

PREPARED FOR

Manas – Center for Mental Wellness & Counselling

# Vimukti – Corporate Tobacco Cessation Programme

Helping Your Employees Quit Tobacco for Good

Presented by Dr. Priya Dubey Sharma

Manas – Center for Mental Wellness & Counselling

UDYAM-MP-10-0120839



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## Programme Overview

This programme addresses the significant costs tobacco use imposes on organisations through absenteeism and reduced productivity, while acknowledging the challenges employees face in quitting without adequate support. Vimukti offers a structured, evidence-based approach to help your employees achieve lasting freedom from tobacco.

### Learning Objectives

- ✓ Participants will gain a deep understanding of the psychological and physical aspects of nicotine dependence, enabling them to identify personal triggers and develop effective coping strategies.
- ✓ Attendees will learn the core principles of the Vimukti Method, which focuses on dismantling the deceptive thought patterns associated with tobacco use, leading to more sustainable quitting success.
- ✓ Employees will become familiar with the programme's unique 21+7 day journey structure, understanding the phased approach designed for gradual habit modification and long-term maintenance.
- ✓ Participants will discover the various support systems available, including personalised counselling, peer support groups, and strategies for involving family, thereby enhancing their confidence and resilience during the quitting process.
- ✓ Individuals will be able to articulate the tangible benefits of quitting tobacco, both for their personal well-being and for the organisation's overall health and financial performance.
- ✓ The programme aims to equip employees with the knowledge and tools to become advocates for a healthier workplace, fostering a supportive environment that encourages others to seek cessation assistance.

#### WHO SHOULD ATTEND

This programme is designed for all employees within your organisation who currently use tobacco products and are seeking a supportive and effective way to quit.

## Programme Content

### 1. The Real Science of Nicotine Dependence: Beyond the Physical

Understanding tobacco dependence requires looking beyond the physical withdrawal. While physical dependence accounts for a small part, the vast majority, approximately 95%, is rooted in psychological habits and learned behaviours. This section will delve into how routines, emotional responses, and social cues become intertwined with tobacco use, making it feel like an essential part of daily life. By identifying these deep-seated psychological hooks, employees can begin to dismantle the perceived necessity of tobacco.

 **Activity:** Group reflection on personal daily routines associated with tobacco use.

### 2. The Vimukti Method: Removing Deceptions, Not Just Urges

The Vimukti Method distinguishes itself by focusing on the cognitive distortions and myths that perpetuate tobacco use, rather than solely managing cravings. We will explore common rationalisations and beliefs that keep individuals tethered to tobacco, empowering participants to challenge these deceptive thought processes. This approach helps in understanding that tobacco does not provide genuine stress relief or concentration enhancement, but rather creates a cycle of dependence.

 **Activity:** Interactive session to identify and reframe common 'smoking myths'.

### 3. Your 21+7 Day Journey to Freedom

Vimukti offers a structured yet flexible 21+7 day programme designed for lasting change. The initial 21 days focus on breaking the primary habit cycle and managing withdrawal with intensive support. The subsequent 7 days are dedicated to reinforcing new behaviours, anticipating potential challenges, and building long-term resilience. This phased approach ensures that participants are well-equipped to navigate the initial quitting phase and sustain their progress thereafter.

 **Activity:** null

#### 4. Comprehensive Support Systems: You Are Not Alone

Quitting tobacco is a journey best undertaken with robust support. Vimukti integrates multiple layers of assistance, including confidential one-on-one counselling sessions tailored to individual needs, empowering group discussions with peers facing similar challenges, and guidance on how to involve family members for a supportive home environment. This multi-faceted support network significantly increases the likelihood of successful and sustained cessation.

 **Activity: Breakout groups to discuss how family can support cessation efforts.**

#### 5. Expected Outcomes and Employer Return on Investment

Participants can anticipate significant improvements in their health, energy levels, and overall quality of life, alongside financial savings from reduced tobacco expenditure. For organisations, the benefits are equally substantial, including decreased healthcare costs, lower insurance premiums, reduced absenteeism, and a marked increase in employee productivity and morale. Investing in Vimukti is an investment in a healthier, more engaged, and more efficient workforce.

 **Activity: Presentation of anonymised case studies demonstrating programme success.**

#### 6. Sustaining a Tobacco-Free Culture

Beyond individual cessation, this section focuses on fostering an organisational culture that supports long-term tobacco-free living. We will explore strategies for maintaining motivation, handling relapse triggers, and celebrating milestones. Creating an environment where healthy choices are the norm not only benefits current quitters but also discourages initiation among non-users, leading to a healthier workplace for everyone.

 **Activity: Brainstorming session on workplace initiatives to promote a tobacco-free environment.**

## Action Plan

Concrete steps for implementation.

Action	Owner	Timeline	Notes
Communicate programme details and benefits to all employees.	HR/Manager	Week 1	Utilise internal communication channels like email, intranet, and posters to highlight the programme's advantages for both employees and the organisation.
Open registration for the Vimukti programme.	HR	Month 1	Ensure a simple and confidential registration process is available, clearly outlining participant eligibility and commitment required.
Schedule initial information and orientation sessions.	Manager	Week 2	Hold introductory meetings to explain the programme structure, address employee queries, and build initial enthusiasm.
Facilitate commencement of the 21+7 day programme for registered employees.	HR	Month 1	Coordinate the launch of the programme, ensuring all resources and support personnel are in place for the first cohort.
Monitor participant progress and provide ongoing support.	HR/Manager	Month 2	Regularly check in with participants and support teams to identify challenges and offer timely interventions or encouragement.
Evaluate programme effectiveness and plan for future cohorts.	Leadership	Quarter 1	Gather feedback from participants and managers, analyse outcomes (e.g., reduction in tobacco use, productivity changes), and refine the programme for subsequent rollouts.

## About Manas



### Dr. Priya Dubey Sharma

Founder & Consulting Psychologist | Applied, Organizational & Behavioural Psychologist | PhD | 18+ Years

Dr. Priya Dubey Sharma brings 18+ years of applied psychology to corporate wellness. She has worked with SBI, educational institutions, and corporate teams across India. Her evidence-based approach combines CBT, mindfulness, and culturally contextualised psychology for measurable outcomes. She is the creator of the Performance FOMO Index™ and the High-Functioning Distress Framework™.

### Manas – Center for Mental Wellness & Counselling

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**Disclaimer:** This document has been prepared by Dr. Priya Dubey Sharma – Founder & Consulting Psychologist (Applied, Organizational & Behavioural Psychologist, PhD, 18+ years), Manas – Center for Mental Wellness & Counselling (UDYAM-MP-10-0120839). Content is for programme overview and educational purposes only. Nothing herein constitutes legal advice regarding POSH Act compliance – organisations should consult qualified legal counsel for specific legal guidance. For clinical or psychological support, please reach out to the Manas Team for personalised guidance, or consult a qualified Psychiatrist or licensed mental health professional. © 2026 Manas – Center for Mental Wellness & Counselling. All rights reserved. Confidential – prepared specifically for the named organisation. For queries: [manu@manas365.com](mailto:manu@manas365.com) | +91 99818 13224