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## Aircel, BBCI hold cancer awareness programme

GUWAHATI, NOV 14: In its unwavering commitment to serve the community, Aircel, one of India's leading telecom players, in association with Dr B. Borooah Cancer Institute (BBCI) organised a cancer awareness programme for school children of Guwahati on Children's Day.

Over 200 school children were educated on tobacco usage leading to cancer. The awareness camp also focused on various symptoms of the dreaded disease, its early detection and timely treatment.

Speaking on the occasion, Dibyajyoti Khaund, Business Head – North East & Assam, Aircel said "It gives us immense contentment to be able to contribute towards our community by taking an initiative towards cancer awareness. Tobacco is the single most preventable cause of death amongst the youth 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 awareness to prevent the deadly menace of cancer by curbing the

use of tobacco. As part of our social responsibility, we feel strongly for the cause and will continue to lend our support to Dr. B. Borooah Cancer Institute."

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.