

World No Tobacco Day Bike Rally

Spreading the message to make every day, a no tobacco day, Cadila Pharmaceuticals organised a special bike rally on May 31, 2019

Finding a uniquely creative way to express concern towards consumption of tobacco products, Cadila Pharmaceuticals and Novotel, Ahmedabad jointly flagged off a motorbike rally at 7 am on the occasion of 'No Tobacco Day' on May 31, 2019. Commencing from the hotel, the rally will route towards S.G. Highway, while circling the periphery of South Bopal to reach back to Novotel. The focus of this motorbike rally was to encourage people to stop selling as well as buying tobacco products and kick the habit to adopt a healthy and clean lifestyle.

India is second largest consumer of tobacco, globally with approximately accounting for one-sixth of world's tobacco-related deaths. With its exorbitant cost, it has exacerbated poverty and raised expenses in terms of providing treatment for the same. Also, the expenses incurred in tobacco are usually at the cost of the basic needs of food and education.

Mr. Ridul Deka, General Manager, Novotel-Ahmedabad, expressed his concern by emphasizing that it is an important risk factor for non-communicable diseases, such as oral cancer, resulting in about 6.3 million deaths and 156 million disability-adjusted lives, globally. "Largely affecting every part of your healthy body; it suppresses your natural appetite, causing massive body weight loss. This comes in as a very crucial factor when majority of the Indian population is already suffering from nutritional diseases."

According to World Health Organisation (WHO) estimation, deaths due to tobacco-related diseases will rise up to 13.3% in 2020 with the mortality in India being approximately 1.5 million by 2020.