banning advertising targeting minors

5. Community Outreach:

Through rallies, flash mobs, and street dramas, youth can spread awareness in local markets and villages.

6. Role Model Behaviour:

By staying tobacco-free, youth set a positive example for juniors and encourage others to adopt healthy habits.

7. Volunteering with NSS / NCC / NGOs:

Organized youth groups can implement structured year-round campaigns and collaborate with health departments.

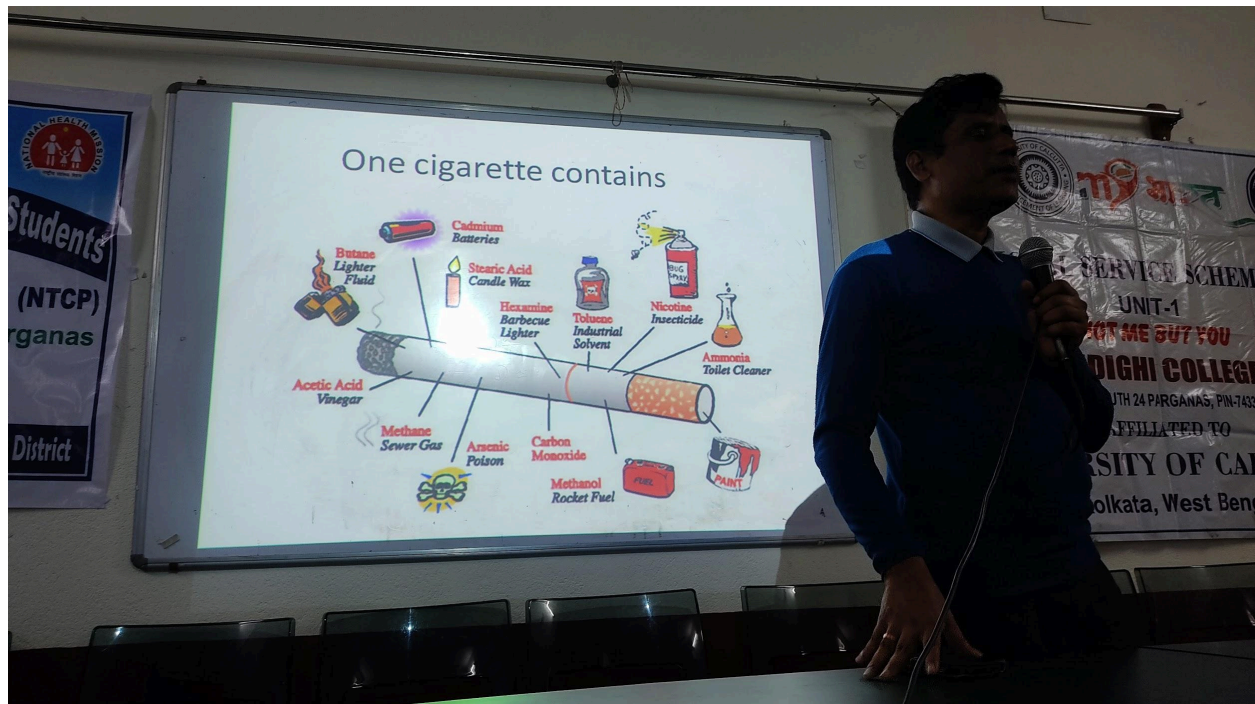
Conclusion: At the end of the program an interactive session and quiz was conducted for the students.

An anti-tobacco campaign for students is essential to protect young minds from addiction and disease. Youth involvement ensures that the message reaches wider audiences and creates a ripple effect in society. Empowered, informed, and motivated youth can build a future that is healthy, productive, and completely tobacco-free.

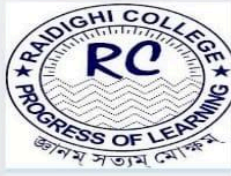
Acknowledgements: Special thanks to Shri Sindhu Bera for educating our volunteers and students.











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organised by

Raidighi College

NCC & NSS in collaboration with Diamond Harbour Health District ,Dept. Of
Health & Family Welfare, Government of West Bengal

8th December 2025 (Monday)

12 noon onwards

Venue: Gallery Room



