



SRI DEVARAJ URS ACADEMY OF HIGHER EDUCATION AND RESEARCH
(A Deemed to be University declared under Section 3 of UGC Act 1956)

Comprising Sri Devaraj Urs Medical College
[Constituent unit of Sri Devaraj Urs Educational Trust for Backward Classes (Regd.)]
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World No Tobacco Day 2025, Level University (Local) Event Report

2025 year's WNTD campaign aims to reveal the strategies employed by the tobacco and nicotine industries to make their harmful products enticing, particularly to young people. By exposing these tactics, WHO seeks to drive awareness, advocate for stronger policies, including a ban on flavours that make tobacco and nicotine products more appealing, and protect public health.

Common tactics include: Flavoring and additives: enhancing taste and masking the harshness of tobacco to increase its appeal; Targeted marketing: using sleek designs, attractive packaging, and digital media campaigns to glamorize harmful products; and Deceptive product design: creating products that resemble sweets or toys, appealing directly to children and adolescents.

Inauguration: The event was inaugurated in the august presence Dr. Jagadish , District Surveillance officer, NTEP, Kolar. Dr. Muninarayana C spoke on the importance of awareness about tobacco and its harmful effects after inauguration. Dr.Pradeep TS spoke on Adolescents epidemiology of tobacco addiction, Dr.Mahima.B.N. spoke on theme of WNTD-2025. This was followed by talk by Dr.Prabhakar K who spoke on Tobacco and its health effects .Dr.Sharath Psychiatrist spoke on De-addiction for Tobacco and Dr.Purushotam Assistant Professor Psychiatry spoke on Tobacco cessation Center role in medical college. 800 Students from SDUAHER took part in the study. Department of Community medicine thanked all the patrons of SDUAHER for associating for observing World No Tobacco Day 2025.