



Report on World No Tobacco Day

On 31 May 2023, WHO and public health champions around the world will come together to celebrate World No Tobacco Day (WNTD). This year's theme is "Grow food, not tobacco". The 2023 global campaign aims to raise awareness about alternative crop production and marketing opportunities for tobacco farmers and encourage them to grow sustainable, nutritious crops. It will also aim to expose the tobacco industry's efforts to interfere with attempts to substitute tobacco growing with sustainable crops, thereby contributing to the global food crisis.

Tobacco growing harms our health, the health of farmers and the planet's health. The tobacco industry interferes with attempts to substitute tobacco growing, contributing to the global food crisis.

This campaign encourages governments to end tobacco growing subsidies and use the savings to support farmers to switch to more sustainable crops that improve food security and nutrition.

Campaign objectives

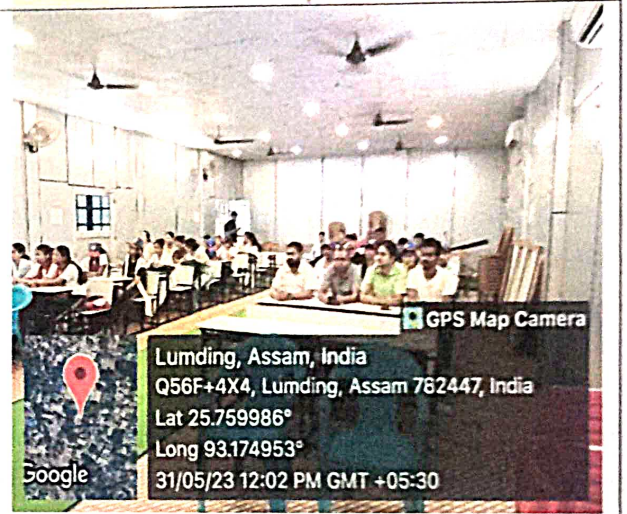
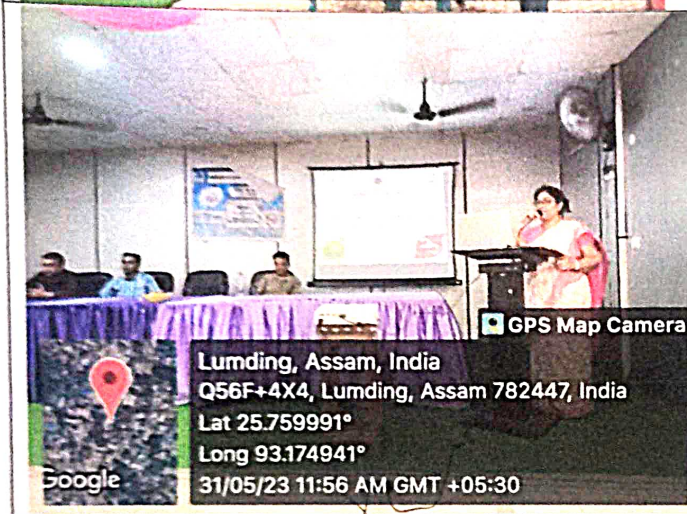
1. Mobilize governments to end subsidies on tobacco growing and use of savings for crop substitution programmes that support farmers to switch and improve food security and nutrition.
2. Raise awareness in tobacco farming communities about the benefits of moving away from tobacco and growing sustainable crops;
3. Support efforts to combat desertification and environmental degradation by decreasing tobacco farming;
4. Expose industry efforts to obstruct sustainable livelihoods work.

The key measure of campaign success would be the number of governments that pledge to end subsidies on tobacco growing.

As a part of the occasion on 31st May 2023, NSS & Extension Activity Cell, Lumding College organise World No Tobacco Day in the college seminar hall at 11.30Am. Dr. Sanjay Kanti Das, IQAC Coordinator, Dr. Sanghumitra Das (Bose), HoD, Zoology, Sri Anjan Paul, Programme Officer, NSS unit, Lumding College and Sri P. Upadhaya, HoD, History are the dignitaries who extended valuable speech on the occasion. A good number of staffs, Students and volunteers of NSS Unit attended the function.

Glimpses of the program





Report Prepared by



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Rapporteur Group, IQAC, Lumding College

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