



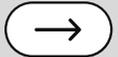
# NATIONAL YOUTH DAY 2023 REPORT

## Key Ask

**Increase Tobacco tax in  
Upcoming Budget 2023**

Akshay Sharma

Nada India Foundation



# Twitter Storm - 6th Jan 2023

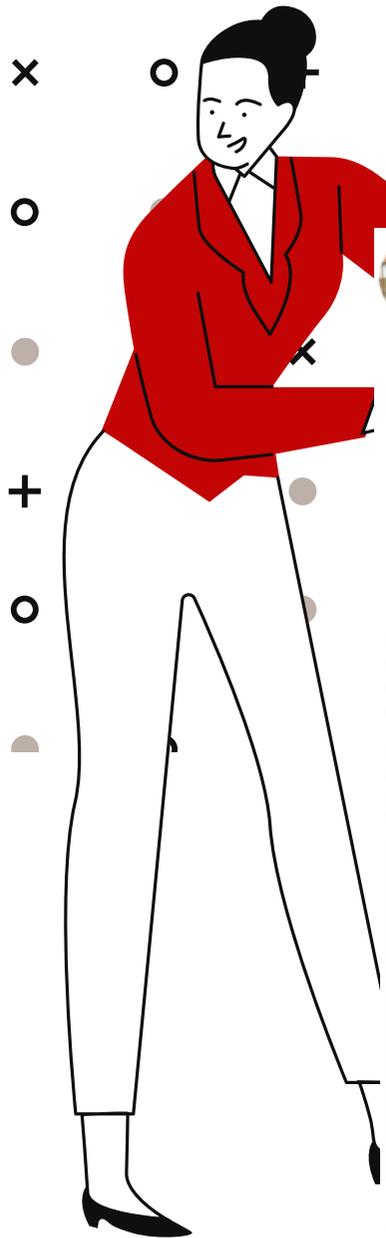
Youth Pushing for Tobacco Tax Increase

Target Stakeholders - Smt. Nirmala Sitharaman,  
Ministry of Finance - India, PmoIndia,  
Mr Narendra Modi Ji, Mr Pankaj Chaudhary ji

Target Hashtags - #Increasetobaccotax  
#TobaccofreeIndia #Budget2023  
#Youth4TobaccofreeIndia

70 Tweets were Done  
3.5K Impressions  
received on Twitter





**Sunny Suryavanshi** @sunysuryavan... · 3d  
 Young live matter, make tobacco so unaffordable so that precious lives can be saved.  
[#Increasetobaccotax](#) [#TobaccofreeIndia](#) [#Youth4TobaccofreeIndia](#) [#Budget2023](#) [@FinMinIndia](#) [@nsitharaman](#) [@nsitharamanoffc](#) [@narendramodi](#) [@pankajmaharajganj](#) [@pmoindia](#)  
 304 1 6 9

GST लागू होने के बाद से देश का युवा जाग गया है और वित्त मंत्रालय से इसकी बढ़ती सामर्थ्य के कारण तंबाकू करों को बढ़ाने का आग्रह करता है। भारत को तंबाकू उत्पादों की घातक लत से बचाने के लिए तंबाकू करों में वृद्धि करें  
[#TobaccofreeIndia](#) [#Increasetobaccotax](#) [#Budget2023](#) [@PMOIndia](#)  
 Translate Tweet



Sunny Suryavanshi and 9 others  
 12:08 PM · Jan 11, 2023 · 450 Views

**Nada India Foundation** @NadaPehchaan · Jan 6  
 The youth of India stand to say 'No' to tobacco and 'Yes' to raise on tobacco taxation  
[#Increasetobaccotax](#) [#TobaccofreeIndia](#) [#Youth4TobaccofreeIndia](#) [#Budget2023](#) [@FinMinIndia](#) [@nsitharaman](#)...  
 11 7 0  
 Impressions 345 Engagements 28 Detail expands 6

**Deepshikha kumari** @kashyap... · 3d  
 Estimated 5500 adolescents initiate tobacco use everyday and the mean age of initiation is before their 10th birthday. Reducing affordability by imposing higher taxation can protect vulnerable youth from tobacco addiction  
[Increasetobaccotax](#) [#TobaccofreeIndia](#) #



101 1 5 6

**Akshay Sharma** @the\_lostroads  
 Stop Glamorizing Tobacco; Raise Taxes, Save Lives! तंबाकू के सेवन से हर साल हम भारत में लगभग 12 लाख लोगों को खो देते हैं!  
[#Increasetobaccotax](#) [#TobaccofreeIndia](#) [#Youth4TobaccofreeIndia](#) [#Budget2023](#) [@FinMinIndia](#) [@nsitharaman](#) [@nsitharamanoffc](#) [@narendramodi](#) [@mppchaudhary](#) [@pmoindia](#)



You and 9 others  
 6:40 PM · Jan 6, 2023 from Panjab University · 316 Views

**Nada India Foundation** @NadaPehchaan · Jan 5  
[#Tobaccokills](#) 1.3 Million Indians each year and pushes over 10 million Indians to #poverty! [#Increasetobaccotaxes](#) to save children's lives and protect them from falling into the addiction of #deadly Tobacco products. [@PMOIndia](#) [@FinMinIndia](#) [@nsitharaman](#) [@g20org](#) [#Budget2023](#)  
 0-30  
 4 3 2

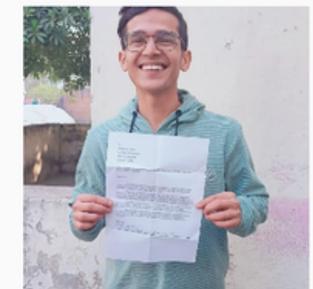
Impressions 733 Engagements 35 Detail expands 1



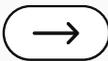
# Media Storm - 7th Jan to 12 Jan 2023



**85 Media Postings**

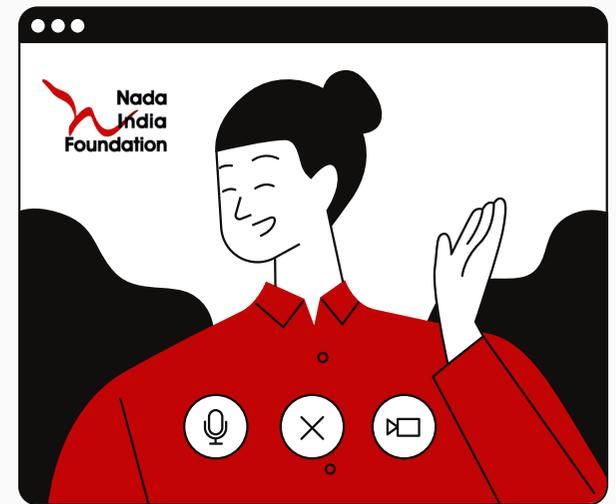


**40.7K Impressions on Instagram**  
**18K Impressions on Facebook**  
**18.5K Impressions on Twitter**



# Webinar 12th January 2023

## Preperations



Nada India Foundation  
YOUNG INDIA NETWORK FOR GOOD HEALTH

Invite  
12 January 2023  
Join us on Google Meet



**NATIONAL YOUTH DAY 2023**  
Dr. Mool Raj  
Assistant Professor,  
Department of Social Work, CBLU Bhiwani

#Youth4TobaccofreeIndia

Nada India Foundation  
YOUNG INDIA NETWORK FOR GOOD HEALTH

# National YOUTH DAY

Youth is the energy of the nation, the future of country

Date: 12 January 2023  
Join us on Google Meet

Nada India Foundation  
YOUNG INDIA NETWORK FOR GOOD HEALTH

Invite  
12 January 2023  
Join us on Google Meet



**NATIONAL YOUTH DAY 2023**  
Shri Dharambir Singh  
Member of Parliament from Bhiwani, Haryana

#Youth4TobaccofreeIndia

Nada India Foundation  
YOUNG INDIA NETWORK FOR GOOD HEALTH

Invite  
12 January 2023  
Join us on Google Meet



**NATIONAL YOUTH DAY 2023**  
Oshin Sharma (HAS)  
Assistant Commissioner (Dev.)  
Cum- BDO Naggar

#Youth4TobaccofreeIndia

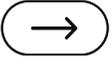
Nada India Foundation  
YOUNG INDIA NETWORK FOR GOOD HEALTH

Invite  
12 January 2023  
Join us on Google Meet



**NATIONAL YOUTH DAY 2023**  
Dr. Bhavana Sharma,  
HOD Law Department, HPURC,  
Dharamshala

#Youth4TobaccofreeIndia



# Webinar

## 12th January 2023

### Guest Speakers

- The Oshin Sharma HAS, Naggar - Himachal Pradesh
- Dr Bhavna Sharma, Dean, Law Department, HPU RC, Dharamshala, Himachal Pradesh
- Dr Mool Raj, Assitant Prof. CBLU University, Bhiwani, Haryana

<https://www.youtube.com/watch?v=UiWvysYfQIM&t=560s>

x o + o

<https://www.youtube.com/watch?v=EA70TN9IzaQ&t=2s>



The screenshot shows a Zoom meeting interface. At the top left, there are buttons for 'Recording' and 'Transcribing'. The main area displays a grid of video thumbnails. On the left, two large thumbnails show participants Vandna Anand and The Oshin Sharma. A notification bubble indicates 'HARMANDER SINGH has left the meeting'. The right side of the grid shows smaller thumbnails for HP YOUNG INDIA, Uditya Raj, Nada Nif, Dr. Bhavna Sharma, Ajay Karnwal, Asmita Duggal, and Narinder. A bottom bar contains icons for microphone, video, chat, hand raise, share screen, and a red end call button. The bottom left corner shows the time '1:18 PM' and the title 'National Youth Day Webinar 2023'. A cartoon illustration of a man in a red shirt writing on a notepad is overlaid on the bottom right corner.

# 12th January 2023

Nada Young India Network on 12 January, 2023 organized a Webinar on the theme "Viksit Yuva, Viksit Bharat" which was facilitated by Dr. Bhawna, HOD Department of Law, HPU RC Dharamshala; Oshin Sharma (HAS) Assistant Commissioner (Development) cum- BDO Naggar- Himachal Pradesh and; Dr. Mool Raj Assistant Professor, CBLU University Bhiwani, Haryana.

Some of the key suggestions made by NYIN members - Ms. Asmita Duggal (Amritsar), Ms. Neeraj (Charki Dadri) and Mrs. Vandana Anand (Kangra) includes that "using the revenue generated by tax hikes be used to shift tobacco farmers to other crops, and provide an alternate livelihood to bidi rollers, tobacco vendors and others who might be affected by the tax hike."

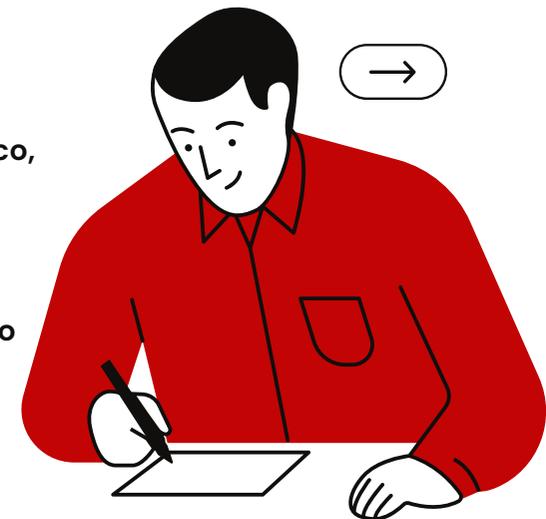
Oshin Sharma (HAS) Assistant Commissioner (Dev.) cum- BDO Naggar-Himachal Pradesh highlighted that "The recent Global Youth Tobacco Survey (GYTS-2019) reveals that nearly one-fifth of 13-15 year olds are using tobacco in some form or the other. India should be inspired by best practices around the world, for example: New Zealand's move to ban tobacco by 2027 to protect youth and future generations while reducing the burden on health and the economy". Also, she recommended to make tobacco workers aware about the medicinal use of tobacco, so that they can go towards something positive.

Dr. Bhawna, HOD Law Department, HPU RC Dharamshala shared the journey of Narendra Nath Dutta to 'Swami Vivekananda' and how he took his thoughts directly to the people, especially the youth. She added, "his message breaks the shackles of caste and creed and speaks the language of universal brotherhood. What he said shows the great importance of his thoughts and ideals among the youth in our country today."

Dr. Mool Raj Assistant Professor, CBL University Bhiwani, Haryana shared his vast experience of nearly 10 years as a social worker on the occasion. Also he recommended a 'Letter to Father' campaign for schools, under which students would write letters to their fathers who use tobacco, to make them feel that their children would also be harmed and affected by it.

According to youth groups, increasing the excise duty on all tobacco products can be a very effective policy measure to meet the urgent need of increasing revenue by the central government. This would be a winning proposition for generating revenue and reducing tobacco use and related diseases.

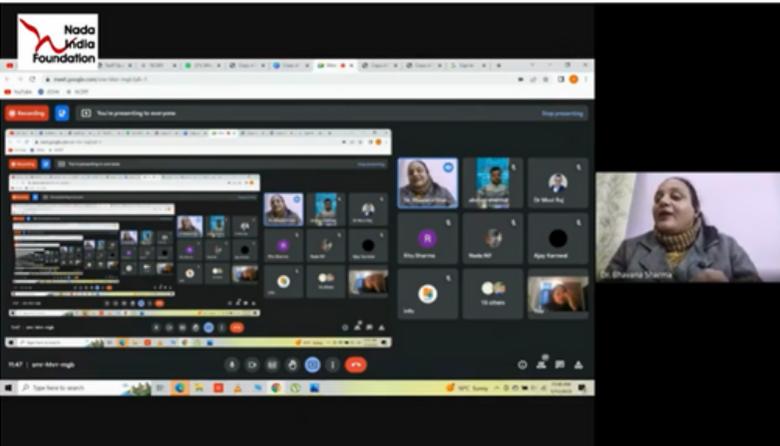
Suneel Vatsyayan, Chairperson, NADA India Foundation concluded the webinar with beautiful words "Don't control the youth for change but bring change with youth



# Webinar

# 12th January 2023

## Post Event Promotion



#budget2023 #Lives #Dharamshala

National Youth Day 2023 - Dr Bhavna Sharma, HOD, HPU RC Dharamshala

Youth Voi... 73...

Analytics Edit video

1 Comment Share

The Oshin Sharma @TheOshinSharma

80%- bidi cigarettes kheni - commom maases  
20%- cigarettes- elite class

Tobacco based products consumption in India  
#increasetaxontobacco #HimachalPradesh



PMO India and Nirmala Sitharaman

2:46 PM · Jan 16, 2023 · 13.8K Views

46 Retweets 5 Quote Tweet

Nada India Foundation @NadaPehchaan

स्वामी विवेकानंद को उनकी जयंती पर सादर नमन।  
#NationalYouthDay2023  
राष्ट्रीय युवा दिवस पर तंबाकू के बढ़ते प्रयोग से युवा चिंतित। युवाओं को तंबाकू की जानलेवा लत से बचाने के लिए तंबाकू पर टैक्स बढ़ाया जाए। #TobaccofreeIndia #Youth4TobaccofreeIndia #Budget2023 @narendramodi @PMOIndia



The Oshin Sharma and 9 others

Narendra Modi @narendramodi · Jan 12

Customize channel Manage videos

### "BETTER HEALTH SHOULD BE THE PRIORITY OF THE NATION"

CHANDIGARH The youth of the nation has called upon Finance Minister Nirmala Sitharaman to make better health a priority for the country, for which tobacco and its allied products should be made more expensive than their affordable rates to keep them away from the youth. To mark the National Youth Day 2023, over 2000 youths from across the country converged through webinar themed on 'Developed Youth, Developed India' organized by NADA India Foundation and urged Finance Minister to invest the revenue earned by imposing additional tax on tobacco products in public welfare which will steered nations



nada.india and nada.india.himachal.india

nada.india Youth across India are urging our Honourable #FinanceMinister @nirmalasitharaman @finminindia and #PrimeMinister @narendramodi to raise taxes on #Tobacco products. Tobacco use in form of Cigarettes, Bidis, Gutka is attributable to diseases related to #Heart, #Lungs and #Cancer. On the occasion of #nationalyouthday, Young India stands to protect the future generations from addition to #ideally tobacco products. #increasetobaccotax in upcoming #Budget2023 reducing the affordability of such carcinogenic products.

#TobaccofreeIndia #Youth4TobaccofreeIndia #Fitness #Youthvoice #Youth #NadaIndiaFoundation #Health #Sdg3 #G20India #Youthday #nationalyouthday2023

nada.india\_volunteer 44 2 likes Reply

nada.india.himachal

Liked by nada.india\_volunteer and 16 others

Youth Voice @youthvoice6408 73 subscribers

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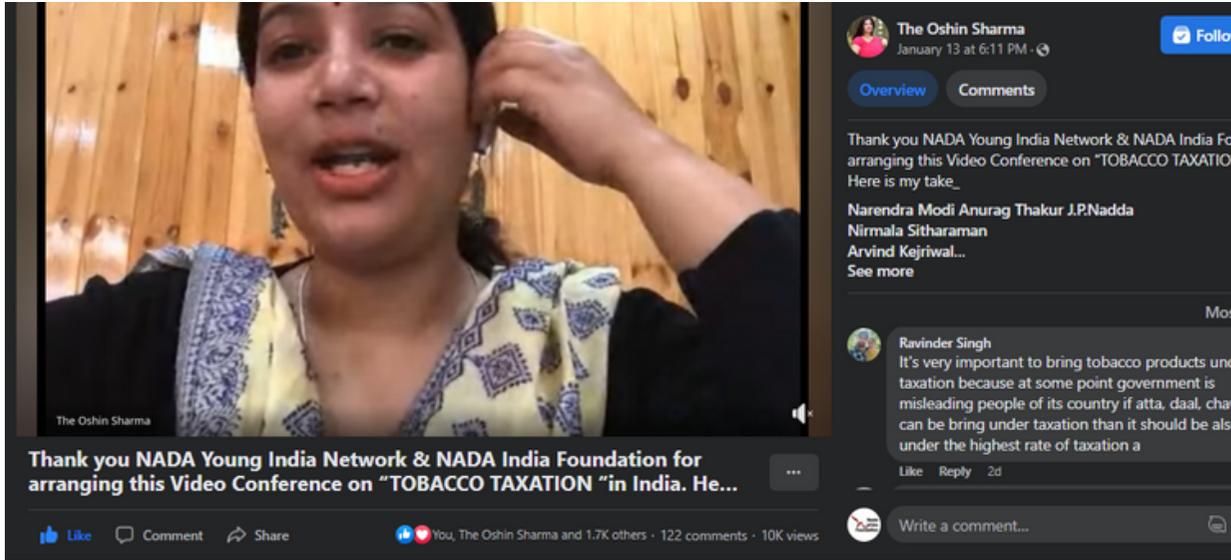


Tobacco Tax increase is a win win proposition... National Youth Day 2023 - Ritu Sharma... Vishal Hindustani - Wellbeing club Ambal... National Youth Day 2023 - Shweta Raiout... Youth for Tobacco free India to create a safe... Youth Voice from Himachaloradesh



# Webinar 12th January 2023

Online Coverage = 5



**The Oshin Sharma**  
January 13 at 6:11 PM · 🌐

Thank you NADA Young India Network & NADA India Foundation for arranging this Video Conference on "TOBACCO TAXATION" in India. Here is my take\_

Narendra Modi Anurag Thakur J.P.Nadda  
Nirmala Sitharaman  
Arvind Kejriwal...  
See more

Ravinder Singh  
It's very important to bring tobacco products under taxation because at some point government is misleading people of its country if atta, daal, chawal can be bring under taxation than it should be also under the highest rate of taxation a

Like Reply 2d

Write a comment...

Like Comment Share

You, The Oshin Sharma and 1.7K others · 122 comments · 10K views



**जागरण** | 🌐 टॉन्स चुनें | 📰 Epaper | 🎧 Podcast | 📺 Videos | 🏠 Home

जागरण फोकस | 📌 टॉकी विश्व कप युवा दिवस क्या खरीदें? नेत्रिन न्यूज़ वेब स्टोरीज़ विश्वास न्यूज़ I.M.P इन्टरनेट सर्विसेज

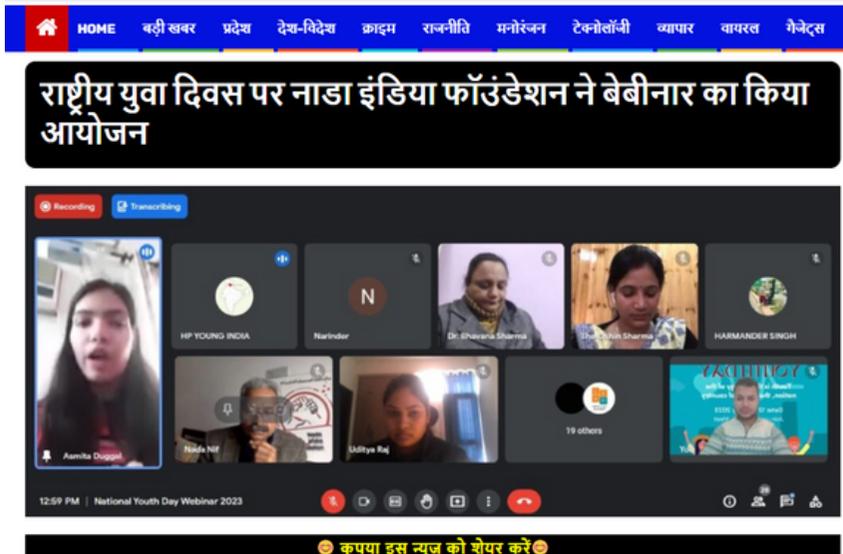
**चंबा, जागरण सवाददाता :** लाडा इंडिया फाउंडेशन क संदेशवा न कद संतकाट सं तंबाकू उत्पाद पट कट बढ़ाने की सिफारिश की है। अपनी इस मांग को लेकर फाउंडेशन के सदस्यों ने वीडियो कॉन्फ्रेंस के माध्यम से पित्त मंत्री निर्मला सीतारमण को आपन सीप है। फाउंडेशन सदस्य तपिश, टाकेश, टनल व सदीप सहित अन्य का कहना है कि लाडा इंडिया फाउंडेशन हिमाचल प्रदेश एक युवा-संघारित संगठन है, जो समुदाय-आधारित पहल के नेतृत्व को बढ़ावा देने, सशक्त नेतृत्व विकसित करने और वंचित और कमजोर आबादी, विशेष रूप से किशोरों और युवाओं के बीच व्यवस्थित विकल्प विकसित करने पर ध्यान केंद्रित करता है।

Chamba News: अंतर्देशीय में नहीं टाला गरीब परिवार का काम, खर्च घटाना हो रहा मुश्किल

📷 वट भी पढ़ें

**तंबाकू का उपयोग धीमी गति से चलने वाली महामारी है**

लाडा रंग इंडिया नेटवर्क (एनआइआइएन) के माध्यम से प्रदेश में तंबाकू के प्रभाव को कम करने के लिए, हम युवाओं के बीच स्वास्थ्य साक्षरता की खाई को पाटने का प्रयास करते हैं। तंबाकू का उपयोग जो एक धीमी गति से चलने वाली महामारी है, हर साल 13 लाख भारतीयों के जीवन का दावा करती है। इसके अलावा, वर्तमान नीतिसौदी दद, शुआवजा उपकट, तंबाकू उत्पादों पर राष्ट्रीय आपदा आकस्मिक शुल्क और केंद्रीय उत्पाद शुल्क को जोड़ने पर, कुल कट का बोझ (अंतिम कट सहित सुदृढ मूल्य के



**राष्ट्रीय युवा दिवस पर नाडा इंडिया फाउंडेशन ने बेबीनार का किया आयोजन**

Recording | Transcribing

HP YOUNG INDIA | Narinder | Dr. Shweta Sharma | HARMAINDER SINGH

Aamta Duggal | NADA-HP | Mihryn Raj | 19 others

12:59 PM | National Youth Day Webinar 2023

👍 👎 🗨️ 📺 📄 🗑️

🙏 कृपया इस न्यूज़ को शेयर करें 🙏



**चम्बा** | 📺 Live

राजस्व बढ़ाने को इस युवक ने दी है गजब सलाह, आप भी सुनिए

Like Comment Share

You and 149 others · 9 comments · 6.8K views

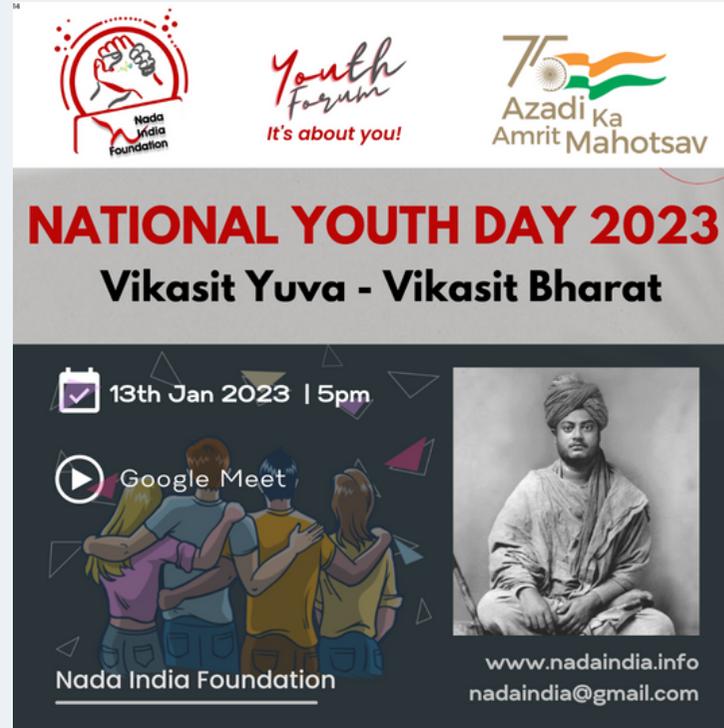
# Youth Forum

## 13th January 2023

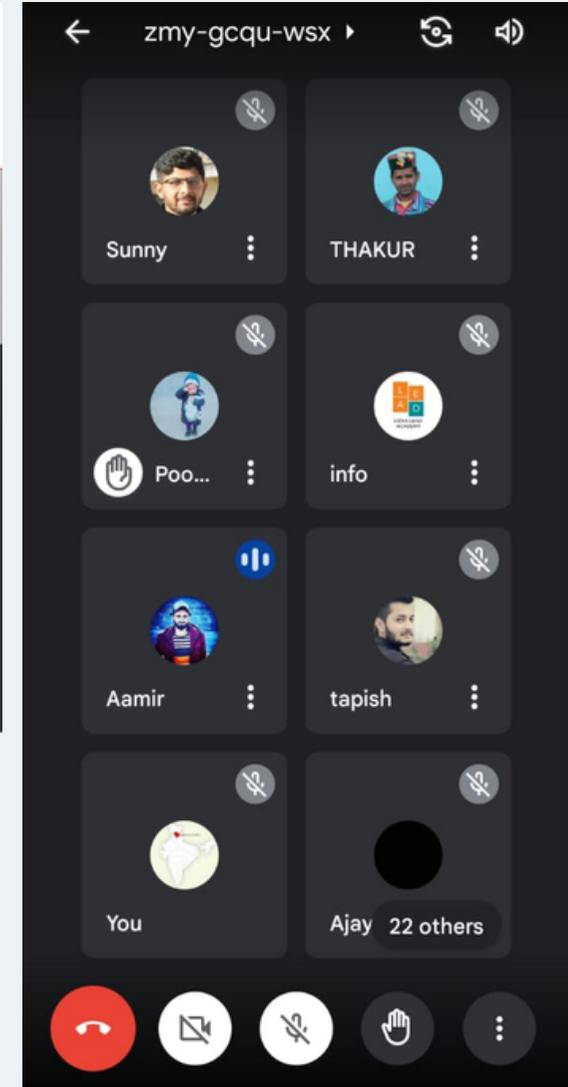
### Discussion with NYIN Members

#### Key Discussion

- The youth forum was led by Mr Mangal Singh, where he highlighted the points shared by Honorable speakers on National Youth Day which discussion began with understanding the taxation difference among tobacco products. The taxation structure and ways to reduce its consumption to protect more than 13 lakh Indians.
- Swami Vivekananda was personified for his disciplined life and how youth can learn from his life to motivate themselves towards social service and good health.



- Healthy work culture should be promoted
- Designated smoking areas in public places like airports should be banned
- Tobacco taxes should be increased to reduce the burden on Health & Economy



# Highlights

## Chief Guests:



**The Oshin Sharma  
HAS, Naggar -  
Himachal Pradesh**

**49.4k Followers on  
Twitter**

**61k Followers on  
Facebook**

**151k Followers on  
Instagram**



**Dr Bhavna Sharma,  
Dean, Law  
Department, HPU RC,  
Dharamshala,  
Himachal Pradesh**



**Dr Mool Raj,  
Assitant Prof. CBLU  
University, Bhiwani,  
Haryana**

# 20

**Traditional Media  
Coverage**

# 155

**Media Postings**

**40.7K Impressions on Instagram  
18K Impressions on Facebook  
18.5K Impressions on Twitter**