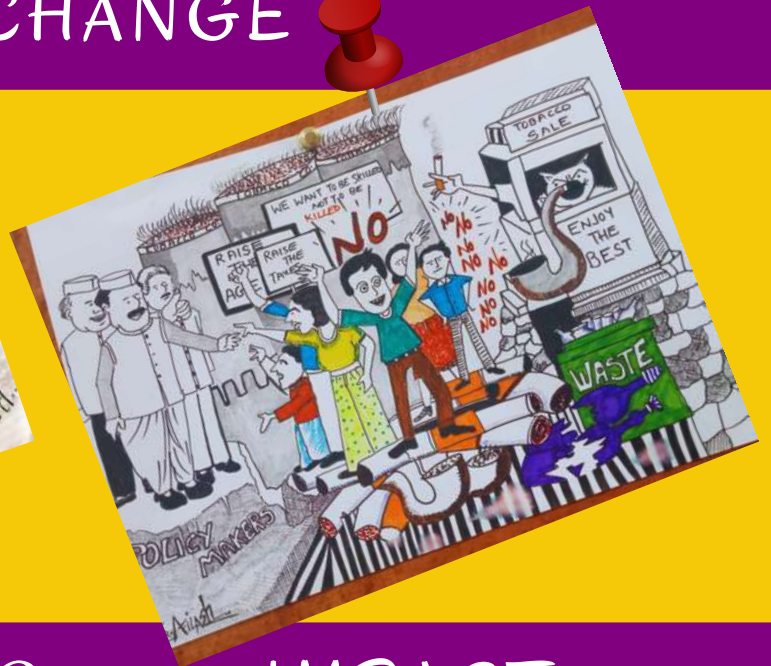
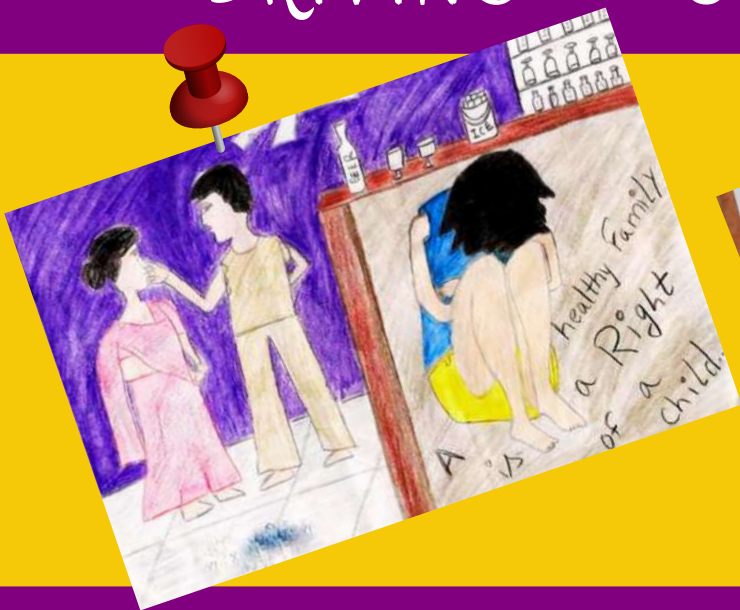




DRIVING

CHANGE



CREATING

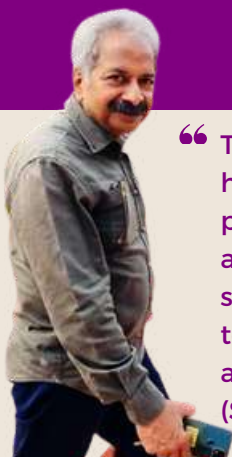
IMPACT



REPORT

2022-23





CHAIRPERSON'S MESSAGE

“ The government should take a considerate view of public health and significantly increase taxes on all tobacco products and legislate in favour of tobacco control by amending the COTPA Law. Both steps shall achieve a significant reduction in the use and affordability of tobacco products and facilitate India's march towards achieving Goal 3 of the Sustainable Development Goals (SDGs)- Ensuring healthy lives. ” -Suneel Vatsyayan



REPORT 2021-22

Reflecting on the passage of another year, I, like many others, have been wondering “has the world emerged from the Pandemic a better place?” Let us look at this question from Nada India's perspective; judging by what Nada is doing and most importantly, why we are compelled to do what we are doing, my answer to the question posed is in the negative.

Let us do a fact check; as per the Global Burden of Disease (GBD) study by The Institute of Health Metrics and Evaluation, “Globally, tobacco (includes tobacco smoking, chewing tobacco and second-hand smoke exposure) accounted for 8.71 million deaths and was the second-leading Level 2 risk factor for deaths in 2019.” While the COVID 19 Pandemic merely caught us off-guard, the decades-old tobacco epidemic has always been looming large globally, and India is not an exception.

This report comes at a time when the need for the national and international policy - makers to develop effective strategies to contain the tobacco epidemic is immense but the progress being made is tardy.

In 2022-23 Nada India's main focus has been on tobacco - generating awareness against consumption of tobacco and tobacco products, emphasizing the need to create smoke-free spaces and pushing for tax increase on tobacco and tobacco products and COTPA Amendment 2020.

I am glad to share with you that this year we have successfully conducted Himachal Pradesh Tobacco Tax Consultation and have published a report on the same.

We are headed in the right direction today while drawing inspiration from the following achievements in the past few years-

- **16% increase in central excise,**
- **tax increase on tobacco in Himachal**
- **proposal sent from Haryana for increase in cess rate for tobacco**

We have continued advocating against alcoholism. Underage drinking has increased since socializing in restaurants, clubs and pubs has resumed post the pandemic-induced isolation. Easy access, lack of stringent policy and advertisement are contributing factors to underage drinking which has become a serious public health issue that needs to be addressed urgently.

This year we witnessed increased engagement of youth as Nada Young India Network (NYIN) peer educators, supporters, leaders & advocates, further strengthening our dynamic youth (14-30 years) driven network formed with a vision of involving youth and People Living with NCDs in the advocacy of health agenda in India with a primary focus on alcohol, drug, tobacco and tobacco product use as major risk factors for both communicable and non-communicable diseases (NCDs).

In closing, I would like to thank our partners and supporters, staff and interns and volunteers for helping Nada in taking further strides towards the realization of its goal.



CREATING IMPACT

Reach

550 Youth engaged as NYIN peer educators, supporters, leaders & advocates

4500+ Youth sensitized

46 Youth clubs engaged in Haryana, Himachal & Punjab

20 Civil Society Organizations engaged

15 Well-being clubs engaged

25+ Eminent Stakeholders engaged and consulted

3794 youth wrote letters to policy makers urging for tobacco tax increase, COTPA Amendment and regulation of OTT platforms



NYIN member from Kangra **Rohit Sharma** with his letter to Finance Minister **Nirmala Sitharaman** appealing to strengthen tobacco control laws in India.



Nada India Youth Capacity Building Process



5. Create Impact

Liaise, network, engage, evaluate progress, share learnings, document impact, build momentum

4. Enhance Capacity

Workshops, training, meetings

3. Gather Support

Gather consensus in the form of stakeholder consultation, signing of petitions, letter writing, partnership, agreement, volunteers, & donations

Nada India Process:

Initiating
Facilitating
Supporting
Change
for a Healthy India

1. Situation Analysis

Review evidence, undertake research, prepare fact sheets and relevant documents to identify problem areas and entry points

2. Raise Awareness

Disseminate information, conduct sensitization drives, conceptualize and run campaigns to build awareness



ENGAGEMENT WITH STAKEHOLDERS

Together we will ensure that decision makers do their part.



Mangal Singh from Youth for Well-being and Nada India Foundation Himachal Pradesh team met Honourable Chief Minister of Himachal Pradesh Shri Sukhvinder Singh Sukhu and apprised him on Nada's campaigns for change for healthy India. The team also voiced their concern for growing tobacco use in the state and urged the CM to support increase in tobacco tax to protect minors from falling into the trap of the Tobacco Industry.



Young India Network volunteers from district Panchkula visited Shri Dushyant Chautala, Deputy Chief Minister of Haryana and voiced their concern about harm caused by tobacco and tobacco products. They also shared facts and recommendations based on pilot studies and information from the Ministry of Health and Family Welfare.



Nada India Chairperson, Shri Suneel Vatsyayan at Constitution Club Of India, Delhi. He discussed with Shri Sujeet Kumar, Member of Parliament about his private bill on COTPA Amendment 2022..



Nada India Health Advocate Aditya Pandey met Anna Hazare in Maharashtra and elaborated on Nada's process of involving young people to create positive changes for children and young people. Aditya sought Mr. Hazare's support for Nada's campaign to increase tobacco tax.





Mr. Suneel Vatsyayan at Gujarat Bhawan, Delhi with Dr. Vikas Mahatme, a Good health Champion and Member of Parliament from Maharashtra. They discussed the need for a National Alcohol Policy and strong laws for Tobacco Control. Both of them agreed that Government and all stakeholders need to act in a concerted way to protect and secure the future of children and young people, with better policy and legislation.



"Driven by hope and working alongside young people, like-minded stakeholders and supporters, we will not rest until together, step-by-step, we have created a society free from the menace of alcohol."- Mr. Suneel Vatsyayan speaking at the Programme on "Community policing for Drug treatment, rehabilitation and prevention" organized at Police Officers' mess, Hisar, Haryana.



NYIN volunteers from Panchkula, Haryana met Member of Parliament Shri Dharambir Singh and discussed on good health and need to protect children and youth from tobacco.



Nada India Team with senior Member of Parliament from Sonipat Shri Ramesh Chander Kaushik and Member of Parliament from Kangra Shri Kishan Kapoor. The team conveyed their concerns on the health situation and sought the leaders' support for COTPA Amendment.



ENGAGING CHILDREN & YOUTH



On the occasion of World No Tobacco Day 2022 Nada Young India Network volunteers called for action to create 100% smoke-free public and enclosed places prohibiting Designated Smoking Area (DSAs) and PoS Tobacco Displays, protecting children and adults from passive smoke and influence due to tobacco promotion. It is pertinent to note that the Point of Sale (PoS) displays of tobacco and tobacco products like 'gutkha', 'khaini' 'bidi' and cigarette pack arranged neatly with toffees and chips are a way of silently promoting the deadly products among children and young adults.



School children participating in Nada India's campaign to increase tobacco tax.

"Change cannot happen unless we all come together - students, youth, teachers, parents, law-makers, anyone who wants to stand with us and make a noise about the issues that matter"- Mr. Suneel Vatsyayan while speaking on "Good Health a National Priority" at Seminar jointly organised by NAPSWI and Dr. B.R. Ambedkar College, University of Delhi during 3rd National Social Work Week 2022.



Nada Young India Network (NYIN) members conducted Tobacco Control Workshop for students in Panjab University, Chandigarh.



"Not Me But You" defines the philosophy of National Service Scheme (NSS).

Suneel Vatsyayan interacting with children during the celebration of the 53rd year of NSS organized at Graphic Era Hill University, Bhimtal.



Himachal Pradesh Tobacco Tax Consultation Workshop



A consultation workshop on 'Tobacco Tax: Youth Issues and Concerns', was organised by the Economics Department of the Himachal Pradesh University (HPU) in collaboration with Nada India on the university campus on 7th September. State tax officials, economists, voluntary organisations, university professors and students participated in the workshop and discussed the economic aspects related to tobacco and the topics related to smoking.

Recommendations

- Tobacco taxes should be adjusted with inflation, as tobacco products are becoming increasingly affordable, especially among youth, adolescents and the poor population.
- A specific compensation cess be applied on bidis at the rate of ₹.1 per stick
- Remove companies engaged in tobacco business from the current GST exemption of ₹. 40L

Youth Parliament

Himachal Pradesh Youth Parliament on "Budget Consultation 2023-24" was hosted on 30th November 2022 jointly by Nada India Foundation and the Department of Law, Himachal Pradesh University (HPU) at Regional Centre, Dharamshala in Himachal Pradesh.

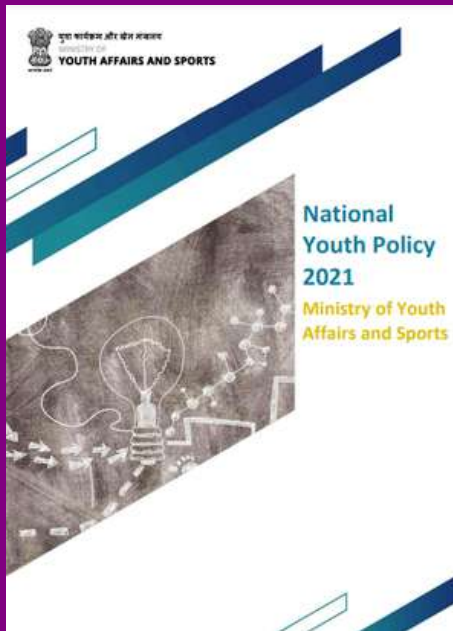
The parliament was chaired by Shri Kishan Kapoor, MP - Lok Sabha Kangra-Chamba, Himachal Pradesh and moderated by Mr Mangal Singh, State Coordinator, Nada India Foundation. It was graced by the presence of panelists including the Director of Regional Centre Dharamshala, Prof. Dr. R.P. Verma, the Dean of Law Department, Dr Bhawana Sharma and respective correspondent from The Dainik Jagran Shri Dinesh Gaurai.

Key Points of discussion

- Looking at the harms and sorrow it brings, Tobacco taxation should further be increased to 75% as per recommendation from World Health Organization (WHO).
- Regulation of Online Streaming Platforms to protect young from any indirect influence or flamboyant promotion of tobacco.



SPECIAL EVENTS & CAMPAIGNS



On 15th July Nada India Foundation in collaboration with VLead Academy organized an enthusiastic discussion on National Youth Policy 2021 with Chief Guest Mr. Sanjai Bhatt from Delhi University. The key highlight of the discussion was "Good Health a National Priority".



Nada India organized an online webinar on the occasion of National Youth Day. This webinar was attended mainly by volunteers from Himachal, Punjab and Haryana. The chief guests were Administrative Officer Oshin Sharma, Dr. Bhavana Sharma and Dr. Mool Raj- Assistant Professor, Dept. of Social Work, Chaudhary Bansi Lal University – Bhiwani, Haryana. The theme of the webinar was "Youth concern about Tobacco Taxation and good health".



"Go Green & Healthy" campaign was launched at the 10th Indian Social Work Congress, 2022 at CSRD-Institute of Social Work and Research, Station Road, Ahmednagar, Maharashtra. campaign aims to promote a healthier and sustainable way of living by encouraging individuals, organizations and communities to adopt eco-friendly practices and make small changes in their daily lives.



Nada India Foundation was the NGO partner for the Vedanta Delhi Half Marathon (VDHM) 2022.

HEALTH ADVOCATES



Let us come
together to
drive change.

HARMANDER SINGH

“I am a Nada India Health Advocate from Punjab. I am leading Youth for Well-being campaign in the villages of Punjab by involving local young volunteers and Members of Parliament (MPs) for tobacco tax increase. I have led the #run4tobaccofreeindia from Punjab in Vedanta Delhi Half Marathon.”



The louder
our voice, the
more we get
heard.

SUMAN

“Nada India Foundation provides the right platform to students who want to do something for their community and thus promotes volunteerism among the youth. During my year-long engagement with NIF I got the opportunity to hone my communication, technological and soft skills. It has been a remarkable journey of personal growth, learning and making a difference in the lives of young individuals struggling with smoking, alcoholism and NCDs.”



The more
letters we
write, petitions
we sign, the
better chance
we can make a
society
conductive for
young people.

ADITYA PANDEY

“I work as Nada Young India Network Health advocate, specifically addressing the crucial issue of underage alcohol consumption. One of the significant milestones in my journey with Nada was my participation in the "Sober Youth Tribe," organized globally by Movendi International. Inspired by the knowledge I gained from the Sober Youth Tribe, I began organizing weekly virtual meetings called "BYOD" (Bring Your Own Drinks), where young people could come together, share their experiences, and support one another in their journey towards sobriety.”

Along with Dr. Mehak of Amity University NOIDA I have developed an impactful virtual course called "Alcohol Use: Adolescence Peer Learning." This course, hosted on the Vlead Academy website, serves as a valuable resource for adolescents and parents seeking to understand the risks associated with alcohol use.

Recently, I drafted a letter addressed to the higher authorities in Prayagraj, Uttar Pradesh, urging them to comply with the directions of the Honorable High Court of Allahabad regarding the prohibition of alcohol and tobacco product sales in the vicinity of university areas. This initiative underscores my commitment to promoting a safe and healthy environment for students and young adults.”

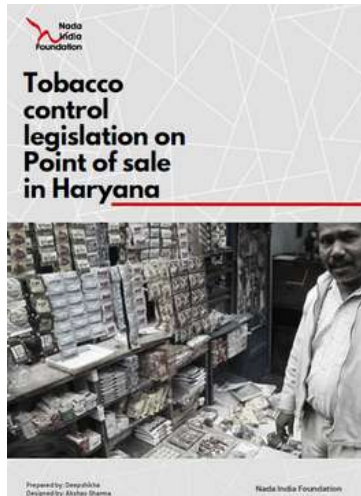


MEDIA ENGAGEMENT

- Campaigner for good health as a national priority- Suneel Vatsyayan and NYIN - **India Story Project (ISP)**, May 7
- Tobacco Menace: An Avoidable Catastrophe- Suneel Vatsyayan- **The Hitavada**, May 31
- Nada India urges Govt. to make cigarettes and bidis more expensive- **The Punjab Express** June 26
- Demand to increase tobacco cess tax before GST Council Meeting **Arthparkash**, June 26
- Nada India urges Govt. to make cigarettes and bidis more expensive- **Jagran Josh**, June 27
- Mr. Suneel Vatsyayan's views on the role of youth in Nation building aired on **Rainbow Helpline** on September 21
- Tobacco Tax Consultation Workshop in Himachal Pradesh - **The Tribune**, October 10
- Youth Parliament on tobacco tax increase - **Dainik Jagran Kangra**, December 3
- Nada India organized Youth Parliament in Dharamshala - **Uttam Hindu**, December 3
- Is Bihar prohibition a failure? Suneel Vatsyayan, Chairman, NADA India Foundation, BJP leader Pramod Chandravanshi, JDU spokesperson-Abhishek Jha share their views on **India Today**, Dec 15 2022.
- Youth demands increase tax in bidis and gutka on the eve of World Cancer Day- **Yugmarg**, February 3



REPORTS & PUBLICATIONS



The purpose of this study was to investigate the prevalence of point-of-sale advertising (PoS), sale of single cigarette (loose cigarette) at PoS, to assess the awareness of passive smoking among tobacco sellers and their response in light of extensive evidence addressing its impact in the state of Haryana.

The study revealed that Haryana's implementation of COTPA 2003 is subpar. To change this, there is need of a concerted effort from all parties involved, including the police, educational institutions and the local community.



Good Health a National Priority

#YOUTH4TOBACCOFREEINDIA

www.nadaindia.info

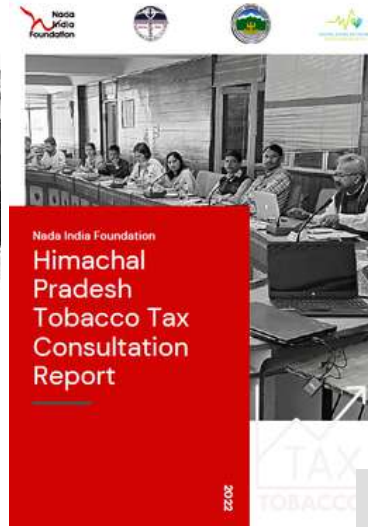
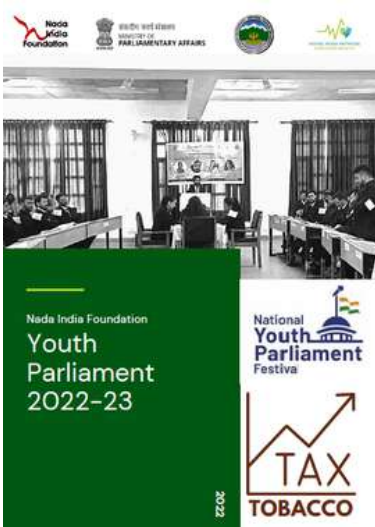
+91 9805545444

https://youthforwellbeing.org

Cheerity Guidelines



Newsletter





Nada India Foundation, a Movendi International member organization, has launched 'VLead Academy'- an online education platform and certificate course. This platform aims to teach young people and adults about making healthier choices to improve their well-being, enhance employability, and offer an application-oriented learning experience.

<https://movendi.ngo/community-solutions/nada-india-launches-vlead-academy-online-certificate-course-on-alcohol-prevention/>

Creative Information Education and Communication (IEC) materials designed and developed by Nada India Foundation team

Concept & Design:

This report has been designed in yellow and its complementary colour purple. Given its cheerful and vibrant hue and its association with the sun, yellow evokes feelings of warmth, happiness, optimism and confidence and assurance. Yellow also symbolizes caution. The colour purple is associated with wisdom, spirituality, meditation and mindfulness. Purple also represents sobriety, creativity and imagination. Purple and yellow is a combination that suggests authority and power because of its imperialistic connection. Purple and yellow also represent boldness and confidence. The cover page features Nada India Health Advocate Aditya Pandey explaining about #Youth4TobaccoFreeIndia campaign at the 10th Indian Social work Congress CSRD Ahmednagar, Maharashtra. The cover collage also features two thought-provoking drawings by two school children depicting how tobacco and alcohol consumption by adult family members adversely affect children. The cover collage depicts the triangle of policy makers, policy gap and youth changemakers trying to reach out to policy makers to fill the policy gap.



<https://www.nadaindia.info/>
<https://youthforwellbeing.org/>
<https://vleadacademy.org/>

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