

Tobacco harm reduction: An unmet area for innovation and technology

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Abstract: Tobacco is one of the leading causes of mortality in India, significantly correlated with gender, occupation, education and age. With more than 100 million smokers and another 200 million users of smokeless tobacco products (SLTs), India ranks as one of the highest manufacturer and consumer of tobacco products worldwide. Further, 50% of oral cancers are attributed to SLTs with the highest mortality rates in women globally. The magnitude and pattern of tobacco consumption are influenced by the geographical setting, and with rapid urbanization in India, there is an urgent need to understand this differential pattern. This will assist in planning tobacco cessation initiatives across rural and urban India. Tobacco harm reduction (THR) initiatives have creatively employed innovative methods for harm reduction including philately to smartphone based apps for awareness.

Biography – Samir Vinchurkar has completed his PhD from Virginia Commonwealth University in 2008 and worked as Director with several Biomedical companies across Europe, US and Asia. He was also associated with the National University of Ireland and the University of Mumbai in the area of Innovation and Entrepreneurship. He is the scientific director of HRRIC and is a co-author on



6. Publication of speakers:

1. Smokeless Tobacco dependence and cessation measures in India.
2. **DISCREPANCIES IN BELIEF, BEHAVIOR AND KNOWLEDGE TOWARDS TOBACCO CONSUMPTION**
3. **Tobacco Harm Reduction: Underpinning Issues, Challenges, and Scope for Innovation**
4. The Effect of Population Density, Urbanization and Tobacco Use on the Spread and Recovery Rate of COVID-19 in India
5. **Quantification of Smokeless Tobacco Products in India**

7. [World Congress on Tobacco and Smoking Cessation, October 12-13, 2020, Sydney,Australia](#)

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