

# HAPPY NEW YEAR 2022



## NTQLS-VPCI NEWSLETTER



## NATIONAL TOBACCO QUITLINE SERVICES

*An Initiative by*

Ministry of Health & Family Welfare, Govt. of India &  
Vallabhbhai Patel Chest Institute, University of Delhi, Delhi

(1<sup>st</sup> January 2021 – 31<sup>st</sup> December 2021)

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### FROM THE EDITOR'S DESK



**Editor-in-Chief**  
Director Prof. Raj Kumar

We have witnessed that the previous year was very challenging due to Covid 19 as it impacted us mentally and physically. Despite the challenges of Covid 19, the department continued to function effectively. We as a team have continued to work and serve to the best of our capacities.

Various dignitaries have visited the department this year and have been a source of encouragement for NTQLS to perform with high spirit. One of the major events this year is the Award Ceremony started for the felicitation of counselors to encourage and motivate them to outperform their responsibilities. I congratulate the team of NTQLS for their commitment to serve and wish them success for their future endeavors.

I would like to extend my warm wishes for the New Year 2022. A very happy and prosperous new year to everyone!

## ABOUT NTQLS

The National Tobacco Quitline Services is an initiative by the Ministry of Health and Family Welfare, Govt. of India. This Tobacco Quitline is operational since the 2016 at Vallabhbhai Patel Chest Institute, under the directorship of Prof. Rajkumar. This Tobacco Quitline is a free of cost service to those who are willing to quit tobacco all over India. The hours of operation are from 8 am to 8 pm, from Tuesday to Sunday. The Quitline not just aims at enabling people to quit the use of tobacco but also minimizes the chances of relapse by conducting timely follow ups. This service is accessible through the toll free number 1800-11-2356.

## EVENTS AND ACTIVITIES

**5<sup>th</sup> Batch training:** A batch of 6 new counselors were recruited this year. As part of their training, a week long sessions were scheduled at NTQLS. The training program included lecture sessions by both supervisors and senior counselors for the new joiners. The training sessions focused on both theoretical knowledge and practical training, i.e. conducting mock calls, software training and role plays. The objectives of the training program were to equip the new joining with appropriate counseling skills, making them aware of the call protocol being followed in the premises and increasing their expertise in the field of tobacco- use counselling.





**Lecture sessions and software training of the 5<sup>th</sup> batch of NTQLS.**

**Award ceremony:** This year, a new event was introduced at NTQLS, i.e. the Award ceremony. Based on the monthly performance of the employees, each month 3 counselors would be appreciated and recognized for their work. They were awarded a memento and a certificate for encouragement of the work they have done in that duration. Prof. Rajkumar and other prestigious members of the dice present this award each time at the ceremony.

**Awards for the month of June 2021**



**Mr. Namit receiving the award**



**Ms. Sakshi being awarded**



**Mr. Rahul receiving the award**



**Glimpse from award ceremony**

### Awards for the month of July 2021



Mr. Namit being awarded



Mr. B.D Sharma receiving the award



Mr. Zuhaib receiving the award



Supervisors of NTQLS with the awardees

### Awards for the month of August 2021



Mr Namit receiving the award



Ms. Sayara being awarded



Ms. Pooja receiving the award



Glimpse from award ceremony

## Awards for the month of September 2021



Prof. Raj Kumar addressing the NTQLS Team



Esteemed Guests from WHO & Ramjas College



Mr. Praveen Kumar Singh being awarded



Ms. Sakshi Singh receiving the award

## Awards for the month of October 2021



Ms. Jyoti receiving the award



Mr. Bhairav Dutt Sharma being awarded



Ms. Sakshi Singh receiving the award



Glimpse from award ceremony

## Celebrations at NTQLS

Throughout the year, various festivities happen and brightens up the ambience of the department. To name a few, New Year celebration, Holi, Independence Day, Women's day, Diwali and Christmas were celebrated in the office this year. The team awaits such celebrations and participate with enthusiasm!

### New Year 2021 Celebration in the Department



### Holi Celebration



### Independence Day Celebration





### Diwali Celebration at the Office



### Award Ceremony



## VISITOR'S AT NTQLS

It has always been a moment of pride for the department of NTQLS to welcome esteemed dignitaries from various areas of expertise. For our visitors it is a new experience and they take keen interest in knowing more about the department. Following are some of the guests who visited us.



**V.S Chauhan (Chairman VPCI) & Vibha Chauhan along with Prof. Rajkumar (Director VPCI)**



**Dr. Pulkesh Kumar, D/S Tobacco Control, MoHFW, New Delhi**



**Dr. Rajendra Prasad, Former Director, VPCI, Delhi**





**Dr. Vinayak M Prasad ( WHO HQ Geneva)**



**Prof. Rakesh Bhatnagar (VC, Amity University, Jaipur)**



**IAS Abhay Singh visited the department of NTQLS at VPCI**



**Visitor Sumitra Goganio, (Sr. A.O., Ministry of Health and Family Welfare) along with her team**





**Mrs. Pooja Gupta, tobacco control programme (MoHFW)**



**Sanjay Paswan, Politician from Bihar visits NTQLS**



**Visited the Department of NTQLS at VPCI**



**Mr. Raj Kumar Bhatia, Chancellor's Nominee in EC, Delhi University**



**Mr. Srikant Sahasrabudhe visits the Department**



**Dr. Sanjay Kumar (LMSAI, Harvard University)**



**Dr. Depty visits the Department of NTQLS**



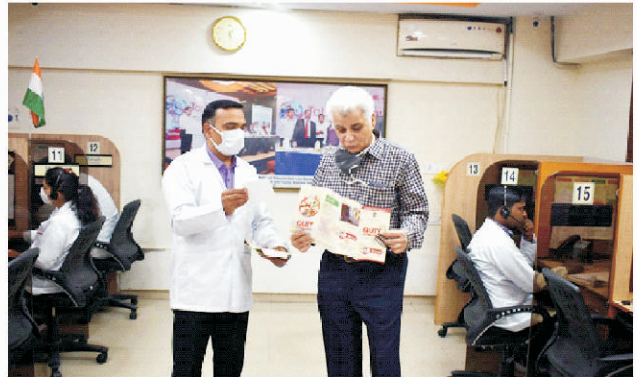
**Mr. Rakesh Sharma with the Director of VPCI at NTQLS**



**Dr. Deepak Arora visits NTQLS**



**Prof. S.A. Karim, Dean, Faculty of Arts, Dept. of Urdu, University of Delhi**



**Mr. Kapil Kumar and team (CDGM, Manking Pharma)**



**Mr. Nirmal Gehlot, founder and director, Utkarsh, Jodhpur**



**Visitors from RADICON**



**Mr. Praveen Kumar Sinha, National Professional Officer WHO**





**Mr. Sanjay Dutta visits NTQLS**



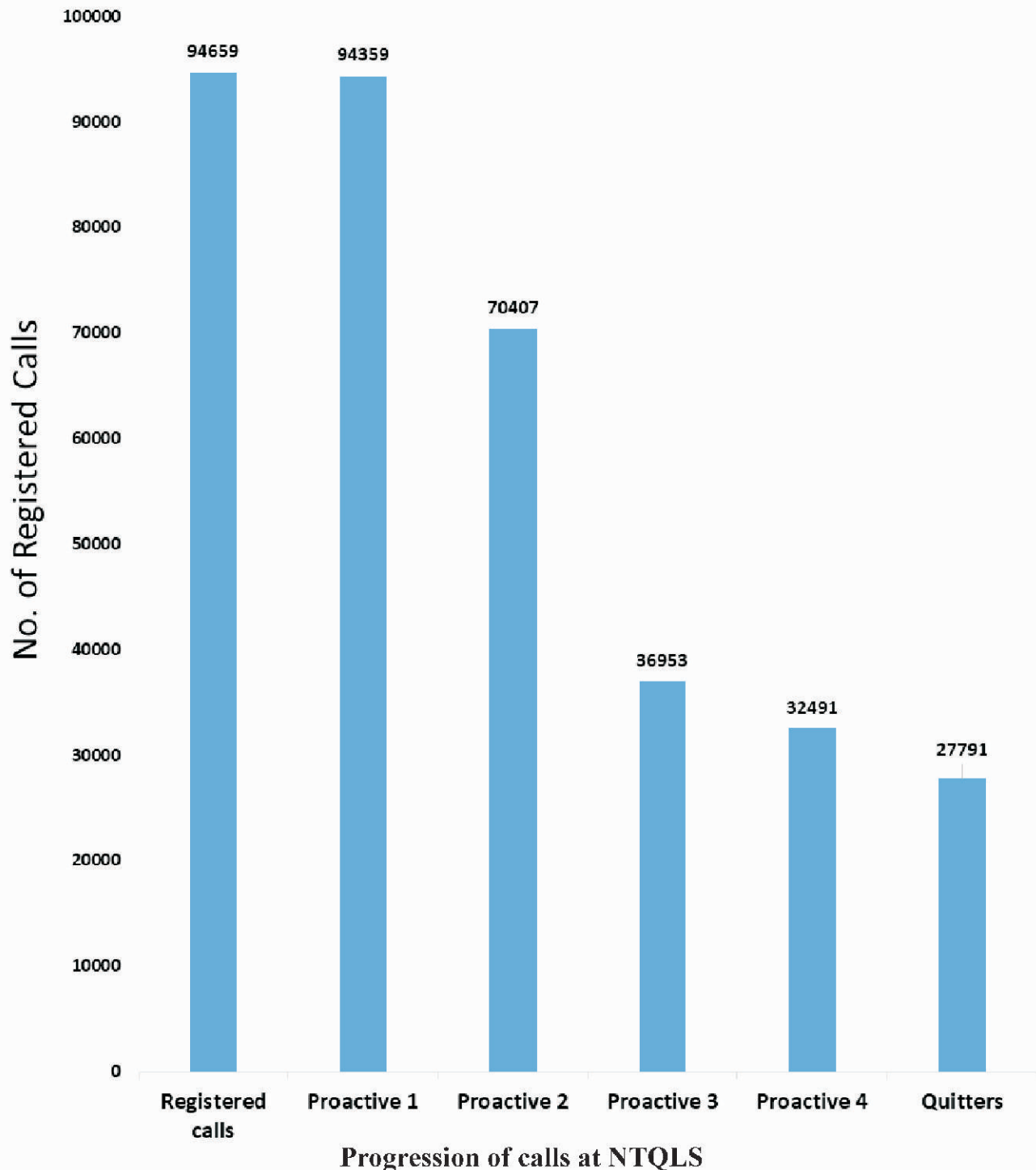
**Ms. Soni Verma, MA Psychology, Delhi University**



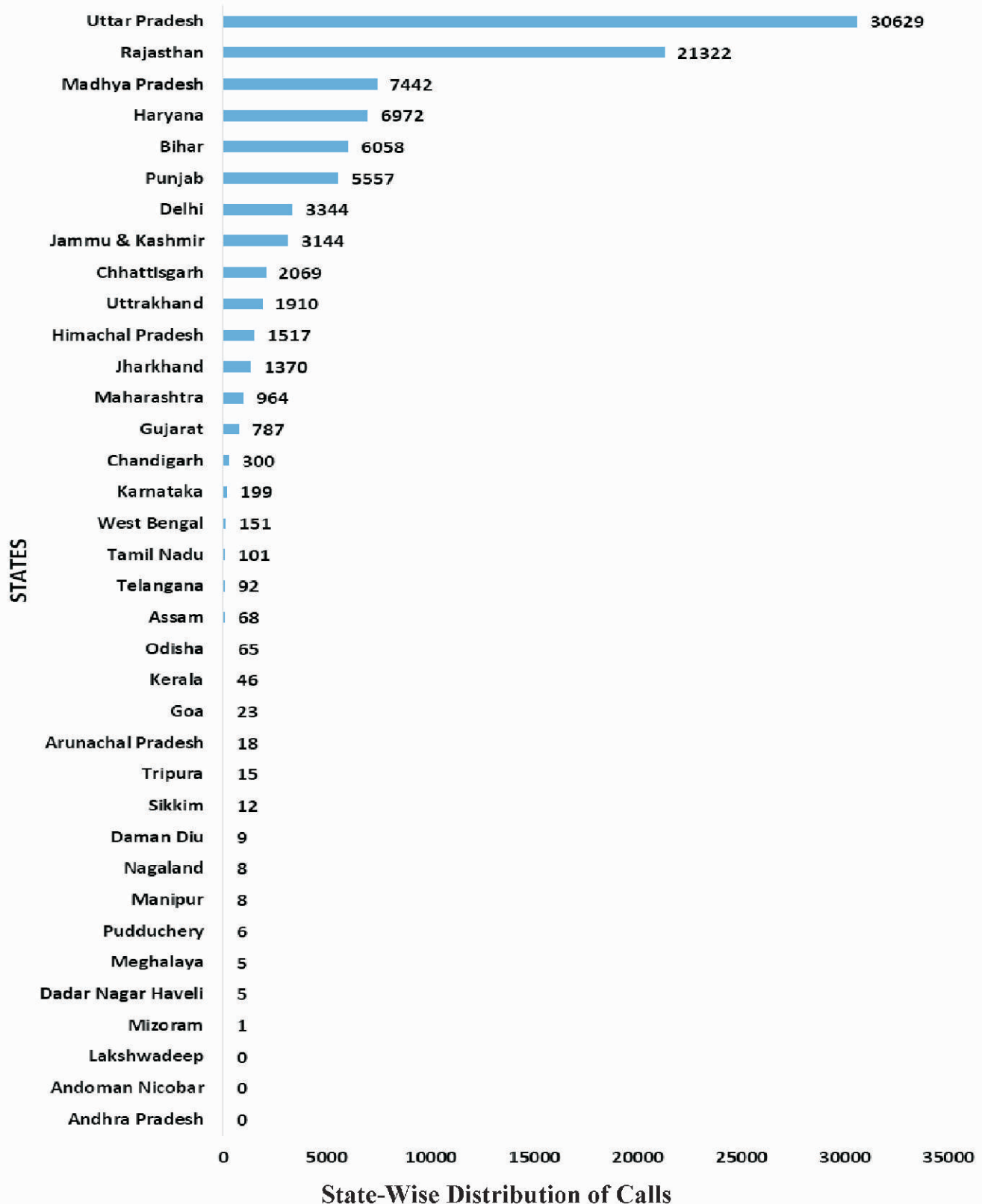
**Mr. Pancham Kumar visits the Department**

## NTQLS FINDINGS AND RESULTS

GRAPH 1: This graph represents call progress of callers who get registered at NTQLS. As depicted, 94659 callers were registered in the year from January' 21 to November' 21. Callers whose quit dates were set by the counselors then progressed to the P1 call and then P2 call, i.e. 70407 calls. The number of callers who progressed further to P3 and P4 calls were 36953 and 32491 respectively. Through the platform of NTQLS, 27791 callers have quitted successfully.



GRAPH 2: There is a variation in the no. of calls received from different parts of India. While states like Uttar Pradesh, Rajasthan and Madhya Pradesh are more active in approaching the Quitline, states / UT's like Andhra Pradesh, Lakshadweep, etc. were comparatively less.



## PERCENTAGE OF CALLERS FROM DIFFERENT STATES










## DEMOGRAPHIC DATA OF CALLERS

VARIABLE	VALUE	PERCENTAGE
<b>GENDER</b>		
Male	93700	98.99 %
Female	954	1.01 %
Transgender	5	0.01 %
<b>AGE</b>		
<14 Years	413	0.44 %
15-24 Years	46567	49.19 %
25-64 Years	46889	49.53 %
65 Years & Above	790	0.83 %
<b>MARITAL STATUS</b>		
Married	41895	44.26 %
Unmarried	52630	55.60 %
Widowed	63	0.07 %
Divorced	71	0.08 %
<b>EDUCATION</b>		
Illiterate	4413	04.66 %
1 <sup>st</sup> -10 <sup>th</sup> std.	39397	41.62 %
11 <sup>th</sup> -12 <sup>th</sup> std.	24689	26.08 %
Diploma after 12 <sup>th</sup>	1971	02.08 %
Graduation	20444	21.60 %
Post-Graduation	2905	03.07 %
Professional Degree	840	0.89 %
<b>OCCUPATION</b>		
Unemployed	6861	07.25 %
Retired	370	0.39 %
Student	17508	18.50 %
Self Employed/ Business	42297	44.68 %
Government Sector Employed	2007	02.12 %
Private Sector Employed	25616	27.06 %
<b>TYPE OF TOBACCO USE</b>		
Smoking	17824	18.83 %
Smokeless	64884	68.54 %
Smoking & Smokeless both	11951	12.63 %
<b>QUANTITY OF BIDI/ CIG SMOKE OR CHEWABLE TOBACCO PER DAY</b>		
1-10 Qty	44130	46.62 %
11-20 Qty	31165	32.92 %
20 & more	19364	20.46 %
<b>PREVIOUS QUIT ATTEMPT MADE</b>		
Yes	42838	45.26 %
No	51821	54.74 %
<b>ALCOHOL USE</b>		
Yes	22573	23.85 %
No	72086	76.15 %
<b>EXPENSE PER MONTH ON TOBACCO</b>		
<500 INR	29336	30.99 %
500-1000 INR	23936	25.29 %
1000 – 5000 INR	37429	39.54 %
5000 INR & above	3958	04.18 %
<b>INTERVENTION</b>		
Behavioral Counselling	94650	99.99 %
Behavioral Counselling & Referral to T.C.C	9	0.01 %


## APPRECIATION AND FEEDBACK RECEIVED FROM OUR CALLERS

**Educational Material**   

**quittobacco 2016**  Thu, Feb 11, 6:45 PM 




Dear caller, We appreciate your decision to quit tobacco for your healthier life. Here we have sent you Educational material which will help you to Quit Tobacco

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**Mail Delivery Subsystem** Thu, Feb 11, 6:43 PM 

Address not found Your message wasn't delivered to loanb7443@gmail.com because the address couldn't be found, or is unable to receive mail. [LEARN MORE](#) The respo




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**nrj nj** <nrj1946394@gmail.com> Thu, Feb 11, 10:04 PM   




to Lakshman, me

I want to quit tobacco but Sometimes when I try to do that few days I had quit it, but after some days when I felt stress or some negative thoughts in my mind. I restarted that I don't know how I can quit tobaco but I have tried it many times in last days. I have ridded your attachment it is very helpfull for me to quit tobacco, I will follow same..

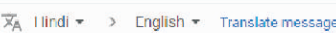

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**Gmail**  is:starred  

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
**06 Team** <hdhanka64@gmail.com> Sat, Apr 3, 7:39 PM   



to me


 Hindi > English [Translate message](#) [Turn off for Hindi](#) 




[03/04, 7:02 pm] Hemant Dhanka:  मेरे दादाजी -श्रीमान सुदीपाल 35 वर्षों से तम्बाकू का सेवान्तर कर रहे थे जिसके पश्यात श्रीमान -नवीन कुमार जी की कृपया से आज 2महीने मेरे दादा जी को तम्बाकू छोड़े से मंग ह

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


**Kartikey help me to quit tobacco** 



**Yogendra kumar** <yog06101989@gmail.com> Fri, Jul 16, 7:49 PM   


to me




I am Yogendra Kumar from Jaipur Rajasthan India 302017. Kartikey helped me a lot to quit tobacco and I am now feeling good becoz only of kartikey thank u for helping me.

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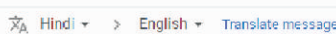

**Gmail**  is:starred  




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**Rid the addiction** 

**Roshan Kumar** <roshan25900@gmail.com> Tue, Aug 3, 1:12 PM   

to me

 Hindi > English [Translate message](#) [Turn off for Hindi](#) 

Heartiest thanks Mr. NAVIN SIR   
To rid a bad addiction of tambaku  &  
i wish you and your team all the very best & I never forget you, to serve me 

जिन्दगी एक बार मिलती है ये बात धिन्कुल गलत है मौत एक बार मिलती है जिन्दगी हर रोज मिलती है..।



Gmail interface showing an email titled "Educational Material" from "quittobacco 2016". The email content reads: "Dear caller, We appreciate your decision to quit tobacco for your healthier life. Here we have sent you Educational material which will help you to Quit Tobacco". Below it is a "Mail Delivery Subsystem" notification and an email from "ramgopal Sharma" with a thank you message in Hindi.

Gmail interface showing an email titled "Thank you" from "Maheep Soni". The email content reads: "Thank you sir now i have completely quitted tobacco habit i am very much thankful and grateful to you for your cooperation & consistent efforts that helped me to quit this bad and health ruining habit. THANKS SIR ONCE AGAIN. REGARDS - MAHEEP SONI".

Gmail interface showing an email titled "Tobacco Quit Appreciation" from "RAM GOPAL BHATT गढ़वाली फैसल". The email content reads: "Dear Sabreen, Tobacco Quit Team member India, it's Great help and suggestion from your side for quit my tobacco Cigarettes which I was using from long time. You are taking feedback on keep calling me on and motivating me for that, you are very polite and you have Good communication skills. and finally I did it Now I am happy with my family, my family members are also happy for that. Keep Doing that for other person also. Great work and keep it up Sabreen and also motivate your team. 🙌🙌🙌🙌".

Gmail interface showing an email titled "Appreciation mail to sabreen mam" from "Rohit Sisodia". The email content reads: "Thnx alot sabreen mam i tne years sai tobacco use kr raha tha ghr mai Sab ke samjhane pr bhi nani chhod pa rha tha I kn aapne tobacco sabhi draw bags ko itne acche sai samjhya mujhe ... ki khud feel hone laga ki ab move on krna chahiye mujhe ... 15 days ho gye h aaj abki tk use nahi kiya h maine aur ab na hi aage krunga ... Again thnkiew soooooo much mam ... You are the best 🙌🙌".

## PHOTO GALLERY OF NTQLS

