



Scientific Agenda

DAY 1, MONDAY, 15TH DECEMBER 2014		
9.30 AM – 11.00 AM	Workshop 1 <i>Lecture Hall</i>	Effectiveness of Pharmacotherapy and Behavioral Interventions for Tobacco Cessation in Actual Clinical Practice. <ul style="list-style-type: none"> • Harm Reduction not Harm Replacement – Busting the Myths on NRT - Dr. Raj Kumar • Effectiveness of Tobacco Cessation in Different Settings - Dr. Vidhubala • GLOBAL TOBACCO CONTROL: DENTIST TASK FORCE- Parenting the orphan "O" of MPOWER - Dr. Akshay Ranade
	Proffered Paper 1 <i>HBB Audi</i>	Proffered Paper TBA Chairs – Mangesh Pednekar, Sonu Goel, Deepak Mishra
	Proffered Paper 2 <i>HBB Lecture Room</i>	Proffered Paper TBA Chairs – Vaisakhi, Shobha John
11.00 AM – 11.30 AM	TEA BREAK	
11.30 AM – 12.45 PM	Inaugural Ceremony <i>Rustam Choksi Hall</i>	<ul style="list-style-type: none"> • Welcome Address - Dr. R A Badwe, Director, TMH. • Introducing the theme of Congress - Dr. PC Gupta, Director, Healix. • Address and World No Tobacco Day Award / Narotam Sekhsaria Foundation Award - Dr. Nata Menabde, WHO Representative, India. • Release of Special Issue of Indian Journal of Cancer - Dr. Poonam S Khetrapal, Regional Director, WHO-SEARO.

		<ul style="list-style-type: none"> • Keynote address- Union Health Minister • Release of Global SLT report - Union Health Minister • Vote of Thanks 		
12.45 PM - 01.00 PM	Interaction with Media			
01.00 PM – 02.00 PM	LUNCH			
TIMING	SESSION FORMAT	TOPIC	CHAIRS	SUB-TOPICS
02.00 PM - 03.00 PM	Opening Plenary <i>Rustam Choksi Hall</i>	Smokeless Tobacco and Public Health: A Global Perspective	Dr. Poonam K. Singh and Dr. Samira Asma	<p>Presentation 1: A Global Perspective on Smokeless Tobacco - Dr. Mark Parascandola (NCI)</p> <p>Presentation 2: Smokeless Tobacco : Seeing from the Regional Lens of Southeast Asia – Dr. Dharendra Sinha (WHO)</p> <p>Presentation 3: Smokeless Tobacco : The Indian Context and Public Policy Strategies - Dr. Prakash Gupta (Healis)</p> <p>Panel – An interactive dialogue moderated by co-chairs Dr. Poonam K. Singh (WHO, SEARO) and Dr. Samira Asma(CDC)</p> <ul style="list-style-type: none"> • MoHFW representative • Vineet Munish Gill (WHO) • Dr. Nandita Murukutla (WLF) • Dr. Pankaj Chaturvedi, Voice of Victims • Irina Stepanov (University of Minnesota)
03.00 PM – 04.00 PM	Symposium 1 <i>Rustam Choksi Hall</i>	10 Years of COPTA: Successes, Challenges and Way forward	MoHFW representative and Dr. Prakash Gupta	<ul style="list-style-type: none"> • Ten years of implementation and enforcement of COTPA - Representative of MoHFW, GOI • Achievement and gaps in implementation of policy provisions of COTPA - To Be Confirmed • Tobacco control in India: What to expect in the next 10 years - Rana J Singh, The Union
	Symposium 2 <i>Lecture Hall</i>	E-cigarettes: New emerging product	Dr. Rati Godrej and Dr. Rana	<ul style="list-style-type: none"> • Policy on E-cigarettes : Indian context - Dr. Swasticharan, MoHFW • Harmful effects of E-cigarettes - Ms. Juhi Gautam, Healis • E-cigarettes marketing in India - Ms. Madison Rose, SBF

	Workshop 2 <i>Board Room</i>	Effective Use of Media for Tobacco Control In India	Ms. Vaishakhi Mallik Moderator	<ul style="list-style-type: none"> • Presentation and discussion: An overview of tobacco epidemic & tobacco control measures including role of media & communications - Dr. Vishwanathan • Presentation and discussion: Strategic planning for tobacco control mass media public education campaigns - Dr. Nandita Murukulta • Presentation and discussion: Social Media campaigns for TC advocacy: Why use which tools? - Vaishakhi Mallik & Pallavi Puri
04.00 PM – 04.30 PM	Tea Break			
04.30 PM – 05.30 PM	Symposium 3 <i>Rustam Choksi Hall</i>	Building evidence to integrate tobacco cessation services within healthcare systems and workplaces in India	Dr. S. Parker and Ms. Leni Chaudhuri	<ul style="list-style-type: none"> • Dr. Cheema- Prince Aly Khan Hospital • MOH, Family Welfare, NMMC • Dr. Pokharna, CMO-Chandrapur plant, Ambuja Cements Ltd. • Dr. Jyoti, WHO Consultant, RNTCP
	Workshop 2 <i>Board Room</i>	Continues..... Effective Use of Media for Tobacco Control In India	Ms. Vaishakhi Mallik Moderator	<ul style="list-style-type: none"> • Exercise: Campaign message development Vaishakhi Mallik • Presentation and discussion: Analytics/monitoring/evaluation Dr. Nandita Murukulta • Q&A. Closing.
06.30 PM Onwards	NETWORKING DINNER			
DAY 2, TUESDAY, 16TH DECEMBER 2014				
TIME	SESSION FORMAT	TOPIC	CHAIRS	SUB-TOPICS

09.00 AM – 10.00 AM	Hemi Plenary 3 <i>Lecture Hall</i>	Judicial Innovations to expand the impact of COTPA	Ms. Vandana Shah and Justice Mukul Mudgal	<ul style="list-style-type: none"> Smokeless Tobacco ban Case - Mr. Pranav Sachdeva COTPA as part of Restaurant License - Mr. Ranjit Singh Tobacco Board Matters - Ms. Jayna Kothari
	Hemi Plenary 4 <i>RustamChoksi Hall</i>	Prevention of youth access to tobacco	Dr. Dharendra Sinha, SEARO and Dr. K C Thankappan	<ul style="list-style-type: none"> Plain packaging, including planned research and advocacy campaigns in the country - Ms. Radhika Srivastava , HRIDAY Preventive program in urban lower socio economic strata : Mumbai Experience - Ms. Padmini Somani, SBF Restricting the access to tobacco products to Youth : A key strategy of COPTA - Ms. Vineet MunishGill, WHO The New Media: Youth's Exposure to Tobacco Ads/Promotions - Dr. Vishwanathan
10.00 AM – 11.00 AM	Symposium4 <i>Lecture Hall</i>	Learnings from success stories in States of India	Dr. R J Singh MoHFW representative	<ul style="list-style-type: none"> Jammu Kashmir – Ms. Seema Gupta Karnataka – Dr. Upendra Bhojani North East – Ms. Ruchira Neogi Punjab – Dr. Rakesh Kumar Bihar – Mr. N K Mishra
	Symposium 5 <i>RustamChoksi Hall</i>	Learnings from success stories in States of India	Dr. Surendra Shastri Mr Alok Mukhopadhyay	<ul style="list-style-type: none"> Maharashtra – Ms. Devika Chadha Madhya Pradesh – Mr. Brij Mohan Shrivastava Kerala – Mr. Suresh Sukumaran Rajasthan – Mr. Vikram Raghav Goa – Dr. Shekhar Salkar
11.00 AM – 11.30 AM	Tea Break			
11.30 AM – 01.00 PM	Open forum discussion <i>RustamChoksi Hall</i>	Challenges in tobacco control in India	Dr. Pankaj Chaturvedi	Panelists: <ul style="list-style-type: none"> Dr. P C Gupta, Director, Healix-Sheksaria Institute for Public Health Dr. Ashok Dhoble, Secretary, Indian Dental Association Ms. Padmini Somani, Director, Salaam Bombay Foundation

				<ul style="list-style-type: none"> • MOHFW representative • MOHFW, Maharashtra Representative • Mr. Shekhar Bajaj, Chairman & MD, Bajaj Electricals Ltd.
01.00 PM – 02.00 PM	Lunch Break			
02.00 PM– 03.00 PM	Proffered Papers 3 Rustam Choksi Hall	Proffered Papers TBA Chairs – Mr. Bobby Ramakant, Ms. Arzoo Datta, Dr. Sharmila Pimple		
	Proffered Papers 4 Lecture Hall	Proffered Papers TBA Chairs – Dr. Gauravi Mishra, Ms. Surabhi Shastri, Ms. Ashima Sarin		
03.00 PM – 04.00 PM	Symposium 6 Rustam Choksi Hall	Multi Sectoral Action on Tobacco Control in India	MOHFW Representative Vineet Munish Gill Sanjay Seth	<ul style="list-style-type: none"> • Ban on gutkha and paan masala : Maharashtra experience – Mr. Mahesh Zagade • MOHFW Representative • TBA • TBA • Crop Alternatives: Government Perspective - Ms. Anuradha Vemuri, Ministry of Agriculture • Mainstreaming Bidi Workers Through Alternative Livelihoods - Ms. Bhavna Mukhopadhyay • Health costs of tobacco - Dr. Rijo M John
04.00 PM– 05.00 PM	Closing Ceremony and Mumbai Declaration – Chairs – Dr. Mira Aghi and Mr. Pranay Lal <i>RustamChoksi Hall</i>			