

Webinar on “Creating Tobacco Free Workplace and Workforce”

Bombay Chamber of Commerce & Industry and Bajaj Electricals Ltd jointly organized a Webinar on “Creating Tobacco Free Workplace and Workforce” on May 28, 2020. There were 64 delegates attended this Webinar

The objective of the webinar was to create awareness on the ill-effects of tobacco consumption among corporate and community by creating synergy to take this theme of Tobacco Control program as a mandate for their workplace and workforce.

Ms. Usha Maheshwari, Executive Director, Bombay Chamber welcomed all speakers and delegates and gave brief about the Bombay Chamber. Ms .Madhura Talegaonkar, Head, CSR, Bajaj Electricals Ltd. delivered an opening remark at the webinar.

Dr. Duryodhan Chavan, Assistant Director, Mental Health and Non -Communicable Diseases with the Health Services, Maharashtra spoke about WHO theme for World No Tobacco Day -2020. He stated that this year's WHO's theme is for protection of younger generations, focusing on “ Protecting youth from industry manipulation and preventing them from tobacco and nicotine use”. He stated that addiction goes to the deepest level of the mind and there is every likelihood of it becoming rooted in the deep subconscious. He also spoke about what are preventive measures taken & activities conducted in Maharashtra at district and state level to protect youth from tobacco addiction. He also touched upon enforcement of COTPA Act 2003 at State and District Level.

Dr. Sharmila Pimple, Chief of Preventive Oncology, Tata Memorial Center spoke about smoking and smokeless tobacco consumption. She stated that 60% of tobacco consumption is smokeless tobacco consumption. She explained various health problems caused by Tobacco including cancer. She also spoke about oral cancer as well as how smoking tobacco impacts respiratory organs, reproductive health, infant mortality in some cases. She further stated that in COVID 19 situation tobacco consumption makes an individual more vulnerable as COVID attacks lungs. She explained that it is important to run a programme for employees who want to quit tobacco. At the end she stated that a safe tobacco free workplace can not be achieved if there is no tobacco free employee.

Ms.Madhura Talegaonkar spoke about what are steps Bajaj Electrical Ltd. took for tobacco control initiatives. They have started tobacco control initiatives from awareness, counselling to having an Anti Tobacco Policy to tobacco free workforce. They give training to employees by partnering with Salam Mumbai Foundation. They extended this programme to their factory sites as well. They have conducted

a mass media campaign as well as no tobacco consumption programme at school level on No Tobacco Day.

Dr. Himanshu Gupte, General Manager, Narotam Sekhsaria Foundation spoke about their different programme they conduct for no tobacco initiative. They create awareness among tobacco users as well as non users as they are part of the ecosystem, reduce the prevalence of tobacco use with a structured 6 months programme for the workplace and create an implementation plan of the programme for employees.

At the end Ms. Aneeha Neeraja Rajan delivered a vote of thanks.