

**Agreement for performance of work between  
WHO and  
Dev Sanskriti Vishwavidyalaya (DSVV), Uttarakhand, India**

**Terms of Reference & Budget sheet**

**Activity:** To conduct community activities on the occasion of World No Tobacco Day 2022

**Background:**

Tobacco use is one of the leading public health concerns worldwide. In India alone, nearly one million people die annually due to tobacco use, either directly or indirectly. Globally, more than 20 per cent of all deaths could be attributed to tobacco use. Despite continuing efforts in tobacco cessation, it has been found that more than two-thirds of people who have ever used tobacco, continue to do so currently. Approximately, one person dies every six seconds due to tobacco, accounting for one in 10 adult deaths. Unless urgent action is taken, the annual death toll could rise to more than eight million by 2030. India is the second-largest tobacco consumer, and third-largest tobacco producer, in the world.

Studies have shown that people have a widespread understanding of tobacco-related harm but less knowledge about specific consequences of use. Further, many people who attempt to quit tobacco use may relapse. This may be partly due to physiological dependency on tobacco, and partly due to lack of constant stimulus to quit tobacco use. On an individual level, quitting tobacco is a long process, a journey that starts with motivation as well as moral support. Tobacco users have a better chance of preventing relapse as well as sustaining their tobacco-free status if they are supported by friends and family, as well as have constant support and guidance from the health system.

The theme of WNTD 2022 is “Tobacco – Threat to our environment”. WHO is partnering with networks and organizations to reach the goal of WNTD. DSVV has been engaged in various activities for the sensitization of masses towards avoiding consumption of tobacco. This year, they propose to celebrate WNTD through organizing a series of activities.

**Duration:** 23 May to 3 June 2022

APW will cover the following ToRs:

1. Organize awareness drives through numerous centres (approx. 1000) located across the country that will create awareness amongst masses, through slogans, songs, and performances.
2. Organize various competitions like poster making, songs, speeches, and art competition to sensitize youth and students about the hazards of tobacco consumption and motivate them to quit tobacco use.
3. Organize flash mobs and cultural events in rural areas to create awareness about tobacco addiction.
4. Organize a half-day workshop, symposium wherein experts will participate and share their real-life experiences.

**Deliverables:**

1. Advocacy material developed including banners, posters, wall slogans, handouts etc. and awareness generated regarding harmful effects of tobacco on health and environment.
2. Poster making/art competitions completed in different settings.
3. Field activities like flash mobs and cultural events conducted successfully.
4. Half-day workshop, symposium conducted on World No Tobacco Day 31 May.

**Budget breakdown:**

Sl. No.	Description	Total amount (INR)
1.	Honorarium to experts and volunteers for participation across 1000 centres	100,000
2.	Travel and transportation charges for mobilizing IEC material, participants, experts for various events	100,000
3.	Printing of banners, posters, wall slogans, advertising, handouts, exhibition posters and other IEC material to spread maximum awareness at 1,000 centres	500,000
4.	Refreshment of participants and volunteers across 1000 centres	150,000
5.	Contingency and administrative overheads	50,000
6.	Media promotion of the campaign including Social media	100,000
<b>Total:</b>		<b>1,000,000</b>

**Note:** all expenses will be paid on actual based on submission of statement of expenditure, supporting bills/invoices/travel bills and hotel bills/vouchers etc.

**Deliverable Schedule:**

Payments	Indicative date	Deliverable	%
1st	23 May 2022	Countersigned contract	25%
2nd	3 June 2022	Balance or actuals upon submission of final report along with final statement of expenses and approval by TFI	75%

For the World Health Organization

For the Contractual Partner



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Noncommunicable Diseases (HPN)  
WHO-SEARO, New Delhi, India  
Date: 9 May 2022

Dr Chinmay Pandya  
Chancellor  
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Date: