



**NARAIN SEWA SANSTHAN**®

**नारायण सेवा संस्थान**

Regn. No. : SOR / BLU / DR / 1297 / 09-10 (Bangalore)

Our website: <http://www.narainsewasansthan.org/>  
Meet on Facebook: <http://www.facebook.com/narainsewasansthan>

## **Mega Project: Tobacco Free India Campaign (TFIC)**

**Tobacco Free India Campaign (TFIC) was organized by Narain Sewa Sansthan with support of IDA**

**2 Doctors travelled in 1 Car around 13 states for more than 9000kms in 32 days without Back up Vehicle**

One of the longest and unique Anti Tobacco Awareness Campaign in ASIA was organized by Narain Sewa Sansthan.

Doctors & Members of Narain Sewa Sansthan and IDA actively involved in this campaign to create awareness amongst the people of Incredible INDIA.

**TFIC** was started on January 24, 2012 at Aluva, Kerala (Southern part of India) and concluded at IDA (H.O) Mumbai on February 24, 2012.

In this campaign; Dr. Sachin Sinha, Gen.Secretary of Sansthan travelled for more than 9000kms to spread message, **“Choose Health - Not Tobacco”**.

Dr. Sinha educated the youth regarding the ill effects of Tobacco on various organs (Reproductive, Cardiac, Respiratory, Pregnancy and CNS) of the body through documentary films and Power Point presentation. IDA branches of 13 states extended their support to Dr. Sinha for the success of campaign and towards the youth in public Interest.

The Campaign vehicle started from Kerala and travelled through Karnataka, Tamil Nadu, Pondicherry, Andhra Pradesh, Orissa, West Bengal, Jharkhand, Bihar, Uttar Pradesh, New Delhi, Madhya Pradesh and Maharashtra.

**Kerala** - The starting point of this campaign was Ernakulum on January 24, 2012, thereafter Doctors from Narain Sewa Sansthan moved towards Bangalore after conducting awareness program.

**Karnataka( Bangalore)** - Gala flag off Ceremony took Place at RRMCH, Bangalore. Chief Guest of this ceremony was Former Indian Cricket Team Captain Mr. Anil Kumble and Guest of Honor was Dr. George Thomas, IDA President addressed the gathering and appreciated the initiative taken by Narain Sewa Sansthan.

On this occasion Mr. A.C. Shanmugam, Dr. C.R. Ramachandran; Dr.Edwin Devadoss , Mr. Manoj Kr. Sinha- Organising Secretary of TFIC, Mr. Amol Sinha, Dr.Saveeth S, Mrs Veena Sinha, Mrs Adhikari Narain, Dr A.M Suresh and many others were present.

Anil Kumble addressed the audience that Sports and smoke cannot Go Hand in Hand.

Dr.Sachin administered Anti Tobacco oath to thousands of students present in the event. The campaign Vehicle was flagged off by Anil Kumble and Dr. George Thomas. Anti Tobacco Posters & Stickers, C.D's were distributed freely by Dr.Sachin Sinha. Interactive session was conducted for students and Staffs to clear their doubts regarding the Tobacco De Addiction.

### **States & Cities visited during the campaign:**

<b>States</b>	<b>Places visited</b>
<b>Tamil Nadu</b>	1) Krishnagiri 2) Thiruvannamalai 3) Panruti 4) Cuddalore 5) Chennai A) Rural area- Kundrathur B) Urban area- Poonamalle
<b>Andhra Pradesh</b>	1) Nellore 2) Guntur 3) Vijayawada district 4) Guduwada 5) Godavari District 6) Rajmundhary 7) Srikalulam. 8) Secundrabad 9) Medak (Sangareddy)
<b>Orissa</b>	1) Behrampur (Subalaya) 2) Khallikote 3) Bhuvaneshwar 4) Cuttack
<b>West Bengal</b>	Kolkata -at Dr. R.Ahmad Dental college & Hospital (1st Dental college of India) on the occasion of World Cancer day
<b>Jharkhand</b>	1) Dhanbad 2) Bokaro steel city 3) Hazaribagh
<b>Bihar</b>	1) Patna 2) Bhojpur District 3) Buxar
<b>Maharashtra</b>	1) Nagpur 2) Wardha 3) Pune 4) Mumbai
<b>New Delhi</b>	Air force station occasion February 14 (Hanging day of great freedom fighters Shahid Bhagat Singh & Sukh Dev )
<b>Madhya Pradesh</b>	1) Morena ( Chambal) 2) Gwalior 3) Sagar 4) Narsinghpur
<b>Uttar Pradesh</b>	1) B.H.U ( Varanasi) 2) Lucknow 3) Kanpur 4) Agra 5) Jhansi

### **Message of the campaign:**

**“Say no to Tobacco”,**

**“Make World Tobacco Free- Smoke Free”**

*Anti Tobacco oath was administered and signature campaign was also part of the campaign.*

### **Appreciations of campaign:**

- 1) Asia Book of Records
- 2) India Book of Records
- 3) World records India
- 4) Limca Book of Records (Received Confirmation)

## Our Projects

**Project 1: Tobacco Control Program**

**Project 2: Oral & Dental Check Up & awareness Program**

**Project 3: Tobacco Intervention Initiative Training Program for Dental Surgeons**

### **Projects in Brief:**

#### **Project 1:**

**Title- Anti Tobacco Awareness Program**

(Part of Tobacco **Free India Campaign** by Narain Sewa Sansthan)

**Location- 7 States of India**

- A) Karnataka
- B) Kerala
- C) Bihar
- D) Andhra Pradesh
- E) Tamil Nadu
- F) Orissa
- G) Jharkhand

**Target Group- Age 12- 30 years**

**Financial report- Most of the program was sponsored by members of the Sansthan.**

Part financial support was given by IDA, RV Kannada & English School, Bishop Cotton School and Aanchal Charitable Trust.

**Project Status- Created awareness amongst students and people through education, motivation, counseling, interactive session.**

Mass Campaign by conducting Quiz Competition, Painting competition, Rallies, walkathon, human chain at various levels.

#### **Report in brief**

- **January**
  - Bangalore- Anti Tobacco Awareness program at RV Kannada and English School
  - Bangalore- Anti Tobacco Awareness program at Bishop Cotton High School
  - Tobacco Free India Campaign
- **February**
  - Tobacco Free India Campaign
- **March**
  - Bangalore- Awareness Program on Dentist Day at Army Cantonment for army men
- **April**
  - Hassan(Karnataka)- Opening of Tobacco De-addiction Centre
  - Bhojpur (Bihar)- Awareness program at DAV Public School

- Bangalore- Awareness and Quiz Program at Summer Camp for underprivileged
- **May**
  - Celebration of World No Tobacco Day at various places
  - Bangalore- Awareness program for staff and travelers of KSRTC and BMTC
  - Chennai- For travelers and staff of TNSTC with support of Madha Dental College at Kondrathur Bus Stand
  - Hyderabad- Human Rally and awareness program for public with support of Health Department (Govt. of Andhra Pradesh) & MNR Dental College at Sangha Reddy
  - Hazaribagh (Jharkhand)- Human chain & Rally for creating awareness with support of Hazaribagh Dental College.
  - Hassan (Karnataka)- Bike rally for Tobacco awareness with support of Hassan Dental College
  - Bhojpur (Bihar)- Confiscation of tobacco product at Commissioner office with support of Aanchal Charitable Trust.
  - Thiruvalla (Kerala)- Walkathon and seminar on Tobacco Control with support of Indian Red Cross Society and IDA.
  - Bangalore- MBA Students of Kasargod (Kerala) visited Narain Sewa Sansthan Head Office at Bangalore and attended a day Vocational Training program on Direct, Indirect Marketing and Promotional activities of deadly tobacco.
- **June**
  - TII Program for Dental Surgeons
- **July**
  - Celebration of World Oral Hygiene Week by conducting camp at various places
  - Alapuzha (Kerala)- Tobacco free Kerala campaign on 23rd JULY- 2012, at Mary Immaculate High school, Poonkakavu
  - Thiruvalla (Kerala)- Tobacco Sensitization Program for Teachers of 150 schools
- **August**
  - Dr. Sachin Sinha, Secretary of Narain Sewa Sansthan represented India in NALBOH Conference at Atlanta, Georgia.
  - Dr. Sinha also presented a talk on Tobacco Control Policies to the members of Rotary Club, Putnam (Connecticut, USA)
- **September**
  - Connecticut (USA)- Dr. Sachin Sinha visited and discussed about the various agenda related to the Tobacco Control with the authorities of Day Kimball Hospital
  - Aluva (Kerala)- Tobacco Awareness Program for the students of St Mary's High School.
  - Mumbai- Dr. Kannan, member of Narain Sewa Sansthan gave a talk on Tobacco related disease at Green Health Program organized by IAOMR
- **October**

- Bhojpur (Bihar)- Dandia and Drama was organized to create mass awareness about ill effects of tobacco
- Bangalore- Members of **Narain Sewa Sansthan** actively participated in E-NGOs Workshop
- Mumbai- Members of **Narain Sewa Sansthan** participated in world Dental Show.
- **November**
  - Bangalore- TII Workshop
  - Singarualli (Madhya Pradesh) Anti Tobacco awareness program for Public.
- **December**
  - Upcoming event- TII Program at Bokaro (Jharkhand) in 3<sup>rd</sup> Jharkhand State Dental Conference
  - Tobacco Sensitization Seminar for Dental Surgeon in 30<sup>th</sup> Orissa State Dental Conference at Bhubaneswar
  - Anti Tobacco Talk for school children at Kerala.

## **Project 2:**

### **Title - Oral, Dental Check up & Awareness Program**

#### **Locations -**

- 1) Karnataka
- 2) Bihar
- 3) Kerala
- 4) Andhra Pradesh
- 5) Orissa

#### **Target Group- Age 5- 18 years**

**Financial Report** – Program was sponsored by members of Sansthan.

**Project Status-** Every Month Conducting Camp in School at different Locations

Educating students about - 1) Role of Diet in Oral Health

2) Brushing Technique Method

3) Oral Hygiene Maintenance through Power point & Movies

**Narain Sewa Sansthan** conducted Free Oral Dental Check up and Awareness program at Primary and Elementary School levels, Museums and other Institutions along with our regular Tobacco control program, because now a day's consumption of tobacco product is increasing in adolescents', because of attractive advertisements. Hookah parlor came in fashion, where school and college students including girls are getting addicted. In consequence, the oral health is getting hampered due to consumptions of tobacco in various forms.

Oral hygiene week was celebrated at various places in which free screening was provided to the students and public. Students were educated about the positive aspects of Vitamin C on oral cavity and role of Fluoride in Dental caries prevention.

### **Special Program organized for Oral Screening –**

- **Bangalore-** Six days free Oral Hygiene Week was observed at Visvesvaraya Industrial and Technological Museum, Ministry of Culture (Govt. of India) for the School Students, visitors and staffs.

The program was supported by 15 Dental Colleges of Bangalore, IAPHD, ISP, BAP and IDA. Free treatment via Dental Van was also offered.

Brushing Technique was demonstrated among the students by the Doctors through documentary and manual method.

- **Bhubaneswar-** Oral Hygiene Day was celebrated at Science Museum. Free tooth paste and brush was sponsored by Colgate.
- **Kundrathur (Chennai)-** Free Oral Screening was provided by the support of Dental College  
**\*Note: In few of the programs, free samples of tooth paste and brush was sponsored by Colgate.**

### **Project 3:**

**Title-** Tobacco Intervention Initiative Training Program for Dental Surgeons of Indian Dental Association

**Location** - Karnataka, Kerala, Jharkhand

**Target Group** - Dental Surgeons (Practitioners & Academicians)

**Financial Report-** Program is supported & funded by Indian Dental Association (Head Office).

**Project Status-** Trained more than 125 Dental Surgeons till now.

Tobacco Intervention Initiative Training Program for Dental Surgeons of different states of India was conducted by members of Narain Sewa Sansthan at various places.

1. Bangalore on April 7, 2012 (Occasion: World Health Day)
2. Hubli on May 27, 2012 (Occasion: World No Tobacco Week)
3. Thiruvalla on July 1, 2012 (Occasion: Doctor's Day)
4. Bangalore on November 3, 2012 (Occasion: Lung Cancer Awareness Month)

### **The Project Owner:**

**Name-** Narain Sewa Sansthan

**Location-** Head Office - Bangalore, Karnataka (INDIA)

**Profession** - Non Governmental Organization

**Funding Organization-** 1) Members of Sansthan

2) Donation Box

3) Various Schools

4) IDA (Head office) For Tobacco Intervention Initiative program

**Project Lead:** Dr. Sachin Sinha

**Team Members:** Ms. Khushboo Rani

**Dr. Durga Prasad**

**Dr. Agnihotri. Y**

**Dr. Srikanth K**

**Dr. Joby Peter**

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