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## Aircel in association with Deepsikha Cancer Foundation organize a 'Cancer Awareness Walk

**Guwahati, Nov 23:** In its continuous commitment to serve the community, *Aircel*, one of India's leading telecom players, in association with Deepsikha Cancer Foundation organized a cancer awareness walk for school children of Guwahati. Over 800 college and school students participated in the walk and raised awareness on tobacco usage leading to cancer. The awareness walk was flagged off by Dibyajyoti Khaund, Circle Business Head – Assam, Aircel, Nishith Kulshrestha, Circle Marketing Head – Assam, Aircel along with Dr. Tapan Kumar Saikia from Prince Aly Khan Hospital, Mumbai.

Speaking on the occasion, Dibyajyoti Khaund, Circle Business

Head – Assam, Aircel said "Aircel constantly strives to undertake initiatives for the development of youth in Assam. In recent times, Tobacco has emerged as the single most preventable cause of death amongst the youth in our country and currently 5 million children under the age of 15 are addicted to tobacco. The need of the hour is to educate the youth and create aware-

ness to prevent the deadly menace of cancer by curbing the use of tobacco. Recently, we organized an awareness camp in Guwahati to educate school children on tobacco usage leading to cancer. Now by associating with Deepsikha Cancer Foundation, we want to reach out to maximum school children and youth of Assam to spread the message of 'Say No to Tobacco'." In

India, around 2500 people die every day from tobacco related diseases.

Recent GATS (Global Adult Tobacco Survey) findings shows that Assam has 39.3% overall prevalence of tobacco use, which is alarming. Each day 5,500 children in India start using tobacco which is detrimental to the health and growth of the society. Therefore, there is an urgent need to address the issue and reach out to youth through such awareness programmes.