





Title of the Practice:

“Tobacco Free Campus & its nearby area”

Goal:

Raise awareness of the effects of tobacco and substance abuse among the College community and the surrounding community.

The context:

The intent to begin this campaign is in the context of an acute need to provide effective and stringent awareness of the certainty of fatal consequences of the use of tobacco products and substance abuse.

Such tobacco, alcoholic & intoxication products become easily accessible even in spite of such statutory warnings. Therefore, the college strictly enforced the rules of the government in and around the campus and worked strictly on this subject and made the people aware.

The Practice:

In our view, anti-tobacco programs seem accidental and feeble in creating effective awareness and addressing the issue seeing which our college started this **“Tobacco free & its nearby area campaign”**.

Time to time no tobacco slogan program, poster competition, painting and rally have been organized by this campaign to bring awareness in campus and surrounding area.

The campaign ensured that no tobacco products would be allowed inside the college gate. The college placed a signboard outside the gate stating that no tobacco-related products would be consumed nor sold in the vicinity of the college.

Apart from the campaign, the students' council runs anti-tobacco campaigns around the shops and stalls in the area around the college and confiscates such products and disseminates them publicly to create awareness in the society.

Evidence of Success:

However, it is still difficult to determine the success of this campaign at this current level. In order to prove that the awareness program conducted by this campaign in which the community along with the students has also realized the importance of this campaign and has given full support in this initiative.

Problems:

The dream of realizing a total tobacco-free society seems ideal, but every effort is being made by the college to succeed with limited means and rights.